

## 301 South Central

Begun in 1887, the cream brick Thiel building is a double width Commercial Vernacular style building with Italianate details. Constructed as one building, but originally housing two retail spaces on the first floor, the building is six bays wide. A block identifying the building as the "Thiel Building" is located in the center of the stepped parapet. The cornice line is highlighted by a corbelled series suggestive of dentils. Four corbelled projections visually extend from the cornice onto the wall surface. The six segmentally arched windows with one over one double hung wood sash are crowned with shouldered lintels. Brick keystones accent the arch lintels. The lintels rest on a raised band which gives the effect of a support pier dividing the windows. The first floor store front has been altered. This property is a contributing member of the Marshfield Central Avenue Historic District under Criterion C of the National Register of Historic Places. It is representative of the Architecture Theme of the Wisconsin Cultural Resource Management Plan as an example of Commercial Vernacular architecture with Italianate details. The building's architectural integrity on the second story is high, while the first alterations are reflective of continued use and changing preferences. Built between 1884 and 1887, the Thiel Building was first used as a meat shop. An ice locker to store the meat was located in the center of the building. A general store was located in the south half of the building. In 1898 a handprinting operation was located on the second floor. Between 1898 and 1904 a furniture store and repair shop replaced the meat shop. A saloon was located in a rear addition constructed between 1898 and 1904. In 1912 a barber shop was added in the basement. In 1916, the second floor was remodeled to house the newly formed Marshfield Clinic. It was founded by Dr. K.W. Doege with Dr. Victor Mason, Dr. Roy Potter, Dr. H.H. Milbee, and Dr. Walter Sexton. They had a unique system for providing medical help - one of group rather than individual practice. In 1926 the Clinic moved to a new building (620 South Central Avenue, Wo 10/3) and the primary use of the building was as a store. By 1946, while the store was still functioning in the front of the building, the Plaza Hotel was located in the bank of the building. This property is a contributing member of the Marshfield Central Avenue Historic District under Criterion A of the National Register of Historic Places. It is representative of the Commerce Theme of the Wisconsin Cultural Resource Management Plan as an example of a retail building providing Goods and Services, and of the Social and Political Theme under Health Services as the location of the first offices of the Marshfield



Rice-Rust Pharmacy, 1970's.



ALL-VAC Janitorial Supply, 2007.

*Clinic. HOUSED THE MARSHFIELD CLINIC FROM 1916-1926. BY 1946 THE PLAZA HOTEL WAS SITUATED IN THE BACK.*

*Bibliographic References: (A) Building inscription. (B) Sanborn Insurance Maps: Marshfield, Wisconsin - 1884, 1887, 1891, 1898, 1904, 1912, 1925, 1946. (C) Marshfield, Wisconsin, Highlights of History, 1872-1972, Marshfield, Wisconsin, 1972. (D) Dr. Stanley Custer, interview with author, 15 November, 1990, Marshfield, Wisconsin. (E) Marshfield City Directories. (F) Marshfield News-Herald 5/11/1994. Take a Walk on Main Street: Historic Walking Tours in Wisconsin's Main Street Communities, Wisconsin Main Street Program, 1998. Marshfield Walking Tour Brochure, 2000.*



*Wisconsin Historical Society, Wisconsin Architecture and History Inventory, "Thiel Building.", "Marshfield", "Wood County", "Wisconsin", "Reference Number 28209".*

*Also see these QR Code related stories:*

*[Thiel Theatre](#)*

*[Rembs & Sturm](#)*

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

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