

501 S. Central

In 1893 G. R. "Gustave" Gustafson and his wife, Christina, came to Marshfield and successfully engaged in the mercantile business. They rented locations for their first two stores. The first being at 130 S. Central Ave. and the second one in February of 1894 was located on the northwest corner of S. Central and 5th Street. Realizing he needed more space, in 1902, Mr. Gustafson started construction of a two-story brick building with a foundation of 24 x 70 feet in size, on the southeast corner of South Central Avenue and Fifth Street. By July of that year, Mr. Gustafson had all but the interior work completed and completed the remainder in 1903. In January 1917, after declaring bankruptcy, the store was bought by his second wife, Victoria. By August 1917 the Weber brothers had purchased the Farmer's Economy Store in the Gustafson building and operated it in conjunction with their store at 127 South Central Ave. Shortly after the Father John Eisen Council of the Knights of Columbus was started in Marshfield in 1915, the upstairs served as their original headquarters and club rooms until the mid 1930's. In January of 1928, W. H. Ludwig owned an agricultural store there and hosted the 10th Annual Advance-Rumley Power Farming School upstairs (first time in the history of Marshfield that one of these schools were held here.) Sometime prior to May 1932, it became the Wood County Hardware Store. In October 1934, John Bingen purchased the building and converted it to John's Tavern, until 1942 when Joe Biechler rented the business and renamed it Joe's Old Heidelberg in 1943. In December of that year, Joe opened Joe's Café which was managed by Mr. & Mrs. Leonard Dorst. Then July 4, 1945, S. C. Pepper opened Pep's Lunch in Bingen's Tavern, which also had dancing upstairs. In 1946, Larry and Jerry's Café served lunches there, but was closed Tuesdays due to the meat shortage. In 1954, Julie Kondrasuk purchased the property and opened it as Julie's Bar and Grill until when in July 1969, it was purchased by Ronald Ridgley who later named it The Clinique. Another historical moment in Marshfield's history, was when Marvin C. Strohman, a Marshfield firefighter, responded to a fire at The Clinique on May 12, 1981 and suffered a fatal heart attack. He was the only Marshfield firefighter ever, to lose his life while in the line of duty. In 1991 Scott Joerns and David Fischer purchased the building and opened Crabby Dave's. Although the name remains the same, it was purchased in 2009 by Dave and Lyn Steinmetz, who continue to run it.



G. R. Gustafson General Merchandise located on the southeast corner of 5th and South Central Avenue. Listed in 1898, 1904, 1908 and 1915 city directories. No longer listed by 1931. (photo from North Wood County Historical Society)



Crabby Dave's, 2019



G. R. GUSTAFSON,
 —DEALER IN—
FRESH GROCERIES
 CANNED GOODS,
 Fruits, Confectionery, Tobacco, Pipes.
 Stationery, Crockery, and
FARM PRODUCE.
 One door north of Central Hotel.
MARSHFIELD. WISCONSIN.

The Marshfield Times, Marshfield,
 Wisconsin, 29 Dec 1893, Page 5

—G. A. Gustafson, the grocer, has moved to Doll's building, corner of Fifth street and Central avenue, where he invites the public to call on him, and order goods at the very lowest prices. Fresh oysters, fruits, canned goods, vegetables, etc., in large quantities.

The Marshfield Times, Marshfield,
 Wisconsin, 23 Feb 1894, Page 5

A fine line of challies and summer thickness worsteds at Gustafson's. 7 and 8 cents for challies and 16 cents for light worsteds.

The Marshfield News and Wisconsin Hub,
 Marshfield, WI, 06 June 1895, Page 5

HAVE YOU WORN
FLEXIBONE
 BODY SHAPED
 ASK YOUR DEALER
 "DRONET CORSET"
 THE MEDAL WINNER
MOULDED
 CORSETS
 OR WRITE TO US
 JACKSON MICH.
 —SOLD BY—
G. R. GUSTAFSON,
 also a full line of Flannels, Sheeting, Underwear, Shirts, Toweling, etc.
 Complete stock of Fancy Groceries.
G. R. Gustafson.

The Marshfield News and Wisconsin Hub,
 Marshfield, WI, 10 Oct 1895, Page 5

G. R. Gustafson, the south Central avenue merchant, has just completed a new warehouse and barn, which is covered throughout with fireproof sheeting. A complete new delivery outfit is also a recent acquisition to the establishment.

The Marshfield News and Wisconsin Hub,
 Marshfield, WI, 08 Dec 1898, Page 6

G. R. Gustafson's horse stepped through the box sewer on Central avenue in front of Felix LaPoint's place last Sunday. The city will soon be compelled to choose between a series of damage suits and a good sewer system.

The Marshfield News and Wisconsin Hub,
 Marshfield, WI, 10 Aug 1899, Page 4

These are Articles

of necessary wearing apparel that all must purchase more or less at this time of year. This question then is where can these be purchased the cheapest and of the best quality. We are selling at very reasonable figures such articles as

Blankets, Quilts, Overshoes,

Rubbers, Shawls, Winter Caps, Duck Coats, Mackinaws, Mittens, Gloves, Horse Blankets, Heavy Shoes for the for the children, Ladies' Gents' and Children's Heavy Underwear.

G. R. Gustafson.

Corner 5th St. and Central Ave.

The Marshfield News and Wisconsin Hub,
 Marshfield, WI, 17 Nov 1898, Page 4

Annual Clearance Sale

began on

Monday, February 5th

.....at.....

G. R. Gustafson's

Goods enumerated below will be sold at cost in order to make room for spring goods which will soon arrive. Here is your opportunity. Prudent buyers will take advantage of it. *The prices quoted are for cash only.*

Sheetings.

"Good as Wheat" brand worth 8c, clearance sale price 6c. "L L" sheeting, worth 7c will go at 5c.

Heavy Flannel,

for underwear, sold everywhere at 12½c. clearance sale price 9c.

Cream City Batting,

worth 12½, at 10 cents.

Table Linen,

regular price 75c will be sold at 65; 65c quality at 50 cents.

Quilting Twills,

worth 8c will go at 6c.

Victoria Shirting,

in all shades, former price 12½, clearance sale 10c.

Light Prints,

will be closed out at 4 cents.

Jacquard Dress Goods, which always sell for 35c will be closed out at 25c. This is below cost.

Alabama Shirting will be sold at 8 cents.

Fleece Lined goods 8 and 9c.

Ducking, worth 12½, clearance sale price 8c.

At this sale also a large assortment of mens heavy wear, such as Mackinaws, duck coats, rubbers, shoes, socks, underwear, caps, etc.

G. R. Gustafson.

G. R. Gustafson petitioned for a permit to erect a frame two-story addition to his residence on the corner of Fifth street and Central avenue. Inquiry elicited the fact that the location was within the fire limits. Alderman McLees urged strongly that the permit should be granted. City Attorney Williams was called upon for his opinion regarding the powers of the council in granting permits and it was his opinion that the council's permits amounted to nothing except as an assurance that they would not interfere with a violation of the ordinance; but that this could not prevent any citizen from objecting and stopping the work. The permit was refused to Mr. Gustafson, all voting against except Alderman McLees.

The Marshfield News and Wisconsin Hub,
Marshfield, WI, 12 Apr 1900, Page 6

G. R. Gustafson contemplates the erection of a solid brick business block opposite his place of business, corner of Central avenue and Fifth street, the building to be two stories in height and 26 by 70 feet in size.

The Marshfield News and Wisconsin Hub,
Marshfield, WI, 26 Apr 1900, Page 7

G. R. Gustafson last week purchased the Schmidt residence on Third street at present occupied by John Bauer.

The Marshfield News and Wisconsin Hub,
Marshfield, WI, 26 Jul 1900, Page 5

The Marshfield News and Wisconsin Hub,
Marshfield, WI, 08 Feb 1900, Page 5

Bargains in Groceries

For Cash Only at

G. R. GUSTAFSON'S

A 3 lb. can of extra fancy Bartlett Pears, in heavy syrup, Gold Medal brand. Regular price 25c, now.....	20c
Fine Dessert Peaches, sliced for cream. Former price 25c, now.....	20c
A 3 lb. can Tomatoes, Juneau brand.....	10c
California Black Cherries, 3 lb. can cut down to	20c
Pink Alaska Salmon, per can.....	10c
Capetown Lobsters, Old Glory brand.....	20c
3 lb. can Green Gages, a very fine article, per can.....	20c
3 lb. can White House Baked Beans in Tomato sauce.....	15c
Full Cream American Cheese, per lb.....	12½c
Good Japan Rice, per lb.....	5c
Good California Prunes, per lb.....	5c
Fresh Bulk Nudavene, per lb.....	3c
Strictly pure Maple Syrup, per qt.....	25c
White Clover Honey in sections, per section.....	10c
16 lbs. Granulated Sugar.....	\$1.00
The finest Flour in the city, the Gold Mine brand, that should be in every house, per barrel.....	\$4.50
The Crown Patent brand, equal to any high grade Flour, per barrel.....	\$4.25

G. R. GUSTAFSON'S

The Marshfield News and Wisconsin Hub,
Marshfield, WI, 07 Feb 1901, Page 4

Chas. Peterson, of Boyd, a step brother of G. R. Gustafson, died last Friday. He was badly injured last winter while working in the woods for Hafer & Kalsched, and never recovered. Mr. Gustafson attended the funeral which was held Sunday.

The Marshfield News and Wisconsin Hub,
Marshfield, WI, 19 Dec 1901, Page 6

Will Construct Store Building.

G. R. Gustafson may now be counted among those who will construct brick store buildings the coming summer. He has stone piled up the full length of his lot at the corner of Central avenue and Fifth street for the foundation of a two story building 24x70 feet in size. He has long felt the need of larger quarters and his business has grown to such proportions that it was a case of either move or build with him. He concluded to stop paying rent and do the latter.

The Marshfield News and Wisconsin Hub,
Marshfield, WI, 27 Feb 1902, Page 6

Conservative progress has been the maxim that has placed the general merchandise store of G. R. Gustafson in the front rank in its line, and no house in the city enjoys more thoroughly the confidence and good will of the people. Mr. Gustafson has been in business here for 10 years and he has constantly aimed to conduct his business upon the soundest and highest principles of mercantile honor, handling goods of the best quality and selling them at prices that command attention and their merits have met with their just appreciation. Here will be found a choice selection of groceries, canned and bottled goods, provisions, seasonable fruits and vegetables; a line of staple dry goods, men's garments, hats, caps, boots and shoes. Everything in the way of field, garden and flower seeds is carried and top prices are paid for country produce. During the time Mr. Gustafson has been in business his methods have formed a bond of confidence between himself and the public. You will always find his goods just as represented and his every statement sustained.

(from the Marshfield Times, July 25, 1902)

are 44x66 feet in size on Third street and adjoining their building. Merchant G. R. Gustafson has all but the interior work completed on his fine two-story brick building at the corner of Central avenue and Fifth street.

The Marshfield News and Wisconsin Hub,
Marshfield, WI, 31 Jul 1902, Page 5

Jacob Thomas announces that on or about October 15th he will open a general store in the old Gustafson building with a complete stock of general merchandise, consisting of dry goods, groceries, shoes and gent's furnishing goods. 48tl

The Marshfield Times, Marshfield, WI,
26 Sept 1902 Page 12

Merchant G. R. Gustafson narrowly escaped being badly hurt last Thursday afternoon at the Wisconsin Central depot. His horse became frightened, tipped the wagon over and in falling Mr. Gustafson was entangled with the reins. He would probably have been dragged beneath the wagon if assistance had not been near. Roadmaster John Anderson caught the animal by the bit and held on until the driver was able to get out of his helpless position. As it was no damage was done.

The Marshfield News and Wisconsin Hub,
Marshfield, WI, 02 Jun 1904, Page 5

Gustafson Block.

One of the greatest improvements on Central avenue during the past year is the new brick block recently completed by G. R. Gustafson on the corner of Central avenue and Fifth street. The building is of solid brick, two stories high and has a fine large basement. The first floor will be occupied by Mr. Gustafson about October 25th with a large, new and up-to-date stock of general merchandise. The second floor is used by Mr. Gustafson and family for living rooms and they have been so arranged that they are all light and commodious. The large display windows which face both Central avenue and Fifth street, are so placed that an excellent exhibit of the goods offered for sale can be shown. The interior of the store is fitted with the very latest fixtures, including sliding doors on all the counters, glass doors on the shelving and dust proof drawers for the use of sugar, rice, currants, teas, coffees and all such articles.

The building is one of the best in the city today and Mr. Gustafson is to be congratulated on his progressiveness.

The Marshfield Times, Marshfield, WI,
19 Sept 1902 Page 1

G. R. Gustafson has purchased a fine young team, greatly improving his delivery service.

The Marshfield News and Wisconsin Hub,
Marshfield, WI, 22 Nov 1906, Page 6

—Save doctor bills by keeping your feet dry. G. R. Gustafson keeps an excellent grade in the shoe line. 28tf

The Marshfield News and Wisconsin Hub,
Marshfield, WI, 11 Apr 1907, Page 5

Death of Mrs. Gustafson.

Mrs. Christina Gustafson, wife of Merchant G. R. Gustafson, died at her home on Central avenue last Saturday after an illness of many months. Mrs. Gustafson's health has been failing for the past four years and she has been a hopeful and patient sufferer. The funeral took place at two o'clock Tuesday afternoon from the home in the presence of a large number of relatives and friends, Rev. H. C. Postlethwaite officiating.

The deceased was born at Granville, Milwaukee county, forty-five years ago, her maiden name being Christina Fohl. She was married to Mr. Gustafson at Boyd on October 22, 1888, and shortly afterward the family took up their residence in Marshfield. Mrs. Gustafson has assisted her husband in conducting his general store here for many years and has a wide acquaintance. Always genial and accommodating she numbers her friends by hundreds. Deceased is survived by her husband and daughter, Miss Lydia, who have the sincere sympathy of the entire community in their bereavement.

The Marshfield Times,
Marshfield, WI, 19 Feb 1908, Page 1

MRS. G. R. GUSTAFSON DIES SATURDAY NIGHT.

Shortly after the setting of the sun Saturday evening the angel of death visited the once happy home of G. R. Gustafson and from the family circle removed a loving wife and mother. All death scenes are sad but this one is particularly so. Mrs. Gustafson, whose 15 years residence in this city has called to her side a host of admiring friends, was a woman who worshipped above all else on this earth her peaceful home surrounded by those near and dear to her. Three years ago she had an attack of pneumonia since which time she has been more or less an invalid. During the past year her health failed rapidly and although every aid that skill and medicine could do, was tried, she gradually gave way and on Saturday night breathed her last. It was the brief ending of a good woman's life, a righteous life and one that will meet with reward for the good deeds she has done on this earth.

Deceased was born at Granville, Milwaukee county July 22, 1862, her maiden name being Christina Fohl. With her parents she came to Boyd to live where in after years she was married to Gustav Gustafson. In 1893 Mr. and Mrs. Gustafson moved to this city engaging in the mercantile business, erecting the brick store on the corner of Central Avenue and East 5th street in 1902 making use of the second floor for residence purposes. She was the mother of one child, Lydia, now 18 years of age. Besides her husband and the daughter above mentioned she leaves to mourn her death four sisters and three brothers, respectively, Mrs. Wm. Radschlay, Rock Elm, Pierce Co; Mrs. Julius Melcher, Rigland, Dunn Co., and Mesdames Gus. Anderson and Thos. Mersch, of this city; Michael Fohl, Sleepy Eye, Minn; John J. Fohl, Stockton, Minnesota and John M. Fohl of Eckes settlement. The funeral was held Tuesday at 2 p. m. from the house, Rev. Postlethwaite of the Presbyterian church officiating.

The Marshfield News and Wisconsin Hub,
Marshfield, WI, 20 Feb 1908, Page 1

AN AWFUL CALAMITY NARROWLY AVERTED.

What might have been one of the worst catastrophes ever happening in Marshfield occurred Tuesday during the funeral of Mrs. G. R. Gustafson. Services were held at the family residence in rooms over the store. There was a possible 200 persons in the building when suddenly the floor began sinking from the great weight. Women screamed and one or two fainted in the excitement that followed. The only exit is from the rear end and as the people rushed to get out it was only a miracle that prevented the building from collapsing. Walter Mason, who was in a room near the center, says the floor settled so there was a two inch space under the partitions. The thought of what might have been had the floor given way is awful to contemplate. The joists are 28 feet long with no posts or partition walls below to support the floors.

The Marshfield News and Wisconsin Hub,
Marshfield, WI, 20 Feb 1908, Page 1

G. R. Gustafson, the down town merchant, loves to listen to a good story. They act on him like laughing gas and when he is real tickled he could undergo a mild operation like having his hair cut off without flinching. On one of the foggy mornings of last week we met him on the walk holding his sides as though he had a pain somewhere inside his slats. When asked if he had been coughing he said no, just laughing and then he went on to tell what it was about. Just before our meeting, a friend of his told him a story which if remembered rightly was about an old German that had been arrested for shooting a dog. In the course of the trial the judge asked him if he had shot the dog in self defense. "No" said the German "I shot him in der back end of the woodshed and throwed him over de fence." That was one of the stories that gave him convulsions and the other one was about two men, an Irishman and a Dane that were going to be hung by a vigilance committee. The event was to take place on a bridge which spanned a river. The Irishman was to hang first but when he was cast overboard, the noose came untied and falling into the water he swam ashore. As they were putting the noose about the Dane's neck he said to the leader of the gang "ay want no fooling mit me. You make good strong knot in the rope for ay can't swim." No doubt this is why Gus always maintains that you can't fool a Dane.

from The Marshfield News and Wisconsin Hub, Marshfield, WI, 28 Jan 1909, Page 1



—G. R. Gustafson, the South Central avenue merchant, has lately received big invoices of new goods. Gus is a reliable dealer and handles only first class goods. Give him a call, note the quality and learn his prices.

The Marshfield News and Wisconsin Hub,
Marshfield, WI, 11 Mar 1909, Page 5

G. R. Gustafson has improved the looks of his store front the past week by putting up a new awning.

The Marshfield News and Wisconsin Hub,
Marshfield, WI, 19 Aug 1909, Page 5

God created the heavens and the earth in six days and rested on the seventh but if the task had been to prepare a lute fisk for the stew pan it would have taken three weeks instead of one. If you do not know what a lute fisk is look at the bundle of slivers in front of Gustafson's store. That's them. No one would believe they ever saw water for they are dryer than a kiss from the lips of the Goddess of Liberty. Last week through the kindness of Mr. Gustafson we had the pleasure of eating our first dish of lute fisk and thereby hangs a happy recollection. For three weeks they have to be soaked in lye and during this soaking period they get dropsical and swell up like an alderman until they are their original size or as large as a codfish. You can use one for a walking stick or a spade handle and when tired of either they will make a Sunday dinner fit for a king. If you never ate a lute fisk try one. They are delicious.

The Marshfield News and Wisconsin Hub,
Marshfield, WI, 23 Dec 1909, Page 1

FOR RENT—8 room house on Maple street.
Call at G. R. Gustafson's. 11tf

The Marshfield News and Wisconsin Hub,
Marshfield, WI, 18 Nov 1909, Page 5

G. R. Gustafson and Cato Schneider went to Grand Rapids Tuesday on matters connected with citizenship papers.

The Marshfield News and Wisconsin Hub,
Marshfield, WI, 05 Jan 1911, Page 5

MAKE-ROOM SALE

Of Heavy Goods for Winter Wear. We have too many Coats, Vests, Sweaters, Etc., and must get them out before our spring stock comes.

Corduroy and Kersey lined Coats, were \$5, now.....	\$4.00
Whipcord lined Coats, were \$4, now.....	\$2.98
Heavy Wool Pants, were \$2.50, now.....	\$1.98
Fur lined Vests, were \$3.25, now.....	\$2.75
Heavy Mitts, were \$1.25, now.....	85c
Long German Sox, \$1.00, now.....	75c
Children's knit Sweaters, were \$1.25, now.....	\$1.00
Ladies' Sweaters, were \$1.75, now.....	\$1.35
Men's Sweaters, were \$2.50, now.....	\$1.98

20 per cent off All Prices on Underwear, Heavy Mitts, Duck Coats, Mackinaws, Winter Sox, Etc., Etc.

Until Sat. Eve., Feb. 4

G. R. GUSTAFSON

Cor. Central Ave. and 5th St.

The Marshfield News and Wisconsin Hub,
Marshfield, WI, 02 Feb 1911, Page 1

—Don't forget the demonstration of "Old Time" coffee and Gold Medal canned goods at my store, 501 South Central avenue, which continues to-day, Friday and Saturday.—G. R. Gustafson. 27t1

The Marshfield News and Wisconsin Hub,
Marshfield, WI, 09 Mar 1911, Page 7

Have you heard about the "Gustafson Special"? If you haven't, now is your chance. It was the longest special train that ever passed through Marshfield, and the only one in the history of the state which ever carried just a single passenger. Listen and see. Gus Gustafson, the large and genial proprietor of the cash store at the corner of South Central avenue and Fifth street, took a notion last week that he would go up to Chippewa Falls and visit some of his Scandinavian friends, and incidentally do a little summer skiing at the Northern fair. Though the reports were that the Chippewa fair was an awful frost this year, Gustafson was not scared and when he learned that the Soo road would run a special train Thursday morning from Stevens Point to Chippewa he shook hands with himself and determined to go on that train. Like Tom Sawyer getting up early to see the circus come in, Gustafson awoke in the gray of the morning and after his coffee rolled down to the depot and waited for the train. It did not pull into the station but he finally discovered it in the yards, where it was apparently waiting for a crowd. There were fifteen coaches. "Here's your crowd." said Gus to the conductor as he swung aboard, "If this train is ever going to Chippewa it better get a start on," and when the conductor saw who was talking he gave the high sign to the engineer and out they moved without stopping to see whether anyone else was waiting or not. Gustafson had fifteen coaches all to himself and it is stated upon good authority that they were all used that night on the return trip although he was the only passenger.

from The Marshfield News and Wisconsin Hub, Marshfield, WI, 26 Sep 1912, Page 1

Death of Mother.

G. R. Gustafson left Tuesday for Boyd, Wis., in response to a message that his mother, Mrs. Peter Peterson, died early in the morning of that day. She was born in Sweden. Her age was eighty-six years. She was a pioneer resident of Boyd, having located there thirty-four years ago. Her first husband preceded her in death before she immigrated to this country. Three children survive her.

The Marshfield News and Wisconsin Hub,
Marshfield, WI, 15 Oct 1914, Page 1

G. R. Gustafson returned home

Friday from Boyd, where he attended the funeral of his mother.

The Marshfield News and Wisconsin Hub,
Marshfield, WI, 22 Oct 1914, Page 7

load of salt which the water washed away also. Water poured over the walks from Fifth street south and the small building next to Miller Bros. used as a shoe shop, had its floor covered with several inches of dirty water. The water in the basement of G. R. Gustafson's store reached the windows and the Palm Garden floor contained several inches also. The walks on East Second and Third streets between Maple and Cedar streets were afloat and it was impossible for people residing on Pleasant Hill to get down town until the flood had subsided.

The small boy was in his element on lower Central avenue, forty or fifty of the youngsters pushing themselves about on rafts and boards up and down the street. A number of local automobilists were marooned within a few miles of the city, as all the country roads were impassable for several hours.

The Marshfield News and Wisconsin Hub,
Marshfield, WI, 22 Jul 1915, Page 1

G. R. Gustafson, a popular merchant of this city, and Mrs. Victoria Hess, who owns the former Duehlman farm west of town, were married by Justice Calkins in Grand Rapids last week Wednesday. The bride formerly lived in Colby. The many friends of the couple wish them a long and joyous future. They will make their home in this city.

The Marshfield News and Wisconsin Hub,
Marshfield, WI, 13 Apr 1916, Page 5

G. R. Gustafson
501 S. Cen. Ave.
General Merchandise
BOOTS, SHOES, HATS,
AND CAPS

The Marshfield News and Wisconsin Hub,
Marshfield, WI, 14 Sep 1916, Page 5

Frank Vaughn as trustee for G. R. Gustafson, bankrupt, disposed of the stock, fixtures and book accounts at public sale yesterday afternoon at 2 o'clock. The highest bid offered was by Mrs. Gustafson, who bid \$1,850 for the entire business. It is understood that the new purchaser will continue to conduct the business at the old place and at the corner of Central avenue and Fifth street.

The Marshfield News and Wisconsin Hub,
Marshfield, WI, 15 Feb 1917, Page 5

G. J. Leonhard has purchased Mrs. G. R. Gustafson's 20-acre farm, formerly known as the Duellman place, on the Bakerville road, and plans to occupy the same as soon as the present tenants vacate. Mr. Leonhard said he bought the place to give his sons some experience in agriculture.

The Marshfield News and Wisconsin Hub,
Marshfield, WI, 10 May 1917, Page 7

Purchase Farmers' Economy Store

Monday a deal was consummated between Weber Bros., of which Hubert and Herbert are members, and Jerry Blodgett by which the Economy store which was recently opened up in the Gustafson building on Central avenue and Fifth street was purchased by these enterprising young men. They also purchased the Blodgett store located at New Richmond of which Gene Sartell, formerly of this city, was manager. They intend to move the stock of the New Richmond store to this city and discontinue that branch altogether for the future. This stock will be brought here and placed in the store now occupied by the old stand.

The brothers took possession of the new store Tuesday morning with Herbert Weber in charge. It will be a strictly cash store with a discount for this form of payment. Delivery will be made from both stores as in the past. A competent bookkeeper will take charge as soon as room can be provided for in the old store. This purchase was made necessary by the increasing business experienced during the past year.

from the Marshfield Times, Marshfield, WI, August 1, 1917

Announcement

We have purchased the Farmers' Economy store in the Gustafson building and will conduct it in connection with our store at 127 South Central Avenue, but both will continue to be known under their old names.

Our new store was opened to the public Tuesday. Both stores will carry practically the same line of goods.

Hubert will conduct the upper avenue store, Herbert the store on the lower end. Both will have livery service.

Our policy of Quality
goods, lowest prices and prompt and satisfactory service to all, at all times will prevail at the new as well as the old store.

WEBER BROS.

The Marshfield News and Wisconsin Hub, Marshfield, WI, 02 Aug 1917, Page 1

Word has been received that G. R. Gustafson, formerly of this city, is in a hospital at Chippewa Falls, receiving treatment for heart trouble. The report says that he is feeling fine and gaining very fast.

The Marshfield NewsHerald, Marshfield, WI, 05 Feb 1925, Page 5

G. R. Gustafson returned to his home in Boyd today after visiting friends in this city.

The Marshfield NewsHerald, Marshfield, WI, 11 Sep 1925, Page 4

G. R. Gustafson spent the holidays with friends and relatives in Boyd and Eau Claire. In Boyd Mr. Gustafson has a brother.

The Marshfield NewsHerald, Marshfield, WI, 07 Sep 1927, Page 5

DIVORCES.

Mrs. Gustafson was granted a decree of divorce from G. R. Gustafson in the circuit court in Grand Rapids Monday.

The Marshfield News and Wisconsin Hub, Marshfield, WI, 18 Apr 1918, Page 1

W. H. Ludwig has material on the ground on East 5th Street for the erection of a new building across the alley in the rear of his present office in the Knights of Columbus building. The new structure will be used for a garage and warehouse. It will be entirely of brick and stone and will be modern in every particular. Mr. Ludwig has not decided definitely if operations will begin this fall or early next spring.

The Marshfield NewsHerald, Marshfield, WI, 20 Sept 1923, Page 4

G. R. Gustafson, Boyd, formerly a resident of Marshfield, has been in the city for some time renewing acquaintance.

The Marshfield NewsHerald, Marshfield, WI, 29 Jul 1924, Page 5

G. R. Gustafson of Boyd is in the city visiting at the home of John Fohl, brother-in-law. Mr. Gustafson was in the grocery business in this city a number of years ago and still has many friends here.

The Marshfield NewsHerald, Marshfield, WI, 06 May 1925, Page 4

Lydia Gustafson of Riplinger was in the city the fore part of the week visiting her father, G. R. Gustafson and others.

The Marshfield NewsHerald, Marshfield, WI, 07 Jul 1927, Page 4

G. R. Gustafson has gone to Boyd to spend a few days with his brother, Charles.

The Marshfield NewsHerald, Marshfield, WI, 26 Oct 1927, Page 5

G. R. Gustafson has gone to Boyd to spend a few weeks with his brother.

The Marshfield NewsHerald, Marshfield, WI, 05 Jan 1928, Page 5

FARMING SCHOOL AT LUDWIG'S

The Tenth Annual Advance-Rumley Power Farming School will open Monday, January 9, at W. H. Ludwig's, 501 South Central Avenue. This is the first time in the history of Marshfield that one of these schools has been held here.

Motion pictures will take a prominent part in the instruction of the classes in various methods and machines used in power farming. In addition to the wonderful motion picture instruction this school will contain instructive lectures by experts, interesting demonstrations and exhibits, and many actual machinery operation classes. The very latest improvements and developments in power farming machinery will be shown. Only two days are required to take the course and it is free.

These well-known schools have become an institution. They have filled classes to overflowing year after year and have brought new understanding to thousands and practically doubled the earning power of farmers who have attended. This is an opportunity which no farmer can afford to miss.—Adv.

The Marshfield News-Herald, Marshfield, WI, 07 Jan 1928, Page 2

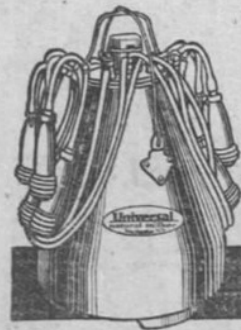
Universal natural milker Alternates, Like Milking With Hands —SERVICE—

We take pride in the real helpful service we render our UNIVERSAL Milker customers. Always we carry all repairs and our Mr. John Dohm, who has been with us eleven years, understands milkers. In fact, Mr. Dohm is at the Universal factory in Waukesha this week getting the latest information on Service for our customers—besides he will visit several of the large certified herds near Waukesha to learn their latest methods in milking and handling their milk. Remember all these certified herds milk with the UNIVERSAL.

Send for Catalog.

W. H. LUDWIG
501 S. CENTRAL AVE.

The Marshfield News-Herald, Marshfield, WI, 31 Mar 1928, Page 7



**UNIVERSALS
ARE USED
EXCLUSIVELY**

ON

**WISCONSIN
CERTIFIED HERDS**

161 Universals In Use
Around Marshfield

SOLD ON FREE TRIAL

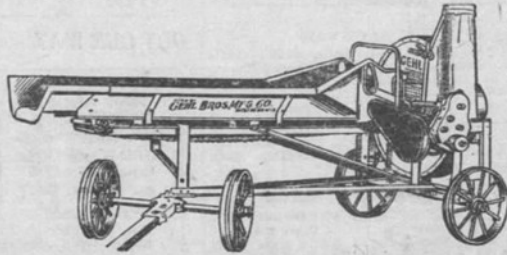
W. H. LUDWIG
501 S. CENTRAL AVE.

When You Buy at Ludwig's—It's Good.

The Marshfield News-Herald, Marshfield, WI, 14, Apr 1928, Page 9

10 POINTS OF SUPERIORITY

WHICH HAVE WON FOR GEHL
SILO FILLERS THE CHAMPIONSHIP OF THE WORLD.



10 Points of Superiority

- 1 Light Power Requirements—Proved to be lightest running in University and field tests.
- 2 Unbreakable Boiler Plate Steel Flywheel.
- 3 Big Capacity at Low Speed—Specially designed to give its rated capacities at very low speed.
- 4 Absolutely Self-Feeding—No man required at the feed table—long flaring steel side boards and steel feeder web.
- 5 Clean Cutting—Makes better ensilage.
- 6 Ball Bearing Equipped—Highest grade industrial heavy duty ball bearings.
- 7 All Gears Enclosed and Running in Oil.
- 8 Easy to Change Length of Cut—Shifts like the gears in your car.
- 9 Handy to Lubricate—Equipped with Alemite Zerk Fittings and Gun.
- 10 Safety Control Lever—Accessible from either side of machine.

Slow speed means big power. The Gehl Filler at the Marshfield Fair was run at 400 speed set up for 30" silo. Try it with any other.

W. H. LUDWIG

501 S. CENTRAL AVE.

—Mfrs. Agency—

When you buy it at Ludwig's, it's good, and the best is the cheapest in the long run.

The Marshfield News-Herald, Marshfield, WI,
15 Sep 1928, Page 9

GUSTAFSON REMAINS IN STATE AT FUNERAL HOME

The body of G. R. Gustafson, the pioneer grocer of this city who died suddenly Monday, is lying in state at the Baer-Lange-Rembs funeral home, West Fourth street, from which the funeral will be held at 2:45 o'clock Thursday afternoon with the Rev. Clarence E. Weed, pastor of the Methodist church, as the officiating clergyman. Burial will be made in the family lot in Hillside cemetery.

The Marshfield NewsHerald, Marshfield,
WI, 05 Dec 1928, Page 4

G. R. GUSTAFSON DIES FROM HEART DISEASE

Early Resident Of Marshfield
Found Dead In Bed This
Morning

G. R. Gustafson, a pioneer resident and a former local grocery dealer, was dead in his bed at his rooming and boarding place, the Harry Wildish home, 912 South Central avenue, at 8:30 o'clock this morning.

The discovery was made by Mr. Wildish, who went to Mr. Gustafson's room when the latter failed to arise at the usual hour. Receiving no response, Mr. Wildish entered the room and found Mr. Gustafson lifeless. The physician who was called said the man had been dead for some time. Heart disease was given as the cause of death. As he was heard moving about in his room at 11:30 last night, when Mr. Wildish came home, the supposition is death occurred after that time.

Mr. Gustafson began receiving treatments for heart trouble about two years ago. Lately his condition appeared to be much improved. Last evening when he retired about 9:30 o'clock he appeared to be in the best of health.

Mr. Gustafson, who was about 63 years old, came to this city shortly after the Marshfield fire in 1887. For some years he conducted a grocery store in the building now used as a club room by the Knights of Columbus, which he erected.

His first wife preceded him in death about 20 years ago. After retiring from business he worked in the northern part of the state for a few years.

Besides his daughter, Miss Lydia Gustafson, Riplinger, Wis., he leaves a sister in New York, and a brother at Boyd.

He was a member of the Marshfield Owls and Woodmen. The funeral arrangements have not yet been completed.

The Marshfield NewsHerald, Marshfield,
WI, 04 Dec 1928, Page 1

Miss Lydia Gustafson of Riplinger arrived Tuesday noon in response to a message announcing the death of her father, G. R. Gustafson, who was found dead Tuesday morning at his boarding place. She is the guest of her cousin, Mrs. William Kalsched, 809 South Cherry street.

G. A. Anderson is expected to arrive this evening from his home at West Allis to attend the funeral of his brother-in-law, G. R. Gustafson, which will be held Thursday afternoon. He will visit at the home of his son-in-law and daughter, Mr. and Mrs. William Kalsched, 809 South Cherry street.

The Marshfield NewsHerald, Marshfield, WI, 05 Dec 1928, Page 7

G. A. Anderson of Milwaukee and son, R. T. Anderson of Chicago, arrived in the city to attend the funeral of the former's brother-in-law, G. R. Gustafson.

The Marshfield NewsHerald, Marshfield, WI, 07 Dec 1928, Page 9

Mrs. Kate Melcher of Stanley, who came here to attend the funeral of her brother-in-law, G. R. Gustafson, returned today to her home. Miss Lydia Gustafson, daughter of the deceased, returned today to her place of employment at Riplinger.

The Marshfield NewsHerald, Marshfield, WI, 10 Dec 1928, Page 7

GUSTAFSON FUNERAL HELD HERE THURSDAY

Pioneer Grocer Laid To Rest
Thursday Afternoon

Prominent members of the Order of Owls served as pallbearers at the funeral of G. R. Gustafson, pioneer grocer of this city, which was held Thursday afternoon from the Baer-Lange-Rembs funeral home on West Fourth street. The Rev. E. Weed, pastor of the Methodist Episcopal church, officiated at the services, which were attended by a large number of citizens who gathered to pay their respects to the deceased, and musical selections were rendered by Misses Ruby Kalsched, and Arvilla Fahey, who sang, "The Voice of Jesus," and "Rock of Ages," with piano accompaniment by Miss Garnet Kalsched.

The many beautiful floral tributes were in charge of Mrs. G. A. Krasin, who was assisted by the flower girls, including three nieces of the deceased—

Ruby, Garnet and Arvilla Kalsched, and Arvilla Fahey, Emma Asp, and Vernetta Riplinger.

Burial was made in the family lot at Hillside cemetery. The pallbearers were Ludolph Wolleson, Fred Seehafer, Edward Halle, and Henry Mueller, Jr., past presidents of the Owls lodge, J. J. Coates, president, and Nick Michaels, vice president.

Present at the funeral from out of town were Ralph Anderson, Chicago; G. A. Anderson, West Allis; Mrs. Katherine Melcher, Stanley; Mr. and Mrs. Ben Riplinger, Miss Lydia Gustafson, and Otto Newhaus, Riplinger, and Mrs. Fred Plahmer and Miss Hildegard Senn, Wisconsin Rapids.

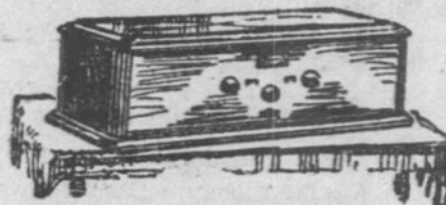
Mr. Gustafson was born in Sweden in 1863 and came to America with his parents several years later. In 1888 he was united in marriage with Miss Christina Fohl, to whom one daughter was born, Miss Lydia, who survives her father. Mrs. Gustafson passed away in 1908 in this city, to which the family came in 1892.

Madison.—(P)—Capt. Rube Wagner of the University of Wisconsin has ac-

The Marshfield NewsHerald, Marshfield, WI, 07 Dec 1928, Page 6

The Kellogg Radio

With Cathedral Tone



Listen Before You Buy

W. H. LUDWIG

501 S. CENTRAL AVE.

The Marshfield News-Herald, Marshfield, WI, 19 Feb 1929, Page 4

**MORE GEHL FILLERS
AROUND HERE THAN
ALL THE OTHERS—THERE'S
A REASON—ASK THE USERS.**

GEHL
An Ensilage Cutter remarkable for its fine clean cutting, capacity, durability, safety and low power requirements.

Any 2-Plow Tractor Runs a Gehl 17
Due to its separate control of cutter head and blower speeds the Gehl Cutter never wastes power on any silo—has six fan low speed blower, heavy all steel frame, positive safety device, and a self-feeder that

Requires No Man at the Feed Table
Fill your silo at lowest price and with the RECUTTING ATTACHMENT make alfalfa and sweet clover equal bran—increases value of dry corn stalks, soy beans, and other dry roughage 20 to 50%.

Gehl Cutters are furnished in both CYLINDER and FLY WHEEL TYPES. Ask your dealer or write for catalog telling how to purchase silage at lowest cost.

W. H. Ludwig
MODERN POWER FARMING MACHINERY
501 So. CENTRAL AVE. Marshfield • Wis. PHONE 192

The Marshfield News-Herald, Marshfield, WI, 26 Jul 1929, Page 6

Farm Equipment	55A
SILO FILLER BARGAINS—	
Gehl 17 in. carrier filler	\$150
Gehl B fly wheel filler	\$225
Gehl No. 17 Cyl. Blower filler	\$275
Gehl No. 17 Cyl. blower filler, new	\$300
Gehl No. 15 Cyl. blower filler	\$225
Eagle No. 14 Cyl. blower filler	\$125
Papec No. 13 fly wheel filler	\$.75
THRESHERS	
Rumely 22-32 steel	\$650
Rumely 32-52 wood	\$350
Rumely 28-44 wood	\$500
Mpls. 24-42 wood	\$650
Case 22-36 steel	\$550
TRACTORS	
Rumely Oil Pull 12-20	\$350
Rumely Oil Pull 12-20	\$450
Rumely Oil Pull 12-20	\$650
Rumely Oil Pull 15-25 new	\$1250
Rumely Oil Pull 16-30	\$659
Case Oil Pull 15-27	\$550
Avery 12-25	\$350
W. H. Ludwig, 501 S. Central Ave., Phone 192.	

The Marshfield News-Herald, Marshfield, WI,
10 Aug 1929, Page 11

Real Estate For Sale	
Farms and Land for Sale	83
100-ACRE—Farm on cement road, for sale or trade. 85 Ac. plowed, good soil, some stock, and machinery. W. H. Ludwig, 501 S. Central Ave. Phone 192.	

The Marshfield News-Herald, Marshfield, WI,
17 Jan 1931, Page 7

VARIETY OF FARMS—For sale. Inquire Chas. R. Setzkorn, 501 S. Central Ave.
--

The Marshfield News-Herald, Marshfield, WI,
03 Mar 1931, Page 9

Automotive	
Automobiles for Sale	11
BARGAINS—In used cars:	
Hupmobile, 5 passenger	\$250
Hupmobile, 4 passenger coupe ..	\$350
Hupmobile, 5 passenger sedan ..	\$450
I. H. C. Ton truck	\$200
W. H. Ludwig, 501 S. Central Ave. Phone 192.	

The Marshfield News-Herald, Marshfield, WI,
12 Aug 1929, Page 9

Farm Equipment	55A
SILO FILLER BARGAINS—	
Gehl No. 13 Steel Blower—	\$175.
Gehl No. 16 Carrier Filler—	\$110
Ohio 12 in.—	\$50
Belle City 16 in. Blower—	\$85.
Gehl 14 in. Blower—	\$50.
Gehl No. 17 Cyl. Blower—	\$210.
Eagle Cyl. Blower Filler—	\$125.
TRACTORS	
Fordson Tractor—	\$175.
Fordson Plow P. & O.—	\$75.00.
Riding Plow 16 " John Deere—	\$50.00.
Rumely Oil Pull 12-29—	\$350.
1 8-H Engine on truck—	\$95.
1-7 year old work horse, sound—	\$125.
W. H. Ludwig, 501 S. Central Ave.,	

The Marshfield News-Herald, Marshfield, WI,
21 Sep 1929, Page 9

100 ACRE—Farm on cement road, for sale, or trade. 85 acres plowed, good soil, some stock, and machinery. W. H. Ludwig, 510 S. Central Ave. Phone 192.
--

The Marshfield News-Herald, Marshfield, WI,
06 Feb 1931, Page 7

THRESHERS AND TRACTORS—Bargains; New and secondhand. W. H. Ludwig, 501 S. Central Ave.

The Marshfield News-Herald, Marshfield, WI,
25 Jul 1931, Page 9

Knights Columbus Open Club Rooms To All Unemployed

Realizing that many of the young men of the city are out of work, John Eisen Council, Knights of Columbus, is opening its club rooms at 501 South Central avenue to any and all young men who care to go there and amuse themselves. The club rooms will be open each day from 2 p. m. until 10 p. m. beginning today. Everything will be free to the boys and a competent man will be in charge to direct their activities. An officer of the council declared that "all boys are welcome and the Knights of Columbus would be pleased if the dads would drop in occasionally and enjoy the fun."

The Marshfield News-Herald, Marshfield, WI, 21 Jan 1932, Page 1

Walk a Block and Save \$1
OUR NEW LOCATION
Wood County Hardware
501 S. Central Ave.

1c—Varnish Sale—1c

1 gal. \$3.50 Varnish—Extra gal.1c
1/2 gal. \$1.85 Varnish—Extra 1/2 gal.1c
1 quart \$1.00 Varnish—Extra quart1c

The Marshfield News-Herald, Marshfield, WI, 13 May 1932, Page 3

**BUY WHERE YOUR
DOLLAR RECEIVES THE
MOST FOR ITS VALUE**

WOOD COUNTY HDW.
"Walk a block and save a Dollar"
501 S. Cent. Ave. Phone 362

The Marshfield News-Herald, Marshfield, WI, 24 Feb 1933, Page 5

WE ANNOUNCE THE FORMAL OPENING

OF OUR NEW LOCATION

John's Tavern

501 SO. CENTRAL AVE.

Wednesday Nite
October 31st
LOOK

JOIN THE HAPPY CROWD

Come where you can enjoy a pleasant crowd . . . meet your friends here and chat with the kind of people you like to know . . . there'll be something doing all the time.

OPENING SPECIAL

CHICKEN CHOP SUEY
PER PLATE 20c

LUNCHES AT ALL TIMES

ATTRACTIVE BOOTH SERVICE
FOR THE LADIES

DINE AND DANCE

GOOD MUSIC
AND OTHER ENTERTAINMENT

WE CONGRATULATE JOHN BINGEN

ON THE OPENING
OF YOUR NEW TAVERN

The Fine Selection You Have Made in Selecting

Marshfield Lager Beer

Is an indication you desire to serve your community
with the Best in Beer.

The Marshfield News-Herald, Marshfield, WI, 30 Oct 1934, Page 5

sent: athen.

Motion by Sommers, seconded by Beck, that John Bingen be permitted to transfer his location of tavern from 503 So. Central Ave. to 501 So. Central Ave. Motion carried.

The Marshfield News-Herald, Marshfield, WI,
15 Nov 1934, Page 10

**Special
Entertainment
TONITE**
Boston or Southern
Fried Chicken - Hot Beef
Sandwich with gravy
Hot Chili
JOHN'S TAVERN
501 So. Central

The Marshfield News-Herald, Marshfield, WI,
12 Oct 1935, Page 7

**Dine and Dance
TO-NITE**
- AT -
John's Tavern
501 S. Cent. Ave Ph. 460-W
Music by
WEIN BROS.
Boneless Perch **10c**
Per Plate
Oyster Stew

The Marshfield News-Herald, Marshfield,
WI, 22 Nov 1935, Page 7)

Pub June 18-19-20

**NOTICE OF APPLICATION FOR
RETAIL LIQUOR LICENSE**

Notice is hereby given that application has been made for a Class B Retail Liquor License to sell, from the date hereof until July 1, 1936, intoxicating liquor as defined by Subsection (2) of Section 176.01 of the Wisconsin statutes, at retail, subject to the limitations imposed by Chapter 176 of the statutes and all acts amendatory thereof and supplementary thereto, at the described premises in the City of Marshfield by the following:

John Bingen—501 S. Central Ave.—Lot 7 Block 105

EMIL E. FORSETH,
Clerk,

Marshfield, Wis., June 18, 1935.

The Marshfield News-Herald, Marshfield, WI,
19 Jun 1935, Page 10

**TAVERN TABLES AND CHAIRS — For
sale. Like new. Inquire John's Tavern,
501 S. Central Ave. Phone 460-W.**

The Marshfield News-Herald, Marshfield, WI,
19 Oct 1935, Page 11

**Just Like
Eating
At Home**
That's what our
satisfied customers
say.
Try Our
Chicken Plate Lunch
To-Nite
— SPECIAL MUSIC —
JOHN'S Tavern
501 So. Central Ave.

The Marshfield News-Herald, Marshfield, WI,
27 Mar 1937, Page 9

Pub. June 16-17-18
**NOTICE OF APPLICATION FOR
 RETAIL CLASS B LIQUOR LICENSE**
 Notice is hereby given that application
 has been made for a Class B Retail
 Liquor License to sell from July 1st, 1937
 to June 30th, 1938, intoxicating liquor as
 defined by Subsection (2) of Section 176.01
 of the Wisconsin statutes, at retail, sub-
 ject to the limitations imposed by chapter
 176 of the statutes and all acts amendatory
 thereof and supplementary thereto, at the
 described premises in the City of Marsh-
 field by the following:
 John Bingen, 501 S. Central Ave., Lot
 7, Block 105.
EMIL E. FORSETH,
 Clerk.
 Marshfield, Wis., June 15, 1937.

The Marshfield News-Herald, Marshfield, WI,
 18 Jun 1937, Page 6

SIX BOOTHS—For sale. Reason-
 able for quick sale. Inq. 501 S.
 Central Ave. or Phone 460-W.

The Marshfield News-Herald, Marshfield, WI,
 24 Feb 1939, Page 9

TABLES—Chairs, and booths. Will
 sacrifice for quick sale. 501 S.
 Central Ave. Phone 460-W.

The Marshfield News-Herald, Marshfield, WI,
 22 Mar 1939, Page 13

Real Estate for Rent

Apartments and Flats 74

UPPER FLAT—All mod., 4 rms. &
 bath. Heated; hot water. Inq.
 John's Tavern, 501 S. Central.

The Marshfield News-Herald, Marshfield, WI,
 23 May 1939, Page 11

Pub. 18-19-20
**NOTICE OF APPLICATION FOR
 RETAIL CLASS B LIQUOR LICENSE**
 Notice is hereby given that application
 has been made for a Class B Retail Liquor
 License to sell from July 1st, 1940 to June
 30th, 1941, intoxicating liquor as defined
 by Subsection (2) of Section 176.01 of the
 Wisconsin statutes, at retail, subject to the
 limitations imposed by chapter 176 of the
 statutes and all acts amendatory thereof
 and supplementary thereto, at the de-
 scribed premises in the City of Marshfield
 by the following:
 John and R. O. Bingen, 501 S. Central
 Ave., Lot 7, Block 105.
ELMER H. OLSON,
 Clerk.
 Marshfield, Wis., June 15, 1940.

The Marshfield News-Herald, Marshfield, WI,
 18 Jun 1940, Page 6

Fish fry tonite 10c
SAT. and SUN.

**Choice of Fried or Roast
 Southern Style Chicken
 Largest Portion 25c**
 in Town -----

Chick. Dinner Sun. 35c

JOHN'S TAVERN

501 S. Cent. Phone 460-W

Upstairs—Couples Only
No minimum or cover charge

The Marshfield News-Herald, Marshfield, WI,
 16 Sep 1938, Page 2

NORTHERN AUTO CO. BUILDING ADVANCES

**Supply Firm Expects to
 Move Into New Quarters
 About Feb. 1**

The new building for the North-
 ern Auto Supply Co. is making
 rapid progress, and will be ready
 for occupancy not later than Feb.
 1.

The brick, steel, and concrete
 structure is being erected on S.
 Central avenue, on the west side
 of the street between Fifth and
 Sixth streets.

The building is now entirely en-
 closed, plate glass work having
 been completed on Friday. Walls,
 roof, and rough flooring are all
 completed.

Installation of the heating sys-
 tem will be finished in a few days,
 and plastering will be started on
 Monday.

The one-story building and full
 basement will be used as office and
 warehouse by the supply company
 which now has quarters at 501 S.
 Central avenue.

The Marshfield News-Herald, Marshfield, WI,
 09 Dec 1939, Page 5

Pub. June 5-6-7

**NOTICE OF APPLICATION FOR
RETAIL CLASS B LIQUOR LICENSE**

Notice is hereby given that application has been made for a Class B Retail Liquor License to sell from July 1st, 1941 to June 30th, 1942, intoxicating liquor as defined by Subsection (2) of Section 176.01 of the Wisconsin statutes, at retail, subject to the limitations imposed by chapter 176 of the statutes and all acts amendatory thereof and supplementary thereto, at the described premises in the City of Marshfield by the following:

John Bingen, 501 S. Central Ave., Lot 7 Block 105.

ELMER H. OLSON,
Clerk.

Marshfield, Wis., June 4, 1941.

The Marshfield News-Herald, Marshfield, WI,
07 Jun 1941, Page 8

JOHN'S TAVERN FOR RENT—To
responsible party. None other
need apply. If interested, call in
person at 501 S. Central Ave.
John Bingen, Prop.

The Marshfield News-Herald, Marshfield, WI,
18 Sep 1942, Page 11



BUY WAR BONDS

HAVE FUN!

The happy man is
The healthy man!
—We prove it
Daily here!
Keep up your spirits
Health and cheer:
Drink that good
Old **BLATZ BEER!**

Joe's Old Heidelberg
(Formerly John's Tavern)
501 S. Central Ave.
JOE BIECHLER, Prop.

The Marshfield News-Herald, Marshfield, WI,
08 Jan 1943, Page 2

EXCELLENT OPPORTUNITY—
For any one who wishes to op-
erate a restaurant on their own.
Inq. John's Tavern, 501 S. Cent.

The Marshfield News-Herald, Marshfield, WI,
22 Jul 1941, Page 9

LOOK!
John's Tavern
For Sale Or Rent
If interested, come and see John.
Good going business. Very reason-
able. Loacted at 501 S. Central
Ave. John Bingen, Prop.

The Marshfield News-Herald, Marshfield, WI,
30 Jul 1942, Page 13

TAVERN LICENSE—Joe Biech-
ler, Marshfield, was granted a
Class B tavern license at a spec-
ial Council meeting last night,
for the premises at 501 S. Central
avenue. John Bingen's request for
cancellation of his license for the
same premises was granted. Fol-
lowing the session, an informal
meeting was held to discuss the
proposed Armory ordinance, the
proposed State Guard lease on the
property, and the question of ex-
tra time for police officers.

The Marshfield News-Herald, Marshfield, WI,
15 Oct 1942, Page 6

Real Estate for Rent

Apartments and Flats 74

APARTMENT—4 rooms & bath.
Hot water heat. 501 S. Central.
Ph. 741-R or inq. 407 S. Maple.

The Marshfield News-Herald, Marshfield, WI,
03 Feb 1943, Page 9

Pub. May 10-11-12
**NOTICE OF APPLICATION FOR
 RETAIL CLASS B LIQUOR LICENSE**
 Notice is hereby given that application
 has been made for a Class B Retail Liquor
 License to sell from July 1st, 1943 to June
 30th, 1944, intoxicating liquor as defined
 by Subsection (2) of Section 176.01 of the
 Wisconsin statutes, at retail, subject to the
 limitations imposed by chapter 176 of the
 statutes and all acts amendatory thereof
 and supplementary thereto, at the de-
 scribed premises in the City of Marshfield
 by the following:
 Joseph Biechler, 501 S. Central Ave.
 Lot 7 Block 105.
ELMER H. OLSON,
 Clerk.
 Marshfield, Wis. May 6, 1943.

The Marshfield News-Herald, Marshfield, WI,
 11 May 1943, Page 6

JOE'S CAFE
 501 S. CENTRAL AVE.
FISH FRY TONITE!
FRIED CHICKEN SAT.!
 Home Made Pies! "Home" Cooking!
 Mr. and Mrs. Leonard Dorst

The Marshfield News-Herald, Marshfield, WI,
 18 Feb 1944, Page 8)

**NOTICE OF APPLICATION FOR
 RETAIL CLASS B LIQUOR LICENSE**
 Notice is hereby given that applica-
 tion has been made for a Class B Retail
 Liquor License to sell from July 1st,
 1945 to June 30th 1946, intoxicating
 liquor as defined by Subsection (2) of
 Section 176.01 of the Wisconsin stat-
 utes, at retail, subject to the limita-
 tions imposed by chapter 176 of the
 statutes and all acts amendatory there-
 of and supplementary thereto, at the
 described premises in the City of
 Marshfield by the following:
 John Bingen, 501 S. Central Ave.,
 Lot 7, Block 105.
ELMER H. OLSON,
 Clerk
 Marshfield, Wis. May 4, 1945.

The Marshfield News-Herald, Marshfield, WI, 09
 May 1945, Page 8

JOE'S CAFE
 501 S. CENTRAL AVE.
Opening
Mon., Dec. 27
 ★ MEALS ★ LUNCHES
 DAILY
 — PRICES RIGHT —
 ★ HOME MADE PIES
 FRI. NITE.: FISH FRIES
 SAT. NITE.: CHICKEN
 Mr. and Mrs. Leonard Dorst

The Marshfield News-Herald, Marshfield, WI,
 24 Dec 1943, Page 7

**NOTICE OF APPLICATION FOR
 RETAIL CLASS B LIQUOR LICENSE**
 Notice is hereby given that applica-
 tion has been made for a Class B Retail
 Liquor License to sell from July 1st,
 1944 to June 30th, 1945, intoxicating
 liquor as defined by Subsection (2) of
 Section 176.01 of the Wisconsin stat-
 utes, at retail, subject to the limita-
 tions imposed by chapter 176 of the
 statutes and all acts amendatory there-
 of and supplementary thereto, at the
 described premises in the City of
 Marshfield by the following:
 Joseph Biechler, 501 S. Central Ave.
 Lot 7, Block 105.
ELMER H. OLSON,
 Clerk
 Marshfield, Wis. May 3, 1944.

The Marshfield News-Herald, Marshfield, WI,
 03 May 1944, Page 8

ANNOUNCING—
THE OPENING OF
PEP'S LUNCH
 501 S. Central in Bingen's Tavern
JULY 4th
 Serving meals and short orders
 8 a. m. to midnight. **S. C. PEPPER**

The Marshfield News-Herald, Marshfield, WI,
 03 Jul 1945, Page 5

Yes, we're new in town, but not in serving
THE BEST AVAILABLE FOOD!
 STOP IN **FISH FRY** **FRIDAY**
 FOR OUR **NITES**
CHICKEN SANDWICHES SATURDAY NITES
 SHORT ORDERS AND MEALS AT ALL TIMES
 FROM 8 A. M. UNTIL 12 MIDNIGHT
PEP'S LUNCH
 501 S. Central Bingen's Tavern

The Marshfield News-Herald, Marshfield, WI,
 06 Jul 1945, Page 5

"WE'RE here to meet old friends again . . . and
 to make new ones!"
 "Folks . . . we've just taken over the business at
PEP'S LUNCH
 501 S. Central Ave.
 ". . . and we're here 7 A. M. to 1 A. M. to serve
 you meals and lunches at all hours."
Mr. & Mrs. L. M. Dorst and Jerry.

The Marshfield News-Herald, Marshfield, WI,
 10 Sep 1945, Page 5

HEY!!
 THEY'RE
DANCING
 AGAIN AT
John's Tavern
 501 S. Central Ave.

The Marshfield News-Herald, Marshfield, WI,
 14 Sep 1945, Page 8

PEP'S LUNCH
 501 S. Central Ave.
Meals, Lunches Daily.
 Just Try Our
Chili & Home Made Pies

The Marshfield News-Herald, Marshfield, WI,
 21 Sep 1945, Page 10

Sgt. Jerry Dorst, Marshfield, re-
 ceived his Army discharge at
 Camp Grant on Nov. 23, and is
 now helping his father, Leonard
 Dorst, and his brother, Larry, op-
 erate Pep's Lunch at 501 S. Cen-
 tral avenue. Dorst saw two years
 and nine months of Army service,
 14 months of which were in
 France. He served as an Army
 cook. During the time that he
 was in service, his wife, Gloria,
 resided at 314 W. Fifth street.

The Marshfield News-Herald, Marshfield, WI,
 12 Dec 1945, Page 5

PEP'S LUNCH
 501 S. Central Ave.
FISH FRY TONITE!
CHICKEN FRY
SAT. NITE
ROAST CHICKEN
DINNER SUNDAY
 NOTICE:
 Pep's Lunch will close Christ-
 mas Eve at 7 P. M. and remain
 closed all day Christmas.

The Marshfield News-Herald, Marshfield, WI,
 21 Dec 1945, Page 10

PEP'S LUNCH
 —501 S. Central Ave.—
FISH FRY TONITE!
CHICKEN FRY SAT. NITE!
 Meals & Lunches all times.

The Marshfield News-Herald, Marshfield, WI,
 28 Dec 1945, Page 10



BIG NEW YEAR'S PARTY
at
JOHN'S TAVERN
501 S. Central Ave.

THE CHOICEST DRINKS AND FOODS
WILL BE SERVED ALL NIGHT!

Hats! Horns! Confetti! Noisemakers!
Novelties of all types to help bring
the New Year in!

A gay companion, a sparkling glass, a merry tune:
that's the way to "ring in the New Year." Do it at
John's Tavern Monday Nite!

The Marshfield News-Herald, Marshfield, WI,
29 Dec 1945, Page 2

LARRY and JERRY'S
501 So. Central Ave.

Sunday Chicken Dinners
Including Home Made Pie
FRENCH FRIED FISH TONITE!
FRENCH FRIED CHICKEN SAT.!

The Marshfield News-Herald, Marshfield, WI,
26 Apr 1946, Page 8

CENSES DE KRAUTCH:
Class "B" Retail Fermented Malt
Beverage & Intoxicating Liquor Licenses

13. John Bingen, 501 S. Central Ave.
Lot 7 Block 105.

The Marshfield News-Herald, Marshfield, WI,
23 May 1946, Page 8

Larry & Jerry's
501 S. Central Ave.

CLOSED TUES. MEAT SHORTAGE
Sunday Chicken Dinners
including Home Made Pie
FRENCH FRIED FISH TONITE!
FRENCH FRIED CHICKEN SAT.!

The Marshfield News-Herald, Marshfield, WI,
07 Jun 1946, Page 8

PEP'S LUNCH
—501 S. Central Ave.—
FISH FRY TONITE!
CHICKEN FRY SAT. NITE!
Meals & Lunches all times.

The Marshfield News-Herald, Marshfield, WI,
04 Jan 1946, Page 10

William Mechler is chairman of the current drive which will close on April 3. A mass induction of the new Legionnaires will take place at a regular meeting of the post to be held next Thursday evening at the Armory.

It was pointed out that due to the immensity of the task, committeemen have not been able to contact all eligible ex-servicemen in the area served by the local post. Any veteran not approached is urged to call on or phone one of the following:

Orville Bingen, 501 S. Central avenue; E. F. Zappen or Fred A. Rhyner, over Weber's Super Market; Emery Varney or E. T. Oppman, 120 W. Second street; Tony Knott, 108 W. Second street; Donald Hintz, 111 E. Fourth street, or Ralph Borens, 223 S. Central avenue.

The Marshfield News-Herald, Marshfield, WI,
30 Mar 1946, Page 2

FACIAL BURNS—Larry Dorst, 26, 336 S. Central avenue, suffered first degree facial burns as the result of a mild gas explosion in a stove at 501 S. Central avenue, where he operates a restaurant. He received treatment for his injuries at St. Joseph's Hospital. The accident occurred Sunday.

The Marshfield News-Herald, Marshfield, WI,
24 Mar 1947, Page 6



You'll Now Enjoy FASTER SERVICE... FRESHER DRINKS

TAVERN KEEPERS!

These Modern MULTIPLEX BAR DISPENSERS

CAN BE INSTALLED AT
YOUR BAR NOW!

● SPEED BAR SERVICE 100%!

No uncapping bottles. No
spilling or breakage.

● SAVE STORAGE SPACE!

No bulky bottles or con-
tainers.

● PAY BIG DIVIDENDS BY GREAT SAVINGS!

Dispense soda water at 2c
gal. Pure fresh carbonated
drinks at a cost of but 1c
to 1½c.

● NEED NO DIRECT ICING!

● COMPACT

Take up none of your
counter space. One or as
many fixtures as you need.

See these Bar Dispensers at
Bing's Bar or at The Ten Pin
Tap. Write, phone or see us
for all the details.

AT

BING'S BAR

501 S. CENTRAL MARSHFIELD

AND

TEN PIN TAP

546 S. CENTRAL MARSHFIELD

BECAUSE THEY HAVE JUST INSTALLED
THE NEW, SENSATIONAL

MULTIPLEX BAR DISPENSERS

That Make Fresh Carbonated Mix
Right At The Bar!

Now you'll always get well charged drinks . . . better tasting because the mix
is always fresh! These Multiplex Bar Dispensers make fresh, always pure
and wholesome, full strength Coke, sour, sweet soda, seltzer, gingerale and
root beer. Stop in at Bing's Bar or The Ten Pin Tap and really enjoy fresh-
flavored drinks.

HUB CITY REFRIGERATION CO.

T. QUEENAN

R. (TIP) TIPPELT

723 S. CENT. PHONE 1236-M NIGHT PHONES 238-J OR 642-J

NOTICE OF APPLICATION FOR RETAIL CLASS B LIQUOR LICENSE

Notice is hereby given that applica-
tion has been made for a Class B Retail
Liquor License to sell from July 1st,
1947 to June 30th, 1948, intoxicating
liquor as defined by Subsection (2) of
Section 176.01 of the Wisconsin stat-
utes, a. retail, subject to the limita-
tions imposed by chapter 176 of the
statutes and all acts amendatory there-
of and supplementary thereto, at the
described premises in the City of
Marshfield by the following:

Robert O. Bingen, 501 S. Central Ave.
Lot 7, Block 105.

ELMER H. OLSON,

Clerk

Marshfield, Wis., April 21, 1947.

The Marshfield News-Herald, Marshfield, WI,
25 Apr 1947, Page 13

FROM

JOHN BINGEN TAVERN

501 S. CENTRAL AVE.

Orval "Bing" Bingen, Prop.

The Marshfield News-Herald, Marshfield, WI,
15 May 1947, Page 15

EMPLOYMENT

Help Wanted—Female

32

WAITRESS WANTED
AT LARRY & JERRY'S CAFE
501 S. CENTRAL AVENUE, CITY

The Marshfield News-Herald, Marshfield, WI,
19 Mar 1948, Page 10

The Marshfield News-Herald, Marshfield, WI,
22 Apr 1947, Page 3

G. R. Gustafson is the proprietor of a neat well kept general store on the corner of Fifth street and Central avenue. You can't tell by meeting him whether it is summer or winter for he perspires the year around. He is a native of Sweden and as proud of his nationality as a peacock is of its tail. Besides his own language he speaks German, English and Potawatomie. For two weeks he has been making his customers happy by giving them a real bargain sale but there was one article on which the price remained the same and that was his bundle of ludfisk, always to be found in front of his store. He thinks a great deal of them because they came from his native country in 1860. They have been stolen several times for a bundle of kindling wood and returned as many times because fire has no more effect on them than a diamond drill. If it were possible for a person to eat one before it was treated to a bath in lye of several months he would be a good representation of a man that had swallowed a bale of hay, for the expansion is more wonderful than a dried peach. As received from the shipper you could easily shove one in an umbrella cover but put it to soak in lye for three or six months and you could not get it in a pillow case. If the same results could be obtained by soaking your watch at a pawn shop when you came to get it it would be the size of a hall clock. To most men a ludfisk strikes them as a joke and not an article of food.

The Marshfield News and Wisconsin Hub,
Marshfield, WI, 02 Feb 1905, Page 4

the low parts of town to a depth never before reached. The storm of Saturday was characterized by high winds, the one of Sunday by thunder and lightning and Monday afternoon and evening by a deluge of rain, amounting almost to a cloudburst. Central avenue between the Omaha railroad and the Tremmel corner was an open sea and it was but little better south of Gustafson's. The sewer was incapable of carrying off the torrent and water backed up into cellars along South Central avenue, doing much damage to goods. Those living east on Second and Third streets were compelled to wade through an inch or two of water that covered the sidewalks in low places.

The Marshfield News and Wisconsin Hub,
Marshfield, WI, 08 Jun 1905, Page 1

basement windows. G. R. Gustafson had several hundred dollars worth of goods badly damaged in his basement which at one time contained three feet of water. It rushed in so fast that there was no time to remove goods. Water covered the walk on both sides and flowed in torrents through the basement windows. The water drains to this point from a large portion of the city and during a storm such as the recent one, the sewer is wholly inadequate to carry off the flood.

The Marshfield News and Wisconsin Hub,
Marshfield, WI, 08 Jun 1905, Page 4

Street Commissioner Maloney has had his hands full since the recent heavy storms repairing washed out streets, culverts and crosswalks. The damage was distributed in all parts of the city. If there is one thing more than another Marshfield's street commissioner understands it is drainage and this is the secret of good streets. He has lately turned the water course on West Fifth street so that instead of running into the small sewer at Gustafson's corner, the water will be taken through the block between Central avenue and Chestnut street to the big storm sewer south of the Omaha track. The recent flood demonstrated that the small sewer from Gustafson's south had all it could do to carry off the drainage from the east side of Central avenue.

The Marshfield News and Wisconsin Hub,
Marshfield, WI, 15 Jun 1905, Page 5

About the first general store encountered in Marshfield after leaving the Northwestern depot is the one of G. R. Gustafson at the former of East Fifth and Central avenue. The store has been in operation 13 years and occupies a conspicuous and convenient location. A fine family trade is enjoyed, and the firm carries a complete line of dry goods, clothing, hats, caps, shoes, notions, groceries, rugs, carpets and other goods usually found in a first-class general store. There is a good variety to select from and the quality in each line is the very best.



(from Marshfield Illustrated, 1905)

The
CAFE

KNOWN AS LARRY & JERRY'S CAFE
IN CONNECTION WITH

BING'S BAR

WILL BE

CLOSED SUNDAY, JUNE 26

THROUGH THURS., JUNE 30, FOR

REMODELING

**Opening Under New Man-
agement Friday, July 1**

Serving Regular Meals, Lunches,
Short Orders, Sandwiches, Steaks
and Lobster Tails.

**OPEN EVERY DAY FROM 6 A. M.
TILL 2:30 A. M.**

BING'S BAR & GRILL

501 S. Central Ave.

501 S. Central Ave.

THANK YOU!

Members Of The
Fire & Police Dept.
for your combined, splendid ef-
forts in curbing the fire we had
on Sat., Aug. 25th.

Julies Bar & Grill

JULIE KONDRASUK, PROP.

The Marshfield News-Herald,
Marshfield, WI, 10 Sep 1956, Page 4

The Marshfield News-
Herald, Marshfield, WI,
14 Sep 1956, Page 12

BAR—Back bar and fixtures for sale.
Slightly damaged by smoke. Very
reasonable if taken at once. Inq.
Julie's Bar.

OUR SINCERE
Best Wishes to Julie's Bar & Grill

ON THE GRAND OPENING!



It was our pleasure to furnish the
building materials needed to make this
establishment one of the most modern
buildings in town.

The next time you plan to build or re-
model, keep us in mind! It's our busi-
ness to help you in planning—estimat-
ing—and selecting materials for your
project.

O & N LUMBER CO.

612 S. WALNUT AVE.

PHONE 138

The Marshfield News-Herald, Marshfield, WI,
09 Nov 1956, Page 2

GRAND OPENING

JULIE'S BAR and GRILL

501 SOUTH CENTRAL AVENUE

MARSHFIELD, WISCONSIN

★ Tomorrow Evening, Saturday, Nov. 10th At 6:00 P. M. ★

SPECIALIZING
STEAKS ★ CHICKEN
FISH FRIES ON FRIDAY

SPECIALIZING
YOUR FAVORITE DRINKS
ARTFULLY PREPARED & SERVED
THE WAY YOU PREFER!

Stop In Often, Relax and Enjoy Yourself in Marshfield's New, Ultra-Modern Bar & Grill!
You'll Enjoy The Pleasant Atmosphere, The Wonderful Hospitality We're Sure!

Modern Interior & Exterior Work Was Done
By The Following Firms:

MAURER SUPPLY CO.
Air Conditioning

817 S. Central Ave.

Marshfield, Wis.

MERKEL ELECTRIC
Electrical Wiring, Fixtures & Installations

521 S. Central Ave.

Marshfield, Wis.

"Better Sign Advertising" By
REX NEON SIGN CO.

100 W. Arnold St.

Marshfield, Wis.

Refrigeration Installations By
TIP'S REFRIGERATION

111 E. 3rd St.

Marshfield, Wis.

Cross Rotators, Flanking Installations By
GAFFNEY-GOERES Plumbing

111 S. Central Ave.

Marshfield, Wis.

INSTALLATIONS OF INSIDE NEON, INDIRECT LIGHTING
MARSHFIELD SIGN COMPANY Phone 947

111 S. 2nd St.

Enjoy 
OUR GRAND OPENING SPECIAL!
2 For ONE
FROM 6 P. M. UNTIL 9 P. M.
Stop in, Order Your Favorite Drink...
The 2nd ONE IS ON THE HOUSE!



JULIE'S BAR AND GRILL, MARSHFIELD, WIS.

Some plans, the city's modern, spacious and graceful of Marshfield's newest bar and grill. Modern
interior, beautiful view of a downtown Marshfield atmosphere. The modern, spacious bar and grill
opens, 1000 plus seated to enjoy their favorite food and drinks in a relaxing atmosphere.

BADGER STORE FIXTURES


W. Arnold St.

Marshfield, Wis.

Manford Streit, Contractor
Stevens, Wisconsin

The Marshfield News-Herald, Marshfield, WI,
09 Nov 1956, Page 2

Enjoyment for all!
Dine Out
TODAY
JULIE'S BAR AND GRILL
 501 S. Central Ave. Phone 460-W



— Serving —
 Full Course Dinners
 Daily From 11:30 A.M.
 Pizza From
 5 P. M. On

The Marshfield News-Herald, Marshfield,
 WI, 15 Mar 1957, Page 11

ANNOUNCEMENT . . .
Mrs. Bernice Fohl
 Has Taken Possession Of
**The Kitchen And Dining
 Room At Julie's Bar & Grill**

"I wish to invite all my old friends and new acquaintances to stop in and enjoy our tasty food!"
Bernice Fohl

Julie Says: "He'll serve you his famous jumbo cocktails and mixed drinks for your enjoyment as usual!"

The Marshfield News-Herald, Marshfield, WI,
 19 Aug 1960, Page 5

**ENJOY
 THANKSGIVING
 DINNER
 HERE**

You will have a fine Thanksgiving if you dine here! Bring along your family & friends, too!



★ Enjoy Your Favorite Drinks with Your Luncheon or Dinner!

★ Specials served daily!
 ★ Pizzas served daily.
 ★ Take-outs always welcomed.

For Good Food & Drinks, It's
JULIE'S BAR & GRILL
 501 S. Central Ph. FU 4-4868
 — Marshfield —

The Marshfield News-Herald, Marshfield,
 WI, 18 Nov 1960, Page 11

NOTICE
Julie's Bar & Grill
 501 South Central Ave.
 Will Be Closed From
WEDNESDAY, SEPT. 27
 To
SUNDAY, OCTOBER 8
GOING MOOSE HUNTING???

The Marshfield News-Herald, Marshfield,
 WI, 25 Sep 1967, Page 6

CORRECTION!

Due to an error in Monday night's paper the dates that Julie's Bar & Grill will be closed were incorrect.

The correct dates are:

**Closed From
Wednesday,
Sept. 27
Thru
Sunday,
October 8**

The Marshfield News-Herald, Marshfield, WI, 26 Sep 1967, Page 6

NOTICE

Julie's Bar & Grill

501 S. Central

**IS NOW OPEN -- COME IN
AND ENJOY FINE FOOD & DRINK**

The Marshfield News-Herald, Marshfield, WI, 09 Oct 1967, Page 9

Julie's Tavern Is Sold Here

Ronald Ridgley of Madison and Douglas Anthony of Wisconsin Rapids have purchased Julie's Tavern and Supper Club, 501 S. Central Ave.

Julius Kondrasuk, who has owned and operated the establishment for the past 15 years, said the sale will be effective July 1. Kondrasuk, who is retiring, said his future plans are indefinite at this time.

Ridgley will operate the local business. Anthony will continue his residence in Wisconsin Rapids where he is district sales supervisor for Yvados Laboratories Inc., Des Moines, Iowa.

The new operators will retain the name of Julie's and plan no changes at this time.

Ridgley is a native of Green Bay where he was born on Dec. 27, 1937. After graduating from high school, he enrolled at the University of Wisconsin in Madison where he received a bachelor of science degree in political science. He also attended the U. W. Law School for a year.

For the past four years, Ridgley has been employed as bar manager at the Ramada Inn in Madison.

He and his wife, Judy, are the parents of two children, Carrie, 5, and Robbie, 1. The family is residing in an apartment above the supper club.

The Marshfield News-Herald, Marshfield, WI, 26 Jun 1969, Page 8)



Ronald Ridgley

★ ★ ★
Other local squads participating are AAA Electric, Roger's Sinclair, Weyerhaeuser, Weyco, V & H Ford, Buzz's Bar, Bey's Bar, Blair & Co., Little Ditties, Baltus Oil, J & J Sports, DeJarlais, Airway Bar, Citizens National Bank, Morning Glory, Shelly's Labor Bar, Ronn's Clinique, and Felker Bros. Mfg.

The Marshfield News-Herald, Marshfield, WI, 12 Aug 1969, Page 20)

Serving Nitely 'Til Midnite

CLINIQUE

Grand Opening

**Saturday
November 8th**

- ★ Orchids For The Ladies
- ★ Glass Of Champagne For The Diners
- ★ Hot Hors d'oeuvres For Everyone

The dining room, shown above, all newly remodeled and carpeted gives it the atmosphere enjoyed by all diners.

**Saturday Special
Lobster & Steak
Plate . . . \$4.95**

Call 384-4808
For Carry-Outs

Ronn's **CLINIQUE**

Corner Of 5th & Central • Marshfield

The bar, shown above, modern and all newly carpeted adds to the welcome you get when you stop in at Ronn's Clinique.

The Marshfield News-Herald, Marshfield, WI, 7 Nov 1969, Page 13

For Carry-outs Call 4-4868

FRIDAY SPECIALS

Boneless
Fresh Perch . Plate 1.25
Baby Walleye . Plate 1.65

Monday's Special Hazel's Own Spaghetti & Meatballs With A Bottle Of Chianti Wine Only 2.00	Wednesday's Special Hazel's Own Chicken & Dumplings All You Can Eat 1.50
---	---

For Recreational Therapy Visit

Ronn's CLINIQUE

5th and Central Ave. Marshfield

The Marshfield News-Herald, Marshfield, WI,
 6 Feb 1970, Page 9 & 20 Mar 1970, Page 11

Supper Club Operator Fined for Violation

Howard Anthony, 21, operator of the Clinique Supper Club, 501 S. Central Ave., charged with being open after the 1 a.m. closing hour, changed a not guilty plea to no contest in Wood County Court Friday afternoon and was fined \$50 and costs by Judge Fred A. Fink.

The Marshfield News-Herald,
 Marshfield, WI,
 30 Jan 1971, Page 5

Local Resident Dies at Age 63

Mrs. Julius (Marie C.) Kondrasuk, 63, of 1626 S. Felker Ave., died at 2 p.m. Tuesday at Memorial Hospital in Neillsville where she had been a patient the past seven weeks.

Services will be held at 2 p.m. Thursday, at Sacred Heart Catholic Church and burial will be made in Gate of Heaven cemetery. The Rev. Peter J. Leketas, pastor, will officiate.

Visitations may be made at the Rembs Chapel beginning at 2 p.m. Wednesday. A general rosary service will be held there at 8 p.m. Wednesday.

The former Marie C. Kubiniec was born Jan. 22, 1907 in Poland. She came to the United States with her parents and received her education in Chicago.

She was married June 26, 1926 in Chicago, to Julius Kondrasuk. The couple lived in Kenosha until 1935 when they moved to Racine. In 1945 they moved to Gilman where they operated a grocery store until 1954 when they moved to Marshfield. While in Marshfield they owned and operated Julie's Bar and Grill.

She was a member of Sacred Heart Catholic Church and the Catholic Order of Foresters.

Survivors include her husband; two sons, Ronald, Palo Alto, Calif., and James, at the University of Wisconsin in Madison; and three brothers, Walter, John and Stanley Kubiniec, all of Chicago.

She was preceded in death by her parents and a son.

The Marshfield News-Herald,
 Marshfield, WI,
 18 Nov 1970, Page 12

Howard D. Anthony, 21, operator of the Clinique Supper Club, 501 S. Central Ave., pleaded not guilty to a violation of the city's 1 a.m. o'clock closing law. He posted a \$50 bond until his trial set for Jan. 8.

The Marshfield News-Herald, Marshfield, WI,
 28 Dec 1970, Page 13



The Clinique, 13 Dec 1984,
 Photo from the Lorraine Markee Collection

Camille Haney, who is representing the National Association of Attorneys General at the White House Conference on Aging, called by President Nixon in Washington this week (Nov. 28-Dec. 2) is a native of Marshfield.

* * *

Mrs. Haney, as consumer affairs coordinator for the state of Wisconsin, is the author of the column, "The Informed Consumer," which appears frequently in the News-Herald.

She lives in Madison with her husband, James Haney, and her parents are Mr. and Mrs. Douglas Anthony, 102 E. Fifth St., Marshfield.

The Anthonys left Marshfield when Camille was a child, but moved back to the city, from Wisconsin Rapids, last Oct. 1. They operate the Clinique Supper Club here.

"The connection between susceptibility to fraud and the loneliness and chronic illnesses suffered by the elderly is a

The manager of the Clinique Supper Club, Howard Anthony, explained that he expects "Marshfield's downtown liquor bars to experience a large influx of 18 to 21-year-old customers, especially during the first six months."

The Marshfield News-Herald, Marshfield, WI, 14 Feb 1972, Page 2

The Marshfield News-Herald, Marshfield, WI, 1 Dec 1971, Page 14

Karen Kunderinger Is Bride-to-Be of Howard Anthony

Mr. and Mrs. George C. Kunderinger, 804 W. Blodgett St., announce the engagement of their daughter, Karen Ann, to Howard Douglas Anthony, son of Mr. and Mrs. Douglas Anthony, 102 E. Fifth St.

Miss Kunderinger graduated in 1967 from Our Lady of the Holy Cross High School in Merrill and will receive her bachelor of arts degree June 3 from the University of Wisconsin - Madison.



Karen Ann Kunderinger

Her fiancé, who graduated in 1967 from Prentice High School, also attended the University of Wisconsin - Whitewater and now is bar manager of the Clinique Supper Club in Marshfield.

The wedding date is indefinite.

Charged with allowing a bar to be open and operating without a licensed operator on the premises, Douglas Anthony, 102 E. Fifth St., was fined \$100 and costs. The charge reportedly stemmed from a violation June 10 at The Clinique, 501 S. Central Ave.


The Marshfield News-Herald, Marshfield, WI, 3 Aug 1973, Page 12

The CLINIQUE
Relaxing Atmosphere
Noon Lunches
featuring **Super Sandwiches**
5th & Central — Marshfield

The Marshfield News-Herald, Marshfield, WI, 1 Mar 1979, Page 13)

Marshfield NEWS-HERALD
ACCOUNT EXECUTIVE REPORT
By: **Mike Hannum**
Phone: 384-3131

FEATURING THIS WEEK
The **"CLINIQUE"** 5th & Central — Marshfield



Clinique cocktail lounge is a "nice quiet bar" to go to with friends. This atmosphere lends itself to the conversational attitude of the Clinique.

It's a good place to go to after the movie and critique the show with the other patrons.

For lunch, the Clinique serves up very large sandwiches along with the "best salad line-up this side east of the Pecos."

See you there!
The MARSHFIELD NEWS-HERALD Serving Dairyland Everyday
111 W. Third St., Marshfield

The Marshfield News-Herald, Marshfield, WI, 3 Aug 1978, Page 16

WANTED: KITCHEN HELP
APPLY IN PERSON,
CLINIQUE LOUNGE, 501 S. CENT.

The Marshfield News-Herald, Marshfield, WI, 7 Mar 1979, Page 16

The Marshfield News-Herald, Marshfield, WI, 26 May 1972, Page 10

Heart attack takes life of city fireman

A Marshfield firefighter suffered a fatal heart attack while extinguishing a fire Sunday afternoon.

Lt. Marvin C. Strohman, 50, who had been with the Marshfield Fire Department for 21 years, suffered the heart attack shortly before 1 p.m. Sunday while extinguishing a chimney fire at Clinique Lounge, 501 S. Central Ave.



Marvin C. Strohman

According to firefighters at the scene, Strohman was carrying an empty fire extinguisher from the basement of the restaurant when he collapsed. The firefighters had been clearing smoke from the chimney.

Firefighters began cardio-pulmonary resuscitation while awaiting an ambulance. The ambulance was called at 12:56 p.m.

Dolores Kaminski, deputy Wood County coroner, pronounced Strohman dead at St. Joseph's Hospital at 2:50 p.m. She said Strohman's lungs were clear, so smoke inhalation was not a factor.

Acting Fire Chief Harold Ploen said the fire involved only the chimney and there wasn't a lot of smoke.

A concelebrated Mass of the Resurrection will be at 11 a.m. Wednesday at Sacred Heart Catholic Church. The Rev.

See—STROHMAN—Page 2

Strohman

Peter J. Leketas is to officiate. Music will be provided by Mrs. Frank Wesley and William A. Allen.

Gate of Heaven Cemetery will be the burial site. Nephews will serve as pallbearers. Members of the Marshfield Fire Department will form a guard of honor.

Friends may call after 2 p.m. Tuesday and until service time Wednesday at Rembs/Kundinger Chapel where Sacred Heart Parish Council of Catholic Women rosary will be at 3 p.m. Tuesday; Knights of Columbus rosary at 7:30 p.m.; and a parish vigil at 8 that night.

Lt. Strohman was born here Feb. 15, 1930 and graduated from Marshfield Senior High School in 1948. He worked for the Albert H. Weinbrenner Shoe Co. until 1954 and was a custodian for Marshfield Senior High School before joining the Marshfield Fire Department Aug. 4, 1959. He was promoted to lieutenant Oct. 28, 1972.

He was affiliated with Sacred Heart Catholic Church, Holy Name Society, Knights of Columbus, and International Association of Firefighters Local 1021.

On March 31, 1951 at Sacred Heart Catholic Church, he and Jardine S. Dishinger were married. She survives along with one son, David of Sheboygan; a daughter, Lisa of Marshfield; and two grandchildren.

Also surviving is his father, Joseph Strohman, Marshfield. His mother, Alvina L. Miller Strohman, died Dec. 27, 1972, and a brother, Donald, died May 16, 1980.

The Marshfield News-Herald,
Marshfield, WI, 5 Jan 1981,
Pages 1 & 2)

Fire damages Clinique tavern

A fire early this morning damaged the interior of Clinique Lounge, 501 S. Central Ave.

Marshfield firefighters were called to extinguish the blaze at 2:42 a.m., according to a department spokesman.

Firefighters confined the blaze to the bar area, the report said. Cigarette ashes discarded in a plastic wastebasket caused the fire, which damaged the interior of the bar area, walls above the bar and the ceiling, the report said.

Fixtures and contents of the bar also were damaged by fire, the spokesman said. Smoke damage to the first floor was reported.

The fire was discovered by owner Jon G. Lindahl, who lives above the tavern, according to a police report. He heard a bang, entered the bar, saw smoke and called the fire department, the report said.

This is the second fire at Clinique Lounge this year. A chimney fire Jan. 5 caused no structural damage.

Firefighter Marvin C. Strohman, 50, suffered a fatal heart attack while fighting that blaze.

The Marshfield News-Herald,
Marshfield, WI, 12 May 1981, Page 3)

NOTICE OF APPLICATION FOR LICENSE

Notice is hereby given that the following application for a license to deal in intoxicating liquor has been filed with the City Clerk, City of Marshfield, Wood County, Wisconsin.

Name: The Clinique-Bar, Melanie Anthony; Address: 501 S. Central Ave., Mfld., WI; Kind of License Applied for: Class B Comb.; Location of Premises to be Licensed: 1501 S. Locust, Marshfield, WI.

G.E. Michaelsen, Clerk
(July 10-12-13, 1982)

The Marshfield News-Herald, Marshfield,
WI, 12 July 1982, Page 18)

NOTICE OF APPLICATION FOR LICENSE

Notice is hereby given that the following application for a license to deal in intoxicating liquor has been filed with the City Clerk, City of Marshfield, Wood County, Wisconsin.

Name: The Clinique Bar, Melanie Anthony; Address: 501 S. Central Ave., Mfld., WI; Kind of License Applied for: Class B Comb.; Location of Premises to be Licensed: 501 S. Central Ave., Marshfield, Wis.

Dated: June 7, 1982.

G. E. Michaelsen, Clerk
(June 11, 12, 14)

The Marshfield News-Herald, Marshfield,
WI, 14 June 1982, Page 18



The Marshfield News-Herald, Marshfield, WI, 26 July 1982, Page 7

More emphasis also should be placed on punishing minors for drinking in bars — instead of bartenders, he said. Richard Quirt, owner of the Corner Saloon and the Clinique bar, said the bill won't solve anything.

"If they want to get alcohol, they're going to get it one way or another anyway," Quirt said. "It's just going to be a big hassle for bar owners, as far as checking (for identification) goes."

The Marshfield News-Herald, Marshfield, WI, 26 Oct 1983, Page 2



New management

The Clinique Lounge, 501 S. Central Ave., will be managed by Rita Tasse (left), 816 W. Sixth St. The Marshfield native previously worked as a secretary at JDL Inc. Darlene Seyfert (right), 1108 W. Briarwood St., will operate Ma's

Kitchen, the adjacent restaurant. She plans to serve a luncheon menu of soups, sandwiches and homemade desserts. Seyfert has cooked for The Establishment. She and her husband, David, have seven children.

(News-Herald Photo)

The Marshfield News-Herald, Marshfield, WI, 16 Feb 1984, Page 6

Correction

Rita Tasse, new owner of the Clinique Lounge, 501 S. Central Ave., previously worked as a secretary for Mid-State Truck Service. The News-Herald reported Thursday she had worked for JDL Inc. JDL Inc. is the previous owner of the Clinique.

(from the Marshfield News-Herald, Marshfield, WI, 17 Feb 1984, Page 3



The Marshfield News-Herald, Marshfield, WI, 8 Mar 1984, Page 6

"You can notice people leaving the bars earlier because they're afraid of being picked up for drunken driving," said Rita Passe of the Clinique Lounge.

The Marshfield News-Herald, Marshfield, WI, 12 Sept 1987, Page 3

Rita Tasse, manager of the Clinique Lounge in Marshfield, said "hopefully we'll sell more liquor during the holidays." But when a person appears intoxicated, she added "we'll try to get their car keys and drive them home, or if it's busy we'll get someone else to do it — friends will take other friends home."

The Marshfield News-Herald, Marshfield, WI,
26 Dec 1987, Page 3

Licenses granted

A liquor license was granted Tuesday to Marshfield's newest bar.

Scott Joerns and David Fischer received the license for Crabby Dave's, 501 S. Central Ave.

The license was endorsed by the Judiciary, License and Cemetery Committee and later approved by the Common Council.

The Marshfield News-Herald, Marshfield,
WI, 27 Mar 1991, Page 2

Joern to open new restaurant

A Marshfield and Hewitt restaurant owner confirmed today that he will open a restaurant in the former Casa Loma and Entre Amigos building at 1414 W. McMillan St. But he said that he isn't yet ready to discuss his plans for the building.

Scott Joern, an owner of Crabby Dave's, 501 S. Central Ave., and Joern's on Main in Hewitt confirmed that he has purchased the

building and intends to open a restaurant there in August.

"We're doing something a little different and I'd like to keep it under wraps as long as possible," he said.

The Marshfield News-Herald, Marshfield, WI,
24 Jun 1992, Page 3



New restaurant

Sue and Scott Joern, along with their children, Lindsey, 1, and Dewey, 4, opened Joern's Market Grille, 1414 W. McMillan St., earlier this month. The business is a combination market and restaurant. The restaurant features international cuisine and daily specials, while in the market is sold delicatessen food, fresh fish and wines. The Joerns also are part owners of Crabby Dave's. (News-Herald Photo)

The Clinique Lounge Would Like To Extend A Big THANK YOU....to our loyal customers for their past patronage.

We regretfully announce that as of Friday, December 15th, we will no longer offer Noon Lunches.

Please Join Us For **HAPPY HOUR**,
4-6 p.m., Monday thru Friday
Serving Hot Beef & Chili, 3:30 to
10:00 p.m. Daily

Holiday Drink Specials
Tom & Jerry's, Hot Buttered
Rum or Hot Chocolate

CATERING AVAILABLE
Hors d'oeuvres Prepared For Any Size Group...
Catered In Our Lounge or at
Your Choice Of Location

The Clinique Lounge

501 S. Central, Marshfield
PHONE: 384-4868

(from the Marshfield News-Herald, Marshfield, WI,
13 Dec 1989, Page 2

Business brisk at new restaurant

Business has been better than expected at Crabby Dave's, Marshfield's newest restaurant-bar.

"It's been excellent," said Scott Joern, who oversees the restaurant operation at the business at 501 S. Central Ave.

Crabby Dave's opened in May at the former location of the Clinique Lounge.

It's the casual atmosphere and food such as sandwiches, salads and pastas that makes Crabby Dave's unique, according to Joern.

The business has a mixed clientele, he added.

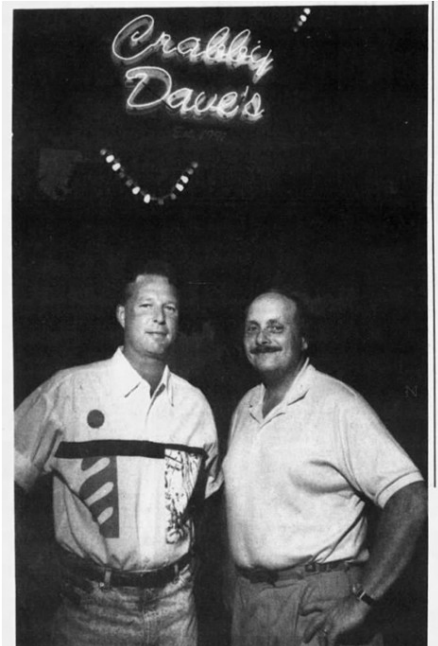
People might stop in to have a sandwich after work or to enjoy an appetizer or two, he said.

"Lunch is very busy and dinner can be busy, too," Joern said. "It all depends."

For instance, Fridays tend to be busy because of the fish specials at the restaurant, he said.

The business employs about 25 and is open seven days a week.

Food is served from 11 a.m. to 2:30 p.m. and from 4:30 p.m. to 10 p.m. Monday through Saturday. Serving on Sunday begins at 3 p.m., but Joern said he plans to begin serving Sunday breakfasts in the near future.



Restaurant open

Scott Joern and Dave Fischer stand outside Crabby Dave's, 501 S. Central Ave., which opened in May in the former Clinique Lounge. Joern and Fischer oversee the restaurant and bar operations, respectively. The business plans to begin serving Sunday breakfasts in the near future. (News-Herald Photo)

The Marshfield News-Herald,
Marshfield, Wisconsin,
15 Aug 1991, Page 20

The Marshfield News-Herald, Marshfield, WI
26 Sep 1992, Page 7

Crabby Dave's and Palomino's

HELP WANTED

Full and Part Time
Positions Available

- Cooks
- Wait Staff
- Dishwashers

387-3842

The Marshfield News-Herald, Marshfield,
WI, 26 Jan 1995, Page 20

The Committee will also consider granting a Class B combination liquor license to Baltus Company and agent Liz Bertram for Crabby Dave's restaurant and bar located downtown.

The Marshfield News-Herald, Marshfield,
WI, 28 May 1996, Page 2

In other action, the Council:

- Okayed a Class B combination liquor license for the Baltus Co., which wants to keep open a downtown bar-restaurant, which operates at a site owned by the firm.

The Judiciary, License & Cemetery Committee was told that the current licenseholder for Crabby Dave's restaurant, Scott Joern, will have the license revoked by
See--CITY-BASED--Page 2

the state because of unpaid delinquent bills, among them sales taxes.

And, Joern has not reapplied for his license with the city.

The aldermen stipulated that Joern be given the final few days available for settling the delinquent bills before the license is turned over to the Baltus Co.

The Marshfield News-Herald, Marshfield, WI,
29 May 1996, Pages 1 & 2

Rita Tasse

Rita A. Tasse, 47, of 341 Marcella St., Kimberly, formerly of Marshfield, died at 10:55 a.m. April 14, 1999, at Theda Clark Memorial Hospital in Neenah.

Funeral services will be at 10 a.m. Saturday at Our Lady of Peace Catholic Church in Marshfield with the Rev. James J. Logan, pastor, officiating. Music will be provided by Helen Brinkmann, organist, and John F. Binder, soloist.

Burial will be in Gate of Heaven Cemetery. Pallbearers will be relatives of the family.

Visitation will be from 4 to 8 p.m. today at Rembs/Kundinger Chapel and again from 9 a.m. until service time Saturday at the church. An Our Lady of Peace Parish Prayer Service will be held at 7 p.m. Friday at the funeral chapel.

She was born May 18, 1951, in Marshfield to Greg P. and Coletta K. (nee Weyer) Tasse. She attended Our Lady of Peace Parochial School and graduated from Columbus High School in 1970.

Rita had held secretarial positions at Hub City Foods and Mid-State Trucking before owning and operating Cloverdale Cheese Factory in Marshfield. She then later owned and operated the Clinique Lounge in downtown Marshfield for six years and moved to Kimberly, residing there from 1990 until the present time.

She is survived by her parents, Greg P. and Coletta K. Tasse of Marshfield; and her brother, Joe G. Tasse of Genesee, Colo.



The Marshfield News-Herald, Marshfield,
WI, 16 April 1999, Page 5

Other restaurants try to find a happy medium. At Crabby Dave's in Marshfield, customers can smoke, but they won't find an ashtray on their tables.

"We did that as a trial basis two years ago, and we've found that very few people request an ashtray," said owner John Baltus. "If an ashtray is not on the table, people assume they can't smoke there, and don't."

If someone decides to light up, four heavy duty vents remove the smoke, he said. Since the restaurant also contains a bar, Baltus tried to satisfy everyone.

"It would be a hardship, I feel, on our customers to not allow smoking in the bar area," he said.

The Marshfield News-Herald,
Marshfield, WI, 18 April 2004,
Page 2)

Where do you hang out?

I hang out mostly at home. When I do go out, I go to Crabby Dave's (Baltus owns Crabby Dave's), the best burgers in town.

What do you consider to be the most important quality in an employee or employer?

(from the Marshfield News-Herald,
Marshfield, WI, 13 Mar 2005, Page 22

Further south, at the corner of Fifth Street and Central Avenue, Dave and Lyn Steinmetz watched the cars traveling the avenue from the stoop of Crabby Dave's, a restaurant and bar the couple recently purchased and are renovating.

"I'd kind of timed this renovation to be finished when the road was finished since it's a good time to be closed," Dave Steinmetz said.

"But I'm happy to see all the traffic now," he said. "This is really nice."

The Marshfield News-Herald,
Marshfield, WI, 18 July 2009, Page 1)

It will be wonderful to see improvements continue to downtown properties. The city façade improvement program will provide another \$50,000 in matching grants to five additional properties this spring or summer. Originally paid by the area's Tax Incremental Finance district, now a contribution from Main Street Marshfield and an allocation from Marshfield Utilities' dividend to the city for economic development provide money for the program.

"The success of this program is nice. It makes a big difference," said Jason Angell, director of the city's economic development department.

We look forward to seeing the results at Crabby Dave's, Endless Design, Off the Wall, Circle the Date and Moneywise Mortgage.

The Marshfield News-Herald, Marshfield, WI,
13 April 2013, Page A10



Crabby Daves, 21 Apr 1991
Photo from the Lorraine Markee Collection



MITCHELL A. SKURZEWSKI USA TODAY NETWORK-WISCONSIN

MARSHFIELD - One of the oldest buildings in downtown Marshfield underwent a recent facelift and has re-opened.

Visitors to the renovated space will be greeted with a replaced ceiling, new LED lighting and fresh decor such as new curtains and freshly painted walls.

Crabby Dave's closed Jan. 1 and re-opened Wednesday to wait on licenses as building owners Dave and Lyn Steinmetz took over the restaurant and bar as well. The previous owners were Dave and Mary Fischer; Mary is staying on as an employee and will help run the kitchen, Lyn Steinmetz said.

Crabby Dave's was started in 1991 and named after Dave Fischer.

Fischer leased the restaurant space from the Steinmetzes in 2011. The Steinmetzes used the 12 days Crabby Dave's was closed to make some improvements and spruce up the place, particularly the dining area, which seats 42 people.

The menu remains the same, but there could be changes coming. The Steinmetzes are split on that.

"My husband is more of a meat and potatoes guy, big portions, where I want a smaller appetite portion that offers healthier options to at least give them the option," Lyn said.

The restaurant's hours have changed. It will be open from 10 a.m. to 10 p.m. Tuesday through Saturday, closed Sunday and Monday.

The changes are quality additions and modern moves, as Lyn Steinmetz said she "likes to keep their finger on the pulse." But the Steinmetzes also are well aware of the history of the building, having owned it since 2009, and Crabby Dave's, which was established in 1991.



MITCHELL A. SKURZEWSKI/USA TODAY NETWORK- WISCONSIN PHOTO
Lyn Steinmetz poses in front of Crabby Dave's logo in front of the dining area on Friday at Crabby Dave's Restaurant and Lounge.

“We want to be quirky, fun and different,” Lyn said. “We want it to be like Cheers, where guests are comfortable and recognized. We want the bar to continue to be quirky, fun and different. We have some regulars, but would love to have more regulars. We might not know your name the first few times, but we’re good with faces.”

The Marshfield News-Herald, Marshfield, WI, 18 Jan 2016, Page A1 & A6)



MITCHELL A. SKURZEWSKI/USA TODAY NETWORK- WISCONSIN PHOTO

The Crabby Dave's original logo, left, and new logo is part of historic pictures and information on the wall in Crabby Dave's Restaurant & Lounge.

