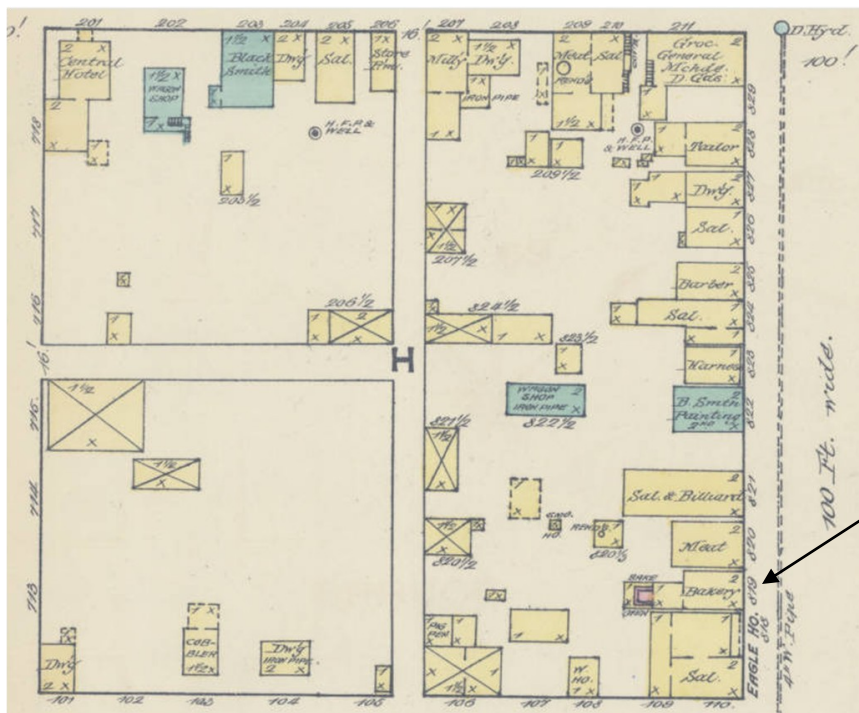


166 S Central Ave

In 1884, Joseph Kohl had a bakery at this location, which burned in the 1887 fire of Marshfield. The site remained empty until in 1893, when Albert Bartmann purchased the lot from Joseph Kohl, who had rebuilt his bakery one door to the north. Mr. Bartmann built a new brick building and moved his shoe business from 116 S. Central to the new store at 130 S. Central. Mr. Bartmann remained open until 1905 when he sold out to the Paulsen Shoe Company. Over the next seven years, it was taken over by B. W. Fitzgerald Tailoring & Dry Cleaning and H. B. Parker Shoes. In 1912 there was even a Pool Room in the building. In 1913 the remaining stock of H. B. Parker Shoes was sold to William H. Voss who opened a store at 313 S. Central Ave. and on January 22, 1913, Albert Plath's Vienna Bakery opened. Then in July of 1929 a fire broke out, closing the Vienna Bakery. The Adler family, soon after, acquired the building, expanding it so that it stretched to the alleyway adjacent to the Charles Hotel and continued to run the Adler Bakery in the building until it was sold in 1966. In 1970, the Jerry Morzinski's family acquires the building and opens Jerold's Clothing until closing the store in 2004, at which time Kim Hartley and Jeff Kleiman purchased the building, doing extensive renovation and moved Thimbleberry Books there in 2005, from their former site at 132 S. Central Ave. Thimbleberry Books still remains there today.



Location of Kohl Bakery in 1884

1884 (Nov.) Sanborn Insurance Map Block H, Marshfield, WI

The Recorder

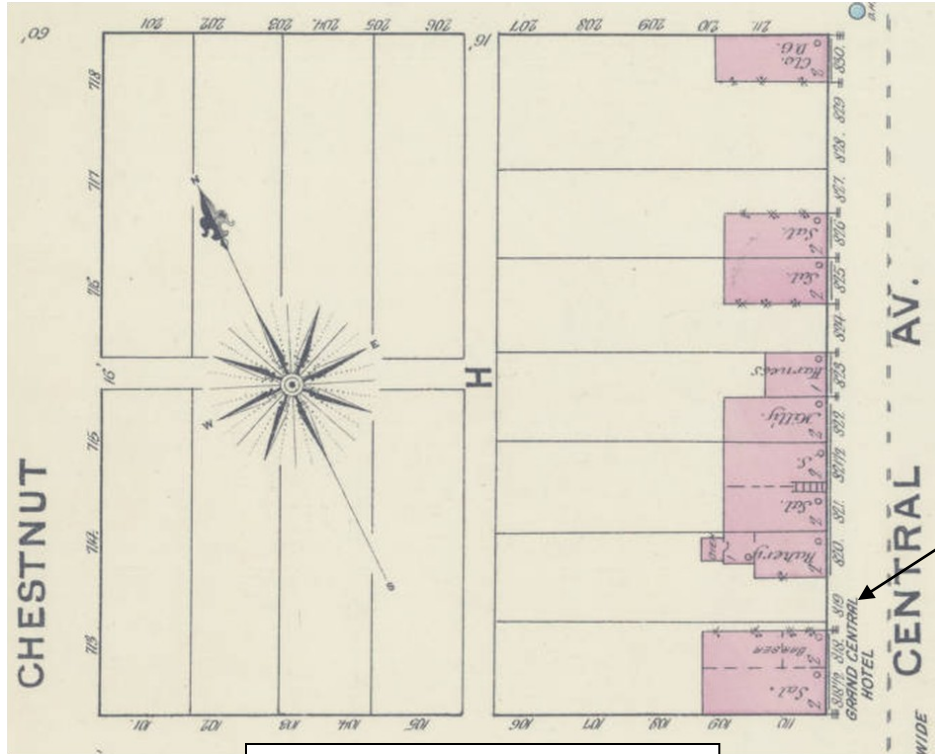
- Founder of Club
- Californians on Roll
- Location Disputed

Also added to the club's memorial roll this week were the names of two long-time residents of Marshfield who died in California: Mrs. Gust Helm, formerly of 210 N. Central avenue, who had made her home in California for many years, and Lorenz Kohl, widely known as a painter and interior decorator, who left with Mrs. Kohl three years ago, and for whom funeral rites were held today in San Mateo. Mrs. Helm visited here in 1941 with her sister-in-law, Mrs. Matt Wright, and other relatives, and attended the Old Settlers Club meeting, where she registered as a member. Her husband, operator of a dray line, died here before the others of the family went to California.

Mr. Kohl, who took part in "Cavalcade of Marshfield," a feature of the Golden Jubilee and Homecoming, was one of the nine children of Mr. and Mrs. Joseph Kohl, who became Marshfield residents in 1880. The father, a Civil War veteran, conducted a restaurant and bakery in the 100 block on the west side of Central avenue at the time of the big fire, and rebuilt on part of his property.

Marshfield News-Herald, Marshfield, WI,
January 24, 1948

The other portion was sold shortly before his death to Albert Bartmann, who built a shoe store there in 1893. Mr. Bartmann, now in his 92nd year, is the only survivor of the local merchants of that period. The Kohl building now houses the Hat Shop and a barber shop, and the Bartmann building, enlarged and remodeled, is owned by the Adler Baking Company. Mr. and Mrs. Lorenz Kohl lived at 110 W. Fourth street before going to California.



1887 (Oct.) Sanborn Insurance Map
Block H, Marshfield, WI

130 South Central Avenue

Times And Gazette | Marshfield, Wisconsin | Saturday, January 10, 1885 | Page 3

MARSHFIELD BAKERY.
CENTRAL AVENUE.
 All kinds of Bakery Goods, Confectionery
 and Canned Goods.
 Orders promptly attended to
 Fresh Bread, Biscuits, Rolls,
 Cakes, etc., every morning

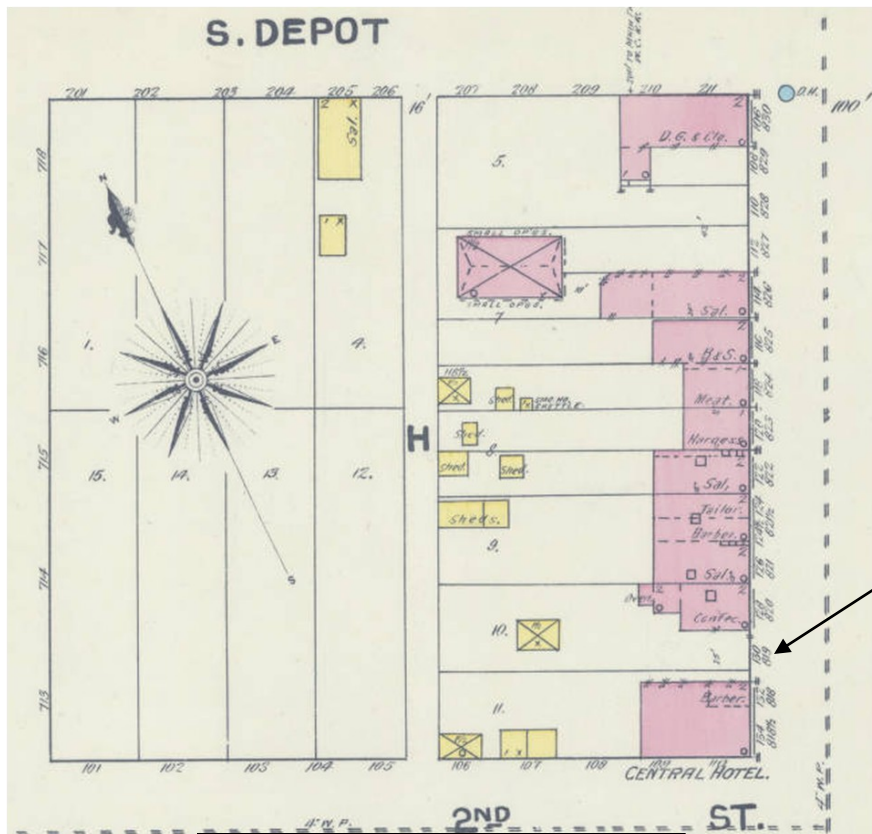
June 26 1885 J. Kohl, the Marshfield Bakery man, has built a new brick bake oven, remodeled the inside of the store, and secured the services of first-class baker, and now prepared to fill orders for all kinds of work in his line.

Marshfield Times, The | Marshfield, Wisconsin | Friday, August 12, 1887 | Page 4

John Erion to Jos. G. Kohl, Lots 7 and 8, Block 80 \$1,500.

Marshfield Times, The | Marshfield, Wisconsin | Friday, August 26, 1887 | Page 1

... Jos. Kohl, bakery 22x30 two stories. Occupied by bakery, restaurant and residences.



1891 (Nov.) Sanborn Insurance Map
Block H, Marshfield, WI

No Building has been built on this location after the fire as of this time.

Marshfield Times, The | Marshfield, Wisconsin | Friday, September 23, 1892 | Page 5

SUDDEN DEATH.
Joseph Kohl Passed Away Without Warning. Another Old Soldier Restored to Us.

Joseph Kohl, an old citizen of this place, died suddenly at an early hour yesterday morning. Mr. Kohl had been in ill health ever since he suffered with the "grip" two years ago and had not done any business since. On Thursday morning he arose at 5:30 o'clock and went down stairs to the yard below. At six o'clock his wife arose and when she came down, she discovered her husband lying dead near the end of the building. Mr. Kohl was 56 years of age, born in Bavaria, Germany and came to this country with his parents when four years of age, settling on a farm near Milwaukee, where he resided until 1836, except the time he was in the army, when he came to this city, which has been his home ever since. He was a member of the 52d Wisconsin Infantry during the latter part of the war and was a charter member of Marshfield Post, No. 116, G.A.R. He leaves a wife and nine children, six sons and three daughters, one son resides in Texas, one in Colby and one in Dorchester, this state; the balance of the family reside here. The funeral will take place to-morrow. Thus one by one, the old soldiers are passing over the river to the eternal rest in the ground.

166 South Central Avenue

Built between 1891 and 1898, this simple two-story, brick Commercial Vernacular commercial building has Italianate style details and a later Art Deco storefront. The cornice is a parapet featuring recessed courses of brick and corbels. Beneath the corbels is a course of bricks set on angle creating a dog-tooth pattern. While the second story windows have been filled in to accommodate modern standard size window sash, the shouldered, segmentally arched lintels of contrasting brick are still highly visible.

The street level storefront was remodeled with a structural glass veneer, perhaps between 1912 and 1925 when the occupants of the building changed from a pool room to a bakery. The black glass veneer extends from ground level to a point almost halfway up the façade. The glass show window and recessed entrance are features from the same period. The alteration was done within the historic period of significance for the Central Avenue Historic District, and is itself a contributing feature of the building.

(Excerpted from the National Register of Historic Places Registration Form, page 6. [file:///C:/Users/Mother/Documents/Local%20History%20stuff/Brochure%20Folders/National%20Register%20Applications/District%20Central%20National%20Register%20Application.pdf](http://www.nps.gov/nr/travel/whc/whc_list.cfm))

Joseph Kohl (1841 - 1892)

Joseph Kohl, one of our younger citizens, died last Thursday morning quite suddenly. For the last three years he had been in a weakened condition from a bout of influenza (der grippe), from which he never fully regained his strength. His wife found his lifeless body when she attempted to wake him at 5:30 Thursday morning. Thus ends another life.

He was 51 years of age and was a native of Bavaria (Bayern). He came to America with his parents when he was in his fourth year of life. Until 1880 he lived in the neighborhood of Schleisingerville. He was a veteran, having participated in the 52nd Wisconsin Regiment and within the last year became a member of the local GAR post.

Survivors include his wife and nine children, six sons and three daughters. 3 sons and 3 daughters reside here, 1 son in San Antonio Texas, 1 son in Colby and 1 son in Dorchester.

Joseph KOHL Obit - Resolution des Marshfield Post No. 110, zum Tod Jos. Kohl's
"Resolution of the Marshfield Post Number 110, upon the death of Joseph Kohl's"

That a busy worker of our order has fallen, in our comrade Joseph Kohl, who died suddenly 22 September 1892, and we the GAR post Number 110 extend out heartfelt condolences to the bereaved in their great loss...

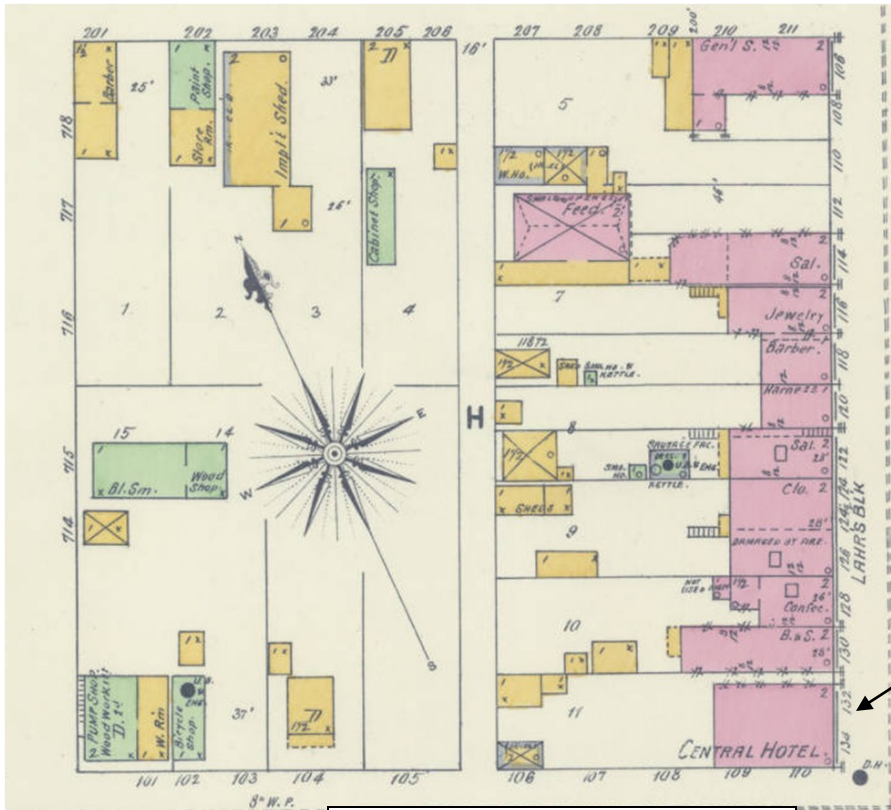
Dated 24 September 1892.

Note: The two article translations provided are for genealogical purposes and are not a verbatim translation of the entire obituary.

Joseph Kohl Obit printed in the Marshfield Demokrat (German-Language Newspaper), Volume 8 Number 50, Thursday, Sept 29, 1892, Page 5 Column 3 and Volume 8 Number 51, Thursday Oct 6, 1892, Page 5 Column 3
Heimgegangen "Gone Home"

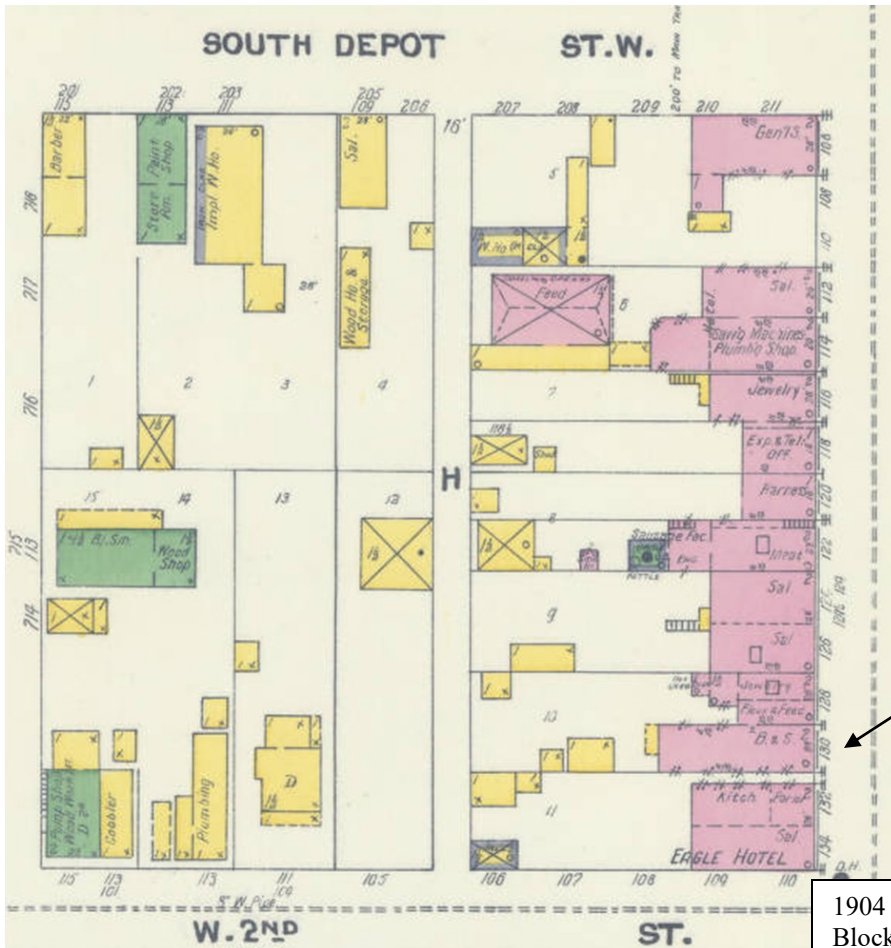
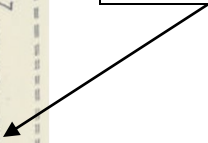
The Marshfield News and Wisconsin Hub, Marshfield, Wisconsin, 06 Jun 1895, Thu Page 5

New and complete line of the celebrated Nelson's line custom made shoes for men at A. Bartman's. Every pair warranted. Bartman is the leading shoe dealer.



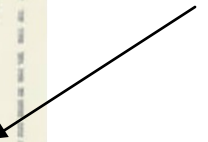
1898 (Jan.) Sanborn Insurance Map
Block H, Marshfield, WI

Bartmann Shoe Store was built in 1893 and now shows up on the map.



1904 (June) Sanborn Insurance Map
Block H, Marshfield, WI

Bartmann Shoe Store is closed in 1905. Map shows B & S at the location, meaning Paulsen Shoes could be at the location.



WENSING & FITZGERALD, TAILORS.

This city is to have a new tailoring firm, John Wensing and B. W. Fitzgerald having formed a partnership to conduct a merchant tailoring business in the Rembs & Sturm basement at the the corner of Central Ave. and 3rd St., which has been entirely remodeled for the purpose. Both are expert and experienced tailors and Mr. Wensing has just returned from Chicago where he took a course in cutting and fitting. They will handle a fine line of materials.

Wensing & Fitzgerald will soon install a three-horse electric motor to furnish power for operating their new dry-cleaning machine. This will give them an ideal outfit as electric power works perfectly and is economical in light running plants of this kind.

THE HUB DRY CLEANING WORKS.

B. W. Fitzgerald, merchant tailor, has decided to embark in the business of cleaning, repairing and pressing ladies' and men's clothing and other fabrics on a large scale and will place a number of, agsnts in neighboring towns. He has an ideal equipment of ample capacity and thoroughly understands the business, using the popular French dry cleaning process. Mr. Fitzgerald will give special attention to the city business and his force will call for and deliver all work. Orders also taken for dye work.



The B & S is no longer at the location, but the Pool is now showing.

1912 (Dec.) Sanborn Insurance Map Block H, Marshfield, WI

Marshfield Times, The | Marshfield, Wisconsin | Wednesday, March 27, 1912 | Page 7

We give a 25-vote Times popular lady contest coupon with each dollar's worth of repairing as well I as on merchandise. All repairing, clothes pressing etc. given prompt attention.—B. W. Fitzgerald, merchant tailor.

Marshfield Times, The | Marshfield, Wisconsin | Wednesday, May 01, 1912 | Page 5

Wanted.—Experienced sewinggirl!. Apply to B. W. Fitzgerald, Tailor.

Marshfield Times, The | Marshfield, Wisconsin | Wednesday, January 22, 1913 | Page 1

WILLIAM H. VOSS BUYS SHOE STORE.

The H. B. Parker shoe stock located at 130 south Central avenue in the building formerly occupied by B. W. Fitzgerald, has been purchased by William H. Voss who is now in possession and conducting a clean-up sale in order to secure room for a stock of new and modish goods which he has ordered. Mr. Voss is well known in the city and popular in fraternal circles. He is a practical shoe man and will conduct a first-class exclusive shoe store.

Marshfield Times, The | Marshfield, Wisconsin | Wednesday, July 02, 1913 | Page 18

H. B. Parker and C. F. Childs the real estate men removed their office from Sexton's building to the former location at the Voss shoe store 313 Central avenue in order to be closer to the ground.

Marshfield Times, The | Marshfield, Wisconsin | Wednesday, August 13, 1913 | Page 5

The unsold portion of the Voss shoe stock, was packed up by Monday and shipped to a store at Waupaca owned by C. F. Childs of this city, George O. Wieding of Bakerville is now moving his stock of groceries into the Eckel building.

Special Opening
Saturday, Jan. 25

ON the above date the Vienna Bakery, at 130 Central Avenue, will be formally opened to the public, and all are cordially invited to call and inspect the modern oven and baking plant. A full line of Bakery Goods, Confectionery, Groceries, Tobacco and Cigars will be carried and first-class service is guaranteed. A specialty will be made of breakfast rolls and the store will be open at 6 a. m. each morning with fresh rolls ready for the market. A strictly cash business will be conducted.

FOR THE LADIES

On the Opening Day, Saturday, Jan. 25, from 2 to 4 p. m. ice cream and cake will be served to the ladies free of Charge, and all ladies of Marshfield and vicinity are cordially invited to come.

The Vienna Bakery,
Phone 530 **Albert Plath, Prop.**

The Hans Bille Co. has just completed a handsome set of counters, cues and fixtures for Albert Plath's new Vienna bakery

Attend the special opening of the Vienna Bakery, Albert Plath, proprietor, on Saturday of this week. Ice cream and cake will be served to the ladies from 2 to 4 p. m. Phone orders will be filled beginning Saturday morning, Phone 530

The Vienna Bakery
Strictly Cash Business

WE OFFER the very best line of bakery goods, groceries, canned goods, confectionery, tobacco and cigars at our new modern store and bakery. Fresh bread, cakes, pies, doughnuts, rolls and everything in the line of bakery products turned out every day. Prompt delivery to all parts of the city.

Breakfast Rolls Every Morning

In order to accommodate our patrons the store will be open every morning at six o'clock and fresh breakfast rolls will be on sale. The Best of Everything.

Albert Plath, Prop.
Phone 530 - 130 S. Central Ave.

Change in Prices Necessary
On all Bread and Baked Goods

On account of the advancing prices of flour and other bakers' materials, the undersigned will be obliged to charge straight prices for all goods sold from and after February 8th.

For example, doughnuts, rolls, etc., heretofore sold at ten cents a dozen will hereafter be 12c a dozen. Bread, cakes, etc., sold 9 for 50c will be 11c straight.

These prices apply no matter how large a quantity of baked goods is bought. STRAIGHT PRICES TO ALL.

(Signed)
MRS. L. A. WRIGHT, City Bakery.
F. X. HEECK, Army Bakery.
J. H. HARVEY, Stevens Block.
ALBERT PLATH, Vienna Bakery.

Effective Feb. 8, 1915.

HOT ROLLS!

Delivered before breakfast every morning.

Phone Orders the day before, for your next mornings delivery. We also will supply you with any other fresh baked goods.

~~~~~

**The Vienna Bakery**  
*"Home of Good Things to Eat" Phone 530*

Home made Sauerkraut at the Vienna Bakery.  
Order your groceries from the Vienna Bakery

Both young people are well known in this community but have been employed at Marshfield for some time. Mr. John Sullivan has the past two years been, employed as baker in the Vienna Bakery and Mrs. (Ruth Laughlin) Sullivan as clerk in Rose Bros. Store the past five.

## 1921 City Directory

Vienna Baking Co., Albert F. Plath, Prop., 130 South Central Avenue

### Marshfield News-Herald, The | Marshfield, Wisconsin | July 23, 1929

The Vienna Bakery, 124 S. Central Ave., in blackened ruins, entailing a loss estimated at \$11,000. fire broke out ...when combustion occurred in the furnace in the basement of the bldg. John Adler, owner of the bldg and business, ...

#### Adler, Ray (1936)

----Source: *Marshfield News Herald* (Marshfield, Wood County, Wis.) Wednesday, 7 Oct. 1936

Born in Marshfield on February 25, 1909, Ray Adler has been a lifelong resident of the city. Manager of the Adler Bakery, 130 South Central Avenue, Mr. Adler has been employed in that capacity for the last eight years. Prior to that time, he worked for two years on the bakery route.

He attended St. John's Parochial School and graduated from McKinley High School with the class of 1927. He is unmarried and makes his home with his parents, Mr. and Mrs. John E. Adler, at 222 North Central Avenue.

Fishing is his favorite hobby. He is a member of St. John's Catholic Church.

#### Adler, Donald

Donald L. "Donnie" Adler, 89, of 308 N. Central Ave., died July 26, 2011, at Ministry Saint Joseph's Hospital in Marshfield, where he was admitted on July 13 after suffering a heart attack and stroke.

A Memorial Mass of Christian Burial will be held at noon Saturday, July 30, 2011, at Our Lady of Peace Catholic Church with Father Donald Meuret celebrating the Mass. Visitation will be held prior to the service beginning at 11 a.m. at the church.

Mr. Adler was born March 12, 1922, in Marshfield, to John E. and Lena (Oppman) Adler. The youngest child in the family, he was fondly called "Donnie" by family and friends. He married Louise K. Nowacki on May 3, 1948, at St. John's Catholic Church.

He attended St. John's Parochial School and was a 1941 graduate of Marshfield Senior High School. After high school he attended the Wausau Business College. Following graduation he enlisted in the U.S. Army on Nov. 19, 1942, in Milwaukee. He served in the Pacific theater of World War II as a warrant officer, receiving an honorable discharge in 1945. At that time, he joined his brothers, Raymond and Sylvester "Shorty" and his mother, Lena, at the Adler Baking Company in Marshfield. The Adler Baking Company was originally named The Vienna Bakery and was founded by his father, John. Donald continued working at The Adler Baking Company until 1966 when the business was sold.

After the bakery was sold, he worked for a short time at the Weinbrenner Shoe Factory before taking employment with The Knight's Inn of Marshfield as night manager. He retired from that position in 1979 but continued working with his son, Gordon, at the Gordon J. Adler CPA firm until his illness two weeks ago.

Throughout his life he devoted much care and attention to his family and especially to his two grandchildren. Most recently, he provided home care to his wife, Louise. He stayed active and walked along Central Avenue often. He had an avid interest in business development in Marshfield and enjoyed following business building projects and expansions. He also took pleasure in following Brewers baseball.

He was a member of Our Lady of Peace Catholic Church and supported the Sisters of Notre Dame. He was also a member of the American Legion Post 54, Marshfield.

Surviving Mr. Adler are his wife, Louise; three sons, Gordon Adler of Marshfield, Gary (Carol) Adler of Pittsville, and Gregory Adler (Caryn Ashbeck) of Pittsville; two grandchildren, Ashley Adler of Marshfield and Christopher Adler of Pittsville.

He was preceded in death by his parents; two brothers, Raymond and Sylvester; and three sisters, Mabel Wierzenski, Barbara Paulin and Margaret Martin.

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**Marshfield Times, The | Marshfield, Wisconsin | Wednesday, December 16, 1908 | Page 1**

The Armory Bakery  
West Second Street

**Marshfield Times, The | Marshfield, Wisconsin | Wednesday, December 23, 1908 | Page 7**

ALBERT PLATH'S BAKERY OPENED.

Monday morning Albert Plath opened his new bakery in the armory building, with a complete new equipment of the most up-to-date appliances used in the baking business. Mr. Plath is a baker of long experience and proved skill and is turning out a high grade line of bakery, goods.

**Marshfield Times, The | Marshfield, Wisconsin | Wednesday, December 30, 1908 | Page 6**

The Armory Bakery opened last week by Albert Plath, is doing a rushing business and Mr. Plath is turning out a large, amount of goods each day. He delivers oods in large or small orders to all parts of the city.

**Marshfield Times, The | Marshfield, Wisconsin | Wednesday, October 11, 1911 | Page 2**

Alb. Plath. bread for bears as 25.00

BAKER BURNED BY HOT SYRUP

James Johannec Badly Injured Plath's Bakery Tuesday.

Scalding Syrup Blown Over Face, Chest and Arms, Now In Hospital.

James Johannec, baker at Albert Plath's Armory bakery, met with a serious accident Tuesday forenoon and now lies at St. Joseph's hospital suffering from very severe burns about the face, chest and arms. His condition is not considered dangerous though the injured parts are terribly swollen and will require several weeks treatment before they can be healed.

The young man was engaged in heating the syrup used in various bakery products at about ten a.m. Tuesday, and had heated a can to a very high temperature with the cover on. He removed the can from the fire and as he attempted to pry off the cover, the steam confined made its escape in an explosion which threw the boiling syrup all over the shop. Mr. Johannec received a liberal quantity of the scalding liquid and his face, chest and arms are a mass of burns. It is thought that the involuntary closing of the eyes which occurs in such accidents probably saved his eyesight.

Prompt attention was given the injured man, Carl Plath being in the adjacent room at the time of accident, and when the serious nature of his injuries was learned he was sent to the hospital. Mr. Johannec is a very reliable and competent workman and has been employed by Mr. Plath for several months. His home is at Shawano.

Landlord Hartl has made substantial improvements at the Armory bakery and the Times building this week. . .

F. X. Irlbeck, a competent baker, has rented the Armory bakery from Louis Hartl and will open it about Monday next with a full line of baked goods. He expects to put on a "breakfast wagon," which will deliver on advance orders or sell goods direct from the wagon.

**ARMORY BAKERY**

On or about March 2nd, the Armory Bakery will be open for business. We will run an Early-Morning wagon delivery carrying a complete line of fresh-baked goods. Give us a chance to reach you before breakfast.

**Yours Truly**  
**F. X. IRLBECK**

Good bread and other baked goods at the Armory Bakery. F. X. Irlbeck, prop. 24t4  
C. A. Munningson of Grand Ra-

It's worth your while to come half a block down Second St., to the Armory Bakery. First grade goods and prices fair. 24t4  
Charles Deane of Grantsburg, Wis.

Try the Armory Bakery—1/4 block West of Central ave., on 2nd street. Prompt service. Delivery from 8 a. m. on every day. 24t4  
Madame W. C. Hinman, E. F.

**Also see other QR Code Stories:**

Thimbleberry Books

<file:///C:/Users/Mother/Documents/QR%20Code%20Pages%20Working/Completed%20Stories/Thimbleberry%20Books.pdf>

Bartmann Shoe Store

<file:///C:/Users/Mother/Documents/QR%20Code%20Pages%20Working/Completed%20Stories/Bartmann%20Shoe%20Store.pdf>