

119 South Central Avenue

The Noll building is a large two story brick masonry Commercial Vernacular building located in the middle of the 100 block of South Central Avenue. Although occupied by a single merchant, the building was constructed in two separate stages. The north-most building was constructed in two separate stages. The north-most portion was constructed in 1887 after the fire of June of that year; the south most was constructed between 1887 and 1891. This explains the two differing window and cornice treatments of the upper story. The peaked parapet name block was probably relocated to the building's new center after the southern addition. The earliest section features three regularly placed one over one double hung wood sash windows with brick segmental arches and stone sills with corbelled supports. The latter portion features windows that are smaller and narrower, dominated by a central triple window.

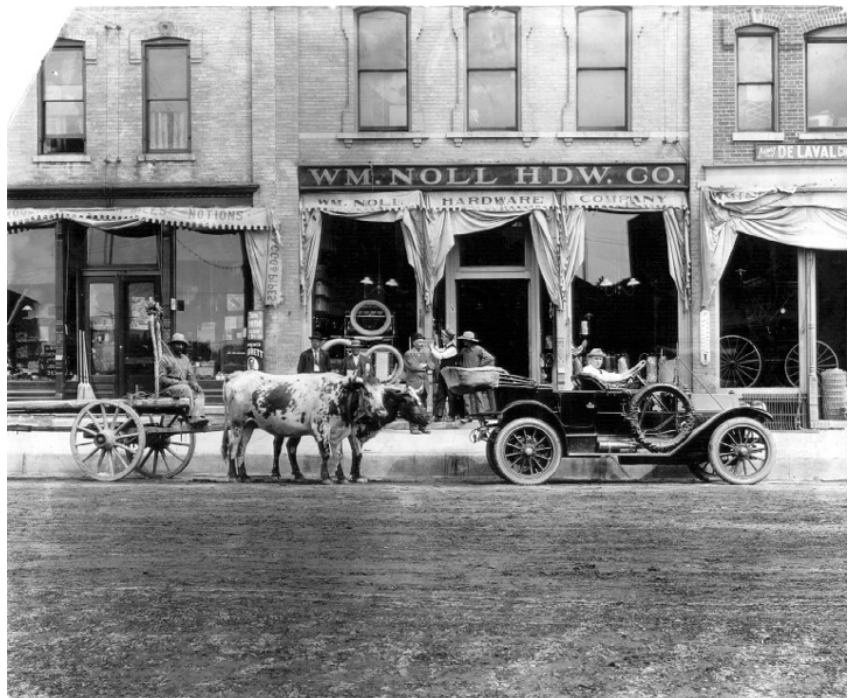
The street level storefront has been remodeled, but retains its side (north) entry with single light transom that provides access to the second story. The "Capitol Carpet.. Remnants" sign may cover an existing full length storefront transom, often found in buildings of this type.

This property is a contributing member of the Marshfield Central Avenue Historic District under Criterion C of the National Register of Historic Places. It is representative of the Architecture Theme of the Wisconsin Cultural Resource Management Plan as an example of Commercial Vernacular architecture with Italianate details. The building's architectural integrity on the second story is high, while the first story alterations are reflective of continued use and changing stylistic preferences.

Although occupied by a single merchant, the Noll building was constructed in two separate stages. The north most portion was constructed in 1887 after the fire of June of that year; the south most was constructed between 1887 and 1891. Mr. William Noll directed his son, Frank, to open a hardware store, as well as a warehouse for storage in 1887. Frank Noll operated the business for more than 40 years and served actively in community organizations and government.



Double store of Wm. Noll Hardware Co. with addition to the south (on right) being built sometime between 1887 and 1891. (photo from Marshfield Illustrated, by C.W. Charles, 1905)



William Noll Hardware Company (Marshfield Public Library)



Mautz Color Spot and Noll Gift Shop, mid 1970's.

This enterprise occupied the building through 1912. In 1891 through 1904, Agricultural implements were stored and sold in the south addition. In 1925 and 1946, the building is occupied by an unidentified store. In these years, the dividing wall between the two building sections was removed on the first floor, and existed only on the second floor. The historic addresses of this property were: in 1887 (855 1/2?) South Central Avenue, from 1891 through 1946, 109 and 111 South Central Avenue. In 1946, the address given to the property was 119-121.



Rice Capital Carpet and Remnants

This property is a contributing member of the Marshfield Central Avenue Historic District under Criterion A of the National Register of Historic Places. It is representative of the Commerce Theme of the Wisconsin Cultural Resource Management Plan as an example of a retail building providing Goods and Services.

Bibliographic References: Historic name: on building Date of construction: Sanborn maps A. Sanborn Insurance Maps: Marshfield, Wisconsin, 1884, 1887, 1891, 1898, 1904, 1912, 1925, 1946. B. Marshfield City Directories. Marshfield Walking Tour brochure, 2015.

Wisconsin Historical Society, Wisconsin Architecture and History Inventory, "Noll Building", "Marshfield", "Wood County", "Wisconsin", "Reference Number 28186".

Also see these QR Code related stories:

[Noll Hardware Company](#)

If you have any additional information (including pictures) regarding this business or location, we would really appreciate you contacting us and sharing. We will add information whenever possible.

For questions, or for sharing additional information, please contact us at schnitzler.vickie@charter.net. Please include what story the information relates to. Attach your text information in the form of a word document, please no PDF's. Photos should preferably be in jpeg format.

For additional stories on the historical sights and businesses of Marshfield, visit our website at: <http://www.marshfieldgenealogy.com/QR-Codes-of-Historical-Marshfield.html>.



Railroad Antique Mall, 2007.



Railroad Antique Mall.