

## *Majestic Hotel*



*The Majestic Hotel at 112-114 South Central Ave.  
(Donald Schmitzler Collection)*

*The liquor license was taken away from Anton Siegert during September, 1917 because he sold liquor to a minor named Michael Dupee.*

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*In the City Directory of 1908, the hotel at 112-114 South Central Avenue, not shown on the 1904 Sanborn Insurance Map, named the Mersch Hotel, was listed. By 1912, the Mersch Hotel was renamed the Majestic Hotel. Sometime between 1912 and 1921 the Majestic Hotel stopped operations.*

*(from the City of Marshfield, WI, Intensive Survey Report—Commercial Architectural and Historical Survey, July 1991, p.11)*

*The Majestic Hotel, which is conducted by Anton Siegert, and is located at 112-114 South Central Ave., is an old stand and is well known.*

*Mr. Siegert has had it for the last four years and has been very successful in building up a steady patronage. It is operated on the American plan, and the rates are \$1.00 per day.*

*The Majestic occupies a two-story brick building which is owned by Mr. Siegert and there are sixteen guest rooms. The dining room is on the ground floor, and the good home cooking has attracted much outside trade.*

*The genial proprietor of this establishment has many friends in our city, and large numbers from out of town also know him, being his guests when visiting here.*

*In fact the Majestic Hotel is where many of them stop regularly when on their trips to our city, for they are always sure of having a clean room and good meals. There is a buffet in connection with the hotel which is popular.*

*(from the Marshfield Times, April 19, 1916, p. 12)*



Anton Siegert, proprietor of the Majestic hotel, has leased the north part of the main floor of his building to C. G. Paschen for a music store and the other part of the same floor to Leo Lietz for a plumbing shop. They expect to move in the fore part of next month. Barber Seidl, an occupant of the building, will move his shop into the basement of the Baumann building, his former location.  
(from the Marshfield News, March 18, 1920, page 7)

C. G. Paschen proprietor of the Paschen Music Shop, has sold a half interest in his business to his brother-in-law, Roy E. Pucker of Chicago, who is expected to arrive Monday to take part in the conduct of the store. The partnership will be known as Paschen and Pucker. Mrs. Pucker and household goods arrived a few days ago. The Puckers will make their home in a flat in the Siegert building.  
(from the Marshfield News, May 19, 1921, Page 5)

'Anton Siegert has purchased the hardware business of Fred Genrich at Arpin, and has taken possession of the same.'  
(from Marshfield News-Herald, February 21, 1922, Page 5)

Charles G. Paschen Roy E. Pucker  
**PASCHEN'S MUSIC SHOP**  
HEADQUARTERS FOR SUNDAY  
AND DAILY PAPERS  
DECEMBER MAGAZINES ARE READY  
FOR DELIVERY  
Woman's Home Companion, American, Good House-  
keeping, Hearst's and Many Others.  
**PASCHEN'S MUSIC SHOP**  
112 S. Central Ave. Marshfield.

(from the Marshfield News-Herald, Marshfield, Wisconsin, 19 Nov 1921, Page 4)

FOR SALE—German records for any  
make phonograph. Paschen's Music Store,  
112 S. Central Ave., Marshfield. 36t4

(from the Marshfield News-Herald, Marshfield, Wisconsin, 04 Jan 1923, Page 7)

**CAN YOU IMAGINE!**  
A high grade make beautifully finished, sweet tone upright piano from \$65.00 up. These and many other big bargains await your early inspection. Tuning, Sewing Machines and Phonograph Repairing.  
**COME EARLY** **PUCKERS MUSIC SHOP** **DON'T DELAY**  
MARSHFIELD NEWS STAND  
112 SOUTH CENTRAL AVENUE

(from the Marshfield News-Herald, Marshfield, Wisconsin, 04 Jan 1923, Page 7)

**PUCKER'S MUSIC & NEWS SHOP**  
112 South Central Ave.  
Brunswick and Sonora Phonographs Bush and Lane and Holland Pianos

(from the Marshfield News-Herald, Marshfield, Wisconsin, 08 Oct 1923, Page 8)

**WANTED TO BUY—Kitchen range and self feeder heater. Price must be right for cash. Paschen's Smoke Shop. S. Central Ave., near Soo Depot. x219t3**

*(from the Marshfield News-Herald, Marshfield, Wisconsin, 22 Nov 1923, Page 8)*

**Paschen Quality Shop**  
107 S. Central Phone 3962

*(from the Marshfield News-Herald, Marshfield, Wisconsin, 10 Oct 1924, Page 2)*

**Pucker's Music Shop**  
112 South Central Ave. Marshfield, Wis.

*(from the Marshfield News-Herald, Marshfield, Wisconsin, 05 Feb 1925, Page 8)*

**PUCKER'S  
MUSIC SHOP**  
112 South Central

*(from the Marshfield News-Herald, Marshfield, Wisconsin, 01 Sep 1925, Page 29)*

**HOUSEHOLD GOODS FOR SALE—**  
Rockers, writing desk, beds, gas stove, kitchen range, dishes, dining room table and chairs. Canned fruit and pickles of all kinds. Phone 502, 112½ S. Central Ave. x170t3

*(from the Marshfield News-Herald, Marshfield, Wisconsin, 28 Sep 1926, Page 6)*

**The Franklin "AIRMAN"**  
**is here**

Phone 744 for a demonstration of the new Franklin.  
 It will be a revelation of just how good a car can be.

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**Fred F. Geisel & Sons**  
 112 South Central Ave. (Rear)      -: -      PHONE—744.

*(from the Marshfield News-Herald, Marshfield, Wisconsin, 22 Oct 1927, Page 6)*

**Bake Sale Saturday**  
 A bake sale will be held Saturday afternoon, November 19, by the St. Mathew's Lutheran ladies, in Pucker's former news stand, 112 South Central avenue. The ladies will also serve lunch, and invite the public to attend

*(from the Marshfield News-Herald, Marshfield, Wisconsin, 15 Nov 1927, Page 5)*

**NOW**  
 in our new location at  
**112 South Central**  
 Formerly Pucker's News Stand.

**OUR PATRONS**  
 will find McCabe's better able to serve them than ever in our new restaurant.

Open this Evening

**McCABE'S**  
 RESTAURANT

*(from the Marshfield News-Herald, Marshfield, Wisconsin, 28 Nov 1927, Page 4)*

**PHONE 60**  
 FOR SEWING MACHINE REPAIRING  
 We have repairs for all makes.  
**SINGER SEWING MACHINE**  
 Ask about our  
**Monthly Payment Plan**  
**PUCKER'S MUSIC AND NEWS SHOP**  
 407 S. Central      Phone 60

*(from the Marshfield News-Herald, Marshfield, Wisconsin, 06 Apr 1928, Page 2)*

**DEVELOPING—PRINTING**  
 Bring Your Pictures To Us—And You Will Bring  
 Them Again.  
**PHONE 60**  
**PUCKER'S MUSIC AND NEWS SHOP**  
 137 S. Central Phone 60

*(from the Marshfield News-Herald, Marshfield, Wisconsin, 06 Jul 1928, Page 2)*

**CHAPEL BUYS FRANKLIN  
 AND HUPMOBILE AGENCY**  
 Charles Chapel, manager of the Geisel and Sons Franklin and Hupmobile service station in the building in the rear of 112 South Central avenue, established about a year ago, is the new owner of this business, having recently purchased the stock and equipment and taken over the lease on the building. In addition to the service work for these two makes of cars, he announced he will do general auto repairing.

*(from the Marshfield News-Herald, Marshfield, Wisconsin, 01 Oct 1928, Page 5)*

**FRANKLIN HUPMOBILE**  
**THE CHAPEL SYSTEM**  
**SERVICE STATION**  
 MARSHFIELD, WISCONSIN  
**GENERAL AUTOMOBILE REPAIRING**  
 112 S. Central Ave. (In Rear) Phone 744

*(from the Marshfield News-Herald, Marshfield, Wisconsin, 12 Nov 1928, Page 6)*

Motion by Thelen, seconded by Sommers, that the License Committee recommend that the petition of John A. Lahman for transfer of Tavern License from 116 E. First St. to 112 S. Central Ave. because of unsanitary conditions at present location be granted.  
 Motion carried.

*(from the Marshfield News-Herald, Marshfield, Wisconsin, 08 May 1934, Page 6)*

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 A. Lahman—112 S. Central Ave.—  
 Lot 6 Block H  
**EMIL E. FORSETH,**  
 Clerk,  
 Marshfield, Wis., June 18, 1935.

*(from the Marshfield News-Herald, Marshfield, Wisconsin, 18 Jun 1935, Page 6)*

**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, 1937, 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:  
 Emery F. Jenkins—112 S. Central Ave.  
 Lot 6 Block H.  
**Emil E. Forseth,**  
 City Clerk.  
 Marshfield, Wis, Jan. 7, 1937.  
 (Jan. 7-8-9)

*(from the Marshfield News-Herald, Marshfield, Wisconsin, 07 Jan 1937, Page 11)*

# ***Important Announcement!***

HEREAFTER THE  
**CHUMMY CLUB**  
NOW UNDER NEW MANAGEMENT,  
WILL BE KNOWN AS —

## **CHICK'S CAFE** — AND BAR —

112 S. Central Ave. — Opposite the "Brunswick"

**CHICKEN  
SPANISH  
SAT. NITE!**

**CHICKEN  
DINNER  
SUNDAY!**

CHEF, RAY BORENS

— PROP., "CHICK" JENKINS

*(from the Marshfield  
News-Herald, Marsh-  
field, Wisconsin, 29 Jan  
1937, Page 3)*

# SPECIAL



Latest hair styles in permanent waving with eucalyptus oil.

Special for  
Next week -- **\$3.00**

Shampoo and Finger Wave,  
Monday, Tuesday  
and Wednesday ----- **40c**

## Lucille's

BEAUTY SHOP

Above Chick's Cafe 112½ S. Cent.

OPEN TUES. and FRI. NITES  
PHONE 929-R

*(from the Marshfield News-Herald, Marshfield, Wisconsin, 22 Apr 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, 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:

Emery Jenkins, 112 S. Central Ave.,  
Lot 6, Block H.

EMIL E. FORSETH,  
Clerk.

Marshfield, Wis., June 15, 1937.

*(from the Marshfield News-Herald, Marshfield, Wisconsin, 18 Jun 1937, Page 6)*

## PREPARE

for Christmas with one of our natural self-setting permanent waves. \$3 to \$5.

### Lucille Beauty Shop

Above Chick's Cafe 112½ S. Cent.

PHONE 929-R

*(from the Marshfield News-Herald, Marshfield, Wisconsin, 01 Dec 1937, Page 9)*

# MAUDELL BEAUTY SALON

Phone 158

112½ S. Cent.



**DO NOT** wear fluffy ringlets or rolls built out at each side if your face is extremely wide.

If you have a round plump face **DO NOT** use a low side part.

If you have a thin pointed face **DO NOT** wear a center part.

**LET US** visualize a hair cut and style for your particular type.

If you have not had your spring permanent remember that we carry only the best supplies and that we guarantee our workmanship.

Permanents \$3.50 and up

Special offer this week on corrective facials and scalp treatments.

*(from the Marshfield News-Herald, Marshfield, Wisconsin, 06 Jun 1938, Page 7)*

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, 1938 to June 30th, 1939, 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:

Emery Jenkins, 112 S. Central Ave., Lot 6, Block H.

EMIL E. FORSETH,  
Clerk.

Marshfield, Wis., June 15, 1938.

*(from the Marshfield News-Herald, Marshfield, Wisconsin, 16 Jun 1938, Page 12)*

We Feature

## Service Certificates

for Mother's Day  
Graduation, Wed-  
dings, Birthdays,  
Card Prizes, etc.



These certificates can be made out for any amount. Remember we specialize in Permanent Waving, Individualized Hair Styling, Hair Tinting, corrective Facials and Scalp Treatments.

# MAUDELL BEAUTY SALON

Phone 158

112½ S. Cent.

Over Chick's Cafe

*(from the Marshfield News-Herald, Marshfield, Wisconsin, 02 May 1939, Page 7)*



Pub. June 17-19-20

**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, 1939 to June 30th, 1940, 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:

Emery Jenkins, 112 S. Central Ave., Lot 6, Block H.

**ELMER H. OLSON,**  
Clerk.

Marshfield, Wis., June 15, 1939.

*(from the Marshfield News-Herald, Marshfield, Wisconsin, 17 Jun 1939, Page 6)*

You Are Invited Free of Charge To Attend The

**"HAIR PARADE of the YEARS**

And The

**VISION of TODAY"**

Thursday Afternoon & Eve.  
2:00 to 3:30-3:30 to 5 - 7:00  
Don't forget the date and that we are expecting to see you.  
Make appointment now for your Easter Permanent

**MAUDELL BEAUTY SALON**

Phone 158 112½ S. Cent.  
Over Chick's Cafe

See story of [Jimmie's Café](#).

Also see story of [Mersch Hotel](#).

Also see story of 126-132 S Central Avenue

**FLASH!!!**

**Brush Your Hair Regularly**

Neglected hair results in scalp disorders! . . . Comb it! Brush it! With vigor and vim! Your lovely hair style will stay in if you base it upon a permanent wave best adapted to your hair.

Let us advise you what is best for your hair without any obligation to you.

—THE—

**MAUDELL BEAUTY SALON**

Phone 158 112½ S. Cent.  
Over Chick's Cafe

*(from the Marshfield News-Herald, Marshfield, Wisconsin, 31 Oct 1938, Page 7)*

*(from the Marshfield News-Herald, Marshfield, Wisconsin, 29 Mar 1939, Page 9)*

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

For questions, or for sharing additional information, please contact us at [schnitzler.vickie@charter.net](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>.