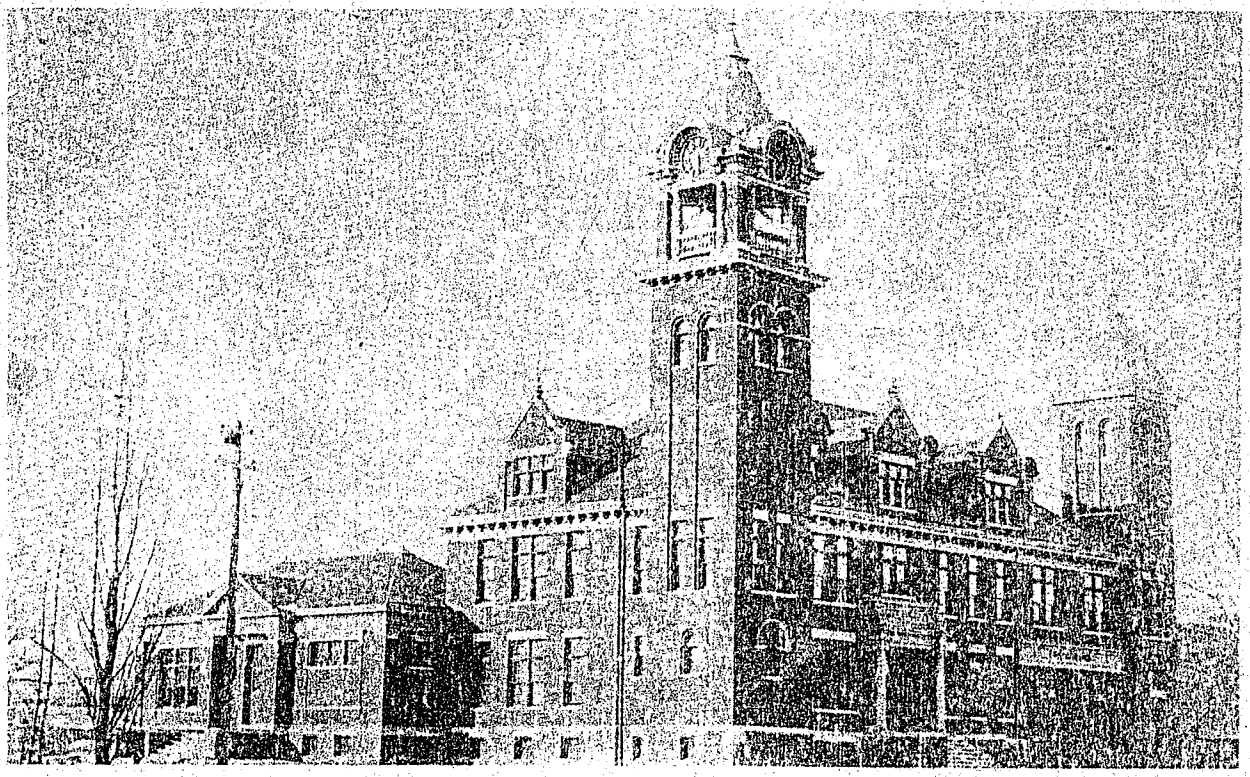
CITY OF MARSHFIELD, WISCONSIN

INTENSIVE SURVEY REPORT

Commercial Architectural and Historical Survey



prepared for:
Downtown Preservation Project
City of Marshfield, Wisconsin
by
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Abstract

The purpose of the Marshfield Commercial Architectural and Historical Intensive Survey was to identify historic properties and historic districts in the survey area that are potentially eligible for the National Register of Historic Places. The Central Avenue Historic District was identified as potentially eligible for the National Register of Historic Places.

The project has produced 117 inventory cards for the commercial Central Avenue and surrounding area; forty-four intensive survey forms for the commercial Central Avenue district, an intensive survey report, a National Register of Historic Places nomination, and a walking tour brochure. All of the products are intended for use by the general public as well as by professional preservationists and planners. Consequently, copies of the work products will be maintained at the Division of Historic Preservation, State Historical Society of Wisconsin, 816 State Street, Madison; The State Historical Society of Wisconsin Library, 816 State Street, Madison; The Marshfield Public Library, East Second Street, Marshfield; The North Wood County Historical Society, Upham Mansion, 212 West Third Street, Marshfield; the Superintendent of Schools' office of the School District of Marshfield, 1010 East Fourth Street, Marshfield; and Marshfield City Hall, 620 South Central Avenue, Marshfield, Main Street Marshfield, Inc., 222 South Central, Suite 404, Marshfield.

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Introduction

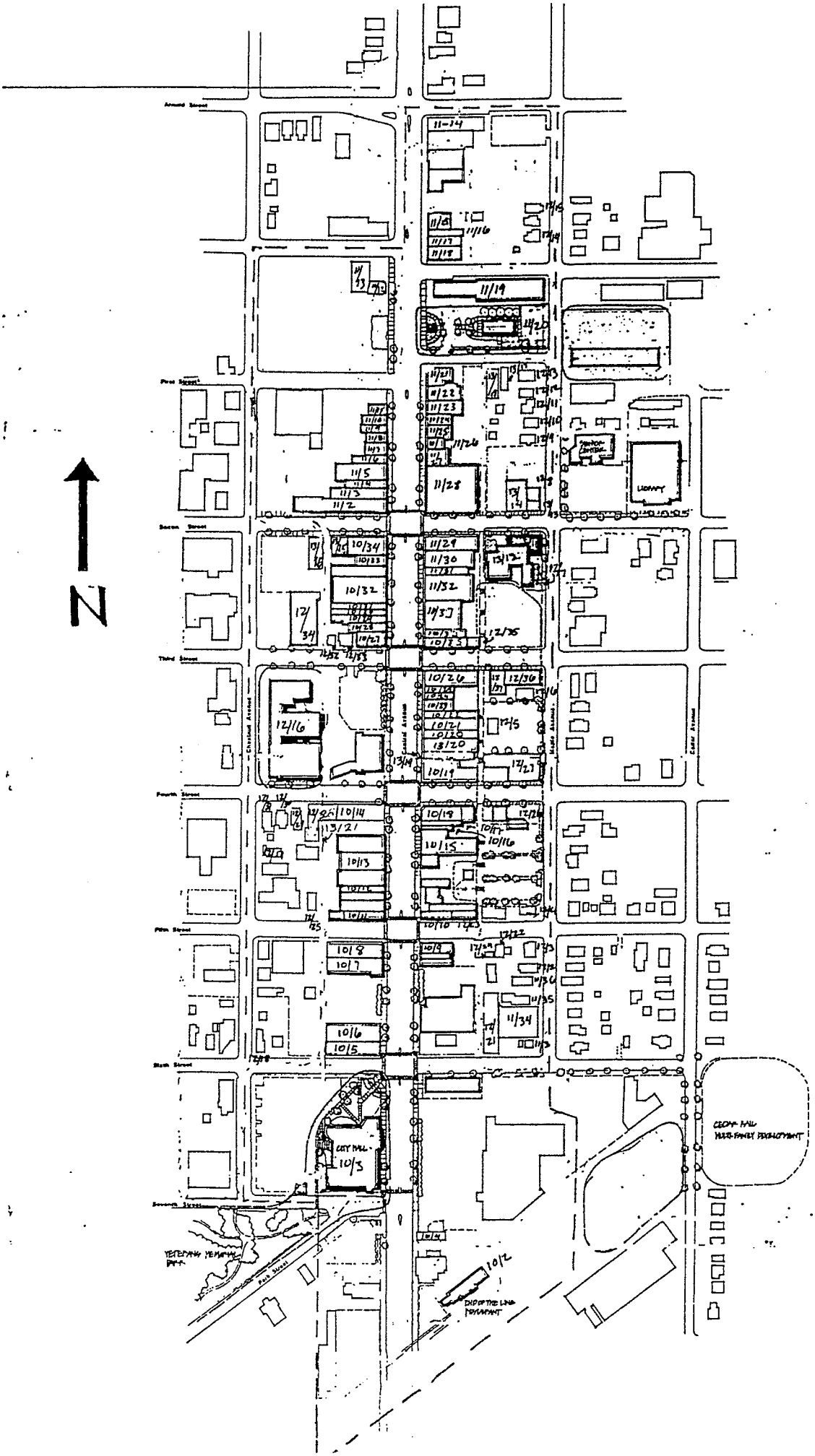
The Marshfield Commercial Survey was conducted between October 1990 and July 1991 to identify, research, and evaluate properties of architectural and historical significance. The survey was executed by Historic Preservation consultant Rebecca Sample Bernstein.

The project included a reconnaissance phase, an intensive phase, a National Register of Historic Places nomination, a walking tour brochure, and two public meetings. The survey area incorporated the area bounded by Chestnut Avenue on the west, Arnold Street on the north, Maple Avenue on the east, and the railroad tracks on the south. This intensive survey area was chosen because it contained a possible historic district. The information on buildings previously surveyed was updated on new or revised inventory cards. The surveyed area was determined in part by the boundaries of the Business Improvement District.

The project has produced 117 inventory cards for the commercial Central Avenue and surrounding area; forty-four survey forms for the commercial Central Avenue, an intensive survey report, a National Register of Historic Places nomination, and a walking tour brochure. Products of the survey will be maintained at the Division of Historic Preservation, State Historical Society of Wisconsin, 816 State Street, Madison; The State Historical Society of Wisconsin Library, 816 State Street, Madison; The Marshfield Public Library, East Second Street, Marshfield; The North Wood County Historical Society, Upham Mansion, 212 West Third Street, Marshfield; the Superintendent of Schools' office of the School District of Marshfield, 1010 East Fourth Street, Marshfield; and Marshfield City Hall, 620 South Central Avenue, Marshfield, Main Street Marshfield, Inc., 222 South Central, Suite 404, Marshfield.

An Historic Preservation Grant-In-Aid from the National Park Service, administered through the Division of Historic Preservation of the State Historical Society of Wisconsin, partially funded the Marshfield Commercial Survey. Funds and assistance to match the grant were provided by the City of Marshfield.

MARSHFIELD COMMERCIAL SURVEY



CHAPTER I Survey Methodology

The Marshfield Commercial Survey was conducted between October 1990 and July 1991 by Rebecca Sample Bernstein. The project included a reconnaissance phase, an intensive phase, a National Register of Historic Places nomination, a walking tour brochure, and two public meetings. The survey area incorporated the area bounded by Chestnut Avenue on the west, Arnold Street on the north, Maple Avenue on the east, and the railroad tracks on the south. This intensive survey area was chosen because it contained a possible historic district. The information on buildings previously surveyed was updated on new or revised inventory cards. The surveyed area was determined in part by the boundaries of the Business Improvement District.

The survey was conducted on a street by street basis in accordance with the "Manual for Conducting Architectural and Historical Intensive Surveys in Wisconsin". On the reconnaissance level, residences, retail buildings, and industrial buildings were surveyed. Buildings over fifty years old were all surveyed on the reconnaissance level unless so severely altered that their age was unrecognizable. Some properties within a proposed district, that were less than fifty years old were also surveyed. Intensive research was conducted for all the properties within the intensive survey area.

Important resources for the research phase of the survey included Sanborn-Perris Insurance Maps, available from the years 1884, 1887, 1891, 1898, 1904, 1912, 1926, and 1946; Topic specific information on railroads and the Women's Christian Temperance Union, were available from the State Historical Society of Wisconsin Library. The North Wood County Historical Society vertical files on a great variety of topics provided useful information. The North Wood County Historical Society opened their museum collection during off hours allowing for valuable information gathering.

At the beginning of the project, Rebecca Sample Bernstein and Joe DeRose (staff, Division of Historic Preservation) held a public meeting to discuss the essentials of Architectural and Historical Surveys in Wisconsin and to introduce the survey area and methods in Marshfield. Articles prepared by Barb Bartkowiak appeared in the Marshfield News-Herald in the fall of 1990. At the conclusion of the survey a public meeting to present findings of the survey was held. The publication of the walking tour and its distribution contributed to public education efforts of the survey.

CHAPTER II Historical Overview of Marshfield, Wisconsin

Introduction

The City of Marshfield is located on the high prairie of Central Wisconsin in Wood County. Having no immediate access to water transportation, the city was established later than the nearby communities of Stevens Point and Wisconsin Rapids, both situated on the Wisconsin River. For the same reason, Marshfield has depended more heavily on the railroad for economic viability than the other communities.

Marshfield's Founding

In the 1840s, Wood County was among the lands given by the United States government to Wisconsin Territory for creation of a steamboat passage from Green Bay to the Mississippi River. Wisconsin Territory then contracted the Fox and Wisconsin Improvement Company to develop the waterways. The Improvement Company would receive 700,000 acres tax-free for ten years, in exchange for the work. Just before the completion date of 1866, the responsibilities for completion of the waterways and the land benefits were transferred to the newly created Green Bay and Mississippi Improvement Company. The area including the future site of Marshfield was then in the ownership of John Magee and Samuel Marsh. When Samuel Marsh died in 1872, his share of ownership was left to, among other heirs, John J. Marsh, his nephew.[1]

Early Settlement

In 1871 Louis Rivers and his brother Frank chose to construct a one-and-a-half story log building, which was to serve as a residence, hotel, tavern, and store, at the present northeast corner of North Chestnut Avenue and West Depot Street [not extant].[2] They had heard that the segment of the Wisconsin Central bound from Stevens Point northwest to Lake Superior would pass through the area and they wished to take advantage of the business from the track-laying gang, and then later of the traffic the train would generate.[3]

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[1]George O. Jones, et al, comp. History of Wood County, Wisconsin (Minneapolis, Minnesota: H.C. Cooper, Jr. & Co., 1923), 178.

[2]Marshfield News-Herald, 6 June, 1972, p. 2.

[3]No longer extant, it was located at the present northeast corner of North Chestnut Avenue and West Depot Street. Marshfield News-Herald, 6 June, 1972, p. 2.

On July 4, 1872, the first train reached Marshfield.[4] Apparently, the tracks into Marshfield had been laid in September of 1871.[5] Other early settlers were drawn to the area by the attraction of establishing services for the new railroad. The Wisconsin Central built their first depot near the Rivers' establishment, on Chestnut Avenue between Depot and First Streets (not extant, nothing on site).[6]

Platting of Marshfield

In 1875, J.P. Buck, who had been an agent for the Fox and Wisconsin Improvement Company, and J.J. Marsh planned a more formal development of Marshfield. They had Mr. N.M. Edwards survey the community in December of 1874 and April of 1875. They submitted the plat to the Wood County Register on September 9, 1875.[7] The plat established Central Avenue and the Wisconsin Central Railroad track as the perpendicular axes in the middle of the city. The plat included the following streets - from west to east: Spruce, Walnut, Chestnut, Central, Maple, Cedar, and Cherry (all but Central were noted as streets, rather than avenues as they are now known); and north to south: "B", A", North Depot and North Railroad, South Depot and South Railroad, Second, Third, Fourth, and Fifth streets.[8] By the time the town was platted, it had to its credit twenty-two wood frame buildings.[9] Six years later, there were sixteen stores, two schools, a Catholic church [not surveyed] (the Lutherans were finishing a partially constructed church, and the Presbyterians were in the process of raising money to begin one [neither surveyed]), and the Rivers brothers' new hotel [not extant].[10]

Marshfield was incorporated as a city in 1883 by the legislature of Wisconsin by in Chapter 280 of the laws of 1883. On the first Thursday of April, Marshfield held its first city elections. L.A. Arnold was elected mayor, A.E. Deming elected clerk, Anton Thomas was elected

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[4]Ibid.

[5]History of Northern Wisconsin. An Account of its Settlement, Growth, Development, and Resources, an extensive Sketch of its Counties, Cities, Towns and Villages (Chicago: The Western Historical Company, 1881; repr., Iron Mountain, Michigan: The Ralph W. Secord Press, 1988), 1209.

[6]George Winkler, "Marshfield on the Old Wisconsin Central"the SOO (article from vertical files at the Marshfield Public Library), 36.

[7]Jones, 180.

[8]Marshfield, Wisconsin, Highlights of History, 1872-1972 (Marshfield, Wisconsin, 1972), 4.

[9]Northern Wisconsin.

[10]Ibid., 1210

treasurer, and C.A. Coon was elected Police Chief. Services provided by the city government have included fire protection, water supply, sewer service, police protection, street maintenance, and licensing of various types - liquor, telephone service, and billiards.[11]

The Fire

The fate of Marshfield's early commercial building stock was determined on June 27, 1887. In one day, the first generation of structures was obliterated, and the brick storefronts evident today were subsequently mandated. On that June day, a fire began in the Upham Manufacturing plant. Efforts to halt the spread of the fire were fruitless since a hot dry wind served to fan the flames. The fire moved from the plant (located over a few square blocks on Third and Walnut streets [not extant]) to the Wisconsin Central Railroad depot (then located at Chestnut Avenue between Depot and First Streets [not extant, nothing on site]) and then to Central Avenue. The wood frame commercial buildings proved an easy target for the fire. When it was finally squelched, the fire had taken all but one of the commercial buildings on Central Avenue, as well as many surrounding residences.

On June 28, William H. Upham signaled his determination to rebuild his factories by raising the flag on a pole amidst the burned remains of his lumber plant. On the same day, the city council called an emergency meeting and declared that from then on, all buildings on Central Avenue were to be constructed of brick, or otherwise fireproof. An onslaught of aid and craftsmen from nearby communities resulted in the well built brick and masonry commercial buildings lining Central Avenue.[12]

Marshfield's Industry - an example.

Production and sale of cigars, lumber, food products, furniture, dairy products, mobile homes, shoes, and soda pop throughout Marshfield's history have provided needed economic stability. Marshfield's central location between Milwaukee and Minneapolis created a wholesale market, and prevented it from being simply another railroad siding in the woods. The open landscape surrounding the commercial core of Central Avenue allowed for construction of factories and plants with room to expand.

Much of the success of the community of Marshfield can be credited to Major William Henry Upham, who came to the town in 1878. His industrial, political, and social prowess infused the new town with possibilities.

Upham was born in Westminster, Massachusetts on May 3, 1841. In 1852, his family moved to Niles, Michigan. His mother and he moved to Racine, Wisconsin, after his father died in 1853. Young Upham joined the federal troops in the Civil War and was left for dead after the Battle

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[11]Jones, 182.

[12]Highlights of History, 9, Marshfield Times, summer months, 1887.

of Bull Run. Found alive and imprisoned by Confederate troops, he was released in a prisoner exchange. He was then admitted to West Point, and graduated in 1866. After a short career in the military, he resigned in November of 1869.[13]

With his brother Charles, Upham began his business career with lumber mills in Kewaunee and Angelica (Shawano County, Wisconsin). In 1878, William Henry Upham moved to Marshfield and established a shingle mill and sawmill. Soon the Upham Manufacturing Company also included a grist mill, furniture factory, veneer plant and machine shop [none are extant, but were located between Second and Third streets, off of Walnut Avenue, current site of Weinbrenner Shoe factory, not surveyed].[14]

Upham also became involved in politics, and although he lost the election for first mayor of Marshfield in 1883, he won easily in 1886. He was forty-four at the time. He was re-elected for a second one year term and then retired until 1891 when he ran and won another term as mayor under a "City Improvements" platform. Under Upham's mayoral tenure, the first city sewer system was authorized, and Western Union Telegraph was authorized to service the city.[15]

By 1892, state Republican leaders were observing Upham as a possible candidate for Governor. In 1894, Upham was nominated as the Republican choice. He was elected to the office of Governor by approximately 53,000 votes over his opponent, and incumbent, George Peck. During his term, the newly popular LaFollette progressives continually wore away at Upham's popularity. For this and other reasons, Upham chose not to run for a second term. He returned to Marshfield and continued his public and private life. Upham died on July 2, 1924. The Upham Manufacturing Company operated until 1927, and the remains of the mill and furniture plant were destroyed in 1935.[16]

Conclusion

Marshfield has grown steadily with no jarring booms or busts, as population statistics indicate. In 1882 the population of the ten year old village was 669, and the town population was 1,001. By 1900, 212 more people lived in the village, and the town's population had grown by 4,239. In the next decade, the village population dropped to 849, while the town population increased to 5,783. In 1920 the city had a population of 7,394. In 1930 the town had 907 people and the city had 8,778. In 1940 the population was 10,359, by 1950, it had grown to 12,394. In 1960, there were 14, 153 people in Marshfield. In 1970 that figure had swelled to 15,619. In 1980 the population had reached

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[13]Marshfield News-Herald, 6 June, 1972, p. 8.

[14]Ibid.

[15]Marshfield News-Herald, 6 June, 1972, p. 12.

[16]Marshfield News-Herald, 6 June, 1972, p. 8.

18,083. Marshfield's central location and provision of educational, industrial, and medical services continue to maintain the thriving community of nearly 20,000 in the early 1990s.[17]

Note on Sources

For general histories of Marshfield, the following sources contribute significantly: Marshfield, Wisconsin, Highlights of History, 1872-1972 (Marshfield, Wisconsin, 1972); George O. Jones, et al, comp. History of Wood County, Wisconsin (Minneapolis, Minnesota: H.C. Cooper, Jr. & Co., 1923); History of Northern Wisconsin. An Account of its Settlement, Growth, Development, and Resources, an extensive Sketch of its Counties, Cities, Towns and Villages (Chicago: The Western Historical Company, 1881; repr., Iron Mountain, Michigan: The Ralph W. Secord Press, 1988). Unfortunately, the Highlights of History does not document its sources, so confirmation of some of the information may be frustrating.

The Sanborn-Perris Insurance Maps for Marshfield, from the years 1884, 1887, 1891, 1898, 1904, 1912, 1926, and 1946, with the Marshfield City Directories, provide site specific information.

The Centennial Edition of the Marshfield News-Herald, 7,8, and 9 June, 1972, bulges with information about the city's history. On occasion, the information is inaccurate, and should be confirmed with other sources.

Related Properties

The properties discussed are no longer extant, or were not surveyed during the 1990-91 project.

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[17]Wisconsin Blue Book, 1882-1980.

CHAPTER IV Commerce Theme

Goods and Services

Provision of goods and services first defined the community of Marshfield. In 1871 Louis Rivers and his brother Frank chose to develop a one-and-a-half story log building to serve as a residence, hotel, tavern, and store, because he had heard of the segment of the Wisconsin Central bound from Stevens Point northwest to Lake Superior and wished to take advantage of the business from the track laying gang, and then later of the traffic the train would generate.[1] On July 4, 1872, the first train reached Marshfield.[2]

Hotels and Lodging

The new community attracted transient workers, loggers, farmers and visitors. Over the life of the community there have been a number of hotels or lodging establishments to serve these impermanent residents. Although some of them have no known history, it is clear that by 1884 six lodging establishments had been located on Central Avenue.[3] These included the American House [in the 300 block on the west side of Central Avenue], the Farmer's Home [in the 300 block on the east side of Central] The Tremont House [in the 200 block on the East side of Central Avenue], Traveler's Home on the north east corner of South Central and South Depot Street site of 103-105 South Central Avenue [WO 11/21], Rivers' establishment (which had burned in a fire in January, 1883)[4], and a boarding house on the northeast corner of "B" Street (now Blodgett Street) and Central Avenue. All of these buildings burned in the fire of June of 1887.[5]

After the fire, there were seven hotels in the community by autumn of 1887. The Tremont Hotel [not extant, approximate site of 222 South Central [WO 10/32], the Traveler's Home (renamed the Thomas House on the Sanborn Insurance Map of 1887, but still called Traveler's Home in the

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[1]No longer extant, it was located at the present northeast corner of North Chestnut Avenue and West Depot Street. Marshfield News-Herald, 6 June, 1972, p. 2.

[2]Marshfield News-Herald, 6 June, 1972, p. 2.

[3]All of the hotels in Marshfield appear to have had an array of names - when the substance of the name was changed, it has been noted in the text. Some historic references change the order of the words in a name, as in the "Hotel Blodgett" or "Blodgett Hotel". In this text, these names have been standardized with "Hotel" as the second word.

[4]Marshfield, Wisconsin, Highlights of History, 1872-1972 (Marshfield, Wisconsin, 1972), 9.

[5]Sanborn-Perris Insurance Maps, Marshfield, 1884, 1887, 1891, 1898, 1904, 1912, 1926, 1946.

24 August, 1887 Marshfield Times) [103-105 South Central Avenue WO 11/21], and the Farmer's Home (site of 333-337 South Central Avenue [WO 10/20]) were rebuilt, this time in brick, and others were added. The new hotels were the Jacobson Hotel [not extant, 400 block on the east side of Central],[6] a saloon and Hotel at the southwest corner of Third Street and Central Avenue [not extant], the Grand Central Hotel at the corner of Second Street and Central Avenue [site of WO 11/2], the Northwestern Hotel [close to the Omaha Railroad Tracks, not extant], and Traveler's Home [location at that time is unknown].[7]

In 1891, six hotels were located on Central Avenue, and two others were on the periphery of the main commercial core. The Northwestern Hotel, the hotel in the middle of the 300 block of Central (called Farmer's Home in 1891), the Tremont Hotel, the Central Hotel (which had dropped the descriptive "Grand") and the Thomas House remained on Central Avenue. A new hotel (name unknown) was located on the northeast corner of Fourth Street and Central Avenue. The Jacobson House and the hotel on the southwest corner of Third Street and Central Avenue were no longer in business. Other new establishments were the Mansion House (on Chestnut Avenue, not surveyed, not extant) and the Park House (presumably on Park Street, not surveyed), both on the boarder between the commercial and the residential areas.[8]

In 1898 there were seven hotels on Central Avenue, and three on side streets. The Northwestern Hotel, Farmer's Home, the Tremont Hotel, the Central Hotel, the Thomas House, the Mansion House and the Park House remained in the same locations. The hotel at the northeast corner of Central Avenue and Fourth Street was renamed the American Hotel (site of 355 South Central Avenue [WO 10/19]) and a hotel was added on east Fourth street at the back of the Farmers Home and American Hotel [not extant]. Near the Omaha Depot on South Central, the Montreal House was added [not extant].[9]

In 1904, The Omaha House at the northwest corner of Eighth and Central was the only new hotel, although the Tremont had been renamed the Blodgett Hotel, and the Central Hotel had been renamed the Eagle Hotel. The American Hotel and the Park House appear to have gone out of

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[6]Perhaps named the Traveler's Home as listed on the title page of the Sanborn Insurance Map.

[7]Sanborn-Perris Insurance Maps, Marshfield, 1884, 1887, 1891, 1898, 1904, 1912, 1926, 1946.

[8]Sanborn-Perris Insurance Maps, Marshfield, 1884, 1887, 1891, 1898, 1904, 1912, 1926, 1946.

[9]Sanborn-Perris Insurance Maps, Marshfield, 1884, 1887, 1891, 1898, 1904, 1912, 1926, 1946.

business during the period from 1898 to 1904.[10] In the City Directory of 1908, the hotel on Fourth Street was not listed, while a hotel at 112-114 South Central Avenue, not shown on the 1904 Sanborn Insurance Map, named the Mersch Hotel, was listed.[11]

By 1912, the Mersch Hotel was renamed the Majestic Hotel, and the Thomas House was renamed the Juneau Hotel. The Park House was again open for business, and was advertising that it took boarders. Otherwise, the hotel business appears to have stabilized.[12]

Between 1912 and 1921, Felix La Point opened a hotel on East South Depot Street (108 East First Street [WO 13/18]), and Walter Weber opened a hotel at what was then 504 St. Joseph Street [not surveyed]. During that same time, Farmer's Home, Majestic Hotel, Juneau Hotel, and Park House stopped operations.[13]

By 1925, the Omaha House changed its name to Hotel Luis, and a new hotel called Derge's was opened [location unknown]. Also, the long standing Central Hotel (also called Eagle Hotel) was in the process of being replaced by a new building, the Charles Hotel.

The Charles Hotel was planned in 1925 as a half block deep. As built, the hotel is another half again as big, with an arch covering the alley between Central and Chestnut Avenues.

Charles Blodgett, important Marshfield citizen and founder of C.E. Blodgett and Sons Co. (cheese makers), added to the demise of his first, and well-known, Blodgett Hotel [not extant, site of 22 South Central, WO 10/32] when he finished the Charles Hotel in 1926. The Blodgett Hotel had been a Marshfield institution from about 1902, when Sunday night dinners were made into special events (prior to Blodgett's ownership the hotel had been known as the Tremont House; Blodgett purchased it in 1898) through the 1920s. When the more modern Charles Hotel was finished, the dining facilities were moved there from the Blodgett Hotel. The Charles Hotel was an active concern through the early 1970s, and still serves as a centerpiece for downtown Marshfield.[14]

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[10]Sanborn-Perris Insurance Maps, Marshfield, 1884, 1887, 1891, 1898, 1904, 1912, 1926, 1946.

[11]The Inter-State Directory Company's Directory of Grand Rapids, Wis. and Wood County Gazetteer for the Year 1908. Marion, Ind: the Inter-State Directory Co., 1908) 122-152.

[12]Sanborn-Perris Insurance Maps, Marshfield, 1884, 1887, 1891, 1898, 1904, 1912, 1926, 1946.

[13]Marshfield City Directory, 1921.

[14]Marshfield News-Herald, 6 June, 1972, p. 17.

Between 1925 and 1946, a hotel named the Plaza Hotel was opened on the second floor of 301-305 South Central.

Banks

A prosperous, growing economy required local financial resources. The community's first bank was a branch of the Clark County Bank of Neillsville. The branch was established in December of 1880, and by the beginning of 1881 had become an independent entity known as the Marshfield Bank when it separated from the parent bank. It was located in a frame building one door south of the Tremont Hotel [approximate site of 236 South Central Avenue, WO 10/30]. The building was destroyed in the June, 1887 fire. The bank was housed temporarily at the home of employee L.A. Arnold at 202 West Fourth Street [not surveyed] before it moved into a new building at 210 South Central Avenue (historical address was 204 South Central Avenue) [greatly altered, site of WO 10/33]. The new bank building appears on the 1887 Sanborn Insurance Map, although other sources indicate it was not complete until 1888. In 1891, the bank was reorganized as the First National Bank. In 1918, the bank built the present building on the southwest corner of Third Street and Central Avenue [not extant, site of parking lot][15] with bank space on the first floor, and rental office on the second floor.

The American National Bank was founded in 1891 as the German American Bank. The Sanborn Perris Insurance map of that year states that a new bank building was to be constructed at 205 South Central (209-211 South Central Avenue [WO 11/30] by January 1 of 1892. The building featured a heavy Richardsonian Romanesque arch on the main facade.[16] In 1933, the American National Bank folded. A simple Commercial Vernacular building occupied the lot just south of the stone veneered Richardsonian Romanesque bank until the present Art Deco building was constructed and included both properties in its plans.[17] The date of this remodeling or new construction is unknown. The Citizens National Bank was formed in 1934, paid off the creditors of the American National Bank, and maintained the same location as the American National Bank. In 1971 Citizens National Bank moved to a new facility on South Chestnut Street [not surveyed].[18]

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[15]Marshfield News-Herald, 7 June, 1972, p. 15. A good picture of this bank is located on page thirty-three of Marshfield, Wisconsin, Highlights of History, 1872-1972 (Marshfield, Wisconsin, 1972).

[16]Marshfield News-Herald, 7 June, 1972, p. 15; Historic Photograph of South Central Avenue, North Wood County Historical Society photograph collection, Marshfield, Wisconsin.

[17]Sanborn-Perris Insurance Maps, Marshfield, 1884, 1887, 1891, 1898, 1904, 1912, 1926, 1946.

[18]Ibid.

Between 1904 and 1912, the Marshfield State Bank replaced a jewelry store at 252 South Central [WO 10/27]. The bank was organized in November of 1907 and chartered in February of 1908. The bank suffered a major fire in January of 1922 which destroyed the interior of the building. In April of that year it was consolidated with the First National Bank of Marshfield, whose building was located across Third Street at 300-302 South Central.[19] The east side of the 300 block of South Central has remained a site of a bank through the present. Recent construction of the present bank building [not surveyed] and parking lot resulted in the removal of the original First National Bank building as well as other historic structures on the block.

The Cloverland State Bank (incorporated in October, 1922) took over the burned Marshfield State Bank building, remodeled it and operated there until December 7, 1932 when it closed.[20]

Hardware and Building Supply Stores

Contributing significantly to the physical character of Marshfield were its hardware and building supply stores. These stores had an early presence in the community, surely influenced by the proximity and abundance of the lumbering mills in the area. There were three hardware stores in the community by 1884 [not extant]. They were located in the middle of the block between Second and South Railroad Streets, on the southeast corner of Second Street and Central Avenue, and in the rear of the building at the South west corner of Second Street and Central Avenue. These stores flourished after the fire of June 27, 1887 since the commercial core of Marshfield needed to be recreated. Indicative of the products available is the following advertisement for H. Kinney and T.F. Vannedom's Artificial Stone Works:

> Building fronts, trimming for brick work, Asher veneering, window and door caps and sills, keys, watertables, pilasters, quoins, etc. Chimneys with ornamental tops made in sections, requiring no mason to set them. Ornamental work for lawns, coping for fountains, flower beds, and cemetery lots, and all kinds of plain and ornamental stone in colors as desired. Cemetery coping a specialty. The public is invited to examine the work.[21]

One of the most important hardware stores in Marshfield was William Noll & Sons. Noll began his business in 1865, and the company was still in Marshfield in 1928.[22] The company's handsome business building was among the first to be rebuilt after the fire of 1887 [117-121 South

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[19]Marshfield News-Herald, 7 June, 1972, p. 18.

[20]Ibid.

[21]Marshfield Times, 16 September, 1887.

[22]C.W. Charles, Marshfield Illustrated. (1905) n.p..;Marshfield Telephone Exchange Directory, April, 1928.n.p.

Central Avenue, WO 11/23].[23] Between 1898 and 1904, the William Noll & Sons Company had constructed a large warehouse on North Central Avenue across from the Wisconsin Central Depot [12 North Central Avenue, WO 11/12].[24]

Hardware stores were also located at the following addresses: From 1891 through 1912 - 208 South Central [approximate site of current 222 South Central, WO 10/32]; from 1898 through 1904, 309 South Central [current 321 South Central, WO 10/23]; by 1904 through 1921 (as Sheerin Hardware Company in 1908, and as Wasserberger & Dickoff Company in 1921), 309-311 South Central Avenue [321 South Central, WO 10/23]; in 1904, 103 North Central Avenue [107-109 North Central, WO 11/17]; from 1908 (as Lutterman and Eckes) through 1912 (as Charles Eckes' store), 403 South Central [WO 10/18] and 326 South Central [not extant]. In 1921 The Krasin Brothers Store advertised selling moldings at 121 South Central [WO 11/27].[25]

Dry Goods, Millinery, Clothing, and Department Stores
Businesses providing clothing, in one form or another, proliferated in Marshfield from the birth of the community. In 1884, ten such businesses appear on the Sanborn Insurance maps. All of the buildings housing clothing services were burned in the 1887 fire. Some of them rebuilt after the fire still exist today. In 1887, dry goods, millinery, and clothing were provided five places on Central Avenue - at 830 South Central Avenue [later called 106 South Central, not extant, site of a parking lot]; 822 South Central [148 South Central, WO 11/6]; 809 South Central [244 South Central, WO 10/28]; 840 South Central [231 South Central, WO 10/37], and 853 South Central [133 South Central, WO 11/25].[26]

In 1891, seventeen buildings housed clothing businesses. In 1898, these businesses included Louis Laemle, "clothier" (who had gone into business in 1890, moved his store to 249-253 South Central [WO 10/35] in 1895; the family store remained there until 1971);[27] Henry Icke, "The poor Man's Tailor - clothes made, pressed, or remodeled"; T.F. Roessler & Co., "Fashionable Tailors, opposite Hotel Blodgett"; K. Smuckler, carrying "Gents furnishings, Boys and Children's clothing, and Men's

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[23]Marshfield Times. 26 August, 1887.

[24]Sanborn-Perris Insurance Maps, Marshfield, 1884, 1887, 1891, 1898, 1904, 1912, 1926, 1946.

[25]Ibid; and Marshfield City Directories 1898, 1904, 1908, 1921, and 1928.

[26]Ibid.

[27]Marshfield, Wisconsin, Highlights of History, 1872-1972 (Marshfield, Wisconsin, 1972), 17.

Mackintoshes (sic); and M. Steinmetz, northside merchant [169 North Central, WO 11/14].[28]

The growth of the community at the turn of the century is reflected in the increase of the suppliers of dry goods, clothing, and shoes in 1908. A number of sites were outside of the 1991 survey area, these include enterprises run by Peter Bever, 427 North Central, Mr. Bielschowsky at 504 North Central, Mary Diem, 1005 South Central, and Kestel Brothers at 302 North Central.[29]

Within the survey area the following businesses were located: selling clothing and boots and shoes - Peter J. Kraus [143-145 South Central, WO 11/27]; Rose Brothers (at the same location through 1921) [200-202 South Central, WO 10/34]; Carney & Co. at 240-242 South Central Avenue [WO 10/29]; G.R. Gustafson [501 South Central, WO 10/9]; S. Shapiro [327 South Central, WO 10/22]; Tiffault-Kamps Mercantile Company [231 south Central, WO 10/37; William Uthmeier [111 North Central, WO 11/16. Selling shoes exclusively were the Paulson Shoe Company at 307 South Central [315 South Central, WO 10/24], and Schatz and Son at 131 South Central [not extant, site of 171 South Central, WO 11/28].

Independent women making or selling clothing and hats peaked in 1908. Four women had established millinery shops on Central Avenue: Mrs. F. Doll, 105 South Central (the F. Doll Building) [107-111 South Central, WO 11/22]; Mrs. J.J. Kohl, 318 South Central [not extant]; Miss M.C. Lueckenbach at 223 South Central [243 South Central, WO 10/36]; and Miss E.M. Rowan at 224 South Central [244 South Central, WO 10/28].[30]

Thirteen women also advertised as dressmakers in 1908. All of the dressmakers' locations appear to have been in their residences. Gertrude Gatz' home is still extant [108 S. Maple, WO 12/9]. The home of Mrs. P.F. Gill, 507 South Chestnut, has been substantially altered or reconstructed and was not included in the survey documentation. The location of Agnes Veers enterprise, 115 West Fifth, is no longer extant. Most dressmaker's residences were not within the 1991 survey area, but later Architectural and Historical Surveys that concentrate on residential properties should identify the following sites: homes of Mary Fischer, 1104 S. Cherry; Rose Habig, 227 North Central Avenue; the Kollath sisters, 204 West A (Arnold) Street; Anna Luedtke, 200 North Walnut, Viola Schneider, 819 West B (Blodgett), Geneva Serwe, 506 South Chestnut; Mamie Sullivan, West D, Lena Wesnet, 300 West C, and Mary

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[28]Ibid..

[29]Ibid.

[30]The Inter-State Directory Company's Directory of Grand Rapids, Wis. and Wood County Gazetteer for the Year 1908. Marion, Ind: the Inter-State Directory Co., 1908) 122-152.

Zmuda, 306 West A (Arnold).[31] These properties will have added significance, as they will represent work done for income by women outside of the commercial core of Central Avenue.

In 1908, four of the stores mentioned above as clothiers or purveyors of dry goods also advertised as Department Stores (extant, see above); D.M. Glassner, Rose Brothers, Tiffault-Kamps, and William Uthmeier. The majority chose categories other than Department Store under which to advertise. By 1921, five advertised as Department Stores, but continued to advertise under the Dry Goods section. The transition from Dry Goods to Department Store was nearly complete by 1928, with nine stores advertising as Department Stores, and only one under Dry Goods. There was no overlap between the Dry Goods and Department Stores in 1928, while six of the department stores specifically advertised "Ready-to-Wear" clothing.[32]

The Department Store was reflected in larger buildings built for that purpose. In particular, Tiffault-Kamps, J.C. Penney, and Rose Brothers all occupied double wide buildings with significant store fronts.

Fruit, Vegetable, and Meat Markets; Groceries; Bakeries
After the community of Marshfield had been in existence for a dozen years, there were five grocers, one meat market, and two bakeries. All of the buildings housing these businesses were destroyed in the fire of 1887. After the fire of 1887, in October, there was one meat market, two grocers, and four general stores. The meat market was in the 300 block on the west side of Central Avenue [not extant]. The bakeries were at 812 South Central Avenue [230 South Central, WO 10/31] and 820 South Central Avenue [160 South Central, WO 11/4]. The general stores were at 837 South Central Avenue [301 South Central, WO 10/26], 838 South Central Avenue [249 South Central, WO 10/35], 842-42 1/2 South Central Avenue [231 South Central, WO 10/37], and 847 South Central Avenue [171 South Central Avenue, WO 11/28]. By 1891 there were three groceries (236 South Central [WO 10/30], 333-337 South Central [10/20], 231 South Central [WO 10/37], three meat markets (144 South Central [WO 11/7], 306 South Central [not extant], 301 South Central [WO 10/26]), and one general store (301 South Central [WO 10/26]).[33]

As with the number of businesses in clothing, the number of businesses providing food in 1908 reflects the great growth in Marshfield around the turn of the century. Selling fruits, vegetables and groceries were Abel Christenson (137-139 South Central [WO 11/26]), G.R. Gustafson (501 South Central [WO 10/9]), H.C. Koenig (301 South Central [WO 10/25]),

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[31]Ibid..

[32]Marshfield City Directories 1908, 1921, 1928.

[33]Sanborn-Perris Insurance Maps, Marshfield, 1884, 1887, 1891, 1898, 1904, 1912, 1926, 1946; Marshfield City Directories, 1898, 1908, 1921, and 1928.

W.C. Little (333-337 South Central [WO 10/20]), Sam Miller (143-145 South Central [WO 11/27]), L. Nick (300 South Central [not extant]), M. Steinmetz (169 North Central [11/14]), Tiffault-Kamps (231 South Central [WO 10/37]), and William Uthmeier (111 North Central [WO 11/16]). Selling groceries but not fresh produce were Peter J. Kraus (next door to Sam Miller, 143-145 South Central [11/27]) and Peter Mees (107-111 South Central [WO 11/22]). Joseph Seidl (117-121 North Central [WO 11/15]) and Wenzel & Wenzel (Star Meat Market, 148 South Central [WO 11/6]) were butchers.[34]

During the 1920s, grocers began locating outside of the Central Avenue commercial core. This began the proliferation of the neighborhood grocer. Interestingly, the meat markets remained downtown in higher proportions than the grocers. In 1921, there were ten grocers within the Central Avenue commercial core, and twelve in the surrounding neighborhoods. At the same time, there were two meat markets off of Central Avenue, and four on Central Avenue. By 1928, the peripheral grocers had increased to thirteen out of the commercial core, while only four remained downtown. Meat markets, however, numbered only two out of the commercial core, and a significant eight downtown.[35]

In 1921 the downtown grocers included The Fair Store (355 South Central [WO 10/19), Kestel Brothers (169 South Central Avenue [11/14]), Helmut Koenig (301 South Central Avenue [WO 10/25]), J.C. Penney (site of 171 South Central [WO 11/28]), the Rose Brothers Company (200 South Central [WO 10/34]), John Stoltz (107-109 North Central Avenue [WO 11/17]), Tiffault Kamps (231 South Central [10/37]), Uthmeier-Hintz (111 North Central Avenue [WO 11/16]), and Weber Brothers, (site of 171 South Central [WO 11/28]), (333-337 South Central Avenue [10/20]). The meat markets in that year were Mess & Miedaner (322 South Central Avenue [not extant]), Palace Meat Market (apparently also at 322 South Central), the Peoples Meat Market at 333-337 South Central Avenue [WO 10/20], and Joseph Seidl at 117-121 North Central [WO 11/15].[36]

The four downtown grocers in 1928 were all Weber Brothers enterprises, located at the site of 171 South Central Avenue [WO 11/28], at 333-337 South Central Avenue [WO 10/20], and two new stores at 301 South Central Avenue (previously Koenig's grocery) [WO 10/25], and 355 South Central (previously The Fair Store) [WO 10/19]. The Weber Brothers Markets at 171 South Central and 333-337 South Central also sold meat. The meat markets in that year were Miedaner (117-121 North Central [WO 11/15], Palace Meat Market (322 South Central [not extant]), the Central Market (426 South Central [WO 10/13]), C.W. Hart (500 South Central [WO 10/8]), J.J. Regenfuss (343 South Central [13/20]). and A. Wenzel and Son (at

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[34]Ibid..

[35]Ibid..

[36]Ibid..

either 101 North Central [WO 11/18] or 107-109 North Central [WO 11/17]).[37]

Marshfield's bakeries remained fairly stable at three in 1908, four in 1921, and three in 1928. In 1908, the bakeries were owned by J.H. Harvey at 316 South Central [not extant]), A.J. Meidl (on the 200 block of North Central [not surveyed]), and L.A. Wright (236 South Central [WO 10/30]). In 1921, the Wright Bakery was still in business, and had been joined by John E. Adler's Vienna Bakery (103-105 South Central [WO 11/21]), the People's System of Bakeries (314 South Central (not extant]), and John Stoltz (409 South Central [WO 10/17]. In 1928 Adler's bakery was still viable, and had been joined by the North Side Bakery (311 North Central Avenue [not surveyed]), and the South Side Bakery (perhaps located at 442 South Central [WO 10/12]).[38]

Liveries, Blacksmiths, and Automobile Dealers

One of the more interesting transitions occurring after the turn of the century was the shift in the mode of individual transportation.[39] This is evident in Marshfield in two ways, first, the numbers of types of services, and second, by the architecture (for the visual evidence of the advent of the automobile, see the section on "Early Twentieth Century Commercial Style" in the Architecture Chapter later in this report).

In 1884 and 1887, buggies and carriages were primarily sold at "hardware" stores (see that section, above). In 1908, four out of six establishments who were advertising that they sold buggies, carriages and wagons had a main trade of hardware . They were Kliner, Lang and Scharmann Company at 208 South Central [approximate site of current 222 South Central, WO 10/32]; Sheerin Hardware Company at 309 South Central [current 321 South Central, WO 10/23]; Lutterman and Eckes at 403 South Central [WO 10/18] and the William Noll & Sons Hardware Company at 117-121 South Central Avenue [WO 11/23]. Louis Baumann, who ran a saloon at 101 North Central Avenue [107-109 North Central, WO 11/17], also advertised that he sold carriages. Only Fred Seehafer at 827 South Central [not surveyed] appears to have dealt solely in buggies, carriages, and wagons.[40]

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[37]Ibid..

[38]Ibid..

[39]Individual transportation is being used here to differentiate between how one person is moved (as by horse, buggy, or automobile), versus how masses are moved (as by train).

[40]Sanborn-Perris Insurance Maps, Marshfield, 1884, 1887, 1891, 1898, 1904, 1912, 1926, 1946; Marshfield City Directories, 1898, 1908, 1921, and 1928.

Also in 1908, there were seven blacksmiths in Marshfield. They were Michael Berg at 416-418 South Central [not extant], J.R. Esser at 108 East Fourth Street [not surveyed], J. Goldbach at 111 East Fourth Street [not surveyed], Joseph Michels at the corner of County Line Road and Central Avenue [not surveyed], John Rebsteck at 501 North Central [not surveyed], Phillip Scherr at 305-307 North Central [not surveyed], and Robert Schroeder at 113 South Chestnut [not extant].[41]

By 1921, the automobile business in Marshfield had blossomed with fifteen automobile dealerships in the city. There are also six blacksmiths in town. In 1928, there are thirteen auto dealerships, and no advertising Blacksmiths.[42]

In 1921 the automobile dealerships are Auto Sales and Service Company at 205-207 West Second [not surveyed], Blodgett-Buick Motor Car Company (111 South Second Street [WO 13/14]), Ford Sales and Service Station at 326-328 South Central [not extant], Franklin-Marshfield Company (550 South Central [WO 10/6]), Miner-Peil Auto Company (426 South Central [WO 10/13]), Northern Auto Supply Company (not extant site of 500 South Central [[WO 10/8]), J.P. O'Connell Agency (site of 110 West First Street [WO 13/16]), the Palace Garage (517-519 South Central Avenue [not extant]), Paulson Brothers (114 East Fourth [not extant]), Philip Wolf (201 West Sixth Street [not surveyed]), Wegner-Pirwitz Company (circa 111 East Fourth Street [WO 12/27]), and the Yellowstone Garage (600 West B [not surveyed]).[43]

By 1928, many of the 1921 dealerships had gone out of business and were replaced by new enterprises. The Auto Sales & Service Company, Marshfield Hardware and Auto Company, Miner-Peil Auto Company, and Wegner-Pirwitz were still in business, but the balance of the dealerships were new. They included Blum's Garage at 208 West Second [not surveyed], Boulevard Motor Company at 516 North Central [not surveyed], Buck's Auto Inn at 120 West First Street [not extant], Frank Geisel & Sons in the rear of 112 South Central [not extant], W.H/ Ludwig at 501 South Central [WO 10/9], Marshfield Buick Company at 108 East First [not extant], Marshfield Oil Company (554 South Central [WO 10/5]), Van's Auto Company (453 South Central [10/10]), and Vogel & Raab at 201 West Sixth Street [not surveyed].[44]

Furniture

As a new community, Marshfield was a perfect location for furniture stores whose mission was to furnish the new homes in the area. In 1884

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[41]Ibid..

[42]Ibid..

[43]Ibid..

[44]Ibid..

there were two furniture stores on Central Avenue - at 849 South Central, and at 856 South Central. Both of these buildings were destroyed in the fire of 1887. By October of 1887, Fred Doll had reconstructed his building at 856 South Central (107-111 South Central [WO 11/22]). In 1898, George W. Upham operated a furniture store at 107-111 South Central Avenue [11/32]. In 1908, Kliner, Lang & Scharmann company, a hardware store, also advertised that they sold furniture at 212-216 South Central [WO 14/]. Louis Rembs had the third store at 301-305 South Central [10/26]. In 1921, Baer & Lang had a furniture store where Upham's had been previously, and Louis Rembs was in business with his son at 304-306 South Central [not extant].[45]

Jewelry

Jewelry Stores have had a long presence in Marshfield. In 1884, two stores sold jewelry - one, at 840 South Central (approximate site of 231 South Central [WO 10/37]), also sold toys and housed a barber, the other at 852 South Central (approximate site of 143-154 South Central [WO 11/27]) also sold watches. After the fire of June, 1887, during which both of these buildings were destroyed, it does not appear that the jewelry stores were immediately re-established. By 1891, however, three stores sold jewelry. They were located at 226 South Central (252 South Central [WO 10/27]), 221 South Central (243 South Central [10/36]), and 219 South Central (231 South Central [10/37]).[46]

By 1898, B. Elvis operated the store at 226 South Central, and the store at 221 South Central was also still in business. In addition, Ferdinand Hirzy had opened a jewelry store and also sold musical instruments in the Greisinger Building at 115 South Central (127 South Central [WO 11/24]), and there was another store at 116 South Central (136-140 South Central [WO 11/18]). Six years later, B. Elvis had moved to 221 South Central, Frank L. Zweck had replaced Ferdinand Hirzy at 115 South Central, and E.F. Mechler operated the store at 116 South Central. In 1921, Zweck was still in business at the same site, E.F. Mechler was in business with his son at 204 South Central (210 South Central [WO 10/33], and J.D. Dana ran a store at 129 South Central (171 South Central [WO 11/28]). In 1928, E.F. Mechler and Son were still at 204 South Central. Presently, in 1991, Zweck's Jewelers is still located in the Greisinger Building at what is now 127 South Central.[47]

Wholesale Trade

Production and sale of cigars, lumber, food products, furniture, dairy products, mobile homes, shoes, and soda pop throughout Marshfield's history have provided needed economic stability. Marshfield's central location between Milwaukee and Minneapolis created a wholesale market, and prevented it from being simply another railroad siding in the woods.

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[45]Ibid..

[46]Ibid..

[47]Ibid..

The open landscape surrounding the commercial core of Central Avenue allowed for construction of factories and plants with room to expand. Consequently, most of the factories were on the outskirts of Marshfield, and were not within the 1990-1991 survey area. Two men involved in wholesale business contributed materially to the built environment of downtown Marshfield, and two buildings were constructed specifically for wholesale use within the commercial core.

Much of the success of the community of Marshfield can be credited to Major William Henry Upham, who came to the town in 1878. His industrial, political, and social prowess infused the new town with possibilities.

Upham was born in Westminster, Massachusetts on May 3, 1841. In 1852, his family moved to Niles, Michigan. His mother and he moved to Racine, Wisconsin, after his father died in 1853. Young Upham joined the federal troops in the Civil War and was left for dead after the Battle of Bull Run. Found alive and imprisoned by Confederate troops, he was released in a prisoner exchange. He was then admitted to West Point, and graduated in 1866. After a short career in the military, he resigned in November of 1869.[48]

With his brother Charles, Upham began his business career with lumber mills in Kewaunee and Angelica (Shawano County). In 1878, William Henry Upham moved to Marshfield and established a shingle mill and sawmill. Soon the Upham Manufacturing Company also included a grist mill, furniture factory, veneer plant and machine shop [none are extant, but were located between Second and Third Streets, off of Walnut Avenue, current site of Weinbrenner Shoe factory, not surveyed]. It was here that the great fire of June 27, 1887 began. The fire spread from the Upham Manufacturing Company site throughout the downtown, leaving devastation behind. Upham, as with many others, had sustained serious material and financial losses. However, on the morning of June 28, Upham again raised the flag at the mill site - a signal to all that the mill would be rebuilt, and that the community could continue to depend on Upham for inspiration and employment.[49] Upham died on July 2, 1924. The Upham Manufacturing Company operated until 1927, and the remains of the mill and furniture plant were destroyed in 1935.[50]

Influential in the dairy wholesale and shipping business was Charles Blodgett, who formed the C.E. Blodgett and Sons Co. in 1911. He promoted his products throughout Wisconsin, with Marshfield at the

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[48]Marshfield News-Herald, 6 June, 1972, p. 8.

[49]Ibid.

[50]Ibid..

shipping center. He provided local dairy farmers, who were developing farms in the cutover, cash for their dairy products.[51]

The only remaining wholesale related structure within the commercial core of Marshfield is 15 North Central Avenue, [WO 11/19]. It is located adjacent to the Wisconsin Central railroad tracks on the north side. The 1925 and 1946 Sanborn Insurance maps show a short spur railroad track extending from the main line to the side door of the building. Built in 1920 to take advantage of the location, it originally served the S. Miller Fruit and Cold Storage Company. By 1946, it was used by the "Marshfield Cold Storage Company".[52]

Another building constructed at about the same time (between 1912 and 1925), was the Marshfield Grocery Company warehouse. It was located across Central Avenue from the Miller Cold Storage building, and on the south side of the railroad tracks [not extant]. In 1946, it served the Hub City Jobbing Company. It was removed sometime after 1946.[53]

Information Services

Local newspapers have played an important role in Marshfield's history since 1879 when the Marshfield Times was established by editor Charles H. Clark. It was published in a building on the west side of the 300 block of Central Avenue [not extant]. After that building was destroyed in the June, 1887, fire, the printing equipment was located in the Bever Building (now Elks Building, circa 113 East Second Street [WO 13/13]). In July of 1889, the Times leased rooms at the corner of Central Avenue and Third Street (not extant, site of 301-305 South Central Avenue [WO 10/26]).[54]

Doctor I.W. Hanna and attorn A.E. Deming began the Marshfield Gazette in 1882. In 1883, the Times and the Gazette merged, taking the name Marshfield Times.[55]

In 1884, a German language paper called the Demokrat was started by G. Pankow. From 1899 to April 1921, the Demokrat was located on the site

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[51]Marshfield News-Herald, 6 June, 1972, p. 17.

[52]Sanborn-Perris Insurance Maps, Marshfield, 1884, 1887, 1891, 1898, 1904, 1912, 1926, 1946.

[53]Ibid.

[54]Marshfield News-Herald, 8 June, 1972, p. 6.; "Marshfield - Newspapers", vertical file, Marshfield Free Library, 211 East Second Street, Marshfield.

[55]Ibid.

of the current News Herald building (not extant, site of 111 West Third Street [WO 12/34]).[56]

In 1889, a new paper named the Marshfield News was founded by Adam Paulus and John P. Hume. In 1911, the Marshfield Herald was established by John H. White. In 1920, the Times was sold to G.V. Kraus and was renamed the Marshfield Hub. In 1921, the Marshfield Hub and the Marshfield News, which had been weekly papers, merged into a daily paper called the Marshfield Daily News. In the same year the German Democrat was renamed the Wochenblatt, and was then converted into an English language weekly called the Marshfield Journal, which continued publishing until 1951. In 1927, the Marshfield Daily News merged with the weekly Marshfield Herald, and became the daily Marshfield News Herald. It was published at 116 West Second Street (not extant, site of parking lot next to 110 West Second Street [WO 13/16]). In 1953, the News-Herald moved into its own building at 111 West Third Street [WO 12/34].[57]

Although no radio or television broadcasting facilities are presently located in the 1991 survey area, the first Marshfield radio station, a branch of Wisconsin Rapids' WFHR, was located at 200 South Central Avenue [WO 10/34] in 1940. They then relocated to the Sears building at Central Avenue and Fourth Street which they left in 1963.[58] In 1945, WDBL (Dairyland's Broadcasting Service) was formed. The building to house the new radio station was designed by Gus Krasin, and constructed in 1947, by William Krasin of Marshfield. It is located at the corner of McMillan Street and Central Avenue [not surveyed].[59]

Utilities

Electric light service came early to Marshfield, due to the influence of William H. Upham. He installed an electric generator in the boiler room of his furniture factory in December, 1885. The electricity serviced not only the mill/factory [not extant], but Upham's home [212 West Third Street], the Tremont House hotel [not extant, site of 222 South Central Avenue [WO 10/32] and two city street lamps as well. In 1886, the venture had grown into the privately incorporated Marshfield Electric Light Company. They then serviced street lights from Blodgett Street south to Fifth Street on Central Avenue from dusk to midnight.[60]

By 1890, the company supplied power to all of the Upham businesses, 200 lights in stores and houses, and twelve streetlights. The water system

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[56]Ibid.

[57]Ibid.

[58]Marshfield News-Herald, 6 June, 1972, p. 15.

[59]Ibid.

[60]Marshfield News-Herald, 8 June, 1972, p. 4.

was built in 1882 by the Upham businesses primarily for their use. By 1892, the Marshfield Electric Light Company reincorporated as the Marshfield Water, Electric Light and Power Company. Until that time, the utility facilities had been located at the Upham mill/factory [not extant]. In 1892, construction was completed on new facilities at Wildwood Park.[61]

William Duncan Connor, active in the Progressive party, engaged in a two year battle with William Henry Upham over the legality of public ownership of the electric and water utility, which the city had purchased from Upham in 1904. Ironically, Connor and the Progressives were arguing for continued private ownership, while Upham and the conservative Republicans were arguing for municipal ownership. Eventually, the courts decided in favor of municipal ownership.[62]

Little information about gas service or buildings relating to gas service was found during the course of this research. If a property is discovered to be associated with Marshfield gas service at a later date, such association may contribute to the property's significance.

Cooperative Movements

No information regarding Cooperative Movements under the commerce theme was found in the course of this research. If a property is discovered to be associated with Cooperative Movements at a later date, such association may contribute to the property's significance.

Note on Sources

The review of businesses and residences in C.W. Charles' Marshfield Illustrated (1905) was probably compiled as an advertising document. It provides information on business owners, although frequently without reference to the business' location. The accompanying photographs are excellent, and aid in tracing business location.

For general histories of Marshfield, the following sources contribute significantly: Marshfield, Wisconsin, Highlights of History, 1872-1972 (Marshfield, Wisconsin, 1972); George O. Jones, et al, comp. History of Wood County, Wisconsin (Minneapolis, Minnesota: H.C. Cooper, Jr. & Co., 1923); History of Northern Wisconsin. An Account of its Settlement, Growth, Development, and Resources, an extensive Sketch of its Counties, Cities, Towns and Villages (Chicago: The Western Historical Company, 1881; repr., Iron Mountain, Michigan: The Ralph W. Secord Press, 1988). Unfortunately, the Highlights of History does not document its sources, so confirmation of some of the information may be frustrating.

The Sanborn-Perris Insurance Maps for Marshfield, from the years 1884, 1887, 1891, 1898, 1904, 1912, 1926, and 1946, with the Marshfield City Directories, provide site specific information.

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[61]Ibid.

[62]Ibid..

The Centennial Edition of the Marshfield News-Herald, 7,8, and 9 June, 1972, bulges with information about the city's history. On occasion, the information is inaccurate, and should be confirmed with other sources.

Related Resources
Goods and Services
103-105 South Central [WO 11/21]
168-172 South Central [WO 11/2]
236 South Central [WO 10/30]
202 West Fourth [not surveyed]
210 South Central [WO 10/33]
300 South Central [not extant]
209-211 South Central [WO 11/30]
252 South Central [WO 10/27]
117-121 South Central [WO 11/23]
12 North Central [WO 11/12]
222 South Central [WO 10/32]
321 South Central [WO 10/23]
107-109 North Central [WO 11/17]
403 South Central [WO 10/18]
326 South Central [not extant]
121 South Central [WO 11/27]
106 South Central [not extant]
148 South Central [WO 11/6]
244 South Central [WO 10/28]
231 South Central [WO 10/37]
133 South Central [WO 11/25]
249-253 South Central [WO 10/35]
169 North Central [WO 11/14]
143-145 South Central [WO 11/27]
200-202 South Central [WO 10/34]
501 South Central [WO 10/9]
327 South Central [WO 10/22]
111 North Central [WO 11/16]
315 South Central [WO 10/24]
171 South Central [WO 11/28]
212-216 South Central [WO 14/]
107-111 South Central [WO 11/22]
243 South Central [WO 10/36]
108 South Maple [WO 12/9
230 South Central [WO 10/31]
160 South Central [WO 11/4]
301 South Central [WO 10/26]
249 South Central [WO 10/35]
333-337 South Central [10/20]
144 South Central [WO 11/7]
306 South Central [not extant]
137-139 South Central [WO 11/26]
117-121 North Central [WO 11/15]
355 South Central [WO 10/19]
169 South Central [11/14]

307 South Central [WO 10/25]
322 South Central [not extant]
355 South Central [WO 10/19]
426 South Central [WO 10/13]
500 South Central [WO 10/8]
343 South Central [WO 13/20]
101 North Central [WO 11/18]
107-109 North Central [WO 11/17]
316 South Central [not extant]
314 South Central [not extant]
409 South Central [WO 10/17]
311 North Central [not surveyed]
442 South Central [WO 10/12]
416-418 South Central [not extant]
205-207 West Second [not surveyed]
111 East Second [WO 13/14]
550 South Central [WO 10/6]
110 West First [WO 13/16]
517-519 South Central [not extant]
114 East Fourth [not extant]
circa 111 East Fourth [WO 12/27]
120 West First [not extant]
rear of 112 South Central [not extant]
108 East First [not extant]
554 South Central [WO 10/5]
453 South Central [WO 10/10]
222 South Central [WO 10/32]
304-306 South Central [not extant]
243 South Central [WO 10/36]
127 South Central [WO 11/24]
136-140 South Central [WO 11/18]

Wholesale
15 North Central [WO 11/19]

Utilities
212 West Third [not surveyed]
222 South Central [WO 10/32]

CHAPTER V Education Theme

Libraries

Libraries accessible to the public blossomed from private collections periodically opened for public use, into private collections held in public buildings, and finally into fully public collections. Before Andrew Carnegie began funding public libraries, access to book collections was not egalitarian, with membership in a private club often required. The collections themselves were not necessarily reflective of the general public's interest, rather, they may have contained the biases of the library holder or creator, often religiously or ethnically stilted.[1]

Throughout the nineteenth century, public libraries were gaining in popularity. In 1836, the Wisconsin territorial legislature authorized establishment of a state library; in 1868 and 1872, local support through taxation for book purchases was approved by the state. The Wisconsin Free Library Commission was particularly influential in promoting the public library idea to Wisconsin communities. The number of free libraries soared from 28 in 1896, to 211 in 1922. Andrew Carnegie's philanthropy contributed to 64 of the new libraries in Wisconsin. Carnegie required that ten percent of the gift amount be matched by the local community for the maintenance of the library.[2]

Marshfield's first public library was founded in 1880 with 500 books donated by John J. Marsh, early Marshfield landowner. Marsh had stipulated that his friend W.H. Upham lead a committee of three trustees to manage the library. However, Upham, L.A. Arnold, and E.S. Renne relinquished responsibility for the book collection to Upham's wife and a group of local women. The group appears to have been the local unit of the Women's Christian Temperance Union.[3]

In 1882 the library was located on the second floor of the store operated by C.M. Upham and Brother [no longer extant, site of 200 South Central Avenue, WO 10/34]. By April 30, 1886, the library was moved to the drugstore of W.Y. Budge [location unknown], whose daughter Lottie was "acting Librarian". Later in the same year, the library relocated to the Band of Hope Hall, which was on the north side of West Third Street [no longer extant, site not surveyed] across from the Upham's home [212 West Third Street, not surveyed]. The book collection survived the fire of June 1887, since it was then located in the Upham home. For some time the library was run out of the Upham home. Later

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[1]Barbara Wyatt, Project Director. Cultural Resource Management in Wisconsin: Volume 3, A Manual for Historic Properties (Madison, Wisconsin: Historic Preservation Division, State Historical Society of Wisconsin, 1986), Education, 5-1.

[2]Ibid., 5-1 - 5-4.

[3]Marshfield News-Herald, 8 June, 1972, p. 20.

it was moved again to the jewelry store [no longer extant, site of 252 South Central Avenue, WO 10/27] of Benjamin Elvis, whose wife was treasurer of the Marshfield WCTU in 1898.[4] In 1899 the library was relocated to Mrs. I.P. Tiffault's Book Store and Bazaar [north half of 231 South Central Avenue, WO 10/37, amount of original building remaining is unknown], and received a grant from the city Common Council of $100. At that time it became a publicly supported free library.[5]

When the Common Council was discussing construction of a new city hall, earlier lobbying by the WCTU provided profitable, as a space for a new and permanent library space was included in the plans and specifications for the new City Hall. The new City Hall was opened in May of 1901, and the Library was opened October 21, 1901 [204 South Maple Avenue, WO 12/7].[6] The library facilities were moved from South Maple Street to East Second Street in 1960, after the construction of a new library building. The Marshfield Free Library remains in the same location, and was not within the 1990-91 survey area.

Note on Sources

The Education chapter in Cultural Resource Management in Wisconsin: Volume 3, A Manual for Historic Properties, Barbara Wyatt, Project Director. (Madison, Wisconsin: Historic Preservation Division, State Historical Society of Wisconsin, 1986) provides in depth background on the history of Libraries in Wisconsin.

The Centennial Edition of the Marshfield News-Herald of 1972 contains valuable information on the history of the Library in Marshfield. For general histories of Marshfield, the following sources contribute significantly: Marshfield, Wisconsin, Highlights of History, 1872-1972 (Marshfield, Wisconsin, 1972); George O. Jones, et al, comp. History of Wood County, Wisconsin (Minneapolis, Minnesota: H.C. Cooper, Jr. & Co., 1923); History of Northern Wisconsin. An Account of its Settlement, Growth, Development, and Resources, an extensive Sketch of its Counties, Cities, Towns and Villages (Chicago: The Western Historical Company, 1881; repr., Iron Mountain, Michigan: The Ralph W. Secord Press, 1988). Unfortunately, the Highlights of History does not document its sources, so confirmation of some of the information may be frustrating.

The Sanborn-Perris Insurance Maps for Marshfield, from the years 1884, 1887, 1891, 1898, 1904, 1912, 1926, and 1946, with the Marshfield City Directories, provide site specific information.

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[4]Marshfield City Directory, 1898, (The Marshfield Times, Marshfield, 1898) n.p.

[5]Marshfield News-Herald, 8 June, 1972, p. 20.

[6]Ibid.

Related Properties (in order of discussion)
site of 200 South Central Avenue, WO 10/34
site of 252 South Central Avenue, WO 10/27
231 South Central Avenue, WO 10/37
204 South Maple Avenue, WO 12/7

CHAPTER VI Government Theme

Federal Government

The presence of the Federal Government has been felt in Marshfield primarily through the local Post Office. On July 16, 1873, Marshfield was granted a post office. Rivers Tavern was the first location of the post office [not extant, area not surveyed] and Louis Rivers was the first postmaster.[1] After the Rivers Tavern burned in 1883, the location of the Post Office is unknown until after the massive fire of 1887.

In October of 1887, the Post Office was relocated in a new brick building at 838 1/2 South Central Avenue (site of 243 South Central Avenue [WO 10/36]) It remained at this site (which was known as 223 South Central by 1891) until 1902 when it moved to 109 East Third Street [not extant].[2] The new building housed the Masonic Hall on the third floor, the Telephone Exchange on the second floor, the Post Office on the first floor, and a tailor in the basement.[3] The building was owned by J.C. Marsh.[4]

In 1923, the Post Office was moved to 108 West Second Street (110 West Second Street [WO 13/16]).[5] In 1931, the Post Office was moved to its current site on the southwest corner of Chestnut Avenue and West Second Street [not surveyed]. The present site of the Post Office had been a furniture store after the fire of 1887. The store was run by E.C. Derby (a cousin of W.H. Upham) until his death in 1893. His widow ran the store until it was converted to a soda pop factory at an unknown date.[6]

During the Depression of the 1930s, which Marshfield felt keenly, the Federal Government supplied Public Works Administration (PWA) and Works

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[1]Marshfield, Wisconsin, Highlights of History, 1872-1972 (Marshfield, Wisconsin, 1972), 5.; Marshfield News-Herald, 9 June, 1972, p. 5.; History of Northern Wisconsin. An Account of its Settlement, Growth, Development, and Resources, an extensive Sketch of its Counties, Cities, Towns and Villages (Chicago: The Western Historical Company, 1881; repr., Iron Mountain, Michigan: The Ralph W. Secord Press, 1988), 1210.

[2]Highlights of History, 24.

[3]Sanborn-Perris Insurance Maps, Marshfield, 1884, 1887, 1891, 1898, 1904, 1912, 1926, 1946.

[4]C.W. Charles, Marshfield Illustrated (1905) n.p.

[5]Highlights of History, 45.

[6]Marshfield New Herald 6 July, 1979.

Progress Administration (WPA) projects. These projects include the Hefko swimming pool [not surveyed] located at Wildwood Park.[7]

State

No properties related to State Government were encountered in the 1990-91 survey. If a property is discovered to be associated with State Government at a later date, such association may contribute to the property's significance.

County

No properties related to County Government were encountered in the 1990-91 survey. If a property is discovered to be associated with Wood County Government at a later date, such association may contribute to the property's significance.

Local Government

Cities and villages provide local government in concentrated population areas and come into existence at the request of their inhabitants. Three basic forms of cities exist - the mayor-council, the council-manager, and the commission form. The main features of the mayor-council form of local government are a separately elected chief executive (mayor), and legislators (aldermen). They comprise the common council. Under the council-manager form, the voters elect a council which selects a manager. The manager is not a member of the council, but acts from their wishes. The commission form of city government is not used in Wisconsin.[8]

Marshfield was incorporated as a City in 1883 by Chapter 280 of the laws of 1883 by the legislature of Wisconsin. On the first Thursday of April, Marshfield held its first city elections. L.A. Arnold was elected mayor, A.E. Deming elected clerk, Anton Thomas was elected treasurer, and C.A. Coon was elected Police Chief. Services provided by the city government have included fire protection, water supply, sewer service, police protection, street maintenance, and licensing of various types - liquor, telephone service, and billiards.[9]

Early municipal legislation was conducted in a two story wood frame school building. Originally it stood on Central Avenue near the Northwestern Depot. In 1889, the school district sold the building to the city, which placed it facing east between Second and Third Streets on South Maple Avenue [not extant, site of old City Hall parking lot].[10]

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[7]Highlights of History, 51.

[8]Wyatt, Government 9-4 - 9-9.

[9]George O. Jones, et al, comp. History of Wood County, Wisconsin (Minneapolis, Minnesota: H.C. Cooper, Jr. & Co., 1923), 182.

[10]Jones, 207.

Occupancy of a wood frame building by the City Council was controversial, since after the devastating fire of 1887, a special Council meeting had been called, at which an ordinance mandating that all buildings on Central Avenue and back one block were to be constructed of brick, or otherwise fireproof.[11]

At the April, 1900 meeting of the City Council, newly inducted council men were welcomed by a depleted treasury and drenched by rains leaking through the roof. At that point the council recognized the need for a new building in which to house city government. Among the requirements for the building were that it be made of brick and that it contain a Library and Fire House.[12] By September, 1900, the City Council was meeting at Baumann Hall (101 North Central [WO 11/18]), indicating the meeting space at the moved school house was not satisfactory, even for temporary purposes.[13]

The design plans by the Milwaukee architectural firm of Van Ran and De Gelleke were selected by the Marshfield city council on June 26, 1900, from a total of eight proposals. The council passed ordinance 151 on August 13, 1900, bonding the city for the construction of the new "City Hall, Hose House, and Library".[14]

Construction began October 20, 1900.[15] The building was accepted by the Common Council on May 28, 1901 (circa 110 East Second Street [WO 13/12]).[16]

Note on Sources

The Marshfield City Council records are the primary source for documentation of the Council's activities. The proceedings are on file at Marshfield City Clerk's Office, City Hall, 620 South Central Avenue, Marshfield.

For general histories of Marshfield, the following sources contribute significantly: Marshfield, Wisconsin, Highlights of History, 1872-1972 (Marshfield, Wisconsin, 1972); George O. Jones, et al, comp. History of Wood County, Wisconsin (Minneapolis, Minnesota: H.C. Cooper, Jr. & Co.,

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[11]Highlights of History, 9.

[12]"(old) Marshfield City Hall Building", Part 1 - Evaluation of Significance, Historic Preservation Certification Application. On file, Division of Historic Preservation, Wisconsin State Historical Society, 816 State Street, Madison, Wisconsin.

[13]Marshfield City Council Proceedings, September, 1900

[14]Proceedings, 16 July, 13 August, 1900.

[15]Ibid.

[16]Marshfield News-Herald, 8 June, 1972, p. 20.

1923); History of Northern Wisconsin. An Account of its Settlement, Growth, Development, and Resources, an extensive Sketch of its Counties, Cities, Towns and Villages (Chicago: The Western Historical Company, 1881; repr., Iron Mountain, Michigan: The Ralph W. Secord Press, 1988). Unfortunately, the Highlights of History does not document its sources, so confirmation of some of the information may be frustrating.

The Sanborn-Perris Insurance Maps for Marshfield, from the years 1884, 1887, 1891, 1898, 1904, 1912, 1926, and 1946, with the Marshfield City Directories, provide site specific information.

The Centennial Edition of the Marshfield News-Herald, 7,8, and 9 June, 1972, bulges with information about the city's history. On occasion, the information is inaccurate, and should be confirmed with other sources.

The recent "(old) Marshfield City Hall Building", Part 1 - Evaluation of Significance, Historic Preservation Certification Application, by Suzan Kuester, which is on file at the Division of Historic Preservation, Wisconsin State Historical Society, 816 State Street, Madison, Wisconsin, contains a good synopsis of City Government, a history of the City Hall's architects, and an excellent physical description of the building.

The review of businesses and residences in C.W. Charles' Marshfield Illustrated (1905) was probably compiled as an advertising document. It provides information on business owners, although frequently without reference to the business' location. The accompanying photographs are excellent, and aid in tracing business location.

The statewide history context provided by Barbara Wyatt in Cultural Resource Management in Wisconsin: Volume 1, A Manual for Historic Properties (Madison, Wisconsin: Historic Preservation Division, State Historical Society of Wisconsin, 1986) establishes the framework for understanding Marshfield's place in Wisconsin history.

Related Resources
Federal Government
site of 243 South Central Avenue [WO 10/36]
110 West Second Street [WO 13/16]

Local Government
circa 110 East Second Street [WO 13/12]

CHAPTER VII Recreation and Entertainment Theme

Performing Arts and Motion Pictures

Marshfield's first theater was the Korth Opera House, built in 1890 and located on the west side of Maple street between Second and Third Streets. It burned in 1894, after providing the community with space for gala events for only four years.[1]

In 1897, Philip Adler built the Adler Hall on the north side of Second Street, between South Central Avenue and Maple Avenue [not extant]. Entertainment consisted primarily of traveling shows featuring a variety of acts. In 1904 Philip Adler added a stage to the building, making it distinct from the other halls in town which were primarily open spaces for meeting places and dances. At that time, the building was renamed the Adler Opera House.[2]

In 1908 the Unique Family Theatre advertised "Devoted to patronage of Ladies, Gentlemen and Children. High Class Vaudeville Comedy, Musical Features, Edison Improved Moving Pictures, Beautiful Dissolving Illustrated Songs." [3] The location of this theatre is unknown, although it may have been related to one indicated on the Sanborn Insurance Maps for 1912 at 126 South Central Avenue (154-156 South Central Avenue [WO 11/5]).[4]

Also in 1908, Philip's son John P. Adler began managing the Opera House. In 1909 J.P. Adler scheduled the first showing of a full reel film. When he bought the Trio Theatre (212-216 South Central Avenue [WO 14/]) in 1918 Adler secured his position as the most prominent entertainment figure in Marshfield. In 1927 Adler remodeled the Trio and renamed it the Relda (alder backwards).[5]

In 1937 Adler constructed the New Adler Theatre at 419 South Central Avenue [WO 10/15]. At the time, movie houses were treated with respect

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[1]Marshfield, Wisconsin, Highlights of History, 1872-1972 (Marshfield, Wisconsin, 1972), 11-17;"New Adler Theatre, Marshfield, Wisconsin" privately printed for J.P. Adler by the Lester Printing Company, Marshfield, Wisconsin, 1928; Sanborn Insurance Maps: 1884, 1891, 1898, 1904, 1912, 1925, 1946.

[2]"New Adler Theatre"; Jan Coombs, Lecture "J.P. Adler, Lives in Parallel", 14 March, 1991, Marshfield, Wisconsin.

[3]The Inter-State Directory Company's Directory of Grand Rapids, Wis. and Wood County Gazetteer for the Year 1908. Marion, Ind: the Inter-State Directory Co., 1908) 122-152.

[4]Sanborn-Perris Insurance Maps, Marshfield, 1884, 1887, 1891, 1898, 1904, 1912, 1926, 1946.

[5]Ibid.

and there was no food and drink available in the building. Adler held a grand opening on September 28, 1937 featuring Luise Rainer and Spencer Tracy in the movie "Big City". The new building was an Art Deco extravaganza, and was equipped with "love seats" which "in addition to their popularity with love-birds...are a haven for patrons who scale 250 pounds and up, who are able to breathe and stretch in unrestrained comfort."[6]

Adler closed the "old" Adler Opera House in 1952, and the Relda in 1956. J.P. Adler died in 1957, having seen his investment in movie houses swell and shrink following the popularity of movie going itself. Over time, thirteen theaters had been in downtown Marshfield. In 1991, the only operating theatre is in the building at 419 South Central Avenue [WO 10/15], now known as Rogers Cinema.[7]

Photography

Studios of photography have had a long presence in Marshfield. From 1884 through 1912, a "photo gallery" was located on the north side of Second Street, between Central and Maple avenues [not extant]. The gallery was occupied from 1908 through 1921 by the Stierle Brothers, photographers, who, having been in Marshfield since at least 1898, may have been the occupants in previous years as well.[8]

In 1898, Walter Mason had a photography studio at 230 East Third Street (the south side of Third between Central and Maple avenues [not extant]). Sometime between 1912 and 1921 Mason's studio ceased operation.[9]

By 1912, K.F. Davison had opened a studio on the second floor of 221 South Central Avenue (243 South Central Avenue [WO 10/36]). By 1925, an unknown photography studio, located at 320 South Central Avenue [not extant] was the only one still in the Central Avenue commercial core.[10]

Note on Sources

The Sanborn-Perris Insurance Maps and Marshfield City Directories illustrate the locations of the some of the movie theaters and photography studios over a period of forty years.

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[6]Ibid.

[7]Coombs lecture.

[8]Sanborn-Perris Insurance Maps, Marshfield, 1884, 1887, 1891, 1898, 1904, 1912, 1926, 1946; Marshfield City Directories, 1898, 1904, 1908, 1915, 1919, 1921.

[9]Ibid.

[10]Ibid.

The brochure "New Adler Theatre, Marshfield, Wisconsin" privately printed for J.P. Adler by the Lester Printing Company in Marshfield, in 1928 and Jan Coombs' lecture "J.P. Adler, Lives in Parallel", 14 March, 1991, Marshfield, Wisconsin, provide a history of the Adlers and their contribution to Marshfield entertainment.

For general histories of Marshfield, the following sources contribute significantly: Marshfield, Wisconsin, Highlights of History, 1872-1972 (Marshfield, Wisconsin, 1972); George O. Jones, et al, comp. History of Wood County, Wisconsin (Minneapolis, Minnesota: H.C. Cooper, Jr. & Co., 1923); History of Northern Wisconsin. An Account of its Settlement, Growth, Development, and Resources, an extensive Sketch of its Counties, Cities, Towns and Villages (Chicago: The Western Historical Company, 1881; repr., Iron Mountain, Michigan: The Ralph W. Secord Press, 1988). Unfortunately, the Highlights of History does not document its sources, so confirmation of some of the information may be frustrating.

The Centennial Edition of the Marshfield News-Herald, 7,8, and 9 June, 1972, bulges with information about the city's history. On occasion, the information is inaccurate, and should be confirmed with other sources.

Related Properties (in order of discussion)
Performing Arts and Motion Pictures
154-156 South Central Avenue [WO 11/5]
212-216 South Central Avenue [WO 14/]
419 South Central Avenue [WO 10/15]

Photography
243 South Central Avenue [WO 10/36]
320 South Central Avenue [not extant]

CHAPTER VIII Social and Political Movements Theme

Women's Organizations

Wisconsin women's organizations have taken many forms throughout the state's history. Some developed as local chapters of national organizations. Others grew from local needs and interests. Often the organizations were political in emphasis, particularly in the area of social reform. Groups distinct from men's groups were formed with the underlying philosophy that the women's approach would be different in nature from the men's approach. While the causes of temperance and women's suffrage in the late nineteenth century were major organizing factors, women's clubs (social in character) drew more women together than did political causes.[1]

Women's organizations were also formed as adjuncts of fraternal organizations and as church-related auxiliary groups. No sites specific to church auxiliary groups were encountered in this survey, but it may be assumed that they met at the churches and/or at a member's residence. Women's groups related to fraternal organizations often met at the same location as the fraternal organization.[2]

Marshfield women were very active in the Women's Christian Temperance Union (WCTU), on the local, county, and state levels. The Women's Christian Temperance Union ran the lending library after it was organized in 1880 by John Marsh who entrusted its management to W.H. Upham. Upham relinquished responsibility for the book collection to Mrs. Upham and the newly formed WCTU. It appears that the Marshfield WCTU was formed just before, or at the same time as, the 1881 relinquishment of the library responsibilities from William to Mary.[3]

In 1882, the library was located on the second floor of the store operated by C.M. Upham and Brother [no longer extant, site of 200 South Central Avenue, WO 10/34]. By April 30, 1886, the library was moved to the drugstore of W.Y. Budge [location unknown], whose daughter Lottie was "acting Librarian". Later in the same year, the library relocated to the Band of Hope Hall, which was on the north side of West Third Street [no longer extant, site not surveyed] across from the Upham's home [212 West Third Street, not surveyed]. The book collection survived the fire of June 1887, since it was then located in the Upham home. For some time, the library was run out of the Upham home. Later it was moved again to the jewelry store [no longer extant, site of 252 South Central Avenue, WO 10/27] of Benjamin Elvis, whose wife was

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[1]Barbara Wyatt, Project Director. Cultural Resource Management in Wisconsin: Volume 3, A Manual for Historic Properties (Madison, Wisconsin: Historic Preservation Division, State Historical Society of Wisconsin, 1986), Social and Political, 4-1 - 4-9.

[2]Ibid.

[3]Marshfield News-Herald, 8 June, 1972, p. 20.

treasurer of the Marshfield WCTU in 1898.[4] In 1899 the library was relocated to Mrs. I.P. Tiffault's Book Store and Bazaar [north half of 231 South Central Avenue, WO 10/37], amount of original building remaining is unknown], and received a grant from the city Common Council of $100. At that time it became a publicly supported free library.[5]

When the Common Council was discussing construction of a new city hall, earlier lobbying by the WCTU proved profitable, as a space for a new and permanent library space was included in plans and specifications for the new City Hall. The new City Hall was opened in May of 1901, and the Library was opened October 21, 1901 [204 South Maple Avenue, WO 12/7].[6]

In 1898, officers of the Marshfield WCTU included: President, Mrs. Frank Meyers; vice-president, Miss Agnes Brown; secretary, Mrs. Sarah Upham; superintendent of lumber camp work, Mrs. W.H. Upham; treasurer, Mrs. B. Elvis.[7] Throughout the years, the WCTU met on the first Thursday or Friday of the month, at the homes of various club members. Although not the subject of this survey, homes associated with these members may have an increased level of historical significance, and should be identified in future residential architectural and historical surveys.

Due to her activities in Marshfield, and perhaps influenced by the political power of her husband, Mrs. Mary Upham was elected president of the Wisconsin State WCTU at the 1898 convention in Chippewa Falls. Her term extended through 1906.[8] Membership was 2,706 in 1898, and 3,786 when her term ended in 1907. It had peaked at 4,339 in 1893, with 210 Unions.[9]

Marshfield has been home to many women's organizations. The Marshfield Woman's Club was organized in 1894 as the Ladies Travel Class. In 1898 the class met in the A.O.U.W. Hall above Sextons Drugstore [249-253 South Central, WO 10/35].[10] In 1904, the Ladies Travel Class met in the

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[4]Ibid.; Marshfield City Directory, 1898, (The Marshfield Times, Marshfield, 1898) n.p.

[5]Ibid..

[6]Ibid.

[7]City Directory, 1898.

[8] Ethel K. Cornwell, "For God and Home and EveryLand" The Story of the Woman's Christian Temperance Union of Wisconsin, 1874-1974 (no place, no date).

[9]Ibid.

[10]City Directory, 1898.

Deming Building [201 South Central, WO 11/29].[11] After seventeen years the Travel Class became part of the Women's Club. The Women's Club hosted a convention in 1914 and featured a speech on Woman's Suffrage.[12] In 1915, the Woman's Club met at the Guild Hall [not extant, site of Tower Hall parking lot on East Third Street].[13]

Other clubs typically met at homes of various members. One such Marshfield woman's organization was the Fortnightly Musical Club, formed February 8, 1904. The group first met at the residence of Mrs. Edgar S. Biley, 104 East Third Street [location unclear].[14]

The Marshfield chapter of the Daughters of the American Revolution was organized on February 22, 1908, at the home of Mrs. John P. Hume. Mrs. Hume lived at 407 Park Avenue [not surveyed].[15]

On December 8, 1933 The East Side Woman's Study Club first met at the home of Mrs. William A. Malunge [301 North Peach Avenue, not surveyed]. At one time the group merged with a homemakers group, but appears to have reorganized into the Woman's Study Club after many years.[16] None of the residential meeting places of these clubs were identified in the course of this survey. If future research identifies a residence as a meeting place, it may lend added significance to the site.

Fraternal Organizations

On Wisconsin's frontier, fraternal organizations serving both their constituents and the larger society performed a wide range of social, cultural, economic, and political functions. Two basic types of fraternal organizations exist - recreational, whose purpose is social, and instrumental, whose purpose is task specific. Recreational fraternal organizations are older and greater in number and include such well-known groups as the Freemasons, Elks, Moose, Odd Fellows, Shriners, and Woodmen. The instrumental-type organization is most frequently a benefit organization, such as a private insurance company.[17]

Fraternal organizations in Marshfield have contributed to the built environment of the city. The Masons used 300 South Central as their

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[11]City Directory, Marshfield, Wisconsin 1904.

[12]Marshfield News-Herald, 7 June, 1972, p. 6.

[13]Directory of the City of Marshfield, Wisconsin 1915.

[14]Marshfield News-Herald, 7 June, 1972, p. 23.

[15]Marshfield News-Herald, 7 June, 1972, p. 16.

[16]Marshfield News-Herald, 7 June, 1972, p. 9.

[17]Wyatt, Social and Political, 5-1.

meeting place by 1891 [not extant, parking lot on site]. Between 1898 and 1904, the Masons moved to 109 East Third Street [not extant, parking lot on site] and occupied the third story. The Post Office was on the main floor of the building, and the telephone exchange was on the second floor.[18]

Marshfield Lodge No. 665 of the Wisconsin Elks Association was formed on February 26, 1901. The lodge institution rites were held in the Marshfield Armory in the Hartl building on West Second Street.[19] The building at the northwest corner of East Second Street and South Maple Avenue [circa 113 East Second Street, WO 13/13] has been owned by the Elks as their meeting place since sometime between 1912 and 1925. The building has been remodeled on the exterior and interior. Previously, the Elks met in the upper stories of commercial buildings on Central Avenue - in 1904 at 230 South Central [no longer extant, site of Franklin Building, WO 10/31], and in 1912 at 217 South Central [WO 11/31].[20]

The Ancient Order of United Workmen met in the hall above Sexton's Drugstore at 249-253 South Central Avenue [WO 10/35]. From 1898 to 1908, the Hall was called "A.O.U.W. Hall" in the city directories. In 1908, the Hall was called "Sexton's Hall." Many other organizations used the Hall, including the Good Templars, the Equitable Fraternal Union (1898), the Grand Army of the Republic (G.A.R), the Knights of the Tented Maccabees (K.O.T.M.), the Maccabees, the Spanish-American War Veterans (1904), the Beavers, the Fraternal Reserve Association, the Modern Woodmen of America (M.W.A.), and the Royal Neighbors (1915). The Hall was not listed as a meeting place in later city directories.

In 1898, the International Order of Odd Fellows met in the I.O.O.F. Hall above Bauer's meat market at what was then 302 South Central [not extant, site of parking lot]. In the same year, The Pine Tree Camp No. 1342 of the M.W.A. met over Wing's Pharmacy [location not known], and the G.A.R met at Thompson's Hall [location unknown]. Also in 1898, the Knights of Pythias, Marshfield Lodge No. 82, met in Castle Hall, over Upham's store, which was located on West Second Street [not extant, currently site of rear of 200 South Central, WO 10/34].[21]

Between 1898 and 1904, the Marshfield chapter of the Fraternal Order of Eagles was established. In 1904 they met in the Band Hall [location unknown]. In 1915 the Eagles met in the Armory building. In 1921 they

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[18]Sanborn-Perris Insurance Maps, Marshfield, 1884, 1887, 1891, 1898, 1904, 1912, 1926, 1946.

[19]Marshfield News-Herald, 7 June, 1972, p. 21.

[20]Sanborn-Perris Insurance Maps, Marshfield, 1884, 1887, 1891, 1898, 1904, 1912, 1926, 1946.

[21]Marshfield City Directories.

had their own club at 111 East Second Street [not extant, nothing on site]. In 1928, the same building was 117 East Second, and was still home to the Eagles.[22]

The Order of the Owls, nest No. 1076, were apparently a short-lived group, with their own meeting room in 1921, in 114 West Second, according to the City Directory of that year. The site was noted as a store on the Sanborn Insurance maps of 1912 and 1925, and was located next to the Armory. As with the Armory, the building is not extant and a public parking lot occupies the site.

Service and Social Clubs

By 1904, both the Armory [not extant, site of parking lot on corner of Chestnut Avenue and West Second Street] and the Saenger Hall [101 North Central Avenue, WO 11/18], which was run and owned by Louis Baumann, had space dedicated to public meetings. Both were used by a variety of organizations on a regular basis, and probably by occasional groups as well.[23]

By 1921, the Saenger Hall was renamed "Baumann's Hall" in the City Directory listings. Although the Armory was listed as a public meeting place in the 1928 City Directory, the Sanborn Insurance Map for 1925 indicates that a new structure had been built on the site which did not contain meeting space.[24]

A variety of Social Clubs met in Marshfield throughout the years. Many of the Women's and Fraternal Organizations listed above had a social character. The Marshfield Maennerchor met in the Saenger Hall in 1898, and the Badger State Band met in the Armory Hall the same year.[25]

In 1904 the Spanish-American War Veterans met upstairs at 249-253 South Central Avenue [WO 10/35]. This space was informally called the Ancient Order of United Workmen hall, but was advertised in 1908 as "Sexton's Hall", since it was located above Sexton's Drugstore. In 1915, the "Deutscher Krieger Verein" met at the Saenger Hall, and the Lutheran Armenia Mannerchor Singing Society met at the Lutheran school hall [not surveyed].[26]

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[22]Ibid..

[23]Ibid..

[24]Sanborn-Perris Insurance Maps, Marshfield, 1884, 1887, 1891, 1898, 1904, 1912, 1926, 1946.

[25]Marshfield City Directory, 1898.

[26]Marshfield City Directories 1904, 1908, 1915.

Business, Trade, and Professional Associations

The Chamber of Commerce and its antecedents are the oldest professional associations in Marshfield. The first broad based merchant's association was formed in 1894. They were known as the Marshfield Businessmen's Association and had formed in part to encourage the establishment of a new company - the Marshfield Chair and Manufacturing Company - in Marshfield to alleviate unemployment. After this first success, the association continued, under the name "Marshfield Advancement Association" until 1909 when they reorganized and began an active campaign to draw more new industries to the community.[27]

By 1916, the Marshfield Advancement Association was defunct, and a new booster club was organized. For this group, the name Marshfield Businessmen's Association was reused. Soon after, the name was changed to the Marshfield Board of Commerce. In 1918, the group again reorganized into the Civic Development Association, but soon reverted to the moniker "Board of Commerce". At that time, the group met in the Armory [not extant]. The "Chamber of Commerce" appears to have been the office of the "Board of Commerce". The first Chamber was located in City Hall (ca. 110 East Second Street [WO 13/12]). In 1919, it was located in a building on West Third Street (not extant, site of the Purdy School circa 300 South Chestnut [WO 12/16]). During the 1930s, the Chamber of Commerce had been renamed the Marshfield Commercial Club. After World War II, the club reorganized once again, reusing the name "Marshfield Chamber of Commerce". On February 6, 1946, the Chamber met at City Hall. The Chamber of Commerce is an active enterprise in the 1990s, and is housed in offices in the newly renamed "Tower Hall" (old City Hall [WO 13/12]).[28]

The Cigar Makers Union and the Wood Workers Union also had chapters in Marshfield, beginning in 1898. The Cigar Makers Union met at an unknown location on Central Avenue in 1898 and the Wood Workers Union met at Baumann's (Saenger) Hall [101 North Central Avenue, WO 11/18] in the same year. In 1904, the Cigar Makers Union met at the "Band Hall" [location unknown], and the Wood Workers Union met at the Modern Woodmen of America Hall at 113 South Central Avenue (127 South Central Avenue [WO 11/24]). By 1921, it appears that neither of these unions were formally functioning.[29]

Youth Organizations

Before the turn-of-the-century, the Women's Christian Temperance Union appears to have been one of the most influential groups in the establishment of youth organizations in Marshfield. They organized a young men's temperance and inspiration group called the Band of Hope

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[27]Marshfield News-Herald, 7 June, 1972, p. 6.

[28]Ibid.

[29]Marshfield City Directories, 1898, 1904, 1908, 1915, 1921, 1928.

which met in the Band of Hope Room in the basement of the Upham Mansion (212 West Third Street [not surveyed]).[30]

Boy Scouts, Girl Scouts and Camp Fire Girls have been very active youth organizations in Marshfield. The Marshfield chapter of the Boy Scouts began on September 1, 1911, only two years after the national Scouts had been formed. The new group met at the Marshfield Free Library (204 South Maple Street [WO 12/7]).[31]

The Camp Fire Girls were organized in Marshfield by 1923, and merged with the Girl Scout organization in the 1930s. In 1961, the Marshfield girls organization withdrew from Girl Scouts and was again affiliated with the Camp Fire Girls. Early meeting places for the girls' organizations are unknown.[32]

Temperance Movement

As the first social reform movement to flourish in Wisconsin, Temperance took hold in the 1830s. It was a national movement which was brought to newly settled Wisconsin by northeasterners. In the late thirties, Wisconsin saw the establishment of a liquor-free county (Walworth) and the beginnings of formal temperance organizations like the Washingtonian Revival Society. Though short lived, they paved the way for a more important organization - the Sons of Temperance, established in 1845. In the 1850s, the Good Templars became the leading temperance group in Wisconsin. Temperance became a political issue eventually developing a faction that advocated not simple temperance, but prohibition instead. Pro-temperance members, primarily Yankee white Anglo-Saxon Protestants and Scandinavians, came in direct conflict with Wisconsin's large German immigrant population. The Germans became a major anti-prohibition force.[33]

In 1850, Maine became the first state to make manufacturing and sale of alcoholic beverages illegal. Wisconsin's neighbor, Iowa, passed a similar law in 1851, while at the same time Illinois passed stricter saloon licensing legislation. Wisconsin Germans successfully lobbied to repeal a previously rarely enforced "Smith Law" (which held saloon keepers liable for actions of intoxicated customers and allowed damaged women and destitute paupers to sue frequented saloon keepers as well), and passed a simple licensing bill. For the duration of the Civil War, and for seven years afterwards, the liberal licensing policy was secure

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[30]Marie Caruthers, interview with author, 11 March, 1991, Marshfield Public Library, Marshfield, Wisconsin.

[31]Marshfield News-Herald, 9 June, 1972, p. 17.

[32]Marshfield News-Herald, 9 June, 1972, p. 18.

[33]Wyatt, Social and Political, 2-1 - 2-3.

as the number of northeasterners declined and the number of Germans in Wisconsin's population proportionally increased.[34]

In 1872, Wisconsin passed the Graham Bill which again required the posting of a bond by saloon keepers and revived civil damage provisions. The bill was then strengthened by the Leland-amendment which made its provisions part of every city's charter. The split between white Anglo-Saxon Protestants and Germans was widened. The burgeoning brewing industry kings formed opposition organizations of "Wisconsin State Association for the Protection of Personal Liberty", and the "American Constitutional Union" (which combined as the "Personal Liberty League"). They succeeded in getting Milwaukee authorities to determine that the Leland Amendment was unconstitutional and consequently local enforcement there was marginal.[35]

In 1874 Governor Taylor had a moderate temperance position, advocating temperance rather than prohibition. Through the 1880s, the wets and drys remained at a stalemate. It was not until the blossoming of the Women's Christian Temperance Union in the 1890s that significant temperance progress was achieved.[36]

The Women's Christian Temperance Union (WCTU) was formed in Ohio in the 1870s and grew rapidly. In Wisconsin, the WCTU began in 1873 and was spurred on by Frances Willard of Janesville - who became the WCTU's renowned leader.[37] This organization had both strong ties to Protestant churches and an emphasis on women's suffrage. Extensive use of newspapers and the lecture circuit conveyed its message widely. The WCTU attacked the use of liquor not only because of the horrors of alcohol on the drinker, but for its effects on the society at large - domestic violence and political corruption were recognized as integral to the problem of the power of alcohol.[38]

In Wisconsin, the temperance movement worked locally to effect county and city prohibition. By 1905, eleven percent of Wisconsin's counties were dry - by 1919 forty-five percent were dry. The national average of dry counties per state was seventy-one percent in 1916. In 1914, temperance work manifested itself on the national level - in that year the House of Representatives passed a measure for submitting a prohibition amendment to the states for ratification. However, it lacked the two/third's majority needed and died. World War I caused restriction of the use of grain for production of distilled liquor in

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[34]Ibid.

[35]Ibid.

[36]Ibid., 2-4

[37]Ibid., 2-5.

[38]Ibid.

1917. By 1918, Congress agreed to submit a prohibition resolution to the states. The Wisconsin Senate election of 1918 revolved completely around that issue. Anti-German sentiment fostered by World War I disempowered the previously potent brewing lobby. Wisconsin voted to ratify the prohibition amendment (18th) and also passed a law outlawing manufacture, sale, and transportation of alcohol within the state. In 1929, Wisconsin voters repealed Wisconsin's prohibition Act. The Volstead Act (enforcing national prohibition) was still in effect until 1933.[39]

Unlike some other counties in Wisconsin, Wood County never went through a period of county-wide restriction of the sale of alcohol before national Prohibition. During the period before national Prohibition when local citizens could vote to deny alcohol licenses (and thereby effecting a "dry" community), Marshfield continued to license establishments serving alcohol. The brewing industry may have been influential enough to overpower the actions of the local Women's Christian Temperance Union and other temperance movements. Although the Common Council passed an ordinance in 1907 limiting bars and taverns to one for each 250 people, in that same year there were forty bars and taverns listed in city records, when the population would have justified twenty-one.[40]

As with other communities, Marshfield was home to bootlegging and illegal tavern operation. Particularly popular was alcohol smuggled from Canada. During Prohibition, sale of "near-beer" (one-half of one percent alcohol), was licensed in Marshfield. In establishments with those licenses, other forms of alcohol were easily sold as well.[41] When Prohibition was over in 1933, and beer was again legal, the Marshfield Brewing Company [North Pine Street, not surveyed] was the first brewery to provide its product to the public. During the ensuing years, the local brewery was successful in building its business, especially for the local market.[42] It was sold to the Figi cheese and food company during the 1960s.[43]

Marshfield's chapter of the Women's Christian Temperance Union began January 8, 1881 at the home of Mrs. William (Mary) Upham. The Women's Christian Temperance Union ran the lending library after it was organized by John Marsh who had entrusted its management to W.H. Upham. Mr. Upham relinquished responsibility to Mrs. Upham and a group of her

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[39]Ibid., 2-5 - 2-7.

[40]Marshfield News-Herald, 7 June, 1972, p. 8.

[41]Ibid.

[42]Marshfield, Wisconsin, Highlights of History, 1872-1972 (Marshfield, Wisconsin, 1972), 52.

[43]Ibid., 72

friends. It appears that the WCTU was formed very close to, if not coincidental with, the relinquishment of the library responsibilities from William to Mary.[44]

Due to her activities in Marshfield, and perhaps influenced by the political power of her husband, Mrs. Mary Upham was elected president of the Wisconsin State WCTU at the 1898 convention in Chippewa Falls. Her term extended through 1906.[45] Membership in the Wisconsin WCTU was 2,706 in 1898, and 3,786 when Mrs. Upham's term ended in 1907. It had peaked at 4,339 in 1893, with 210 Unions.[46]

Woman's Suffrage Movement

No sites known to be associated with Women's Suffrage were found in the duration of this survey. The Woman's Christian Temperance Union was often involved with suffrage issues, but it appears that Marshfield's WCTU was more active in other areas of social concern. If future research encounters a site related to Woman's Suffrage along commercial Central Avenue, the site may have increased significance due to its association.

Agricultural Movements

No sites known to be associated with Agricultural Movements were found in the duration of this survey. If future research encounters such a site along commercial Central Avenue, the site may have increased significance due to its association.

Intellectual Movements

No sites known to be associated with Intellectual Movements were found in the duration of this survey. If future research encounters such a site along commercial Central Avenue, the site may have increased significance due to its association.

Health Services

Territorial Wisconsin was supplied with marginal health care and few skilled doctors. By the time Marshfield was settled, however, a few cities were home to Wisconsin's first hospitals. The first Wisconsin Hospital was St. John's Infirmary of Milwaukee, established by the Sisters of Charity, a Catholic Order based in Maryland, in 1848. Later, in the mid-1880s, "Ticket hospitals" developed in the lumbering areas of northern Wisconsin and Minnesota. Ten dollar hospital tickets were sold by insurance agents to the seasonally employed lumbermen. The tickets entitled the lumbermen to unlimited medical care at participating hospitals.[47]

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[44]Marshfield News-Herald, 8 June, 1972, p. 20.

[45]Cornwell.

[46]Ibid.

[47]Wyatt, Social and Political, 6-1 - 6-4.

St Joseph's Hospital [not in the 1990-1991 survey area] in Marshfield follows both early hospital patterns in Wisconsin. The hospital was established in 1890 by Mother Mary Francis Streitel of the Sisters of the Sorrowful Mother. They were persuaded to open the new hospital by Father Paul Geyer, pastor of St. John's Parish in Marshfield. The forty foot by fifty foot hospital was located on ten acres of land on the outskirts of town. At first, patients did not use the hospital. Use of the early form of insurance for area loggers, who were in a high risk profession, was suggested by Chaplain Father Joseph Joch. The loggers could prepay on a regular basis, and were then eligible for health care when they most needed it, but might otherwise not have been able to afford it. This plan helped maintain the hospital until the Kneipp Water Cure[48] was introduced at St. Joseph's Hospital by Father Joch in 1892. The water cure, learned by Joch in Europe, drew many patients. Although discontinued by 1895, its success guaranteed the hospital's future. Over nearly a century, St Joseph's hospital grew by thirteen physical additions, and removed the original 1890 hospital building, and 1900 convent. The large medical complex, on approximately its original site, complements the new Marshfield Clinic facility which has been erected next to it.[49]

Marshfield's most impressive success story is that of the Marshfield Clinic. Begun in 1916 by a group of doctors, the Clinic is now the backbone of Marshfield's economy. The Clinic was first located in the Theil building at 301 South Central Avenue [WO 10/26]. The Clinic was founded by Dr. K.W. Doege, Dr. Victor Mason, Dr. Roy Pitter, Dr. H.H. Milbee, Dr. Walter Sexton, and Dr. William Hipke. Doege may have been the coordinating member of the group. He was educated in medicine at Western Reserve University in Cleveland, Ohio. A railroad conductor advised him that Marshfield was a growing community, and was in need of a doctor. Doege established his practice in Marshfield in 1890, and was located at 108 West Third Street in 1908 [not extant]. Although Doege expanded his medical knowledge by additional study in Austria, he needed help in serving the growing demands of the community. The negotiation surrounding setting up the Marshfield Clinic is unknown, but by 1916, the six doctors were practicing together. Cooperative medicine was a new venture, but one that proved viable.[50]

In 1926, a new building at 620 South Central Avenue [WO 10/3] was constructed for Clinic use. In 1947 and 1950 additions were made to the building. In 1957-58, a four story building adjacent to the original

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[48]Details of the Kneip Water Cure are unknown.

[49]"Saint Joseph's Hospital: A dream realized" Times Review, Catholic Diocese of LaCrosse, May 2, 1991; "History at a Glance", brochure privately printed for Saint Joseph's Hospital - Marshfield, circa 1986.

[50]"Marshfield Clinic, A Special Place", Marshfield Clinic brochure, privately printed, 1989, 2-5.

was erected, and three stories more were added to the new building in 1964. By 1972, the Clinic was using six different buildings on the 600 block of South Central Avenue - the main building, the Macht Building, the Oral Surgery Building, the Medical Arts Building, the Foundation Building, and part of the old Normington Laundry building [not extant, site of parking lot].[51]

In 1975, the Clinic moved to its present site next to St. Joseph Hospital, at the corner of St. Joseph Street and North Oak Avenue [not surveyed]. In 1984 and 1989, additions were made to the new facility.[52]

Independent Doctors also practiced in Marshfield, and included in 1898: W.H. Budge; F.E. Hamlin, medical student: J.C. Hayward; E.V. Kautsky, dentist: Richard Kempter, dentist: Joseph Klinkheimer, hospital attendant, St. Joseph's Hospital [not surveyed]; H.A. Lathrop; W.J. Lonergan; W.T Poad, dentist; Matthias Schmidt, physician, St. Joseph's Hospital [not surveyed]; and Henry Wahle.[53]

In 1908, independent medical providers included: dentists - A.B. Crawford (171 South Central Avenue [WO 11/28]), George Harrington and G.L. Harrington (301 South Central Avenue [WO 10/26]), W.S. Heaton (301 South Central Avenue [10/26]), D.A. Knilans (249-253 South Central Avenue [WO 10/35]), W.H. Lind (210 South Central Avenue [WO 10/33]), W.T. Poad (201 South Central Avenue [WO 11/29]); midwife - Mrs. Adolphenia Schwan (211 West C [not surveyed]); Nurses - Helen Arndt (300 East Ninth [not surveyed]), Anna Griffin (107 West Vine [not surveyed]), Clara Weiland (506 South Maple [WO 11/35])[54]; physicians - William Budge (231 South Central Avenue [WO 10/37]), J.W. Burns (209-211 South Central Avenue [WO 11/30]), J.C. Hayward (244-248 South Central Avenue [WO 10/28]), H.A. Lathrop (301 South Central Avenue [WO 10/26]), Victor Mason (249-253 South Central Avenue [WO 10/35]), H.H. Milbee (249-253 South Central Avenue [WO 10/35]), James Vedder (200 South Central Avenue [WO 10/34]), and H. Wahle (301 South Central Avenue [WO 10/26]).[55]

In 1921, after the establishment of the Marshfield Clinic, medical providers not associated with the Clinic included: dentists - Reuben Eiche (110 East Third, according to a directory of that year - location unclear), Garlon Harrington ([location unclear]), W.S. Heaton (301 South

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[51]Marshfield News-Herald, 7 June, 1972, p. 12.

[52]"Marshfield Clinic," 9-12.

[53]Marshfield City Directories, 1898, 1908, 1921.

[54]Most nurses's residences were not within the 1991 survey area, but later Architectural and Historical Surveys that concentrate on residential properties should identify the sites listed above.

[55]Marshfield City Directories, 1898, 1908, 1921.

Central Avenue [10/26]), D.A. Knilans (249-253 South Central Avenue [WO 10/35]), W.H. Lind (210 South Central Avenue [WO 10/33]), Homer Loveland (301 South Central Avenue [10/26]), W.T. Poad (201 South Central Avenue [WO 11/29]); nurses - Mrs. Alice McCrillis (211 West North Depot [not surveyed]), Mrs. Matilda Mohr (309 West Fourth Street [not surveyed]), Mrs Lorraine O'Brien (613 South Vine [not surveyed]), Anita Tebeau (403 East Second Street [not surveyed]); optometrists - Amos Bulmer (at the Hotel Blodgett [not extant, site of WO 10/32]), Fred Fornefelt (not extant, site of 171 South Central Avenue [WO 11/28]); physicians - William H. Budge (121 North Central Avenue [not extant]), John Haywood (201 South Central Avenue [WO 11/29]), Donald Miller (315 South Central Avenue [WO 10/24]).[56]

Marshfield was also home to the Wood County Asylum, which was not within the 1990-1991 survey area. It is clearly worthy of special attention, and based on architecture and historical association alone is possibly potentially eligible for the National Register of Historic Places under Criterion A and C. Any further survey projects in Marshfield should include this property for study.

Services for the Disadvantaged

No sites known to be associated with Services for the Disadvantaged were found in the duration of this survey. If future research encounters such a site along commercial Central Avenue, the site may have increased significance due to its association.

Nineteenth Century Labor Organizations

No sites known to be associated with Nineteenth Century Labor Organizations were found in the duration of this survey. If future research encounters such a site along commercial Central Avenue, the site may have increased significance due to its association.

Twentieth Century Labor Organizations

No sites known to be associated with Twentieth Century Labor Organizations were found in the duration of this survey. If future research encounters such a site along commercial Central Avenue, the site may have increased significance due to its association.

Nineteenth Century Political Movements

Although Marshfield sent one of its citizens to the office of Governor, no sites known to be associated with Nineteenth Century Political Movements were found in the duration of this survey (see "Notable People" chapter for more information on William Henry Upham). Upham's political life was not reflective of a "movement." If future research encounters such a site along commercial Central Avenue, the site may have increased significance due to its association.

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[56]Ibid.

Twentieth Century Political Movements
Although Marshfield sent Melvin Laird to the position of Secretary of Defense in Washington, D.C, no sites known to be associated with Twentieth Century Political Movements were found in the duration of this survey. Laird's service was not reflective of a "movement" located in Marshfield. If future research encounters such a site along commercial Central Avenue, the site may have increased significance due to its association.

Note on Sources
The Sanborn-Perris Insurance Maps are perhaps the most helpful tool in tracing the location of professions in Marshfield. These maps for Marshfield, from the years 1884, 1887, 1891, 1898, 1904, 1912, 1926, and 1946, along with the Marshfield City Directories, provide site specific information.

For general histories of Marshfield, the following sources contribute significantly: Marshfield, Wisconsin, Highlights of History, 1872-1972 (Marshfield, Wisconsin, 1972); George O. Jones, et al, comp. History of Wood County, Wisconsin (Minneapolis, Minnesota: H.C. Cooper, Jr. & Co., 1923); History of Northern Wisconsin. An Account of its Settlement, Growth, Development, and Resources, an extensive Sketch of its Counties, Cities, Towns and Villages (Chicago: The Western Historical Company, 1881; repr., Iron Mountain, Michigan: The Ralph W. Secord Press, 1988). Unfortunately, the Highlights of History does not document its sources, so confirmation of some of the information may be frustrating.

"History at a Glance", a brochure privately printed for Saint Joseph's Hospital - Marshfield, circa 1986 and "Saint Joseph's Hospital: A dream realized" in the Times Review, Catholic Diocese of LaCrosse, May 2, 1991 provide excellent information regarding the history of health services in Marshfield.

The Centennial Edition of the Marshfield News-Herald, 7,8, and 9 June, 1972, bulges with information about the city's history. On occasion, the information is inaccurate, and should be confirmed with other sources.

Related Properties (in order of discussion)
Women's Organizations
site of 200 South Central Avenue [WO 10/34]
site of 252 South Central Avenue [WO 10/27]
231 South Central Avenue [WO 10/37]
204 South Maple Avenue [WO 12/7]

Fraternal Organizations
circa 113 East Second Street [WO 13/13]
site of 230 South Central Avenue [WO 10/31]
217 South Central [WO 11/31]
249-253 South Central Avenue [WO 10/35]
site of 200 South Central [WO 10/34]
101 North Central [WO 11/18]

Service and Social Clubs
site of parking lot on corner of Chestnut Avenue and West Second Street]
101 North Central Avenue [WO 11/18]
249-253 South Central Avenue [WO 10/35]

Youth Organizations
204 South Maple Street [WO 12/7]
212 West Third Street [not surveyed]

Temperance
no noted sites

Health Services
301 South Central Avenue [WO 10/26]
620 South Central Avenue [WO 10/3]
171 South Central Avenue [WO 11/28]
301 South Central Avenue [WO 10/26]
249-253 South Central Avenue [WO 10/35]
210 South Central Avenue [WO 10/33]
201 South Central Avenue [WO 11/29]
506 South Maple [WO 11/35]
231 South Central Avenue [WO 10/37]
209-211 South Central Avenue [WO 11/30]
244-248 South Central Avenue [WO 10/28]
200 South Central Avenue [WO 10/34]
site of 222 South Central Avenue [WO 10/32]
site of 171 South Central Avenue [WO 11/28]
121 North Central Avenue [not extant]
315 South Central Avenue [WO 10/24])

CHAPTER IX Transportation

Early Rail Lines

During Wisconsin's territorial period, between 1836 and 1846, six railroad companies were chartered by the legislature to build lines although none did. The Milwaukee and Waukesha Railroad, chartered in 1847, laid the first track in the state. Its name was changed in 1850 to the Milwaukee and Mississippi. In 1851, train service began between Milwaukee and Waukesha, and reached Madison in 1854.[1]

In the 1850s, 1860s and 1870s, railroads emerged as the primary carrier of grain - the midwest's major commodity. Although the close of the Mississippi River below the mouth of the Ohio during the Civil War resulted in a significant increase in the railroad's grain trade, the 1860s were a time of railroad consolidation and bankruptcy in Wisconsin. The Milwaukee and St. Paul Railway Company (formerly the LaCrosse and Milwaukee), the Milwaukee and Prairie du Chien Railway Company (formerly the Milwaukee and Mississippi) and the Chicago and Northwestern Railway Company emerged as the primary rail carriers after the Civil War. In 1866 the Milwaukee and St. Paul gained control of the Milwaukee and Prairie du Chien.[2]

A national legislative scandal in 1856 and the nationwide panic of 1857 began a stagnation of railroad development which lasted through the Civil War to 1868. Not only did railroad companies suffer through bankruptcy, but many Wisconsin farms were lost as well, since their owners had invested in railroad development.[3]

Railroad development did not begin in the Marshfield area until 1872, although the patterns of earlier Wisconsin railroad formation influenced the arrival of the railroad in Marshfield.

Later Rail Lines

In 1868, and for the next five years, railroad development in Wisconsin revived and track milage was doubled. After a lull caused by the panic of 1873, track mileage again doubled between 1875 and 1890. Economic prosperity accompanied the arrival of the railroads in many communities throughout Wisconsin. Economies of existing communities were reinforced when the railroad came through their towns, while some communities were created to serve the railroad as service points and shipping centers.[4]

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[1]Barbara Wyatt, Project Director. Cultural Resource Management in Wisconsin: Volume 2, A Manual for Historic Properties (Madison, Wisconsin: Historic Preservation Division, State Historical Society of Wisconsin, 1986), Transportation 5-1 - 5-2.

[2]Ibid.

[3]Ibid.

[4]Wyatt, Vol. 2, Transportation, 6-1 - 6-2.

Marshfield was among those existing communities whose future was solidified by the iron horse. While many intangible benefits were derived from being centered on the railroad, one was certainly the importance of being a shipping center, drawing the lumber and dairy industries to the town.

On July 4, 1872, the first train reached Marshfield.[5] It was a segment of the Wisconsin Central bound from Stevens Point northwest to Lake Superior. Apparently, the tracks into Marshfield had been laid in September of 1871.[6] The first settlers were drawn to the area by the attraction of establishing services for the new railroad. Louis Rivers and his brother Frank constructed a one-and-a-half story log building which served as a residence, hotel, tavern, and store. No longer extant, it was located at the present northeast corner of North Chestnut Avenue and West Depot Street.[7]

The Wisconsin Central built the first depot nearby, on Chestnut Avenue between Depot and First streets (not extant, nothing on site).[8] It was one of the first buildings to be burned in the June 27, 1887 fire.[9] The depot which replaced it was described as follows in a report of August 26, 1887:

> The new Wisconsin Central depot, 20x125, with sixteen feet studding, is located between Central Avenue and Maple street on the south side. The building will be divided as follows: The freight room 20x36 on the east end of the building, the baggage room 12x12, ladies waiting room 18x20, office 12x20 and gents waiting room 20x20, will occupy balance of the building. The building will be finished in good shape and walls are being built to both Central Avenue and Maple Street.[10]

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[5]Marshfield News-Herald, 6 June, 1972, p. 2.

[6]History of Northern Wisconsin. An Account of its Settlement, Growth, Development, and Resources, an extensive Sketch of its Counties, Cities, Towns and Villages (Chicago: The Western Historical Company, 1881; repr., Iron Mountain, Michigan: The Ralph W. Secord Press, 1988), 1209.

[7]Marshfield News-Herald, 6 June, 1972, p. 2.

[8]George Winkler, "Marshfield on the Old Wisconsin Central"the SOO (article from vertical files at the Marshfield Public Library), 36.

[9]Marshfield, Wisconsin, Highlights of History, 1872-1972 (Marshfield, Wisconsin, 1972), 13.

[10]Marshfield Times, 26 August 1887, 1.

A third Wisconsin Central depot [circa 13 North Central, WO 11/20] was rebuilt by 1910 after the second one burned in 1907.[11]

Although the Wisconsin Central (WC) was the first train to service Marshfield, and is the only remaining line today, many other railroads contributed to Marshfield's reputation as "Hub City".

Lines which apparently used the same facilities as the Wisconsin Central were the Marshfield and Texas Railroad, a logging road built cooperatively between the Upham Manufacturing Company and the Wisconsin Central; a Mannville and Spencer spur; and the Unity & North Western. The latter two also being Upham influenced lines.[12]

A logging line named the Marshfield & Southern Railroad was built in 1889. The Wisconsin Central Railroad acquired the M&S track when it was abandoned. The Wisconsin Central used it to serve industries in Marshfield.[13] A freight depot on the east side of Maple Avenue, between First and Depot streets served this line [not surveyed].

Another line originally known as the Port Edwards, Centralia & Northern Rail road also ended up as Wisconsin Central property after it became the Marshfield & Southeastern in 1896. The WC bought it in 1901.[14]

A depot, roundhouse, turntable and water tank [not extant, site not surveyed] were built in Marshfield in November of 1890 when the first Chicago, St. Paul, Minneapolis & Omaha train came through town. The depot design was typical for the Omaha of the time. The design was the same as the Neillsville depot, and one later constructed in Granton. Similar depots may still exist in Merrillan and Black River Falls.[15]

Passenger service for Marshfield was augmented by the completion of the Milwaukee, Lake Shore & Western Railroad (MLS&W), which had been extended from Wausau, in 1891.[16] By 1893, the MLS&W was controlled by the Chicago & North Western (C&NW), and utilized the depot at the south end of Central Avenue.

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[11]Highlights of History, 23-28.

[12]Winkler, 37.

[13]Paul L. Behrens, "The Marshfield Branch - Part II" North Western Lines, Official Publication of the Chicago & North Western Historical Society vol. 12, No. 4 (Fall 1985): 9.

[14]Winkler, 37.

[15]Behrens, 9-10.

[16]Ibid., 11.

In 1901, the Chicago & North Western built a branch into from Wisconsin Rapids. The C&NW shared tracks, depot, and other facilities with the Chicago, St. Paul, Minneapolis & Omaha Railroad.[17]

Due to increased rail traffic in Marshfield, in 1917 the Chicago, St. Paul, Minneapolis & Omaha Railroad wood frame depot was removed and the present brick building [751 South Central Avenue, WO 10/2] was erected. The brick depot was situated closer to Central Avenue than the frame depot.[18] At the time of the new construction, the facilities were jointly owned by the Chicago & North Western and the Chicago, St. Paul, Minneapolis & Omaha.[19] During the 1920s the Chicago & North Western gained greater control of the Chicago, St. Paul, Minneapolis & Omaha.[20]

In 1953, the Chicago & North Western petitioned the Interstate Commerce Commission for permission to discontinue running the trains. Permission was granted, and the last passenger train ran on November 19, 1954.[21]

Early Road Networks

No sites known to be associated with Early Road Networks were found in the duration of this survey. If future research encounters such a site along commercial Central Avenue, the site may have increased significance due to its association.

Later Road Networks

After World War I, the emphasis in individual travel shifted from the railroad and horse-drawn carriages to automobiles. The change in emphasis is evident in Marshfield through the new buildings devoted to automobile sales and service. By 1921, the automobile business in Marshfield had blossomed with fifteen automobile dealerships in the city.[22]

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[17]Ibid., 9.

[18]Ibid.

[19]Joe Follmar, "The Engine Facilities in Marshfield" North Western Lines, Official Publication of the Chicago & North Western Historical Society vol. , No. (Spring 1986): 29.

[20]Paul L. Behrens, "The Marshfield Branch - Part I" North Western Lines, Official Publication of the Chicago & North Western Historical Society vol. , No. 12 (4): Fall 1985.

[21]Paul L. Behrens, "The Marshfield Branch - Part IV" North Western Lines, Official Publication of the Chicago & North Western Historical Society vol. , No. (Summer 1986): 30.

[22]Sanborn-Perris Insurance Maps, Marshfield, 1884, 1887, 1891, 1898, 1904, 1912, 1926, 1946; Marshfield City Directories, 1898, 1908, 1921, and 1928.

In 1921 the Automobile dealerships were Auto Sales and Service Company at 205-207 West Second [not surveyed], Blodgett-Buick Motor Car Company (111 South Second Street [WO 13/14]), Ford Sales and Service Station at 326-328 South Central [not extant], Franklin-Marshfield Company (550 South Central [WO 10/6]), Miner-Peil Auto Company (426 South Central [WO 10/13]), Northern Auto Supply company (500 South Central [not extant, site of WO 10/8]), J.P. O'Connell Agency (site of 110 West First Street [WO 13/16]), the Palace Garage (517-519 South Central Avenue [not extant]), Paulson Brothers (114 East Fourth [not extant]), Philip Wolf (201 West Sixth Street [not surveyed]), Wegner-Pirwitz Company (circa 111 East Fourth Street [WO 12/27]), and the Yellowstone Garage (600 West B [not surveyed]).[23]

By 1928, many of the 1921 dealerships had gone out of business and were replaced by new enterprises. The Auto Sales & Service Company, Marshfield Hardware and Auto Company, Miner-Peil Auto Company, and Wegner-Pirwitz were still in business, but the balance of the dealerships were new. They included Blum's Garage at 208 West Second [not surveyed], Boulevard Motor Company at 516 North Central [not surveyed], Buck's Auto Inn at 120 West First Street [not extant], Frank Geisel & Sons in the rear of 112 South Central [not extant], W.H. Ludwig at 501 South Central [WO 10/9], Marshfield Buick Company at 108 East First [not extant], Marshfield Oil Company (554 South Central [WO 10/5]), Van's Auto Company (453 South Central [10/10]), and Vogel & Raab at 201 West Sixth Street [not surveyed].[24]

The filling station at 112 East Fourth Street [WO 12/26], is an example of the Mediterranean Revival influence on a small commercial building. According to Daniel Vieyra in "'Fill 'er Up'" early gas stations fall into three categories - "fantastic", "respectable", and "domestic". This filling station inspires thoughts of foreign lands and experiences perhaps unknown to many of Marshfield's residents. Such filling stations were popularized by the Wadham's Oil and Grease Company of Wisconsin.[25] As with more grand Mediterranean Revival buildings, this filling station is adorned with a red tile roof and round arched windows. This detail is located at the angled main entrance to the building. Although now closed in, three garage doors are evident on the north elevation.

Early Mass Transportation

No sites known to be associated with Early Mass Transportation were found in the duration of this survey. If future research encounters

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[23]Ibid..

[24]Ibid.

[25]Daniel I. Vieyra "Fill'er Up" An Architectural History of America's Gas Stations. (New York: Macmillan Publishing Co., Inc, 1979), 23.

such a site along commercial Central Avenue, the site may have increased significance due to its association.

Later Mass Transportation
No sites known to be associated with Later Mass Transportation were found in the duration of this survey. If future research encounters such a site along commercial Central Avenue, the site may have increased significance due to its association.

Note on Sources
Sanborn-Perris Insurance maps provide information about the location of the early depots and railroad tracks.

A series of articles in North Western Lines, Official Publication of the Chicago & North Western Historical Society from the summer of 1985 through the summer of 1986 by Paul L. Behrens and Joe Follmar, contains in depth information regarding the Chicago & North Western and the Chicago, St. Paul, Minneapolis & Omaha. Another article by George Winkler provides helpful basic information regarding the Wisconsin Central and related lines.

In "Fill'er Up" An Architectural History of America's Gas Stations. (New York: Macmillan Publishing Co., Inc, 1979), Daniel I. Vieyra provides a wonderful analysis of gas stations and their forms. Wisconsin filling stations are prominent as examples in the text and illustrations.

For general histories of Marshfield, the following sources contribute significantly: Marshfield, Wisconsin, Highlights of History, 1872-1972 (Marshfield, Wisconsin, 1972); George O. Jones, et al, comp. History of Wood County, Wisconsin (Minneapolis, Minnesota: H.C. Cooper, Jr. & Co., 1923); History of Northern Wisconsin. An Account of its Settlement, Growth, Development, and Resources, an extensive Sketch of its Counties, Cities, Towns and Villages (Chicago: The Western Historical Company, 1881; repr., Iron Mountain, Michigan: The Ralph W. Secord Press, 1988). Unfortunately, the Highlights of History does not document its sources, so confirmation of some of the information may be frustrating.

Related Properties (in order of discussion)
Later Rail Lines
ca. 13 North Central [WO 11/20]
751 South Central Avenue [WO 10/2]

Later Road Networks
111 South Second Street [WO 13/14]
326-328 South Central [not extant]
550 South Central [WO 10/6]
426 South Central [WO 10/13]
500 South Central [not extant, site of WO 10/8]
site of 110 West First Street [WO 13/16]
517-519 South Central Avenue [not extant]
114 East Fourth [not extant]
201 West Sixth Street [not surveyed]

circa 111 East Fourth Street [WO 12/27]
600 West B [not surveyed]
208 West Second [not surveyed]
516 North Central [not surveyed]
120 West First Street [not extant]
back of 112 South Central [not extant]
501 South Central [WO 10/9]
108 East First [not extant]
554 South Central [WO 10/5]
453 South Central [10/10]
112 East Fourth Street [WO 12/26]

CHAPTER X Notable People

Introduction

Many significant citizens have contributed to the development of Marshfield's built environment. Among them are businessmen, builders, politicians, and social activists. Written information was available about the lives of the people listed below. The community of Marshfield also owes a great deal to anonymous citizens about whom no information is available in historical documents.

John P. Adler

In 1897, Philip Adler, John P. Adler's father, built the Adler Hall [not extant] on the north side of Second Street, between South Central Avenue and Maple Avenue. Entertainment consisted primarily of traveling shows featuring a variety of acts. In 1904, Philip Adler added a stage to the building, making it distinct from the other halls in town which were primarily open spaces for meeting places and dances. At that time, the building was renamed the Adler Opera House.[26]

In 1908, Philip's son John P. Adler began managing the Opera House. In 1909 J.P. Adler scheduled the first showing of a full reel film. When he bought the Trio Theatre (212-216 South Central Avenue [WO 14/]) in 1918 Adler secured his position as the most prominent entertainment figure in Marshfield. In 1927 Adler remodeled the Trio and renamed it the Relda (alder spelled backwards).[27]

In 1937, Adler constructed the New Adler Theatre at 419 South Central Avenue [WO 10/15]. At the time, movie houses were treated with respect and there was no food and drink available in the building. Adler held a grand opening on September 28, 1937 featuring Luise Rainer and Spencer Tracy in the movie "Big City". The new building was an Art Deco extravaganza, and was equipped with "love seats" which "in addition to their popularity with love-birds...are a haven for patrons who scale 250 pounds and up, who are able to breathe and stretch in unrestrained comfort."[28]

For over half a century, John Adler brought entertainment and culture to Marshfield. Adler closed the "old" Adler Opera House in 1952, and the Relda in 1956. J.P. Adler died in 1957, having seen his investment in

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[26]"New Adler Theatre, Marshfield, Wisconsin" privately printed for J.P. Adler by the Lester Printing Company, Marshfield, Wisconsin, 1928; Jan Coombs, Lecture "J.P. Adler, Lives in Parallel", 14 March, 1991, Marshfield, Wisconsin.

[27]Ibid.

[28]Ibid.

movie houses swell and shrink following the popularity of movie-going itself.[29]

Charles Blodgett

Charles Blodgett formed the C.E. Blodgett and Sons Co. in 1911. He promoted his products throughout Wisconsin, with Marshfield as the shipping center. He provided local dairy farmers, who were developing farms in the cutover, cash for their dairy products. Through his business, he encouraged the use of purebred dairy cattle.[30]

Blodgett added to the demise of his first, and well-known, Blodgett Hotel [not extant, site of 22 South Central, WO 10/32] when he constructed the Charles Hotel in 1926 (168-172 South Central Avenue [WO 11/2]. The Blodgett Hotel had been a Marshfield institution from about 1902, when Sunday night dinners were made into special events (prior to Blodgett's ownership the hotel had been known as the Tremont House; Blodgett purchased it in 1898) through the 1920s. When the more modern Charles Hotel was finished, the dining facilities were moved there from the Blodgett Hotel.[31]

The Charles Hotel was planned in 1925 as a half block deep. As built, the hotel is another half again as big, with an arch covering the alley between Central and Chestnut Avenues. The Charles Hotel was an active concern through the early 1970s, and still serves as a centerpiece for downtown Marshfield.[32]

William Duncan Connor

The R. Connor Lumber Company was founded by Robert Connor, a Wisconsin immigrant from Scotland via Stratford Canada. The lumber company was incorporated in 1890. The R. Connor Company had lumber mills operating in Stratford, Wisconsin and Wakefield, Michigan. Under W.D. Connor's leadership, the R.Connor Company was responsible for constructing the building now located at 108 West Fourth Street [WO 12/28].

Robert Connor's son, William Duncan Connor, was active in Marshfield and Wisconsin politics in the first half of the twentieth century. He served for twenty years on the County Board of Supervisors. He was active in the Progressive party, those Wisconsin Republican's who followed Robert M. LaFollette Sr. Locally, Connor engaged in a two year battle with William Henry Upham (see below) over ownership of the electric and water utility, which the city had purchased from Upham. Ironically, Connor and the Progressives were arguing for continued

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[29]Coombs lecture.

[30]Marshfield News-Herald, 6 June, 1972, p. 17.

[31]Ibid.

[32]Ibid.

private ownership, while Upham and the conservative Republicans were arguing for municipal ownership. Eventually, the courts decided in favor of municipal ownership.[33]

W.D. Connor's brother, Robert, was also active in Marshfield politics, serving as mayor from 1909 -1913.[34] W.D. Connor's grandson was national Defense Secretary Melvin R. Laird, Jr, also a Marshfield politician.

Dr. K.W. Doege

Marshfield's most impressive success story is that of the Marshfield Clinic. Begun in 1916 by a group of doctors, the Clinic is now the backbone of Marshfield's economy. The Clinic was first located in the Theil building at 301 South Central Avenue [WO 10/26]. The Clinic was founded by Dr. K.W. Doege, Dr. Victor Mason, Dr. Roy Pitter, Dr. H.H. Milbee, Dr. Walter Sexton, and Dr. William Hipke. Doege may have been the coordinating member of the group. He was educated in medicine at Western Reserve University in Cleveland, Ohio. A railroad conductor advised him that Marshfield was a growing community, and was in need of a doctor. Doege established his practice in Marshfield in 1890. Although Doege expanded his medical knowledge by additional study in Austria, he needed help in serving the growing demands of the community. The negotiation surrounding setting up the Marshfield Clinic is unknown. but by 1916, the six doctors were practicing together. Cooperative medicine was a new venture, but one that proved viable.[35]

Mary Cornelia Kelly Upham

Marshfield's chapter of the Women's Christian Temperance Union (WCTU) began January 8, 1881 at the home of Mrs. William (Mary) Upham. The Women's Christian Temperance Union ran the lending library after it was organized by John Marsh who had entrusted its management to W.H. Upham. Mr.Upham relinquished responsibility to Mrs. Upham and a group of her friends. It appears that the WCTU was formed very close to, if not coincidental with, the relinquishment of the library responsibilities from William to Mary.

Due to her activities in Marshfield, Mrs. Mary Upham was elected president of the Wisconsin State WCTU at the 1898 convention in Chippewa Falls. Her term extended through 1906.[36] Membership in the Wisconsin

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[33]Marshfield News-Herald, 6 June, 1972, p. 15.

[34]Marshfield News-Herald, 6 June, 1972, p. 12.

[35]"Marshfield Clinic, A Special Place", Marshfield Clinic brochure, privately printed, 1989, 2-5.

[36] Ethel K. Cornwell, "For God and Home and EveryLand" The Story of the Woman's Christian Temperance Union of Wisconsin, 1874-1974 (no place, no date).

WCTU was 2,706 in 1898, and 3,786 when Mrs. Upham's term ended in 1907. It had peaked at 4,339 in 1893, with 210 Unions.[37]

William H. Upham

Much of the success of the community of Marshfield can be credited to Major William Henry Upham, who came to the town in 1878. His industrial, political, and social prowess infused the new town with possibilities.

Upham was born in Westminster, Massachusetts on May 3, 1841. In 1852, his family moved to Niles, Michigan. His mother and he moved to Racine, Wisconsin, after his father died in 1853. Young Upham joined the federal troops in the Civil War and was left for dead after the Battle of Bull Run. Found alive and imprisoned by Confederate troops, he was released in a prisoner exchange. He was then admitted to West Point, and graduated in 1866. After a short career in the military, he resigned in November of 1869.[38]

With his brother Charles, Upham began his business career with lumber mills in Kewaunee and Angelica (Shawano County). In 1878, William Henry Upham moved to Marshfield and established a shingle mill and sawmill. Soon the Upham Manufacturing Company also included a grist mill, furniture factory, veneer plant and machine shop [none are extant, but were located between Second and Third streets, off of Walnut Avenue, current site of Weinbrenner Shoe factory, not surveyed]. It was here that the great fire of June 27, 1887 began. The fire spread from the Upham Manufacturing Company site throughout the downtown, leaving devastation behind. Upham, as with many others, had sustained serious material and financial losses. However, on the morning of June 28, Upham again raised the flag at the mill site - a signal to all that the mill would be rebuilt, and that the community could continue to depend on Upham for inspiration and employment.[39]

Upham also became involved in politics, and although he lost the election for first mayor of Marshfield in 1883, he won easily in 1886. He was forty-four at the time. He was re-elected for a second one year term and then retired until 1891 when he ran and won another term as mayor under a "City Improvements" platform. Under Upham's mayoral tenure, the first city sewer system was authorized, and Western Union Telegraph was authorized to service the city.[40]

By 1892, state Republican leaders were observing Upham as a possible candidate for Governor. In 1894, Upham was nominated as the Republican

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[37]Ibid.

[38]Marshfield News-Herald, 6 June, 1972, p. 8.

[39]Ibid.

[40]Marshfield News-Herald, 6 June, 1972, p. 12.

choice. He was elected to the office of Governor by approximately 53,000 votes over his opponent, and incumbent, George Peck. During his term, the newly popular LaFollette progressives continually wore away at Upham's popularity. For this and other reasons, Upham chose not to run for a second term. He returned to Marshfield and continued his public and private life. Upham died on July 2, 1924. The Upham Manufacturing Company operated until 1927, and the remains of the mill and furniture plant were destroyed in 1935.[41]

Note on Sources

For general histories of Marshfield, the following sources contribute significantly: Marshfield, Wisconsin, Highlights of History, 1872-1972 (Marshfield, Wisconsin, 1972); George O. Jones, et.al, comp. History of Wood County, Wisconsin (Minneapolis, Minnesota: H.C. Cooper, Jr. & Co., 1923); History of Northern Wisconsin. An Account of its Settlement, Growth, Development, and Resources, an extensive Sketch of its Counties, Cities, Towns and Villages (Chicago: The Western Historical Company, 1881; repr., Iron Mountain, Michigan: The Ralph W. Secord Press, 1988). Unfortunately, the Highlights of History does not document its sources, so confirmation of some of the information may be frustrating.

The review of businesses and residences in C.W. Charles' Marshfield Illustrated (1905) was probably compiled as an advertising document. It provides information on business owners, although frequently without reference to the business' location. The accompanying photographs are excellent, and aid in tracing business location.

Related Properties

212-216 South Central Avenue [WO 14/]
419 South Central Avenue [WO 10/15]
site of 22 South Central [WO 10/32]
168-172 South Central Avenue [WO 11/2]
108 West Fourth Street [WO 12/28]
301 South Central Avenue [WO 10/26]

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[41] Marshfield News-Herald, 6 June, 1972, p. 8.

CHAPTER XI Designers, Builders, and Engineers

Introduction

Local talent in the form of architects, designers, engineers, and builders contributed significantly to the present appearance of the built environment of Marshfield. This chapter lists some of these men - some for whom involvement in specific buildings is well documented, others about whom little is known except that they advertised for themselves in the city directories. The men about whom little is known may have worked for those about whom more is known. Buildings mentioned were not surveyed unless specifically mentioned otherwise.

The fire of June, 1887 attracted craftsmen of all types to Marshfield for the huge reconstruction effort. This is evident in the following list by all of the other communities listed as the homes of the craftsmen.

G.A. Anderson - listed as carpenter in 1898 City Directory.

Martin Bass - of Chilton, mason[1]

Joseph Baxter - excavations, house moving.[2]

Peter Beauchaine - listed as a contractor in the 1908 City Directory.

Henry Benter - listed as carpenter in 1898 City Directory.

Fred Benter - listed as carpenter in 1898 City Directory.

Hans Bille - advertised as carpenter, contractor and builder in 1898 City Directory. Was the only Marshfield builder to submit a bid for construction for the City Hall, but was not succesful (see Van Ryn and De Gelleke, below).[3]

Torkild Bille - listed as carpenter in 1898 City Directory.

Herman Byrne - listed as a contractor in the 1921 City Directory.

H.B. Carpenter - listed as a contractor in the 1908 City Directory.

Dave Cole - listed as a painter and paper hanger in the 1908 City Directory.

George Cook - listed as a cement contractor in the 1921 City Directory.

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[1]Marshfield Times, 29 July, 1887.

[2]Ibid., 29 July, 26 August, 1887.

[3]Marshfield City Council Proceedings, 21 August, 1900.

August Dearing - listed as a contractor in the 1908 City Directory.

William Drescher, Jr. - listed as carpenter in 1898 City Directory.

Peter Ebbe - listed as carpenter in 1898 City Directory.

Christian Eckes - listed as carpenter in 1898 City Directory.

Frank Felhofer - listed as a contractor in the 1921 City Directory.

Benjamin Grambsch - listed as a contractor in the 1908 City Directory.

G.C. Grambsch - listed as a contractor in the 1908 and 1921 City Directories.

Joseph Greenwald - listed as a contractor in the 1921 City Directory.

Ed Halle - listed as a contractor in the 1908 and 1921 City Directories.

Julius Hansen - listed as a mason in the 1908 City Directory.

John Hebner - listed as a contractor in the 1921 City Directory.

Eugene Hood - listed as a contractor in the 1921 City Directory.

Christ Jacobson - listed as carpenter in 1898 City Directory.

John Jones - listed as carpenter in 1898 City Directory.

Joseph Kaholka - listed as a house mover in the 1908 City Directory.

Peter Kissinger - listed as a contractor in the 1908 City Directory.

Gus A. Krasin - In 1885 Gus Krasin was born in Volnia, Russia and moved to southern Arkansas when he was seven years old. He left home at age nineteen to be a carpenter. By 1907, he had moved to Marshfield, and began the contracting and architectural firm of Krasin Brothers with his brother J.F. Krasin. He registered with the Wisconsin State Licensing Board in 1918, at which time he indicated that he had been practicing since 1910, and specialized in school and church design. In 1918, his office was located at 121 South Central Avenue (143-145 South Central Avenue [WO 11/27]). He was listed individually as an architect in 1921 City Directory. Krasin Brothers Contractors was also listed in the 1921 and 1928 City Directories. In 1932 Krasin Brothers ceased operations, at which time Gus Krasin devoted more of his time to architecture and the supervision of construction projects. He designed the new Adler Theater (419 South Central [WO 10/15]) in 1937, and advertised as "Registered Architect, Public Buildings, Schools, Commercial and

Residential Buildings". In 1937 Krasin's office was located at 202 1/2 South Central Avenue [200 South Central Avenue [WO 10/34]).[4]

Frank Kreig - listed as carpenter in 1898 City Directory.

Joseph Kreig - listed as carpenter in 1898 City Directory.

Henry Kreisch - listed as a cement contractor in the 1921 City Directory.

August Kunitz - architect, from Watertown, Bever Block (ca 113 East Second Street [WO 13/13]), Bever's Pop Factory (location unknown), P. Bever's residence (location unknown).[5]

Robert Law - architect for 1887 reconstruction of destroyed grist mill (location unknown).

Peter Lahmann - listed as carpenter in 1898 City Directory.

Tousy Lanouette - of Wausau, lather.[6]

George Lehnherr - listed as a contractor in the 1921 City Directory.

A. Louis - mason of Chilton, worked with Martin Bass[7]

Elsworth Ludinton - listed as a painter and paper hanger in the 1908 City Directory.

Frank Lupient - listed as carpenter in 1898 and 1921 City Directories.

Patrick Manning - listed as carpenter in 1898 City Directory.

John Masten - listed as carpenter in 1898 City Directory.

James Mercer - listed as a contractor in the 1921 City Directory.

Otto Meyer - listed as carpenter in 1898 City Directory.

Charles Milligan - listed as a contractor in the 1908 and 1921 City Directories.

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[4]brochure "New Adler Theatre, Marshfield, Wisconsin" (privately printed, 28 September, 1937); "Architects File" at Division of Historic Preservation Office, State Historical Society of Wisconsin, Madison, Wisconsin.

[5]Marshfield Times, 26 August, 1887.

[6]Marshfield Times, 5 August, 1887.

[7]Marshfield Times, 29 July, 1887.

Theodore Musiel - listed as carpenter in 1898 City Directory.

Charles Nelson - listed as carpenter in 1898 City Directory.

Nels J. Nelson - listed as carpenter in 1898 City Directory.

Otto & Son - Hartl, Mess, Seimets and Walterbach buildings (locations unknown).[8]

Julius Peck - listed as carpenter in 1898 City Directory.

John Penning - listed as carpenter in 1898 City Directory.

M.C. Peterson - listed as carpenter in 1898 City Directory.

D.C. Pickett - listed as carpenter in 1898 City Directory.

John Pickett - listed as a plasterer in the 1908 City Directory.

W. Postweiler - listed as carpenter in 1898 City Directory.

Roettiger & Co. of Fountain City - builder of Schauers' block (location unknown).[9]

P.J. Salschieder - architect for 1887 reconstruction of the destroyed Upham sawmill and furniture factory (not extant).[10]

John Schlaegel - listed as carpenter in 1898 and 1908 City Directories.

Sendhl & Wright - Architects and Builders,[11] did the work for F.A. Cady's building (location unknown), Vollmar and Draus Block (location unknown), Dr. H.A. Lathrop's residence (location unknown), carpenter work on Adler Block (not extant).[12]

J.A. Smith - listed as carpenter in 1898 City Directory.

Fred Sonabend - listed as carpenter in 1898 City Directory.

George Strang - listed as a contractor in the 1908 City Directory.

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[8]Marshfield Times, 26 August, 1887.

[9]Marshfield Times, 22 July, 1887.

[10]Marshfield Times, 8 July, 1887.

[11]Marshfield Times, 6 July, 1888.

[12]Marshfield Times, 12 August, 1887.

Stevens - contractor, Upham Store (possibly 200 South Central [WO 10/34] and 222 South Central [WO 10/32])[13]

August Trierweiler - listed as a cement contractor in the 1921 City Directory.

Van Ryn and De Gelleke - The firm of Van Ryn and De Gelleke designed the Marshfield City Hall (ca. 110 East Second Street [WO 13/12]) in 1900. The firm was headquartered in Milwaukee, but had commissions throughout Wisconsin, including the Antigo City Hall, also of 1900; the Lincoln County Courthouse in Merrill, designed in 1901; and Nelson Hall at the University of Wisconsin, Stevens Point, designed in 1915.[14]

The firm was comprised of Henry J. Van Ryn and Gerrit J. De Gelleke. Van Ryn was the son of Dutch immigrants who studied architecture with C.A. Gombert at age seventeen. He began work as a draftsman with the architectural offices of James Douglas and E.T. Mix. In 1888 he opened his own business. De Gelleke worked in Van Ryn's offices before attending architecture school at the University of Pennsylvania. When he returned in 1897, De Gelleke and Van Ryn joined in partnership under the firm name of Van Ryn and De Gelleke.[15]

T.F. Vannedom - Vannedom was an architect, contractor, building supplies merchant and manufacturer.[16] He designed the Dr. W.H. Budge and M. Smith business building (location unknown).[17] He also handled asbestos roofing materials, and in September of 1887 had contracts for fourteen roofs of asbestos.[18] The fireproof quality of asbestos was clearly popular at the time. The E.S. Renne residence (location unknown), the residence of John P. Hume (location unknown), the Marshfield Catholic School building (not surveyed), and repairs of the Spencer School (location unknown) were among his commissions. Vannedom also designed the Upham Mansion (not surveyed).[19]

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[13]Marshfield Times, 5 August, 1887.

[14]"Architects File".

[15]Ibid.

[16]Marshfield Times, 16 September, 1887.

[17]Marshfield Times, 9 September, 1887.

[18]Marshfield Times, 23 September, 1887.

[19]Marshfield Times, 13 July, 1888; Marshfield News-Herald. no date, article on file in "Marshfield Architecture", North Wood County Historical Society, Marshfield.

Mr. Waters [first name unknown] - Little is known about this man who built the Tremont House (not extant)[20], W.H. Upham Store (possibly 200 South Central [WO 10/34] and 222 South Central [WO 10/32])[21] after the great fire of 1887.

Andrew Weber - listed as a mason in the 1898 City Directory.

Valentine Weber - listed as a contractor in the 1908 City Directory.

James Wegner - listed as a contractor in the 1921 City Directory.

Herman Weigle - listed as carpenter in 1898 City Directory.

Charles B. Wharfield - listed as carpenter in 1898, 1908, and 1921 City Directories.

Frank Wheeler - listed as carpenter in 1898 City Directory.

Jacob Wilhelm - listed as a contractor in the 1921 City Directory.

Thomas Wright - Described as an architect in the Marshfield Times, 16 September, 1887, listed as a carpenter in 1898 and 1908 City Directories.

Note on Sources

The Marshfield Times from 1887 details new construction after the June fire. The Marshfield City Directories listed workers by name and sometimes by occupation. They are valuable for tracing the longevity of many of the members of the building trade.

The "Architects File" at the Division of Historic Preservation Office, State Historical Society of Wisconsin, Madison, Wisconsin contains information on some of the better known architects and designers in Wisconsin.

For general histories of Marshfield, the following sources contribute significantly: Marshfield, Wisconsin, Highlights of History, 1872-1972 (Marshfield, Wisconsin, 1972); George O. Jones, et al, comp. History of Wood County, Wisconsin (Minneapolis, Minnesota: H.C. Cooper, Jr. & Co., 1923); History of Northern Wisconsin. An Account of its Settlement, Growth, Development, and Resources, an extensive Sketch of its Counties, Cities, Towns and Villages (Chicago: The Western Historical Company, 1881; repr., Iron Mountain, Michigan: The Ralph W. Secord Press, 1988). Unfortunately, the Highlights of History does not document its sources, so confirmation of some of the information may be frustrating.

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[20]Marshfield Times, 12 August, 1887.

[21]Marshfield Times, 22 July, 1887.

The review of businesses and residences in C.W. Charles' Marshfield Illustrated (1905) was probably compiled as an advertising document. It provides information on business owners, although frequently without reference to the business' location. The accompanying photographs are excellent, and aid in tracing business location.

Related Properties
143-145 South Central Avenue [WO 11/27]
419 South Central [WO 10/15]
200 South Central Avenue [WO 10/34]
ca 113 East Second Street [WO 13/13]
200 South Central [WO 10/34]
222 South Central [WO 10/32]
ca. 110 East Second Street [WO 13/12]

CHAPTER XII Historic Architecture

Introduction

Architecture in Marshfield includes representations of all the American commercial styles from the 1870s through the 1940s, from the Italianate to Art Deco styles. A devastating fire of June, 1887, eliminated all of the early wood frame commercial buildings but one (location unknown).

All of Marshfield's commercial buildings built before the turn of the century exhibit primarily Italianate style details. In the later years Italianate influenced buildings were built concurrently with NeoClassically styled buildings. After World War I, Early 20th Century Commercial style buildings were built as often as Italianate buildings had been before.

The potentially eligible National Register Central Avenue Historic District contains within its boundaries the most clearly stylistic commercial architecture in Marshfield.

Commercial Vernacular

Vernacular commercial buildings dominate Marshfield's Central Avenue. The term Commercial Vernacular applies to simply designed commercial buildings of the late nineteenth and early twentieth centuries. In general, buildings with high integrity will have large retail show windows, simple entries to the ground floor shops and upper stories, a cornice with decorative treatment, and a belt course defining the first from the second story.[1]

Many vernacular commercial buildings reflect popular contemporary styles. Influences from any of the pre-1900 styles described below can be found on vernacular commercial buildings. Most of the buildings in Marshfield constructed between 1860 and the turn of the century can be classified as Commercial Vernacular with Italianate details.

Although styles other than Italianate appear in simplified form in Commercial Vernacular buildings, in Marshfield the Italianate influence appears in the 1860s, predominates through the 70s, 80s, and 90s, and lasted until after 1900. Since the Italianate was the most influential of the Victorian styles in Marshfield, it is discussed here as an example of how high style architecture was filtered through to vernacular architecture.

Italianate influence can be seen on Commercial Vernacular buildings in the cornices often rising as a parapet above a flat or shed roof with decorative brick work to simulate brackets and other typically Italianate three-dimensional design elements (i.e. corbelling).

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[1]Barbara Wyatt, Project Director. Cultural Resource Management in Wisconsin: Volume 2, A Manual for Historic Properties (Madison, Wisconsin: Historic Preservation Division, State Historical Society of Wisconsin, 1986), Architecture 3-10.

Two types of cornices are seen repeatedly on Central Avenue. The first is extremely simple, consisting of horizontal banding above a series of evenly receding corbels. These cornices can be seen at 117-121 South Central Avenue [WO 11/23], 127 South Central Avenue [WO 11/24], 143-145 South Central Avenue [WO 11/27], 166 South Central Avenue [WO 11/3 217 South Central Avenue [WO 11/31], and 315 South Central [WO 10/24]. The second frequently used cornice type features a gothic arched arcade between the corbels. These cornices are found at 201 South Central Avenue [WO 11/29], 223-225 South Central Avenue [WO 11/32], and 501 South Central Avenue [WO 10/9]. On one building (133 South Central Avenue [WO 11/25]), both cornice types are used - the simpler one on the top and the arcaded one on the bottom.

Seven other properties have unique cornices. At 160 South Central Avenue [WO 11/4], the typical recessed cornice visually flows into the brick pilasters on the sides of the building. The cornice at 126 and 132 South Central Avenue [WO 11/9,10][2] features dentils, recessed bands of brick, rhythmic raised and recessed panels, all above a band of brick set at an angle creating a fluted effect. The cornices at 117-121 North Central and 107-109 North Central feature the typical recessed corbel at the end of an elongated raised brick detail. This design creates a "dripped" effect. The cornice at 103-105 South Central Avenue [WO 11/21] consists of seven bands of varied brick detailing, including dentils and bricks set at an angle, which combine to form a single band of texture at the top of the building. Another band of texture is created at 107-111 South Central Avenue [WO 11/22] by angled soldier bricks zig-zaging above diminutive corbels. A series of bricks laid at an angle below the corbels adds to the texture. In an adaptation of the vernacular residential manifestation of the Italianate, the building at 101 North Central [WO 11/18] features overhanging eaves with supporting wood brackets rather than the typical brick commercial interpretation found in the examples listed above.

Italianate window treatment with projecting rounded, stilted, or segmental arches is also visible on vernacular commercial buildings. The most common element of the Commercial Vernacular buildings in Marshfield is the segmentally arched lintel. It is found in three varieties. The first is the simple shouldered segmental arch which ends in a corbel. These simple lintels are found at 101 North Central Avenue [WO 11/18], 103-105 South Central Avenue [WO 11/21], 117-121 Avenue [WO 11/23],126 South Central Avenue [WO 11/10], 132 South Central Avenue [WO 11/9], 143-145 South Central Avenue [WO 11/27], 160 South Central Avenue [WO 11/4], 166 South Central Avenue [WO 11/3, and 315 South Central [WO 10/24]. The second variety is the same arch with a centered keystone 117-121 North Central Avenue [WO 11/15], 107-111 South Central Avenue

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[2]These buildings are separate structures, but 126 South Central Avenue was designed to look like 132 South Central Avenue, so the cornice is considered here as one unit.

[WO 11/22], 117-121 South Central, 127 South Central Avenue [WO 11/24], 133 South Central Avenue [WO 11/25], 137-139 South Central Avenue [WO 11/26]. The last variety spans more than one window opening, as at 217 South Central Avenue [WO 11/31] and 223-225 South Central Avenue [WO 11/32].

Marshfield's Italianate Commercial Vernacular buildings also feature windows with flat lintels (two cases:201 South Central Avenue [WO 11/29] and 501 South Central [WO 01/9]), and one with a raised semicircular arch above a high segmental arch, at 107-109 North Central [WO 11/17].

Original first floor storefronts may feature floor length glass windows with transoms visually supported by cast iron pilasters. Frequently, first floors have been altered, leaving only the upper story windows and cornice as the building's identifying features.[3] In Marshfield, the storefronts with the highest integrity are located at 117-121 North Central Avenue [WO 11/15], 103-105 South Central Avenue [WO 11/21], and 137-139 South Central Avenue [WO 11/26].

Italianate

The Italianate style first became popular in the 1850s when it was imported from England and popularized in Andrew Jackson Downing's pattern books.[4] Primarily a domestic style until after the Civil War, it became a popular style for commercial buildings in the 1870s.[5] Many architectural historians indicate that the style waned in the 1880s, but as an aspect of commercial vernacular architecture, it remained in evidence at least until sometime after 1900. In Marshfield, the last commercial building exhibiting an Italianate influence was built sometime between 1904 and 1912.[6]

The commercial form of the Italianate is characterized by many of the same elements as in the domestic use of the style. Significantly, windows, cornices and corners of commercial buildings were locations of embellishment.[7] Cornices were rarely left undecorated. A complex cornice might include all the basic elements of an entablature (architrave, frieze, and cornice) executed in heavy three-dimensional forms. Brackets were commonly used in the cornice and are an identifying

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[3]Ibid.

[4]Virginia McAlester, and Lee McAlester. A Field Guide to American Houses (New York: Alfred A. Knopf, 1985), 214.

[5]Herbert Gottfried, and Jan Jennings. American Vernacular Design 1870 to 1940, An Illustrated Glossary. (New York: Van Nostrand Reinhold Company, 1985), 239.

[6]Sanborn-Perris Insurance Maps, 1884, 1887, 1892, 1898, 1904, 1912, 1926.

[7]Ibid.

Italianate element. Pressed or cast metal was a popular medium for such a complex feature.

Windows were vertically proportioned, usually with sharply defined sills and lintels. Lintels often received more attention than did sills, primarily in the form of heavy stilted, segmental, or rounded arches. Sills were at times correspondingly heavy, but frequently became a simple horizontal band. Both lintels and sills were constructed of metal, brick, stone or cement.[8]

The second story was often defined from the first floor store front by a cast iron beam with decorative moldings. Cast iron or brick pilasters visually supported this division. Quoins executed in brick or stone at the corners of the building was another design element used frequently.[9]

Marshfield's Central Avenue exhibits a full range of the Italianate from high to low style. The low style buildings have been considered above under the Commercial Vernacular section. Three buildings display a high level of decoration. The round arches popular on early Italianate buildings are displayed in a relief arcade on the facade of 240-242 South Central Avenue [WO 10/29]. Its cornice also features an arcade linking the shaped corbels.

The cream brick building at 307 South Central Avenue [WO 10/25], constructed between 1884 and 1887, is Italianate in style. The exuberance evident in the second story is typical of the architecture of the late 1800s. The shaped cornice is decorated with raised and recessed brick in geometric patterns. The cornice rests on an arcaded, corbelled architrave. Raised brick pilasters define the edge of the building. Segmentally arched window with one over one double hung wood sash are crowned with shouldered lintels. Brick keystones accent the arch lintels. The lintels rest on a raised band which gives the effect of a support pier dividing the windows. As with many buildings on Central Avenue, the first floor store front has been altered.

One building to the north, at 301-305 South Central [WO 10/26], begun in 1887, is the cream brick Thiel building, a double width building with Italianate details. Constructed as one building, but originally housing two retail spaces on the first floor, the building is six bays wide. A block identifying the building as the "Thiel Building" is located in the center of the stepped parapet. The cornice line is highlighted by a corbelled series suggestive of dentils. Four corbelled projections visually extend from the cornice onto the wall surface. The six segmentally arched windows with one over one double hung wood sash are crowned with shouldered lintels. Brick keystones accent the arch lintels. The lintels rest on a raised band which gives the effect of a

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[8]Ibid.

[9]Ibid.

support pier dividing the windows. Again, the first floor store front has been altered.

Romanesque Revival

The Romanesque Revival popular from about 1880 to 1900, is characterized by masonry construction, massiveness, and the use of round arches.[10] A prominent roofline with steep gables, wall dormers, round turrets, and pyramidal roofed square towers is inextricably linked to this style. The Romanesque Revival used smooth walls before Henry Hobson Richardson introduced the heavy stone interpretation. Richardsonian Romanesque as interpreted by high style architects was consistently executed in rusticated stone leaving few smooth surfaces. As it appears in the vernacular, the Richardsonian Romanesque Revival was a melding of the two - using the earlier Romanesque smooth walls, Richardson's archetypical rusticated stone arches, and one or two elements done in stone.

The Marshfield City Hall, circa 110 East Second Street [WO 13/12], is an eclectic interpretation of the Romanesque Revival. Constructed of locally kilned Marshfield Brick, the building's dimensions are 105' x 127' overall. The main entry of the City Hall portion of the building fronts East Second Street, the original library entrance fronts onto Maple Street.

The building is two stories tall with a full attic. Gables with concrete coping and finials protrude from the hip roof, as do two towers. The towers frame the main (north) elevation. The fire tower (west) has a pyramidal roof. The clock tower has a polygonal roof intersected by decorative semicircular hoodmoulds surrounding each of the four clocks. The corners of the roof are supported by brick piers and a pair of fluted columns with thick turned post balustrades. Both towers have pairs of recessed arched windows. The original City Hall entrance was flanked by four massive stone columns, removed in the 1930s, the entry is now enclosed in brick and glass block.[11]

The rear (south) elevation has received substantial fenestration alterations. Overhead garage doors now penetrate the section originally designed as the horse stables. Some of the windows along the west elevation have been substituted with glass-block.[12]

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[10] Wyatt, Volume 2, Architecture, 2-12.

[11] Historic Preservation Certification Application, Part I, Marshfield City Hall Building, dated 24, August, 1989, on file at the Division of Historic Preservation, Wisconsin Historical Society, 816 State Street, Madison, Wisconsin.

[12] Ibid.

Queen Anne

Domestically, the Queen Anne style followed the Italianate style. In commercial architecture, the long lived Queen Anne style was often expressed as a facet of, or embellishment to, the Italianate. This may be because a commercial building in a downtown core is of necessity more boxy and rectilinear than a residence, and such a building more naturally takes on Italianate rather than Queen Anne massing. The Queen Anne, although primarily a domestic style, was often used commercially. The Queen Anne influence is seen primarily in embellishments to the wall surfaces, and in appendages such as oriel or bay windows and towers or turrets. Commercial buildings in the Queen Anne style are typically two or more stories with bay windows, period ornament, and "Flemish" gables. American commercial use of the Queen Anne was closer to the English interpretation of Queen Anne than was American domestic use and referred to seventeenth and eighteenth century brick buildings rather than earlier wood vernacular buildings.[13]

Marshfield has no commercial buildings which exhibit Queen Anne influence within the 1990-91 survey area.

Classical Revival

The 1893 World's Columbian Exposition in Chicago with its assemblage of classically inspired buildings renewed interest in classical design. The style was particularly popular for monumental buildings (i.e. libraries, City Halls, banks).[14] Symmetry, pedimented porticos, classical orders, and monumentality all typify the Classical Revival.[15] The terms "NeoClassical" and "Classical Revival" can be used interchangably.[16]

The R. Connor Co. Building at 108 West Fourth Street [WO 12/28] is a two story brick masonry Neo-Classical retail building. Originally constructed in 1903, it was moved from the corner of West Fourth Street and Central Avenue to its present site in the middle of the south side of West Fourth Street circa 1960. The single street-level storefront is accessed by a side (east) entry flanked by electric lanterns and includes two large plate-glass windows with fixed single-light transoms. All the upper-story windows are one over one double hung with wood sash. Most of these are found in pairs with common concrete lintels and sills. The lower story windows on the west side facade also include a fixed multi-light transom. A cast-iron cornice wraps around from front to side and is visually supported by monumental brick pilasters with concrete bases and capitals. The degree of decoration and ornament on

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[13]Ibid., 2-15.

[14]Ibid.

[15]John C. Poppeliers. What Style Is It? (Washington, D.C.: The Preservation Press, 1983), 66-70.

[16] Wyatt, Volume 2, Architecture 2-19.

the west elevation indicated that this building was designed for a corner lot location.

Built in 1918,[17]he brick Neo-classical bank building at 252 South Central [WO 10/27] is prominently located. Rising two stories above the street corner, it is simply massed, with a recessed facade dominated by two heavy columns in antis to weighty corner pilasters. Concrete coping and accents crown a wide flat parapet rising above the cornice. The projecting rim of the cornice is decorated with delicate dentils. Below the projection and above the columns and pilasters a wide frieze is punctuated with patera in blocks above the pilasters.

The broad, flat wall surface in pierced with large window openings. On the second story, the multi-pane over one double hung wood sash windows rest on simple concrete sills. The sills are connected as a single band beneath the windows between the interior pilasters on the side wall. The lintels are unadorned. First story windows have been filled in, but their surrounds are still visible, and are similar to those on the second floor. The building rests on a concrete water table which also serves as a base to the columns and pilasters.

Other buildings on Marshfield's Central Avenue which exhibit Neo-Classical details are located at 204 South Maple [WO 12/7] and 107 East Third Street [WO 12/35].

American Craftsman

The American Craftsman style features a "natural" aesthetic, dominated by a frequent use of wood. It developed out of the nineteenth century English Arts and Crafts movement, and was lead by Gustave Stickley in New York, and Bernard Maybeck and the Greene brothers in California.

Predominantly a domestic style, Craftsman buildings feature exteriors of brick, stucco, or stone, with contrasting belt courses, broad gable or hipped roofs, large dormers, decorative brackets or exposed rafters, prominent chimneys, and simplified Queen Anne window sash. A sunporch or wood pergola often complements the typical open porch supported by heavy piers. Interiors are frequently open and airy with extensive use of wood and plaster.

The railroad depots at circa 13 North Central Avenue [WO 11/20] is a commercial vernacular building with American Craftsman style influence. The single-story early twentieth century rusticated stone-masonry Craftsman passenger and freight depot is located perpendicular to Central Avenue and just south of the Wisconsin Central Railroad tracks. The tracks run East to West across the north end of the central business district and commercial historic district. The large hipped roof has wide open eaves and is supported by large plain wooden brackets. The main facade includes a polygonal bay window, used by the station master

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[17]Datestone on building.

to sell tickets and to be able to see trains come and go. The building is currently abandoned and most of the windows have been boarded over.

Period Revival Styles

The "Cultural Resource Management in Wisconsin" manual states:

> The term "Period Revival" is often used to describe a wide range of past motifs and styles that architects borrowed during the first four decades of the twentieth century, but particularly during the 1920s. Many architects commonly advertised their expertise in a broad stylistic range during this period. The wide availability of photographs, and the popularization of revival styles through architectural journal, in concert with Beaux Arts exposure, might have allowed for greater historical accuracy. However, many of the best designs of the period are not historically "correct' copies of mannerism but are the architect's creative interpretation of the style.[18]

Marshfield has two buildings in the Central Avenue commercial core area with clear historical references. The primary example is the Collegiate Gothic Purdy School at circa 300 South Chestnut Street [WO 12/16]. The Collegiate Gothic was influenced by the Neo-Gothic Revival which placed emphasis on verticality through steeply pitched roofs, irregular massing and random ashlar construction. Neo-Gothic Revival buildings were popular for religious, educational and commercial uses. The Collegiate Gothic referred to medieval universities for design inspiration, frequently employing towered entrances, battlements, finials, and other medieval ornament. The Purdy school incorporates all of these design features.

The Purdy School occupies the west half of the block between Central and Chestnut Avenue and Third and Fourth streets. Three stories tall, it is marked by towers centered on each of the street elevations. The original 1920 ten bay by five bay section of the building is the northern block. The rest of the building was added in 1927, making the total building ten bays by twenty-four bays. The windows are housed in simple openings with lintels delineated by darker brick, and simple narrow concrete sills. Original windows are paired six over six double hung wood sash topped by fixed sash three light transoms. On the north elevation the windows on the second and third stories have been boarded up. Random other windows throughout the building have received the same treatment. Projecting bays outlined with decorative concrete accent the second story. Entrance towers project from the wall surface and rise above the cornice of the rest of the building. Louvered vents accent the top of the towers. Narrow windows are located in the shaft of the tower. The main entrances are recessed in the base of the tower, and are highlighted by decorative concrete work.

The filling station at 112 East Fourth Street [WO 12/26], is an example of the Mediterranean Revival influence on a small commercial building.

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[18]Wyatt, Architecture 2-28.

According to Daniel Vieyra in "'Fill 'er Up'" early gas stations fall into three categories - "fantastic", "respectable", and "domestic". This filling station inspires thoughts of foreign lands and experiences perhaps unknown to most of Marshfield's residents. Such filling stations were popularized by the Wadham's Oil and Grease Company of Wisconsin.[19] As with more grand Mediterranean Revival buildings, this filling station is adorned with a red tile roof and round arched windows. This detail is located at the angled main entrance to the building. Although now closed in, three garage doors are evident on the north elevation.

Art Deco

The term "Art Deco" is derived from the 1925 Paris "Exposition des Arts Decoratifs". Popular between 1925 and 1945 for both architecture and the decorative arts, Art Deco was characterized by angular composition, verticality, industrially inspired geometric hard edges, and stylized decoration. Buildings were ornamented with low relief details of shallow fluted columns, chevrons, and stylized sunbursts. Granite, terra cotta, and metal were popular media for decoration.[20] The style was first employed in this country by industrial designers for everything from toasters to locomotives. Art Deco was rarely used domestically. Door and window openings were areas of particular decorative attention.[21] The federal government used this style a great deal, particularly in the 1930s.

The two story Art Deco building at 209-211 South Central Avenue [WO 11/30] features an upper story with a light brown sandstone veneer and sculptured metal relief panels above each of the six regularly spaced two over two double hung wood sash windows. The panels appear to have symbolic references, perhaps to various aspects of local history. This was a decorative treatment popular during the 1930s, especially in construction of government buildings. Sanborn Perris Insurance Maps from 1898 through 1946 show two buildings at this location, indicating that the present storefront was added, or this building completely rebuilt, after 1946. It may be, however, that the Sanborn maps are inaccurate, and that the remodeling was done when the Citizen's National Bank reorganized out of the American National Bank during the financially troubled 1930s. The panels depicting "Citizens" of

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[19]Daniel I. Vieyra "Fill'er Up" An Architectural History of America's Gas Stations. (New York: Macmillan Publishing Co., Inc, 1979), 23.

[20]Ibid., 2-34.

[21]John J.-G. Blumenson. Identifying American Architecture, A Pictorial Guide to Styles and Terms 1600-1945 (Nashville, Tennessee: American Association for State and Local History, 1981), 77.

Marshfield and the surrounding area would be more likely to date from that period than from the late 1940s.

Although the street level store front has been recently altered with the addition of a projecting pebble dash division between the first and second stories, the rose colored stone surrounding the full-length windows probably dates from the remodeling of the second story.

The Adler Theatre at 419 South Central Avenue [WO 10/15] is also an Art Deco building. Constructed in 1937 for Philip Adler, it features a grand facade with concrete banding at the cornice, fluted metal panels and a projecting marque. An original vertical sign - readable from street traffic - has been removed. The doors feature typical Deco streamlining, and the street level walls are covered in black and green marbleized structural glass.

Early 20th Century Commercial

Early 20th Century Commercial style, popular from 1910 to 1930, is characterized by a simply ornamented, two dimensional facade on a broad rectangular building mass. Frequently constructed of textured brick, buildings in this style may be accented with simple geometric shapes in tile, stone, or concrete. The style was used for small one story storefronts and larger two to three story business blocks.

Stepped or shaped parapets topped with flat stone or concrete coping typically crown the buildings. The cornice is frequently accented with rectangular panels trimmed by brick soldier or header courses. Decorative brickwork may fill the interior of the panel. Soldier brick courses often ornament lintels and may define the top of the storefront.[22]

Simple to design and easy to construct, the early twentieth century commercial style was appealing to the developing automobile industry. Nearly all of Marshfield's early twentieth century commercial style buildings were automobile related.

The single story building at 107 West Third Street [WO 12/32] exhibits Early Twentieth Century Commercial Style details. The main (south) facade is dominated by a raised central entry that is flanked by large plate-glass window bays. The commercial storefront is surmounted by an expanse of brick laid in running bond and features a raised brick panel with concrete accent points and a shaped parapet with tile coping. The corners feature engaged corner pilasters with diamond concrete accent blocks.

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[22]James Draeger. Commercial Style (1910-1930). Draft. division of Historic Preservation, State Historical Society of Wisconsin.

Built about 1925,[23] the imposing Hotel Charles at 168-172 South Central [WO 11/2] occupies three quarters of the block on the north side of second Street between Central and Chestnut avenues. It is a Commercial Vernacular mix of Neo-classical and Early Twentieth Century Commercial Style design details. Executed in red brick with beige concrete contrasting features, the hotel rises three stories above Central Avenue. The elevation facing Central Avenue is four bays wide and twice the width of most other buildings on the street. The Third Street elevation is twenty bays long. The shaped cornice with concrete coping and decorative shaped parapet crowns the building. denticulated pediments rest on pilasters defining projecting window bays on the third story. Three concrete belt courses separate the stories. Window openings are simple; with the wide belt courses serving as lintels, and narrower belt courses formed from connected sills.

Although the first story has been altered, it is evident that there were originally glass transoms above the glass storefronts. Retail, restaurant and lobby space occupied the first floor, while hotel rooms were located on the second and third floors. The building is now used as apartment space.

Built between 1912 and 1925 after the removal of an earlier structure, the red brick building at 751 South Central Avenue [WO 10/2] is a example of Commercial Vernacular architecture executed in the Early Twentieth Century Commercial Style with some American Craftsman details (see above). While typically applied to automobile-related buildings, this style is adapted successfully here to the requirements of a depot. The building has a two story central block, with one story wings on the east and west. Large multi pane, fixed sash windows pierce the wall surface. The main entrance is marked by an overhang supported by heavy concrete brackets. Although now bricked in, the west end of the building was originally a porte cochere providing open air protection to passengers. The porte cochere roof is supported by brick piers capped with simple concrete capitals.

Notes on Sources

Wisconsin Architecture has been distilled into manageable units in Barbara Wyatt's Cultural Resource Management in Wisconsin: Volume 2, A Manual for Historic Properties (Madison, Wisconsin: Historic Preservation Division, State Historical Society of Wisconsin, 1986), Architecture chapter. For further elaboration and identification of stylistic details, standard architectural texts such as John J.-G. Blumenson's Identifying American Architecture, A Pictorial Guide to Styles and Terms 1600-1945 (Nashville, Tennessee: American Association for State and Local History, 1981); Herbert Gottfried and Jan Jennings' American Vernacular Design 1870 to 1940, An Illustrated Glossary, (New York: Van Nostrand Reinhold Company, 1985); Virginia and Lee McAlester's A Field Guide to American Houses (New York: Alfred A. Knopf,

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[23]Sanborn-Perris Insurance Maps, Marshfield, 1884, 1887, 1891, 1898, 1904, 1912, 1926, 1946.

1985); and John C. Poppeliers' What Style Is It? (Washington, D.C.: The Preservation Press, 1983) should be consulted.

In "Fill'er Up" An Architectural History of America's Gas Stations. (New York: Macmillan Publishing Co., Inc, 1979), Daniel I. Vieyra provides a wonderful analysis of gas stations and their forms. Wisconsin filling stations are prominent as examples in the text and illustrations.

Related Properties

Commercial Vernacular
117-121 North Central Avenue [WO 11/15]
111 North Central Avenue [WO 11/16]
107-109 North Central Avenue [WO 11/17]
101 North Central Avenue [WO 11/18]
103-105 South Central Avenue [WO 11/21]
107-111 South Central Avenue [WO 11/22]
117-121 South Central Avenue [WO 11/23]
126 South Central Avenue [WO 11/10]
127 South Central Avenue [WO 11/24]
132 South Central Avenue [WO 11/9]
133 South Central Avenue [WO 11/25]
137-139 South Central Avenue [WO 11/26]
143-145 South Central Avenue [WO 11/27]
160 South Central Avenue [WO 11/4]
166 South Central Avenue [WO 11/3
201 South Central Avenue [WO 11/29]
217 South Central Avenue [WO 11/31]
223-225 South Central Avenue [WO 11/32]
315 South Central [WO 10/24]
501 South Central [WO 10/9]

Italianate
240/242 South Central Avenue [10/29]
301 South Central Avenue [WO 10/26]
307 South Central Avenue [WO 10/25]

Richardsonian Romanesque Revival
circa 110 East Second Street [WO 13/12]

Classical Revival
107 East Third Street [WO 12/35]
108 West Fourth Street [WO 12/28]
204 South Maple [WO 12/7]
252 South Central Avenue [WO 10/27]

American Craftsman
circa 13 North Central Avenue [WO 11/20]

Period Revival Styles
circa 300 South Chestnut Street [WO 12/16]
112 East Fourth Street [WO 12/26]

Art Deco
209-211 South Central Avenue [WO 11/30]
419 South Central Avenue [WO 10/15]

Early 20th Century Commercial
15 North Central [WO 11/19]
136-140 South Central Avenue [WO 11/8]
168-172 South Central Avenue [WO 11/2]
426 South Central Avenue [WO 10/13]
550 South Central Avenue [WO 10/6]
554 South Central Avenue [WO 10/5]
709 South Central Avenue [WO 10/4]
108 West Second Street [WO 13/15]
107 West Third Street [WO 12/32]
103-107 East Fifth Street [WO 12/23]
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CHAPTER XIV Survey Results

Introduction

The 1990-91 commercial architectural and historical intensive survey reviewed 117 properties. Resulting products were 117 inventory cards with photographs, forty-four intensive survey forms, one National Register nomination, one survey report, one walking tour brochure, and one slide collection. These materials will be housed at the Division of Historic Preservation, State Historical Society of Wisconsin, 816 State Street, Madison; the survey report will be maintained at the Division of Historic Preservation, State Historical Society of Wisconsin, 816 State Street, Madison; the State Historical Society of Wisconsin Library, 816 State Street, Madison; the Marshfield Free Library, East Second Street, Marshfield; The North Wood County Historical Society, Upham Mansion, 212 West Third Street, Marshfield; the Superintendent of Schools' office of the School District of Marshfield, 1010 East Fourth Street, Marshfield; Main Street Marshfield, Inc., 222 South Central, Suite 404, Marshfield; and Marshfield City Hall, 620 South Central Avenue, Marshfield.

MARSHFIELD COMMERCIAL SURVEY
Inventory of Properties

101	N Central	11/18	not eligible	contributing
107-109	N Central	11/17	not eligible	contributing
111	N Central	11/16	not eligible	not contributing
117-21	N Central	11/15	not eligible	contributing
12	N Central	11/12	not eligible	
15	N Central	11/19	not eligible	contributing
169	N Central	11/14	not eligible	
	S Central	11/20	eligbile	contributing
103-105	S Central	11/21	not eligible	contributing
107-111	S Central	11/22	not eligible	contributing
117-121	S Central	11/23	not eligible	contributing
122	S Central	11/11	not eligible	not contributing
126	S Central	11/10	not eligible	contributing
127	S Central	11/24	not eligible	contributing
132	S Central	11/9	not eligible	contributing
133	S Central	11/25	not eligible	contributing
136-140	S Central	11/8	not eligible	contributing
137-139	S Central	11/26	not eligible	contributing
143-145	S Central	11/27	not eligible	contributing
144	S Central	11/7	not eligible	not contributing
148	S Central	11/6	not eligible	not contributing
154-6	S Central	11/5	not eligible	not contributing
160	S Central	11/4	not eligible	contributing
166	S Central	11/3	not eligible	contributing
168-172	S Central	11/2	eligible	contributing
171	S Central	11/28	not eligible	not contributing
200	S Central	10/34	not eligible	
201	S Central	11/29	not eligible	contributing
209-211	S Central	11/29	not eligible	contributing
210	S Central	10/33	not eligible	
212,216	S Central	14/	not eligible	
217	S Central	11/31	not eligible	contributing
222	S Central	10/32	not eligible	
223-225	S Central	11/32	not eligible	contributing
230	S Central	10/31	not eligible	
231	S Central	10/37	not eligible	not contributing
236	S Central	10/30	not eligible	
240/242	S Central	10/19	not eligible	
243	S Central	10/36	not eligible	not contributing
244,248	S Central	10/28	not eligible	
249,251-3	S Central	10/35	not eligible	not contributing
252	S Central	10/27	eligible	
301	S Central	10/26	eligible	contributing
307	S Central	10/25	not eligible	contributing
315	S Central	10/24	not eligible	contributing
321	S Central	10/23	not eligible	
327	S Central	10/22	not eligible	
331	S Central	10/21	not eligible	
333,337	S Central	10/20	not eligible	
343	S Central	13/20	not eligible	
345	S Central	13/19	not eligible	
355	S Central	10/19	not eligible	

400	S Central	10/14	not eligible	
401	S Central	10/18	not eligible	
409	S Central	10/17	not eligible	
413	S Central	10/16	not eligible	
419	S Central	10/15	not eligible	
426	S Central	10/13	eligible	
442	S Central	10/12	not eligible	
453	S Central	10/10	not eligible	
454	S Central	10/11	not eligible	
500	S Central	10/8	not eligible	
501	S Central	10/9	not eligible	
510-522	S Central	10/7	eligible	
550	S Central	10/6	not eligible	
554	S Central	10/5	not eligible	
620	S Central	10/3	not eligible	
709	S Central	10/4	not eligible	
751	S Central	10/2	not eligible	
CA 430	S Central	13/21	not eligible	
405	S Chestnut	12/17	not eligible	
103-107	E Fifth	12/23	not eligible	
115	E Fifth	12/4	not eligible	
CA 102	E Fifth	12/24	not eligible	
CA 104	E Fifth	12/22	not eligible	
109	W Fifth	12/25	not eligible	
108	E First	13/18	not eligible	
110-112	E First	13/17	not eligible	
112	E Fourth	12/26	not eligible	
CA 111	E Fourth	12/27	not eligible	
108	W Fourth	12/28	not eligible	
110	W Fourth	12/29	not eligible	
112	W Fourth	12/30	not eligible	
114	W Fourth	12/31	not eligible	
102	N Maple	12/14	not eligible	
106	N Maple	12/15	not eligible	
100	S Maple	12/13	not eligible	
102	S Maple	12/12	not eligible	
104	S Maple	12/11	not eligible	
106	S Maple	12/10	not eligible	
108	S Maple	12/9	not eligible	
204	S Maple	12/7	not eligible	contributing
304	S Maple	12/6	not eligible	
305	S Maple	12/5	not eligible	
500	S Maple	12/3	not eligible	
502	S Maple	12/2	not eligible	
504	S Maple	11/36	not eligible	
506	S Maple	11/35	not eligible	
512	S Maple	11/33	not eligible	
CA 110	S Maple	12/8	not eligible	
111	E Second	13/14	not eligible	
CA 110	E Second	13/12	eligible	contributing
CA 113	E Second	13/13	not eligible	
108	W Second	13/15	not eligible	

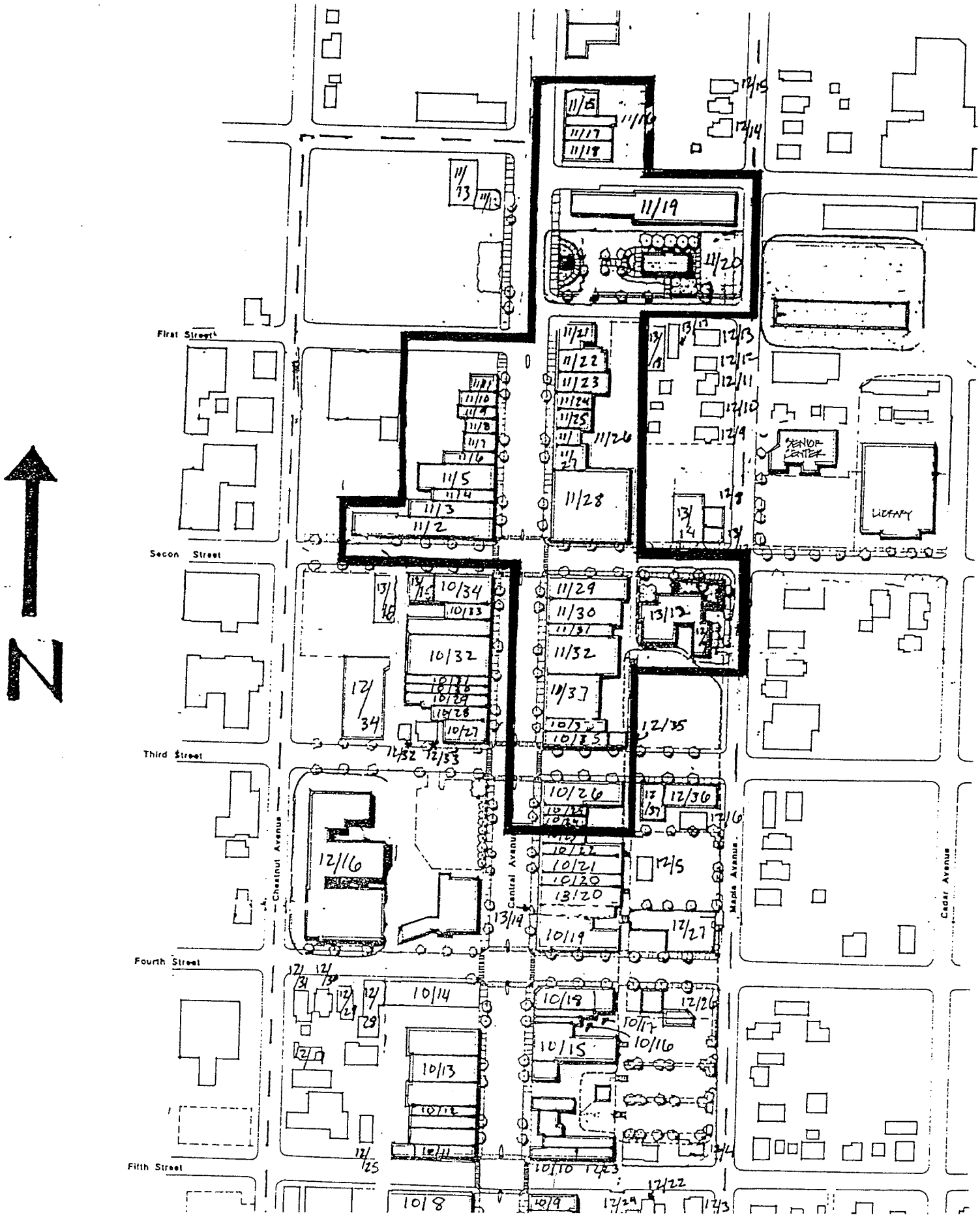
110	W Second	13/16	not eligible	contributing
109	E Sixth	12/21	not eligible	
Ca. 105	E Sixth	11/34	not eligible	
113	W Sixth	12/19	not eligible	
115	W Sixth	12/18	not eligible	
CA 111	W Sixth	12/20	not eligible	
107	E Third	12/35	not eligible	
108-110	E Third	12/37	not eligible	
112-118	E Third	12/36	not eligible	
105	W Third	12/33	not eligible	
107	W Third	12/32	eligible	
110	W Third	12/16	eligible	
111	W Third	12/34	not eligible	

Proposed Central Avenue Historic District

The potentially eligible Marshfield Central Avenue Historic District includes the dense concentration of commercial buildings built between 1887 and 1941 that line Central Avenue. On the west side of Central Avenue, the proposed district includes the 100 block of South Central Avenue. On the east side of Central avenue, the proposed district includes the 100 block, the 200 block, and three buildings on the north edge of the 300 block of South Central Avenue; as well as the "00" block, and four buildings on the south half of the 100 block of North Central Avenue. While most of the properties in the proposed district face Central Avenue, the boundaries of the area also include the old City Hall, located on the southwest corner of East Second Street and South Maple Avenue. All of the architectural styles discussed in the Architecture chapter above are represented in the proposed district.

See the map of the proposed district on the next page, and the list of properties on the page following.

Potentially Eligible Marshfield Central Avenue Historic District



Potentially Eligible Marshfield Central Avenue Historic District
List of Properties

101	N Central	11/18	contributing
107-109	N Central	11/17	contributing
117-21	N Central	11/15	contributing
15	N Central	11/19	contributing
C.13	N Central	11/20	contributing
103-105	S Central	11/21	contributing
107-111	S Central	11/22	contributing
117-121	S Central	11/23	contributing
126	S Central	11/10	contributing
127	S Central	11/24	contributing
132	S Central	11/9	contributing
133	S Central	11/25	contributing
136-140	S Central	11/8	contributing
137-139	S Central	11/26	contributing
143-145	S Central	11/27	contributing
160	S Central	11/4	contributing
166	S Central	11/3	contributing
168-172	S Central	11/2	contributing
201	S Central	11/29	contributing
209-211	S Central	11/29	contributing
217	S Central	11/31	contributing
223-225	S Central	11/32	contributing
301	S Central	10/26	contributing
307	S Central	10/25	contributing
315	S Central	10/24	contributing
204	S Maple	12/7	contributing
CA 110	E Second	13/12	contributing
110	W Second	13/16	contributing
111	N Central	11/16	not contributing
122	S Central	11/11	not contributing
144	S Central	11/7	not contributing
148	S Central	11/6	not contributing
154-6	S Central	11/5	not contributing
171	S Central	11/28	not contributing
231	S Central	10/37	not contributing
243	S Central	10/36	not contributing
249,251-3	S Central	10/35	not contributing

CHAPTER XV Recommendations

Recommendations for Registration and Protection of Resources

Survey and Research Needs

The 1990-1991 intensive survey concentrated on the Commercial Central Avenue and identified one potentially eligible National Register of Historic Places district. The district was nominated as part of the project.

The historic commercial area of Marshfield was fully surveyed in this project. However, the boundaries of the survey area were such that many significant areas of Marshfield have not yet been investigated, in particular, industrial and residential areas need to be surveyed. The industrial survey should be formulated to concentrate on any remaining buildings from the pre 1941 Lumber, Dairy, Mobile Home, Shoes, and food processing industries. The residential survey should encompass the whole city, and should include pursuing the locations of small female owned and managed home industries. The survey could be phased vertically, doing intensive surveys in smaller areas, or horizontally, doing reconnaissance, then intensive surveys, and finally preparing nominations for the eligible properties and districts.

National Register Listings and Determinations of Eligibility

#	Street	Map Code	Status
circa	110 East Second Street	WO 13/12	determined eligible (Tax Act)

Threats to Resources

Public education efforts on the part of the Downtown Preservation Project and its staff has increased awareness about the economic viability of historic buildings and may collaterally have served as protection.

Inability to economically support reuse of Marshfield's largest commercial buildings is a great threat to the resource.

In general, owner neglect or insistence on incompatible alterations are the most severe threats to the resources of Central Avenue in Marshfield. The Downtown Preservation Project and the Main Street program are continuing to work with property owners in addressing the positive visual impact of a historically compatible downtown.

Traffic patterns and traffic accommodations are potential threats to downtown Marshfield. Presently, the local truck route follows the path of Central Avenue. Noise from the trucks and the difficulties crossing Central Avenue on foot affect the character of the downtown. However, in searching for options for rerouting trucks, great consideration should be given to the integrity of the proposed National Register of Historic Places Marshfield Central Avenue Historic District, and all efforts should be made to preserve its cohesive character.

National Register Priorities

Community Strategies for Historic Preservation

Marshfield has been graced with an active preservation and history constituency. Marshfield has been a "Main Street" city since 1990. Main Street Marshfield, Inc. is aided by the Wisconsin Main Street Program, and the National Main Street Center (affiliated with the National Trust for Historic Preservation) in Washington D.C.. The four point approach of Organization, Promotion, Design, and Economic Restructuring has targeted the commercial downtown for economic

development through preservation. The program has been successful, and preservation work is visible on Central Avenue.

While there are currently active preservation and history organizations in Marshfield, there is always a need for public education - for property owners and workers in the historic district to learn more about neighboring properties, and for the population at large to learn about the community. The products of the commercial intensive survey are public documents and have been prepared with the public in mind. For the public to be able to use the documents they must know the documents exist. Distribution of a flyer citing the location of the documents may aid in this knowledge. As, or perhaps more, importantly, the material can be used to go to the people, rather than waiting for the people to find the material. The walking tour should have broad local distribution, and be available in City Hall, the Library, the Historical Society, the Main Street Program office, and at interested downtown stores.

The products of this report could be used within the Art curriculum in grades 1 through 12, in the Social Studies curriculum in elementary middle school, in American Studies, Social Issues, and specialized classes such as Journalism and Issues in Women's History in the High School. The slides and narrative can and should be used again - upon request from local organizations, through the schools, and as an element of local history celebrations.

CHAPTER XVI Appendices

MARSHFIELD INTENSIVE SURVEY PROJECT
Project No. 55-90-50126-012
MEMORANDUM OF AGREEMENT
Attachment A: Work Program

WORK PROGRAM

The Division of Historic Preservation, State Historical Society of Wisconsin, and the City of Marshfield, hereinafter called subgrantee, agree to the following work activities and project conditions for the conduct of an intensive survey project in the City of Marshfield, assisted with an historic preservation grant-in-aid.

1. Consultant Selection. The subgrantee, with the assistance of the Division of Historic Preservation, will hire a principal investigator to complete the work program. Recruitment and hiring must follow Department of Interior guidelines and the Division of Historic Preservation will have final approval of the principal investigator selected. The principal investigator must be qualified according to the requirements for State Historic Preservation Office staffs, as appropriate, which are specified in the National Historic Preservation Act (see page 7 of the "Survey and Planning Manual").

2. Consultant Training. The consultant may be required to attend a training session in Madison prior to beginning work in order to receive information about project requirements.

3. Reconnaissance Survey. The project must begin with a street-by-street examination of the Central Business District project area (see map A) in order to document properties of architectural or historical interest and potential significance. The survey must be conducted according to guidelines described in the "Manual for Conducting Architectural & Historical Intensive Surveys in Wisconsin." Products of the reconnaissance survey, listed below, must be submitted to the Division of Historic Preservation by the project completion date.

   a. Division of Historic Preservation inventory cards, for all inventoried properties, fully completed and typed, with photographs drymounted on the back. The inventory cards are prepared for the Division of Historic Preservation. At least one full set of the inventory cards should be photocopied for the subgrantee.

   b. Negatives, organized by film roll in 9-1/2" x 12" plastic negative preservers and a sheet of contact prints for each film roll. The Division of Historic Preservation will provide the coding system and first roll number for use by the project field surveyor. [WO-10] The subgrantee should retain a photocopy of the contact print sheets

c. Survey and district maps, indicating all surveyed properties by a dot or lot lines and referenced by the map code number. The survey map must be approved by the Division of Historic Preservation for appropriateness of scale, etc. An original mylar survey map and one print must be provided to the Division of Historic Preservation. Large scale mylar maps must also be prepared for each proposed district, and a print of each district map must be attached to the survey map. The district maps must be reduced to 8-1/2" x 11" for inclusion in the survey report and attachment to the district survey form.

4. Intensive Survey - Commercial. This phase of the survey contains four basic work elements: research, preparation of intensive survey forms, preparation of district survey forms, and the preparation of the survey report. Each of these aspects of the intensive survey is fully described in the "Manual for Conducting Architectural and Historical Intensive Surveys." The extent of the area to be covered by the intensive survey is outlined on the attached Map A. In addition, any commercial building located outside of this area identified in a reconnaissance survey of the community shall also be included in the intensive survey. All final products must be submitted to the Division of Historic Preservation by the project completion date. Drafts must be submitted as required by the project schedule.

a. Research Complete historical research on individual properties and on the community's history so that the historical context and National Register eligibility of each intensively surveyed property can be determined accurately.

1. The history of the survey area must be researched according to the study units listed in Attachment E Marshfield Contextual Study Units. Each study unit must be researched as a separate topic for inclusion in the survey report. Those study units not applicable to any extant resources, as identified in the field survey, should be so noted.

2. In addition to the thematic sections, the following chapters must be researched for inclusion in the survey report:

a. Historical Overview (including early settlement, historical overview, and physical development.)

b. Architecture (organized according to the styles and forms listed in the survey manual.)

c. Designers, Engineers, and Builders (including biographical information and subdivided by architects, landscape architects, engineers, builders and contractors, and other designers.)

d. Notable People (including biographical information on major figures in the community's history and referenced to buildings or sites associated with them).

3. The history of properties that are potentially eligible for the National Register, either individually or as contributing to districts, must be researched. Results of the site specific research are compiled on the intensive survey forms.

b. Preparation of intensive survey forms. Intensive survey forms must be prepared for all properties identified in the survey. The Division of Historic Preservation requires receipt of the intensive survey form originals, fully completed and typed. By special arrangement, the Division of Historic Preservation will accept computer tapes and printouts of the site specific information. Intensive survey forms must be submitted to the Division of Historic Preservation by the project completion date. A complete set of forms should be photocopied for the subgrantee.

c. Preparation of district survey forms. District survey forms, fully completed and typed, must be prepared for all districts identified. A map of the district, and a list of all properties and their classification as contributing or non-contributing, must be attached to the form. The forms and attachments must be submitted to the Division of Historic Preservation by the project completion date.

d. Preparation of intensive survey report. The intensive survey report must be prepared according to the guidelines in the survey manual. Typed drafts of report chapters must be submitted for review according to the project schedule, and not less than six weeks from the project completion date. At least eight (8) copies of the report must be submitted to the Division of Historic Preservation by the project completion date. The subgrantee should retain at least three copies.

5. Public Education. The subgrantee will sponsor at least two public meetings during the course of the project period. The first meeting, to be held near the beginning of the survey project, should introduce the project and the principal investigator to the community. The second meeting, to be held toward the end of the survey, should include a formal presentation of the survey findings. It will be necessary for the principal investigator and the Division of Historic Preservation to participate in both public meetings. Additional public meetings can be arranged at the discretion of the subgrantee and the Division of Historic Preservation as necessary.

a. The principal investigator will be responsible for the completion of a comprehensive slide presentation covering the heritage of the city of Marshfield and the results of the survey. The slides will be presented at one of the above mentioned public meetings and a copy of the script and slides from the presentation will be submitted to the Division of Historic Preservation by the project completion date.

6. National Register Nominations. One historic district nomination or a comparable combination of individual properties, as approved by the Division of Historic Preservation, will be prepared at the conclusion of the survey according to the guidelines promulgated by the National Register and in the format specified by the Division of Historic Preservation. The subgrantee will be responsible for the presentation of the nominations to the State Historic Preservation Review Board. Any corrections or additional information required by the State Review Board or the National Park Service shall be provided by the subgrantee. A draft of the nomination must be submitted for review by the Division of Historic Preservation according to the project schedule.

   Approximately one month before the scheduled Review Board date the Division of Historic Preservation will sponsor a public meeting to inform property owners and other interested parties about the National Register program. If scheduling permits, the public information meeting can be combined with the second public meeting. The subgrantee and principal investigator are encouraged to assist with the arrangements for the meeting.

   The following items must be submitted for each nomination by the project completion date. Each is more fully described in the survey manual.

   a. The original, fully completed, typed National Register of Historic Places Inventory-Nomination Form (10-900).

   b. Two 5" x 7" black-and-white prints of each photo submitted, labeled as specified by the National Register and the Division of Historic Preservation. Negatives, organized in plastic negative sleeves, must be submitted to the Division of Historic Preservation.

   c. 35mm slide coverage that fully documents the significance and appearance of each individually eligible property and historic district. In certain cases, the Division of Historic Preservation may require the submission of two copies of slides. Upon request, duplicate slides will be returned to the subgrantee. Slides must be labeled as specified by the Division of Historic Preservation.

   d. Original USGS quadrangle maps as needed to identify nominated properties or districts. The maps must be labeled as specified by the National Register and the Division of Historic Preservation and must include construction lines for the calculation of UTM coordinates.

e. For historic district nominations, an archivally stable 8-1/2 x 11" map of the district is required. The map should indicate if properties are contributing or non-contributing, addresses, and district boundaries. For multiple resource nominations, an archivally stable 8-1/2 x 11" map of the entire resource area is required. The map should delineate the boundaries of the area, the boundaries of historic districts, and identify all individually eligible properties included in the nomination by map code and address.

f. A complete list of all current property owners as listed in the land recordation records or tax records and current within one month of the project completion date is required. It is the responsibility of the subgrantee to amend the ownership list as necessary after the nomination is scheduled for a Review Board meeting.

7. Historic Preservation Ordinance. An historic preservation ordinance certifiable for the state's Certified Local Government program will be prepared for presentation to the city council and inclusion in the final survey report. City staff will be responsible for the completion of the ordinance materials. A draft of the ordinance must be submitted to the Division of Historic Preservation as required by the project schedule. The final copy must be submitted by the project completion date. City Responsib

8. Educational Document. The subgrantee will prepare an educational document in the form of a brochure or video that presents the general findings of the intensive survey. The document may be in the form of a walking tour, bicycle tour or general survey of the city's historic resources. The document should include photographs or line drawings and descriptions of significant properties and a discussion of potential historic districts, including if possible maps and photographs showing streetscapes and important properties. A brief history of the community, a description of the survey, and information on the National Register and other state and local preservation programs should be included. A draft copy of the document must be submitted to the Division of Historic Preservation according to the project schedule. Twenty (20) copies of the brochure must be submitted to the Division of Historic Preservation by the project completion date. City Responsib

9. Historic Preservation Workshop. The subgrantee will organize and direct a local preservation workshop. The format of the workshop will be flexible but should be designed to introduce preservation and rehabilitation related concepts and strategies to a broad public audience. A proposed agenda and speaker's list shall be provided to the Division of Historic Preservation for comment forty-five (45) days in advance of the meeting. City Response

10. Interim Progress Reports. All subgrant recipients must submit interim progress reports on the 15th of October, January, and April. Failure to comply is grounds for termination of the grant and return of all funding. The interim reports will be prepared on the forms provided by the Division of Historic Preservation.

11. Acknowledgment of Federal Assistance. An acknowledgment of federal funding must be made in any publication or slide or video production resulting from this project. The standard acknowledgment that must be used is stated in the survey manual. Press releases, speeches, and other dissemination of information by a subgrantee regarding grant-assisted projects must also acknowledge the support of the National Park Service and the State Historical Society of Wisconsin. Future publications, materials, or projects that result from this grant-assisted project must acknowledge the federal support.

12. The Division of Historic Preservation will provide the subgrantee with all necessary forms, including, but not limited to, state inventory cards, intensive survey forms, the interim report form, and reimbursement request forms.

13. The Division of Historic Preservation will monitor progress of the project and will schedule meetings with the project director and principal investigator, as necessary. The Division of Historic Preservation will comment upon progress, work activities, and draft and final materials submitted in fulfillment of the project work program.

14. The subgrantee shall conform to and follow all necessary program requirements and guidelines detailed in the two manuals attached to this memorandum of agreement and shall inform the principal investigator of these requirements.

MARSHFIELD INTENSIVE SURVEY PROJECT
Project No. 55-90-50126-012
MEMORANDUM OF AGREEMENT
Attachment E: Study Units

INTENSIVE SURVEY REPORT
CONTEXTUAL STUDY UNITS

Commerce Theme

Goods and Services (Retail Businesses, Hotels, Banks, etc.)
Wholesale Trade
Information Services (Publishing, Radio, Television)
Utilities (Telephone, Gas, Electricity, Water)
Cooperative Movement

Education Theme

Libraries

Government Theme

Federal Government
State Government
County Government
Local Government

Recreation and Entertainment Theme

Performing Arts and Motion Pictures
Photography

MARSHFIELD INTENSIVE SURVEY PROJECT
Project No. 55-90-50126-012
MEMORANDUM OF AGREEMENT
Attachment E: Study Units

Social and Political Movements Theme

Women's Organizations
Fraternal Organizations
Service and Social Groups
Business, Trade, and Professional Associations
Youth Organizations
Temperance Movement
Woman's Suffrage Movement
Agricultural Movements
Intellectual Societies
Health Services
Services for the Disadvantaged
Nineteenth Century Labor Organizations
Twentieth Century Labor Organization and Movements
Nineteenth Century Political Movements
Twentieth Century Political Movements

Transportation

Early Rail Lines
Later Rail Lines
Early Road Networks
Later Road Networks
Early Mass Transportation
Later Mass Transportation

DIVISION OF
HISTORIC
PRESERVATION

WISCONSIN PRESERVATION INFORMATION

The State of Wisconsin promotes and assists the preservation of historic and archeological resources through a combination of state and federal programs, and the support of local programs. The state's efforts are administered by the Division of Historic Preservation of the State Historical Society. The division is administered by the State Historic Preservation Officer (SHPO), who is appointed under state law and federal regulation.

The National Register of Historic Places and Wisconsin State Register of Historic Places

Listing in the National Register and/or the State Register recognizes officially the significance of a property or district to the heritage of the state and the nation. The National Register is the official national list of historical, architectural, engineering, and archeological properties and districts worthy of preservation. Listing in the National Register:

- Makes property owners eligible to be considered for federal matching grants-in-aid for historic preservation, when they are available, which are administered by the Division of Historic Preservation.

- Provides protection through comment by the national Advisory Council on Historic Preservation on the effect of federally financed, licensed, or assisted undertakings on historic properties, as stated in section 106 of the National Historic Preservation Act.

- Makes available federal 20% tax incentives, and state 5% "piggyback" tax incentives, to encourage the preservation of depreciable historic structures, which are used for commercial, industrial, residential rental, and other income-producing purposes.

The Wisconsin State Register of Historic Places, created under sec. 44.36, Wisconsin Statutes, parallels the National Register, but is designed to enable state-level historic preservation protections and benefits. Most of the properties in Wisconsin listed in the National Register are also listed in the State Register. In the future, as more state laws are passed to assist and protect historic and prehistoric properties in Wisconsin, the State Register will be the key to those statutes. Listing in the State Register:

- Provides review through comment by the State Historical Society on the effect of state facilities development, long-range planning, and state grants, permits, and licenses on historic and prehistoric properties.

- Makes available 25% state tax credits for rehabilitating non-income producing historic properties, primarily private houses.

- Makes available local property tax exemptions for archeological properties and privately owned historic buildings used for stipulated public purposes.

- Requires state agencies who own such properties to plan for their preservation and attach historic preservation easements to them when disposing of them.

- Requires local governments who own such properties to consider the effects of their undertakings on them, and attach historic preservation easements to them when diposing of them.

Nominations to the National Register and the State Register

A building, structure, object, site, or district of historical, architectural, engineering, or archeological significance at the national, state, or local level may be nominated to the National Register and the State Register. The Division of Historic Preservation staff submits a nomination of an eligible property on properly completed nomination forms to the Historic Preservation Review Board for approval. Appointed by the governor, the board is comprised of fifteen individuals, including laymen and professionals in history, architecture, architectural history, and archeology. If the board approves the nomination, the SHPO certifies it, it is listed in the State Register, and it is submitted to the National Park Service, U.S. Department of the Interior, as an official nomination to the National Register from Wisconsin. (The owner of a private property may object to a nomination and thereby prevent its listing in the National Register. In this case the property may be declared "eligible" for the National Register.)

If the nomination of a particular property is requested by an individual or group, it is the responsibility of that individual or group to have completed to professional standards the necessary nomination materials, including forms, photographs, and maps. Normally, a professional nomination preparer is hired in such cases to prepare the nomination. The review board meets quarterly to consider nominations in relation to the National Register and the State Register criteria for evaluation, which are very similar to each other.

National Register and State Register Criteria for Evaluation

The quality of significance in American history, architecture, engineering, archeology, and culture is present in districts, sites, buildings, structures, and objects that possess integrity of location, design, setting, materials, workmanship, feeling, and association, and:

1. That are associated with events that have made a significant contribution to the broad patterns of our history; or

2. That are associated with the lives of persons significant in our past; or

3. That embody the distinctive characteristics of a type, period, or method of construction, or that represent the work of a master, or that possess high artistic values, or that represent a significant and distinguishable entity whose components may lack individual distinction; or

4. That have yielded, or may be likely to yield, information important to prehistory or history.

There are certain types of property that generally are excluded from listing, such as properties used for religious purposes, moved buildings (in the case of the National Register), and properties achieving significance less than 50 years ago. Under certain circumstances, however, excluded property can be listed in the National Register and the State Register. Division of Historic Preservation staff can explain these exclusions to interested parties.

A person wishing to have a property nominated to the National Register or the State Register should contact the Division of Historic Preservation at **608-262-1339**. Division staff will mail out a packet of information, including a list of private nomination preparers, that will enable the nominations process to commence.

Survey of Historic and Prehistoric Properties

The Division of Historic Preservation conducts surveys to identify significant historical and archeological properties and districts in Wisconsin. The division also awards subgrants to conduct intensive historic and prehistoric surveys when funds for this purpose are available. Surveys identify districts and properties that are eligible for the National Register and State Register and provide planning data useful to local agencies, historical groups, and other interested organizations and individuals. Persons interested in survey subgrants should contact the Division of Historic Preservation to inquire about their availability. For information, call **608-262-4769**.

State Archeology Program

The State Archeology Program maintains the archeological site records for the state, issues permits for archeological work on public lands, and conducts archeological research on both terrestrial and submerged (including shipwrecks) sites for the purpose of planning and protection. An important aspect of state archeology is the regional archeology program, through which designated institutions located throughout the state undertake on behalf of the Division of Historic Preservation archeological work and public education activities directed to the identification and protection of Wisconsin's archeological sites and districts. For information, call **608-262-9893**.

Development Grants

Owners of properties listed in the National Register of Historic Places have been able to apply through the Division of Historic Preservation for federal matching subgrants. These subgrants have been used to acquire, rehabilitate, stabilize, and restore buildings or properties. (**NOTE:** project grants such as these are not always available.) For information, call **608-262-2971**.

Tax Incentives for Rehabilitating Historic Buildings

Under the Tax Reform Act of 1986, the owner of an income-producing "certified historic structure" is eligible for a 20% federal investment tax credit for a "certified rehabilitation" of the building. Under certain circumstances this credit may be coupled with a 5% Wisconsin state tax credit. Moreover, owners of private historic houses and other non-income historic buildings may in some circumstances obtain a 25% state tax credit for approved rehabilitations. Persons interested in rehabilitation tax credits should contact the Division of Historic Preservation before they begin their project, to ensure that the project will comply with the required Secretary of the Interior's Standards for Rehabilitation and thereby be eligible for the appropriate tax credit. For information on the investment tax credits, write the division or telephone **608-262-2971**.

Historic Building Code

Use of the Wisconsin Historic Building Code is available to owners of buildings listed in the National Register of Historic Places or owners of local historic buildings if they are designated under a local historic preservation ordinance that has been certified by the State Historical Society of Wisconsin. For information about the Code, contact the Department of Industry, Labor and Human Relations at **608-266-3151**.

Protection from Federal, State, and Local Government Projects

Properties that are listed in the National Register, or that **may be eligible** for such listing, receive limited protection from federally licensed or funded projects. Any agency or organization seeking federal assistance or permits should get in touch with the Compliance Section in the Division of Historic Preservation at **608-262-2732** to ensure that its projects comply with federal regulations. Properties that are listed in the National Register or the State Register receive additional limited protections from state and local government actions under state laws. Information about these laws may also be obtained from the Compliance Section.

Protection of Burial Sites and Human Remains

Human burial sites, both historic and prehistoric, are protected under state law. There are significant penalties for the desecration, looting, or vandalism of such sites, and property-tax exemptions are available to encourage their preservation. The interests of individuals in specific burial sites are protected by law. For further information, contact the Burial Sites Preservation Program staff at **608-262-4015** or **800-342-7834**.

Local Assistance and Public Information

The Division of Historic Preservation aids individuals, local units of government, and organizations in designing and implementing preservation projects and programs. It administers the Certified Local Government (CLG) program, which recognizes municipal preservation programs and provides eligibility for special CLG matching grants and for the Wisconsin Historic Building Code. Staff is available to give presentations in localities to aid in these efforts, as well as to explain the state and federal preservation programs. The division publishes Wisconsin Preservation, a free, bimonthly newsletter. To be included on the newsletter mailing list, or for other preservation assistance, write the division or telephone **608-262-4771**.

Properties Currently Listed in the National Register and the State Register

A current list of properties and districts in Wisconsin entered in the National Register of Historic Places is available from the Division of Historic Preservation. For a free copy of the list, write the division or telephone **608-262-1339**.

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UPSTAIRS

Furniture - Handcarved Victorian walnut bedroom set in west bedroom; while the Upham Company manufactured furniture in the Victorian period, the two rooms containing single and double beds are of a later period. Note the hand-carved and hand-painted trim.

Accessories

Reticules - Introduced in 1876, these handbags were popular until the 1920's. Handmade of beads, chains, and metal tiles, some were enameled.

Necklace - The pressed rose petal jewelry, forming a fragrant, colorful ornamentation, was popular in this period.

Textiles

Dresses - Representative of the era is this long brown imported China silk "special occasion" dress, hand embroidered and lace-trimmed.

Bedding - The pieced bow-tie and fan quilts and Log Cabin comforter were typical of handmade bedding of the period. Others included elaborate applique and embroidery patterns.

Sampler - 1878 - In the west bedroom shows a variety of stitches in wool on a linen background, with motifs commemorating important occasions.

Doilies, Edgings - Throughout the house are examples of Victorian period knitted, tatted, crocheted, drawn-work and Battenberg doilies and edgings.

We hope you enjoy your visit to UPHAM MANSION. We are open for visitors during regular visiting hours, Wednesday and Sundays, 1:30 - 4:00 P.M. For group tours at other times, contact Carol Nelson at 384-9657 (daytime).

A Look At Victorian Art

at

UPHAM MANSION

Arts Weekend 1991
May 11th - 12th

North Wood County Historical Society

A LOOK AT VICTORIAN ART AT UPHAM MANSION

Queen Victoria, who reigned from 1837 to 1901, gave her name to a period of opulence in furnishings, art, and costumes, one which is enjoying a revival, today.

The North Wood County Historical Society is happy to share with you these examples of Victoriana:

ENTRYWAY

Overhead is a hand-painted glass light shade of cylinder shape. It and the etched glass in the inner doors are representative of the architectural details of the period.

DOWNSTAIRS

Hatpins - Displayed in a Carnival Glass vase, the jeweled hatpins came to represent female security in two areas. First, they secured the oversized hats of the era; secondly, they provided a personal security weapon. So feared were they in this role that laws still on the books in some parts of England and this country ban the use of these "weapons". In 1908, it was feared that jailed suffragettes in London would mount a 'dangerous attack of pin-pricks' in the courtroom, leading to a magistral order banning them. According to a newspaper account, "This was tantamount to a forfeiture of dignity; the suffragettes could not remove their hatpins without causing their large hats to fall askew. To require those heroic women to remove their hatpins and hats in public was as gross as to insist that the Magistrate remove his wig, which lent dignity to the Bench." Later changes in style dictated smaller hats which did not require 'anchorpins'.

Fans - In the days of corsets and parasols, the fan was a portable, but attractive cooling device. They were used too for flirting, and usually were coordinated with the lady's costume. Many materials were employed in the Victorian period – wood, ivory, exotic feathers, silk, and lace. Many were hand-painted or embroidered. Less decorative, more utilitarian fans carry advertising slogans and business names.

Furniture - An unusual Victorian wicker porch set is displayed in the sun room. In the living room Victorian pieces include the Walnut settee, the Walnut floor lamp, the marble-topped table, the spool legged table, the chairs with maroon upholstery and the pier mirror. The library contains a 1873 Wm. Knabe and Co. mahogany and rosewood grand piano. The dining room is furnished with a set of Upham Manufacturing Company dining room furniture.

Lithographs
Library – Lincoln and His Cabinet by Alexander Hay Ritchie – Dining Room – The Homecoming – artist unknown

Fireplace - The hearth was the center of the Victorian home, and this one features complex turnings and carved floral-leaf designs, all surrounding the Italian marble tiles.

Statuary - The 1887 John Rogers "A Frolic at the Old Homestead", is highly representative of his subject matter and technique. He excelled at modeling domestic and rural scenes, all rendered in a naturalistic style that overlooked no homely detail. He mass-produced his work by "publishing" large editions in plaster, preferring to "put them at a price (average $14) that no one who likes them need hesitate to buy".

STAIRWAY

Bannister - This is a fine example of Victorian architectural woodwork. The only walnut woodwork in the house (the balance is painted pine), it was formed to wrap around the tight curve of the stairway. The formed railing was soaked in water, twisted, and dried in place to worm the warp.

The Three Graces - The sculpture of "The Three Graces" was one of the most popular and frequently copied works of the famous Italian sculptor, Antonio Canova (1757-1822). The copy in the Upham Mansion (in the niche in the wall to the west of the front stairway) was presented to Mrs. William H. Upham in 1892 by officials of the Band of Hope, a temperance society, for her splendid work with her local Band of Hope in influencing young people away from alcohol and toward wholesome, constructive interests.

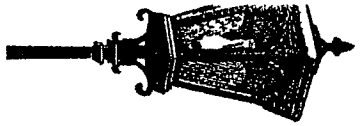
In Greek mythology the Three Graces were three sister goddesses who presided over the banquet, the dance, and all social enjoyments and elegant arts. They were intimate with the muses and often in attendance on the gods, Eros and Dionysus, and the goddess Aphrodite. The names of the Three Graces were Euphrosyne (Joy), Aglaia (Brilliance), and Thalia (Bloom).

Please list your special talents, interests, or knowledge that would be beneficial to the group: (Carpentry, Antiques, etc.)

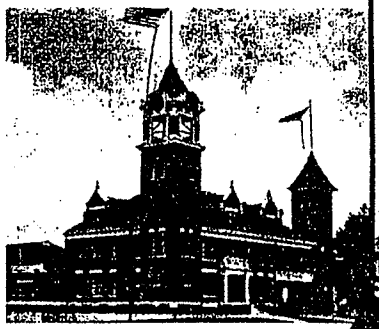
Suggestions for guest speakers: (List address and phone if known and subject area)

Suggestions for future newsletter articles:

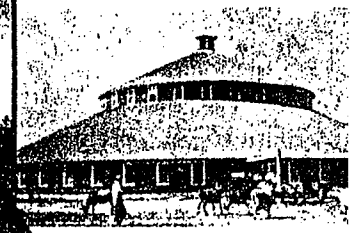
Additional Comments:



HPA
P.O. Box 423
Marshfield, WI 54449



OLD
CITY HALL



WORLD'S
LARGEST
ROUND BARN

MEMBERSHIP

CONNOR
BUILDING

SOO LINE
DEPOT

HISTORICAL PRESERVATION ASSOCIATION
OF MARSHFIELD

MEMBERSHIP IN THE ASSOCIATION

The organization is formed to:

- Encourage and facilitate local participation in the identification and preservation of the structures, sites and districts which are parts of the historical, architectural, and archaeological heritages of Marshfield and the Marshfield area.

- Provide means for cooperation between persons interested and involved in local historic preservation and other historic preservation organizations, in designing and carrying out programs of historic preservation.

- Represent the common interests of its members and the values of historic preservation to agencies of government and the public.

- Provide means of sharing information among and improving the skills and knowledge of members.

- Acquire by gift, devise or purchase buildings, site and properties having historical or architectural importance; to subject such properties to legal covenants and restriction that will insure that they are preserved and maintained; and to sell or dispose of such properties subject to the covenants and restrictions, in order that the properties will not be destroyed, but will be preserved and maintained for the benefit of future generations.

- Solicit and receive gifts, grants, subscriptions, bequest and any other funds, real or personal properties or items of value from private and public sources in order to carry out the forgoing purposes.

MEMBERSHIP

- ***Student Member***
  $5.00 per year
  (Must be 18 years of age to have voting privileges)

- ***Individual Member***
  $15.00 per year

- ***Family Member***
  $25.00 per year

- ***Business Member***
  $100.00 per year

MEETINGS

General meetings will be held on the second Monday of each month at The Connor Building, 108 West 4th Street, Marshfield, WI 54449.

Membership Information Form

Name _____
(As listed on membership list)

Address _____

_____

Phone _____/_____
HOME WORK

MEMBERSHIP		PLEASE CHECK ONE
Student	$5.00	_____
Individual	$15.00	_____
Family	$25.00	_____
Business	$100.00	_____

Please use a separate form or a sheet of paper for each membership.

Send Check and Complete Form To:

HISTORICAL PRESERVATION ASSOCIATION OF MARSHFIELD
P.O. Box 423
Marshfield, WI 54449

HISTORICAL PRESERVATION ASSOCIATION OF MARSHFIELD

BYLAWS

1. Name

This organization shall be called the Historical Preservation Association of Marshfield.

2. Purposes of the Organization

The organization is formed to:
a. encourage and facilitate local participation in the identification and preservation of the structures, sites and districts which are parts of the historical, architectural, and archaeological heritages of Marshfield and the Marshfield area.

b. provide means for cooperation between persons interested and involved in local historic preservation and other historic preservation organizations, in designing and carrying out programs of historic preservation.

c. represent the common interests of its members and the values of historic preservation to agencies of government and the public.

d. provide means of sharing information among and improving the skills and knowledge of members.

e. acquire by gift, devise or purchase buildings, site and properties having historical or architectural importance; to subject such properties to legal covenants and restriction that will insure that they are preserved and maintained; and to sell or dispose of such properties subject to the covenants and restrictions, in order that the properties will not be destroyed, but will be preserved and maintained for the benefit of future generations.

f. solicit and receive gifts, grants, subscriptions, bequest and any other funds, real or personal properties or items of value from private and public sources in order to carry out the forgoing purposes.

3. Powers

The organization shall have the power to do, in accord with these bylaws, any lawful thing which is necessary and proper to the achievements of its purposes.

4. Membership and Voting

Section 1. Membership.
Members shall be individuals, organizations, institutions, and corporations as may be accepted upon request.

Section 2. Voting.
Each member shall be entitled to one vote on each matter submitted to the members.

Section 3. Transfer of Membership
Membership is not transferable or assignable without the written consent of the officers.

5. Dues

Dues shall be set for the category of membership.

6. Meetings

Section 1. Regular Meetings.
There shall be an annual meeting at which officers and directors shall be elected, reports shall be received, regular meetings for the year and the next annual meeting shall be scheduled. Other special meetings may be scheduled by the officers.

Section 2. Business of Annual Meeting.
The business shall include the election of officers and other such business as may be laid before the members by the President, who shall preside at the meeting.

Section 3. Voting.
Any person attending a membership meeting in the capacity of any individual member or in the capacity of a delegate of a membership organization shall be entitled to vote.

Section 4. Proxies.
Any member may vote at any meeting of the members in person or by written proxy.

Section 5. Quorum
At any regular or special meeting, ten (10) members, or one-fourth of the members, in person or by written proxy shall constitute a quorum for the transaction of business.

Section 6. Notice of Meetings
Notice of the time and place of the annual meeting for members shall be given not less than thirty (30) days in advance of the day of the meeting. Notice of the time and place of any special meetings shall be given to members not less than fourteen (14) days in advance of such meeting. Required notices may be given in any publication regularly distributed to members.

7. Directors/Officers

a. The term of each director shall be two years except at the first meeting, three directors will be elected for a one-year term to allow for staggered succession.

b. The officers of the organization shall be elected annually from the directors and shall consist of a president, vice-president, secretary, and treasurer, who shall serve a one year term.

c. Only a person who is a member of the organization may be elected as a director.

d. No director may serve in the same capacity for more than two (2) consecutive terms, at which time the individual may be re-elected after abstaining from that capacity for a one year period of time.

e. The directors and officers shall comprise a council for the organization.

f. The president shall preside at the meetings of the organization, shall be an ex-officio member of every committee of the organization, and shall perform such other duties not assigned to another which usually falls to a presiding officer, including the appointment of committees not otherwise provided for. If the president is absent from a meeting of the organization or its council, the duties of the president shall temporarily devolve upon the vice-president.

g. The vice-president shall assist the president and perform other duties as the organization or council assigns.

h. The secretary shall keep the records of the organization, distribute the newsletter, and issue notices of meetings.

i. The treasurer shall receive the funds of the organization, expend those funds with the approval of the council, and give a written accounting of those funds quarterly with an annual summary to the council.

j. A director shall be a member of the council and perform such duties as the organization or council shall assign.

8. Council

The council shall be comprised of the president, vice-president, secretary, treasurer and directors. A quorum of the council shall be a majority of its members, not counting vacancies, if any.

The council shall:

a. propose times, places and agendas of annual and regular meetings.

b. manage the business of the organization.

c. act for the organization between meetings, consistent with decisions previously made by the organization.

d. propose an annual budget.

e. oversee the administration of the funds and the maintenance of the accounts of the organization and designate an agency to which custody of organization funds is to be entrusted.

9. Budget

The fiscal year shall be October 1 through September 30. A budget for each fiscal year shall be prepared by the council and submitted for the consideration of the council no later then September 15 in the preceding fiscal year. A final budget shall be adopted before the beginning of each fiscal year. The budget may be amended by the council from time to time throughout each fiscal year as circumstances may require.

10. Bylaws

These bylaws may be amended by a majority of the members present, a quorum being present, at a meeting of the organization, whether annual, regular or special, provided that the proposed amendment is mailed to every member forty-five (45) days before the day of the meeting at which it is to be considered.

11. Dissolution of the Organization

a. The organization may be dissolved at an annual meeting by a majority of its members. If no quorum attends two successive annual meetings, the organization may be dissolved by a majority of as many members of the council as appear at a meeting called for that purpose and at which each of them receives thirty (30) days' notice in writing.

b. In the event of dissolution of the organization by a majority of members, they shall first decide how to dispose of its property. If the organization is dissolved, its property shall be given to the Wisconsin State Historical Society for the support of historic preservation activities of the Society.

Proposed: August 1, 1989

Adopted: _____
Date

Director _____

Director _____

Director _____

Director _____

Director _____

Director _____

ORGANIZATION

MISSION STATEMENT:

The purpose of the Main Street Marshfield program is to enhance our community identity and heritage, to foster a center of activity and to ensure economic stability for the heart of Marshfield through concentrated efforts of organization, promotion, design and economic restructuring.

ORGANIZATION GOAL:

To establish a strong program which encourages participation from a wide cross-section of the community to implement and fund downtown revitalization.

ORGANIZATION OBJECTIVES:

I. To develop a fund raising program that ensures long-term continuation by utilizing a wide range of resources from the public and private sectors.

II. To establish an on-going outreach and membership program that will increase volunteer participation and community support.

III. To establish sound fiscal and management policies.

PLAN OF ACTION:

I. To develop a fund raising program that ensures long-term continuation by utilizing a wide range of resources from the public and private sectors.

A) Insure passage of BID program.

B) Increase financial contributions from businesses outside BID.

C) Study alternative funding for the programs long-term needs.

ORGANIZATION

II. To establish an on-going outreach and membership program that will increase volunteer participation and community support.

A) Survey business & property owners in BID and outside supporters to determine aspirations for the Main Street program.

B) Coordinate efforts of other volunteer groups.

C) Publish and distribute a quarterly newsletter.

D) Design and distribute a decal for supporters.

E) Develop a program for volunteer recruitment, retention and recognition.

III. To establish sound fiscal and management policies.

A) Biannual evaluation of program manager.

B) Develop an annual budget.

PROMOTION

MISSION STATEMENT:

The purpose of the Main Street Marshfield program is to enhance our community identity and heritage, to foster a center of activity and to ensure economic stability for the heart of Marshfield through concentrated efforts of organization, promotion, design and economic restructuring.

PROMOTION GOAL:

To market a unified, quality image of Marshfield's downtown business district as the center of activities, goods and services to retailers, shoppers, investors and tourists.

PROMOTION OBJECTIVES:

I. To eliminate misconceptions by promoting positive attitudes and image among current Marshfield shoppers.

II. To provide a consistent public image by coordinating media activity among the four committees.

III. Assist in coordinating existing retail activities with DBA and MACCI.

IV. Better attract visitors that are already visiting Marshfield to the downtown.

V. Develop a program of special events.

PLAN OF ACTION:

I. To eliminate misconceptions by promoting positive attitudes and image among current Marshfield shoppers.

A) Create a slogan contest.

B) Develop an aggressive calendar of PSA/news briefs.

PROMOTION

C) Develop an institutional ad campaign

II. To provide a consistent public image by coordinating media activities among the four committees.

A) See Objective I, items B & C.

B) Coordinate graphics and image.

III. To assist in coordinating existing retail activities with DBA and MACCI.

A) Promote uniform store hours/promotion concept.

B) Embellish Dairyfest activities (DBA & MACCI).

C) Embellish Mad Market Day activities (DBA)

D) Embellish Christmas promotion (DBA & MACCI)

IV. Better attract visitors that are already visiting Marshfield to the downtown.

A) Develop a method for distributing information.

B) Determine feasibility and implementation of a "Shoppers' Shuttle."

C) Develop a shopping guide and map for the downtown area (in conjunction with DBA).

V. Develop a program of special events.

A) "Look Up Marshfield" contest.

B) Coordinate events for medical center anniversaries.

C) Farmers Market kick off.

D) "Meet Your Co-workers"/ downtown employee activities.

DESIGN

MISSION STATEMENT:

The purpose of the Main Street Marshfield program is to enhance our community identity and heritage, to foster a center of activity and to ensure economic stability for the heart of Marshfield through concentrated efforts of organization, promotion, design and economic restructuring.

DESIGN GOAL:

To encourage improvement of the visual aspects of downtown while maintaining its' historic integrity.

DESIGN OBJECTIVES:

I. To encourage quality improvements to buildings, signs, printed materials, etc.

II. To encourage preservation of historic resources.

III. To improve public spaces.

PLAN OF ACTION:

I. To encourage quality improvements to buildings, signs, printed materials, etc.

A) Identify problem rear entries,offer assistance for rehab and promote advatages and benefits of two entrance concept.

B) Develop design criteria for loan programs.

C) Conduct a Restoration Workshop for contractors, building owners, etc.

D) Modify the "Keeping Up Appearances" slide show.

E) Design, edit and publish a "How-to" brochure for rehabilitation.

F) Revision of City Zoning Ordinance with regard to signs in downtown area.

DESIGN

II. To encourage preservation of historic resources.

A) Building Codes - Interpretation for historic buildings. Promote to owners.

B) Conduct a Restoration Workshop for contractors, building owners, etc.

C) Compile information and data pertinent to the publishing of a "How-to" brochure for rehabilitation.

III. To improve public spaces.

A) Address current and future street scape improvements.

ECONOMIC RESTRUCTURING

MISSION STATEMENT:

The purpose of the Main Street Marshfield program is to enhance our community identity and heritage, to foster a center of activity and to ensure economic stability for the heart of Marshfield through concentrated efforts of organization, promotion, design and economic restructuring.

ECONOMIC RESTRUCTURING GOAL:

To strengthen and broaden the economic base of the downtown.

ECONOMIC RESTRUCTURING OBJECTIVES:

I. Collect & interpret market data.

II. To establish & implement a business retention & recruitment program.

III. To improve real estate values through adaptive use of under utilized space.

PLAN OF ACTION:

I. Collect & interpret market data.

A) Establish a data base with a detailed inventory of all stores and businesses in the Main Street District.

B) Complete an analysis of consumers in the Main Street market area to determine demographics and spending habits. Install database.

II. To establish & implement a business retention & recruitment program.

A) Administer a low-interest loan program for the Main Street district.

ECONOMIC RESTRUCTURING

B) Fill the impending vacancy of the Purdy Building.

C) Fill Tower Hall vacancies.

D) Produce a business recognition program that recognizes the effort of individual downtown business people in promoting the objectives of Main Street Marshfield.

E) Develop employee training programs:
   *Hospitality
   *Customer Service
   *Visual Merchandising

F) Develop on-going small business education programs.

III. To improve real estate values through the adaptive use of under utilized space.

A) Compile a detailed inventory of all buildings in the Main Street District.

GLOSSARY OF ARCHITECTURAL TERMS

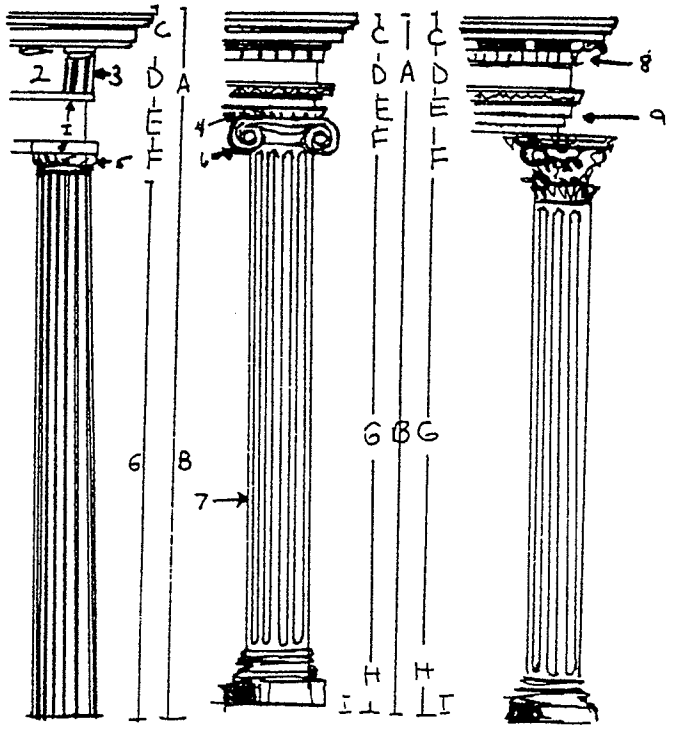
arcade	a porch supported by a series of arches or arched columns
axial facade	the side of a building which is parallel with the ridge line of the roof, often the long side
balustrade	a decorative railing on the main facade of a building which is supported by short posts or pillars called balusters
banister	the handrail on a staircase which is supported by posts
bargeboard	decorative wooden trim which fills the peak of a gable
bay	a visually defined unit of space in a structure; on the exterior wall, the division is made vertically, while in plan, the division is most often determined by a wall or function
bay window	a projecting window, which often has three sides; when located on the upper story, this window is called an oriel window
belfry	the section of a tower or steeple which holds the bell; often the belfry is open
belt course	a decorative device on the outside wall of a building used to demarcate the floors on the interior, usually wider than a string course
blind arch	an arched opening which is filled with the surface building material
board and batten	exterior wood siding laid vertically which has narrow wooden strips placed over the seams
bracket	a brace which structurally or visually supports a projecting eave, hood or canopy
bullseye molding	the corner block of a door or window molding or surround which has a bullseye pattern of concentric circles
buttress	an exterior wall support used originally in churches which rests on the ground or sill and acts in compression
cartouche	a decorative device which is generally round or elliptical in shape and resembles a scroll or sheet of paper with curling edges, it may be bare or inscribed
corbel	a small section of masonry supporting a cornice or other features and composed of recessed layers of brick or stone

cornice	the uppermost continuous molding on a building or pediment
course	a continuous band of masonry on a building, laid in parallel, horizontal rows
crenelation	a design derived from fortresses and castles and resembling battlements along the roof line; also called castellation
cupola	a small round, square or polygonal dome, crowning a roof or tower, often with windows
dormer	a projecting window bay in the roof of a structure
eave	the underside of a roof projecting out over a wall
egg and dart	a pattern of molding used in classical designs comprised of an alternating row of egg shaped and dart shaped units; the ovolo on a classical column
ell	an addition to the main block of the building which projects out perpendicularly from the rear wall
entablature	the uppermost part of a classical order
facade	the complete side or wall of a building
faceted window	a window composed of glass which has been cut on an angle along the edges
fanlight	an elliptical or semi circular section of glass over a window or door and broken into radiating or decorative panels
finial	a spire-like decorative ornament placed on the peak of a gable or pinnacle
gable	two sloping roof sections which meet in a ridge
gable-end facade	the side of a structure which is perpendicular to the ridge line of the roof
gazebo	a lawn or garden structure which is circular or polygonal in shape, and had a roof and open sides
half-timbering (stick bracing)	the exposed wooden structural system on the buildings surface which is infilled with plaster or stucco, in south Dakota purely decorative; stick bracing is an ornamental allusion to half-timbering but is used on all-wooden buildings
Herm figure	a decorative figure located at the base of a pillar

hood mold (window mold)	a projecting cover over a window or door
keystone	the large, wedge-shaped center section of an arch
label molds	a hood mold which has a rectangular shape
lintel	the horizontal beam along the top of the window or wall
mullion	a vertical bar dividing a window into two or more lights; also called a muntin
Neo-Grec	ornamental feature in Italianate architecture; the incised design on a flat window or hood mold based on Greek Revival pattern book designs
newel	upright post at the bottom of a stair rail
oculus	small circular window
oriel	a bay window hung on an upper story
overlight	a section of glass over a door or window; the movable version is called a transom
ovolo	molding on a classical column, used separately in classical revival trim and called egg and dart
Palladian window	three part window, the center tall window has a semi-circular arch and the lower, side windows are rectangular, named for the architect, Palladio and used in classical revival buildings
parapet	a section of a wall which rises above the roof as in a false front building
pavilion	the projecting subdivision of a larger building, most often square in shape and covered with a doom; also an ornamental building used in a garden
pediment	the top triangular section of a classical order
pergola	a covered walk found in gardens and parks of the 1910-1940 era derived from Roman architecture and composed of a double row of posts or pillars with joists above (joist: see Chapter Four)
pilaster	a flat decoration applied to corners and around doors and alluding to columns
pillar	a rectangular or square post support
portal	the principal entry of a large building, most often used in ceremonial structures

portico	a covered porch or entranceway supported on columns and often topped with a pediment
purlin	a horizontal timber, below and parallel to the ridge pole and underlying the roof (see Chapter Four)
quoin	decorative feature on the corner of a building made of slightly projecting blocks of stone, wood, cement or brick and coursed to suggest bonding
ridge	the horizontal edge of a roof joining two slopes; the ridge pole supports the ridge
sash	a framed section of window capable of vertical movement
shake	thick, hand-split shingle
shed	an addition to the main block of the building, which has a sloping, single plane roof and which is abutted to the wall of the main block
shingle	wood or slate tile used to surface a building
sidelight	the panel of window on either side of door, most often found with a transom or overlight
sill	the bottom supporting member on the window or door; a sill plate is the horizontal support for the structure
soffit	the underside of an architectural element
spire	the pointed roof rising from a tower or steeple
steeple	the tower or spire of a church
string course	a decorative device on the outside wall of a building used to demarcate the floors on the interior, narrower than a belt course
surround	the window enframement
swag	a decorative detail resembling a drapery of cloth or flowers, also called a festoon and found in classical revival style architecture
tie rod	a metal rod running between walls and anchored on the outside wall with decorated plate, used to stabilize the struture
tracery	decorative patterned work on the exterior of a building or within an arch or window, forming an intersecting grill, dates from Gothic architecture

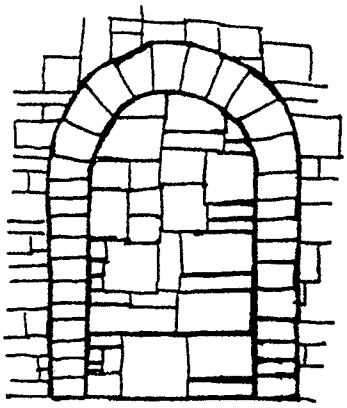
transom	movable pane of glass over a door
vault	an arched covering over a space
voussoir	one of the radiating components of an arch
water table	a projecting, often sloped molding or course on a building located between the basement/foundation and the first floor, designed to throw off water
window cap surround	a wood, cast iron or masonry element accenting the top and sides of a window



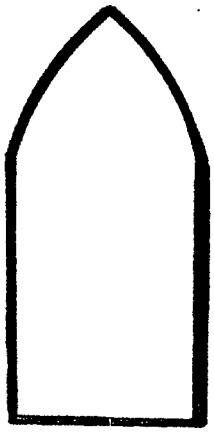
CLASSICAL ORDERS

A.	Entablature	D.	Frieze	G.	Shaft
B.	Column	E.	Architrave	H.	Base
C.	Cornice	F.	Capital	I.	Plinth
1.	Guttae	4.	Abacus	7.	Fluting
2.	Metope	5.	Echinus	8.	Dentils
3.	Triglyph	6.	Volute	9.	Fascia

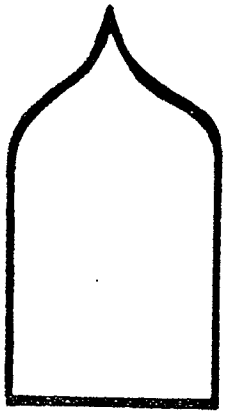
ARCH TYPES



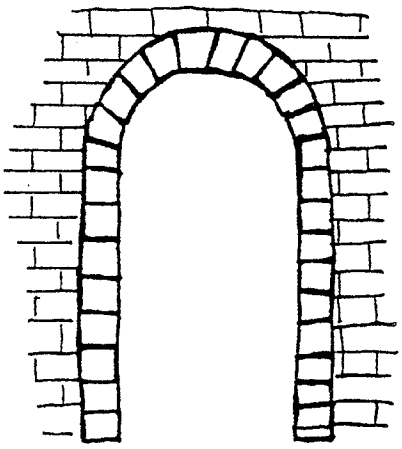
Blind Arch



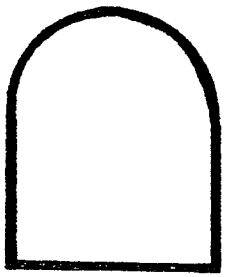
Lancet or Gothic Arch



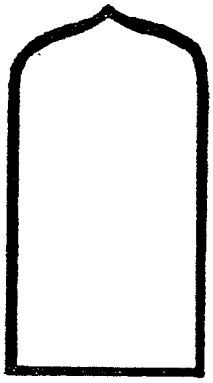
Ogee Arch



Segmental Arch

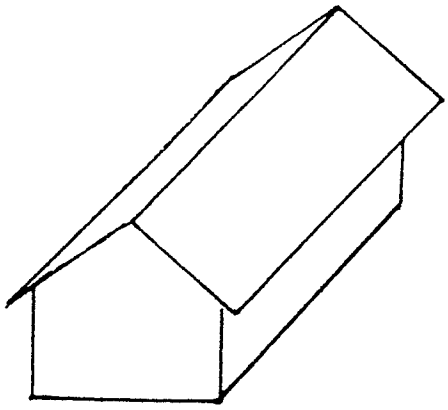


Semi-Circular Arch

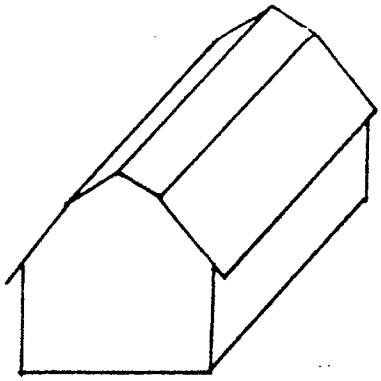


Tudor Arch

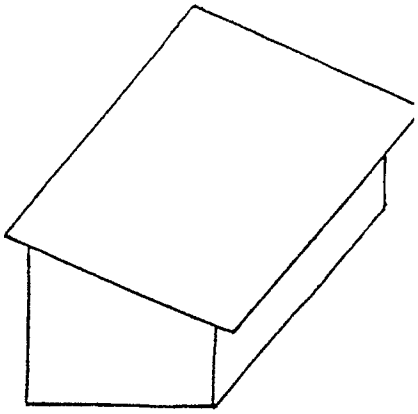
ROOF TYPES



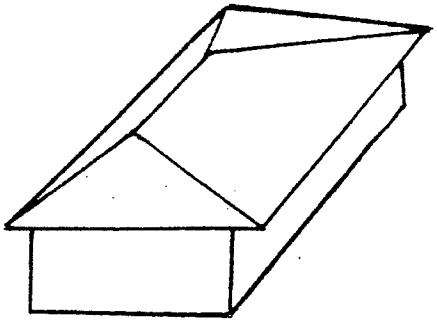
Gable



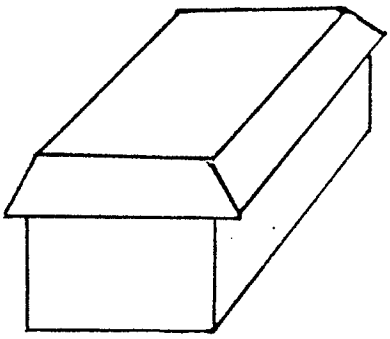
Gambrel



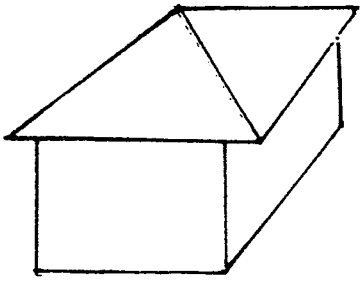
Shed



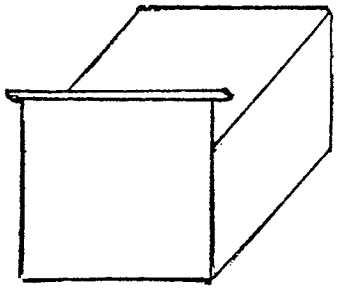
Hip



Mansard



Pyramidal



False Front