

400 & 402 W 7th Street

402 W 7th Street was the focus of our story when our research began. The unique, almost square building, particularly with its block-like construction, could have been a neighborhood grocery store. But whose? Then, we received information that the building was actually moved from 515 S Central Avenue to the W 7th Street location. But the story wasn't yet complete. We started researching the 515 S Central Avenue address.



In 1890, Walter Mason opened a photography studio at 515 S. Central in a one-story building, 20' x 40' (remember the size of that building.) By 1896, he purchased the residence on the corner of Third Street and Maple Avenue and immediately started work on the residence and preparing a new gallery and studio. By November of that year, he was able to move to his new residence, with the gallery and studio to follow.



When due to overcrowding in the schools in 1899, the building was rented to serve as temporary quarters for the new public school department and a Kindergarten class was held there for approximately a year. Within a short time, Choice Candies and Smoke Shop was in business there, followed by A. Mertens, who opened a Confectionery Shop in the building. By May of 1914, John Wissink was operating his Sign Painting Shop there and by October of 1914, Carl Runge had a Shoe Repair Shop in the building, followed by William Schaefer Shoe Repair. By October of 1919, there was a Millinery Shop that had opened in the location. In July of 1930, Wm. J. Conway had opened "Bill's Repair Shop" and a parcel delivery service via Indian motorcycle for Marshfield from that location.

This is where our story goes back to West 7th Street. In December of 1930, Bill moved the building to 402 W. 7th Street and converted the building into a bungalow (according to the clipping from the newspaper.) This where things didn't quite add up. The size of the building moved was approximately 20' x 40'. When looking at the footprints of the building on the City of Marshfield Accessor's Residential property record information website, the building at 402 W 7th is 24' x 26'. So back to more research to see what might have happened.

So back to our newspaper clippings. By April of 1931, William started moving his repair business to 402 W. 7th street, constructing a concrete and frame building 24' x 26' towards the front of the property. That matches the footprint of what is there today. So where did the building go from 515 S Central Avenue?

In 1952 a frame garage was added to the bungalow at 400 W. 7th, later followed by an additional repair and welding shop behind the initial structure at 402 W. 7th for repairing bicycles and motorcycles. That helps to solve our problem. William Conway actually owned both lots, 400 & 402, on W 7th Street. The building from S Central Avenue was actually moved to 400 W 7th Street, even though the current footprint is a little shorter than what the original building was. There may have been damage that occurred during the move or perhaps the entire building wasn't moved at all. We may never know for sure.

ing wasn't moved at all. We may never know for sure.



400 W 7th Street (on left) and 402 W 7th Street (on right), with the added repair and welding shop behind the structure at 402 W. 7th for repairing bicycles and motorcycles.

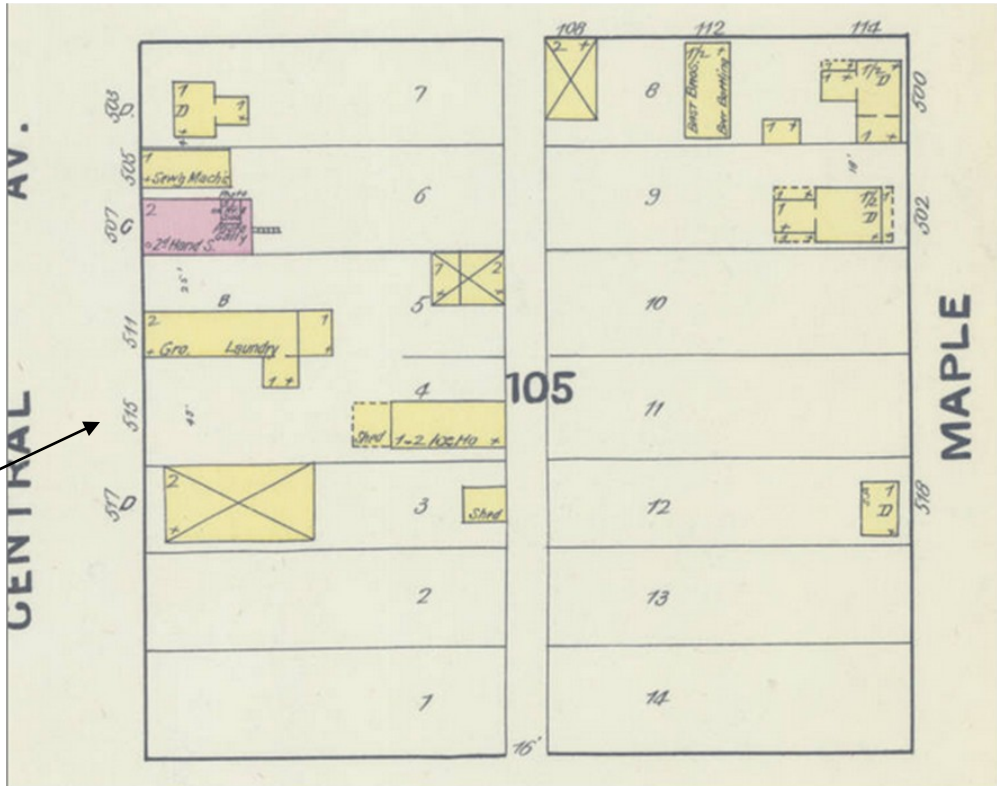
William Conway was also employed as a machinist for Felker Bros. Corp., Rollohome, Weyerhaeuser and Preway in WI Rapids until retiring in 1973. William passed away in October 1985 and his wife Hilda in April of 1988. Currently, 400 W 7th is zoned as a two family residence and 402 W 7th is a single family dwelling.

On a historical note, in 1945 for the war effort, the Lang-Scharmann Company of Marshfield was scheduled to produce 15,000 bomb fuses and 3,000 A.P. plugs for Navy shells each week. They sub-contracted the rough machining of the shell fuses to the Kohs Machine Shop and the William Conway Repair Shop.

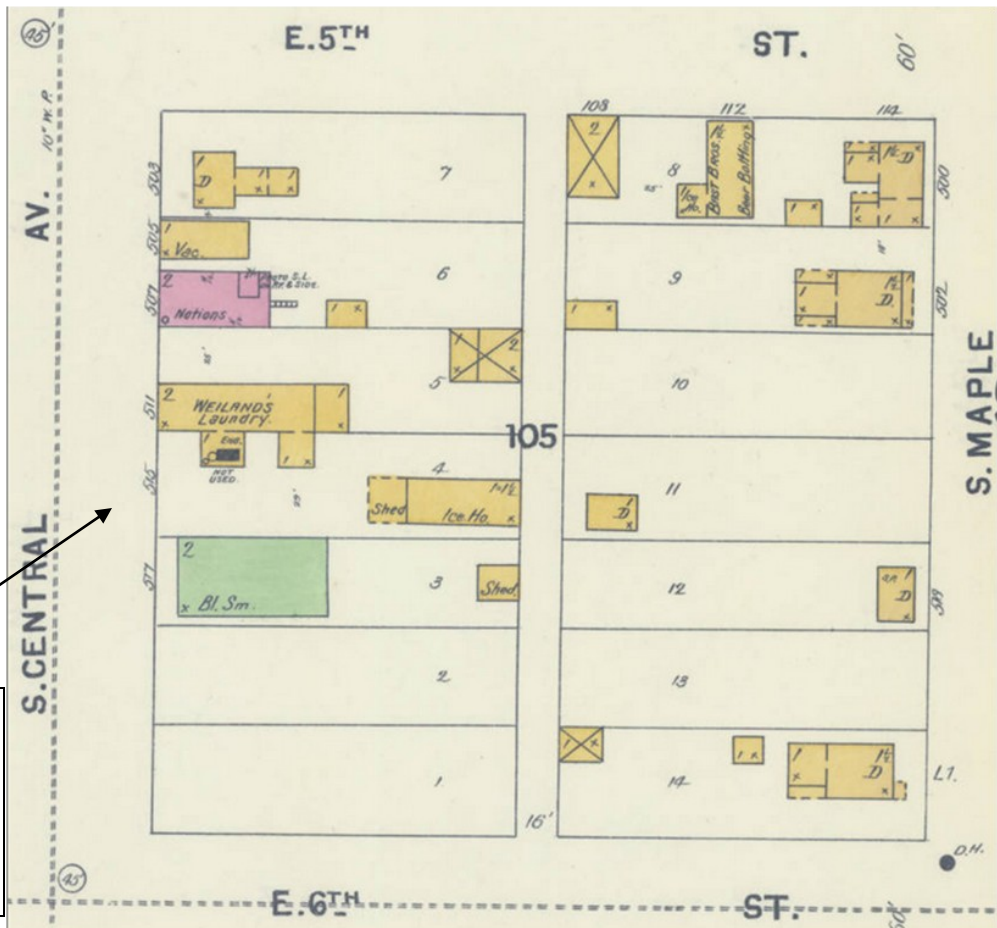
Walter Mason, Photographer- The art of photography has made many wonderful advances during recent years until it would now seem that the productions of the present day would admit of no improvements. Of course, this great change is not common with all who lay claim to the name of photographer only few of the general number, those of advanced ideas, ability, intelligence and who are natural artists, have attained the summit of the profession. Among the leading representatives of the photographic art in the northwest is the gentleman whose name appears at the head of the sketch. Mr. Mason has been a photographer for the past twenty years, both in England and America, and during the past five years has been established in this city, has not only acquired a wide reputation but secured a large substantial patronage. He occupies a splendid suite of rooms on Central Ave. The parlor and reception rooms are elegantly furnished, and the walls are adorned with many beautiful specimens of Mr. Mason's handiwork. In the operating room everything is provided for executing high class work. The apparatus and accessories are of the latest improved kind and neither time nor pains are spared to render satisfaction to patrons. While Mr. Mason executes photographic work in all branches, he makes a specialty of fine portraiture groups, and is always successful with the dear babies, instantly catching the cherubic countenances, much to the delight of mothers and friends.

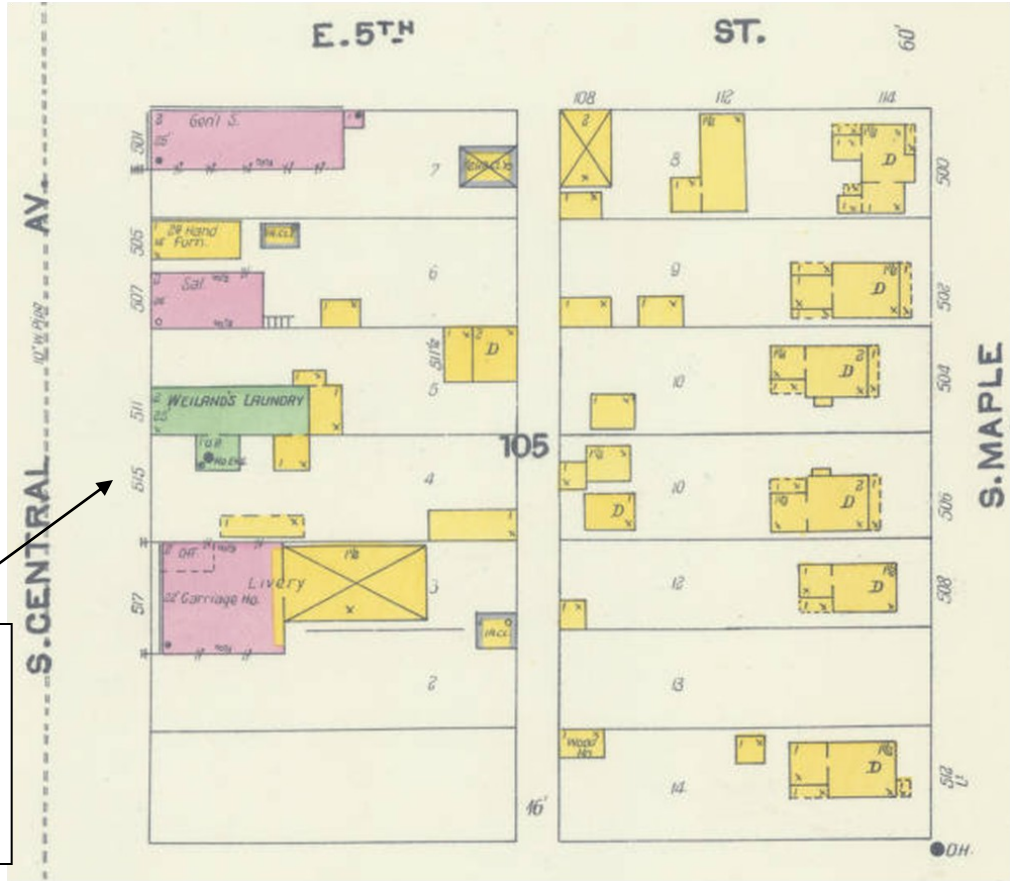
(from the Marshfield Times, September 14, 1894)

Sanborn Insurance Map, Marshfield, WI, 1891
 Block 105 showing no building at 515 S Central Ave.



Sanborn Insurance Map, Marshfield, WI, 1898
 Block 105, showing no building at 515 S Central Ave.

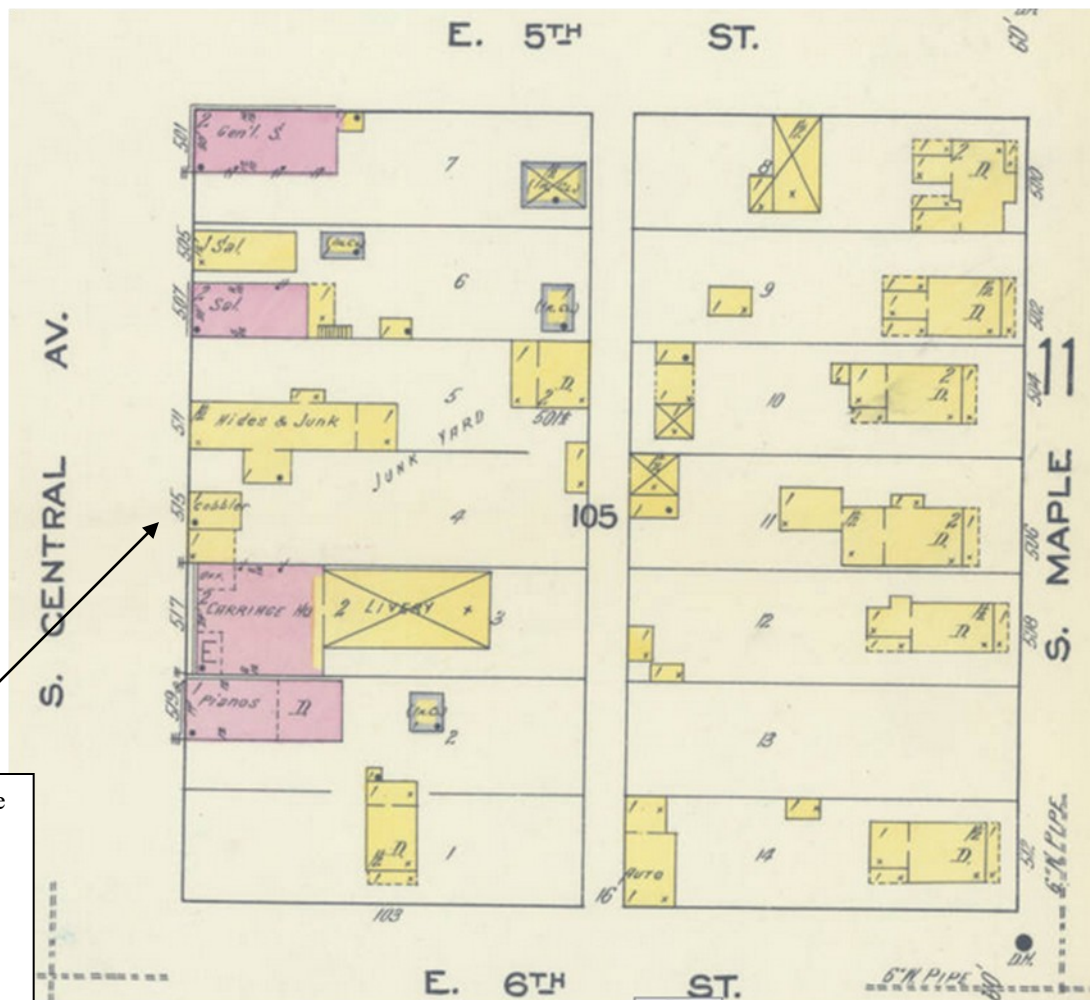




Sanborn Insurance Map, Marshfield, WI, 1904
 Block 105, showing no building currently at 515 S Central Ave.

—Just received at Mertens confectionery, 515 South Central Ave, a fine lot of fresh fruit, candies and ice cream. *It

The Marshfield News and Wisconsin Hub
 Marshfield, Wisconsin
 05 Jul 1906, Thu • Page 5



Sanborn Insurance Map, Marshfield, WI, 1912 Block 105, showing a “cobbler”.

John Wissink, window trimmer for Kestel Brothers, whose work in that line and sign painting has attracted considerable attention for its art, has entered the sign painting business. He says he will do anything in the line of signs from a show card to gold-leaving. His shop is at 515 South Central avenue.

The Marshfield News and Wisconsin Hub, Marshfield, WI, 07 May 1914, Thu • Page 5

SHOEMAKER CARL RUNGE MARRIED.

Carl Runge and Mrs. Emma Rienow, both of this city, were married by Rev. Thom at the home of the bride on the north side at 2:30 o'clock Tuesday afternoon. Mr. Runge has conducted a shoe repair shop in this city a number of years. His place of business is at 515 South Central avenue. The couple were attended by Mr. and Mrs. Arthur Rienow.

The Marshfield News and Wisconsin Hub, Marshfield, WI, 08 Oct 1914, Thu • Page 1

—Smashing prices on millinery goods Saturday and Monday. 515 S. Central avenue, next to Palace garage. *6t1

The Marshfield News and Wisconsin Hub, Marshfield, WI, 02 Oct 1919, Thu • Page 7

ANNOUNCING—A new parcel delivery for Marshfield, via Indian Motorcycle. Any place in the city, 15c; additional package, 5c. Instant, city-wide service. Bill's Repair Shop. Wm. J. Conway, prop. 515 S. Central Ave. Phone 750-J.

Marshfield News-Herald, Marshfield, Wisconsin
30 Jul 1930, Wed • Page 9

William Conway has moved the building from 515 South Central avenue to 402 West Seventh street where it was converted into a bungalow.

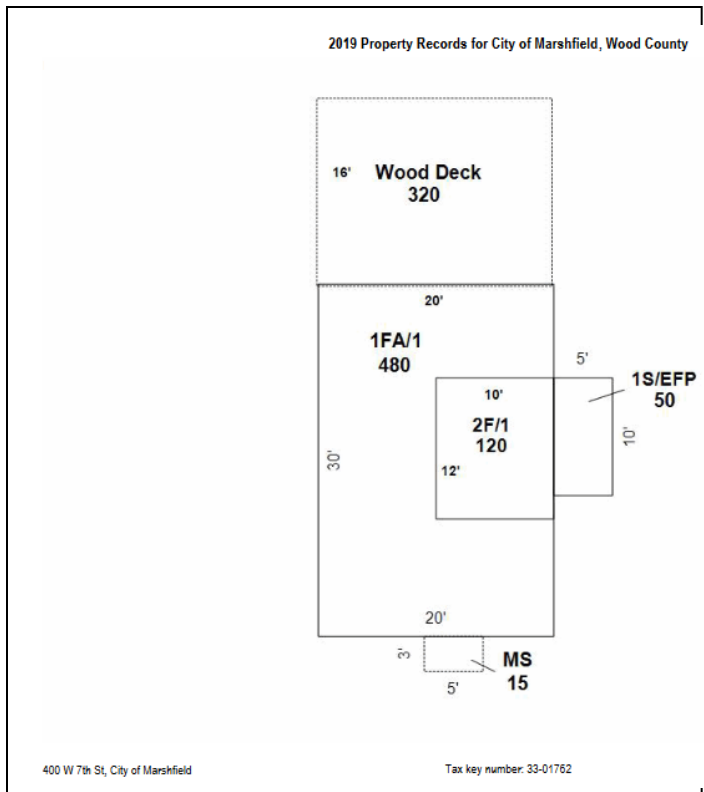
Marshfield News-Herald, Marshfield, Wisconsin
06 Dec 1930, Sat • Page 5

William Conway is planning to move his repair business to 402 West Seventh street where he is constructing a concrete and frame work shop, the dimensions of which are to be 24 by 26 feet.

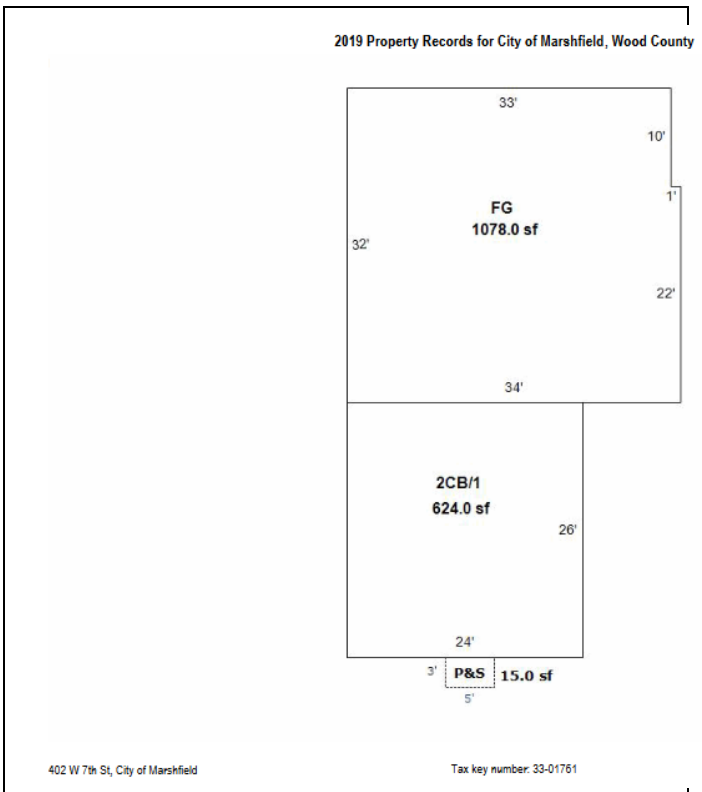
Marshfield News-Herald, Marshfield, Wisconsin
18 Apr 1931, Sat • Page 5

William Conway is having interior work done at his home on W. Seventh street.

Marshfield News-Herald, Marshfield, Wisconsin
16 Nov 1935, Sat • Page 5



City of Marshfield Assessor's Residential property record information website footprint for 400 W 7th Street.
<http://assessordata.org/reports/7320462401374.pdf>



City of Marshfield Assessor's Residential property record information website footprint for 402 W 7th Street.
<http://assessordata.org/reports/7320513811399.pdf>

MATT MERLAK
 Announces the Opening
 of a new
SHOE REPAIR SHOP
 at
 515 S. Central Ave.
 Expert Repair Work Done at
 Reasonable Prices

Marshfield News-Herald, Marshfield, Wisconsin
 01 Feb 1936, Sat • Page 6

GRASS FIRE—A grass fire yesterday in the 400 block on MaGee street called out the fire department when the flames threatened a shed owned by William Conway.

Marshfield News-Herald, Marshfield, Wisconsin
 24 Apr 1936, Fri • Page 7

Mr. and Mrs. William Conway and son Billy, W. Seventh street, and Mr. and Mrs. Al Rindle spent Sunday in New London. Mrs. Rindle visited relatives and the others attended a motorcycle hill climb.
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Marshfield News-Herald, Marshfield, Wisconsin
 27 Jun 1939, Tue • Page 7

Modern Dry Cleaners
 515 S. CENTRAL AVE.
NOW OPEN
 AFTER REMODELING, ALTERATIONS
 AND REPAIRS.

We Invite You To Visit Us
 AND OFFER THESE SUGGESTIONS FOR
 KEEPING YOUR CLOTHES LOOKING THEIR
 BEST . . . LONGER:

Buy best for quality, and buy the best quality you can afford.
 Don't stretch garments out of shape with heavy objects in pockets.

Hang up on proper hangers.
 Brush clothes often and well.
 Rotate wearing of garments.
 Stop harmful, dangerous home dry cleaning.
 Store only clean clothes.
 Send your Suits, Coats, Dresses, Hats, Accessories, etc. to the Modern regularly and often.



Phone 786

Marshfield News-Herald, Marshfield, Wisconsin
 19 Jan 1943, Tue • Page 3

Earl Bruhn to William J. Conway, part of two lots in Marshfield.

Marshfield News-Herald, Marshfield, Wisconsin
 15 Dec 1945, Sat • Page 6

ONE PERMIT IS ISSUED BY BUILDING INSPECTOR

Building Inspector Peter LeMahieu issued a building permit yesterday to William Trierweiler, 610 Highland avenue, who plans the construction of an office, coal shed, and truck scale at 400 W. Seventh street. Dimensions of the building are given as 112x18 and 20x18 feet and are estimated to cost \$3,000.

Marshfield News-Herald, Marshfield, WI,
 01 Mar 1947, Sat • Page 2

13 PERMITS ISSUED DURING PAST WEEK

Addition Planned by Local Church; Cournoyer to Build Garage

House moved in, cost, \$2,500; H. A. Prashak, 403 E. Depot street, block basement and 8x16 foot addition to present home, cost, \$1,000; William Conway, 400 W. Seventh street, repairs to home, including plumbing, heating, partitions, and plastering, cost, \$1,000. Harold Gust, 111 W. Twelfth street, concrete block basement for house moved in and plumbing installations, cost, \$1,000; Dave Wolf, 800 E. Third street, concrete walls under house and construction of a frame garage at a cost of \$1,000.

Marshfield News-Herald, Marshfield, WI,
 21 Jun 1947, Sat • Page 2

A permit was issued to Ray Zwicke to construct a frame private garage on E. Fourth street at a cost of \$2,000. Frame private garages will also be built by Reuben Waener, 812 N. Maple Ave., for \$700 and by William Conway, 400 W. Seventh St. for \$400.

Marshfield News-Herald, Marshfield, Wisconsin
 25 Oct 1952, Sat • Page 3

The Recorder

- Museum Established
- Kellys Here in 1889
- Ringeltaube Home, '04

ALTHOUGH Wisconsin had its first kindergarten nearly 100 years ago, with Margarethe Schurz as its founder late in the fall of 1856 in her home at Watertown, Marshfield's public school system did not adopt the new trend in child education until 1899, and it was still considered a novel departure here 50 years ago, according to a Marshfield News reporter. The first floor of the building at 515 S. Central Ave., then owned by Mrs. Alice Bostwick, served as temporary quarters for the new public school department, and Miss Clara McPherson of Tomah was its first teacher. After the removal of the eighth grade and high school classes from the present Washington Grade School to the late McKinley School on Jan. 29, 1900, the former assembly room on the second floor became the kindergarten and remained in use for that purpose many years. It is now the fourth grade room and the kindergarten, with Miss Betty Dietz in charge, is on the first floor of the building which has been in use since March 3, 1890, and which is to be replaced in the near future.

Marshfield News-Herald,
Marshfield, Wisconsin,
05 May 1956, Sat • Page 1

The Recorder

- Museum Established
- Kellys Here in 1889
- Ringeltaube Home, '04

... The arrival of the Kellys in Marshfield is recorded in the Marshfield Times of Oct. 18 and Oct. 25, 1889. The first item reads: "Mason and Kelly, photographers of Cheboygan, Mich., have leased the photograph gallery on Central avenue near the laundry and will be ready for business next week. Both gentlemen have a family and have come to the city to stay." The other says: "The family of Mr. Kelly of the new firm of Mason and Kelly arrived in the city Wednesday from Cheboygan, Mich." Before long Kelly obtained other employment according to a write-up in the Marshfield News of Oct. 2, 1890, which contains this information: "A house which fully represents the modern idea of photography is that of Walter Mason, who is a thorough artist, as the specimens of his work testify. He came here about a year ago in company with E. F. Kelly and bought the gallery now being operated. He has just succeeded to the business alone. The gallery is on the

ground floor and is 20x40 feet in size." Mason, who soon afterward moved to the second floor of the building at 515 S. Central Ave. and later to his own studio on East Third street, which he operated until his death, was the father of the late Dr. Victor A. Mason, one of the founders of the Marshfield Clinic. The Kellys, whose daughter, Ethel, graduated from the Marshfield High School in 1899, lived in North Dakota in 1905 and later in Missoula, Mont. The news of April 15, 1909, said. "E. F. Kelly, now located at Salt Lake City, Utah, was called here last week to attend the funeral of his brother-in-law, Walter Mason."...

Marshfield News-Herald,
Marshfield, Wisconsin
08 Dec 1956, Sat • Page 1

Have You Heard??
The Little Big Dollar Store Is
OPEN FOR BUSINESS!
 515 S. Central Ave. (Formerly Modern Cleaners)

Look over our stock . . . let us know what you want if you don't see it because we have over 10,000 items available . . . All our merchandise is first quality, no seconds . . . and everything is priced at \$1.00 or less. Stop in . . . you'll be amazed at what \$1.00 can buy!



LITTLE BIG DOLLAR Store

WHERE YOUR DOLLARS HAVE MORE CENTS!
 515 S. Central Ave. "Dollar Day Every Day!" Call FU 4-9860

Marshfield News-Herald, Marshfield, Wisconsin
 23 Jul 1962, Mon • Page 3

**Machine & Weld Shop (William Conway) 402 East 15th Street,
 Marshfield, Wisconsin**

Marshfield News-Herald, Marshfield, Wisconsin
 08 Mar 1979, Thu • Page 18 and
 15 Mar 1979, Thu • Page 16

(34) Machine & Weld Shop
 (William Conway) 402 West 7th
 Street, Marshfield, Wisconsin.
 Passed: 9 Ave. Date: 3/27/79.

Marshfield News-Herald, Marshfield,
 Wisconsin, 03 Apr 1979, Tue • Page 23

A car driven by William J. Conway, 402A W. Seventh St., and a van operated by William A. Draxler, 712 Sycamore Ave., were moving from driveways on opposite sides of the 400 block of W. Seventh street when they collided at 2:35 p.m.

Marshfield News-Herald, Marshfield,
 Wisconsin, 29 Nov 1968, Fri • Page 8

By operating on a non-conforming basis, the buildings can't be altered, enlarged or rebuilt and no additional employees may be hired.

It was reported that City Building Inspector Roland Donath is questioning the legality of four names on the list of 44 scheduled for public hearings.

The four include Rueben Pankratz, small engine repair, 714 Felker Ave.; Neal Wundrow, auto-transmission repair, 311 S. Vine Ave.; William Conway, machine and welding shop, 402 W. Seventh St., and Robert Peterson, National Trailer Convoy, 611 E. 25th St.

William J. Conway

William J. Conway, 77, of 400 W. Seventh St. died at 1:55 a.m. today at Marshfield Living Center, where he had resided since Friday.

Services will be at 2 p.m. Saturday at Hansen Funeral Home. Roland J. Frey, C.S. will officiate. Dennis Frey will serve as organist and soloist. Burial will be in Hillside Cemetery.



William
Conway

Visitation will be from 6-9 p.m. Friday and again on Saturday until time of services at the funeral home.

Mr. Conway was born July 22, 1908 in Brookings, S.D. to George and Mary (Romansky) Conway. They later moved to the Stratford area. He attended Marshfield schools.

He married Hilda Komis Sept. 22, 1928 at Winona, Minn. She survives.

He operated a motorcycle and bicycle repair shop in Marshfield for several years. He also was employed as a machinist for Felker Bros. Corp., Rollohome, Weyerhaeuser, and Preway, in Wisconsin Rapids, from which he retired about 12 years ago.

He was a member of the First Church of Christ Scientist.

Surviving besides his wife, are one son, Dr. William K., Lake Forest, Ill.; three grandchildren; one brother, George, Marshfield, and one sister, Mrs. Ralph (Carol) Welch, Marshfield.

He was predeceased by his parents and one sister.

Marshfield News-Herald
Marshfield, Wisconsin
03 Oct 1985, Thu • Page 11

Hilda M. Conway

Mrs. William (Hilda) M. Conway, 78, of 400 W. 7th St. died at 6:45 p.m. Sunday at St. Joseph's Hospital where she was admitted April 4.

Services will be at 2 p.m. Friday at the Hansen Funeral Home. Roland J. Frey, C.S., will officiate. Burial will be in Hillside Cemetery. Dennis Frey will be the organist and soloist.



Hilda M.
Conway

Memorials may be sent to the First Church of Christ Scientist of Marshfield.

Visitation will be at the Hansen Funeral Home, from 1 p.m. Friday until time of services.

She was born Jan. 12, 1910, in Winona, Minn., to Ed and Minnie Komis. She attended the Loyal, Greenwood, and Marshfield Junior High schools.

She was married to William J. Conway Sept. 22, 1928, in Winona, Minn. He died Oct. 3, 1985.

As a child, her father operated several cheese factories. They ran the Lincoln Center Cheese Factory. Following her marriage, they moved to Marshfield, where she was employed at Normington's Laundry, Engebrecht Dry Cleaners, and a check-out person at the Karau Supermarket. She also helped her husband in the operation of their motorcycle shop.

She was a member of the First Church of Christ Scientist.

She is survived by one son, Dr. William K. Conway of Lake Forest, Ill., and three grandchildren.

She was predeceased by her parents, husband, and two brothers.

Marshfield News-Herald
Marshfield, Wisconsin
19 Apr 1988, Tue • Page 16

50 YEARS AGO TODAY

Fire power, at least 50,000 pieces a year, is Lang-Scharmann Company's contribution to the war effort. The company manufacturers adapter fuses for bombs and Navy shells and plans to continue its all-out production as long as it is necessary. With the final drive of the European war under way, the Lang-Sharman Company schedule calls for 15,000 bomb fuses and 3,000 A.P. plugs for Navy shells each week. In order to maintain that schedule, the company has sub-contracted the rough machining of the shell fuses to the Kohs Machine Shop and the William Conway Repair Shop, both located in Marshfield.... In a letter to his

Marshfield News-Herald
Marshfield, Wisconsin
11 Mar 1995, Sat • Page 10