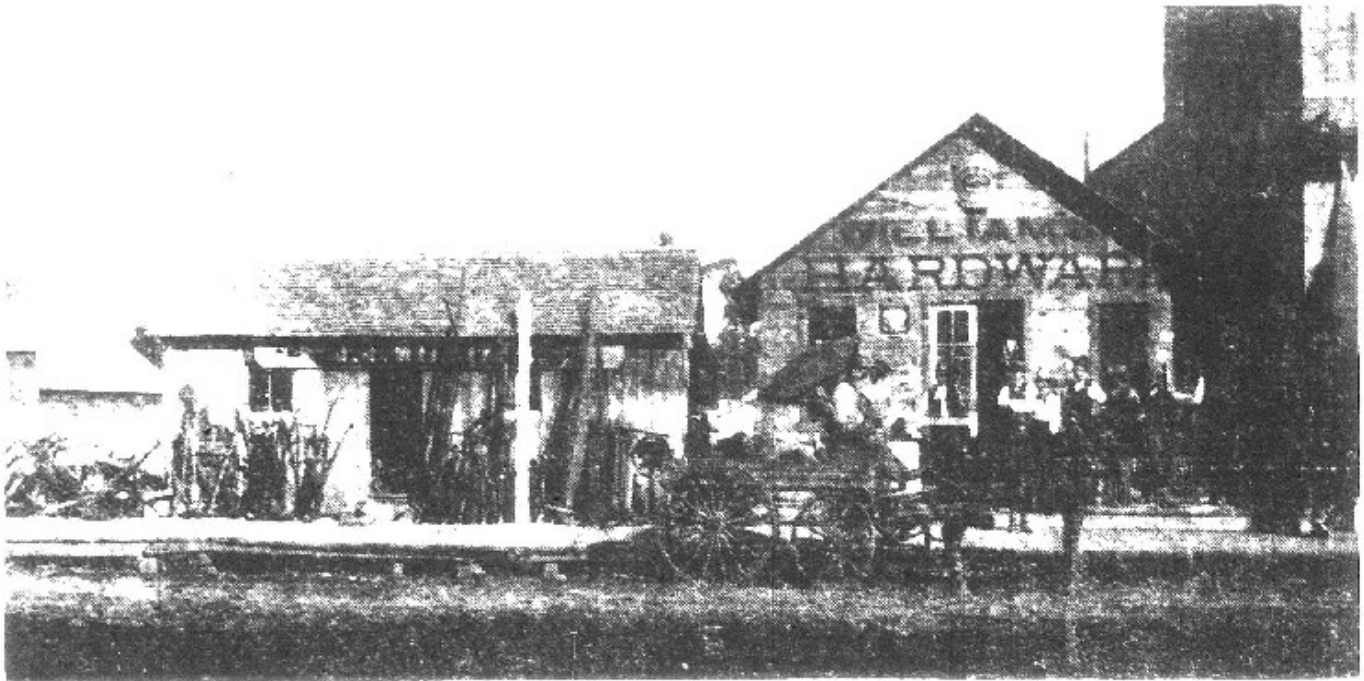


## ***J. J. Williams Hardware Company—206 South Central Avenue***

*There are few commercial enterprises affording capacity for a wider range and more extended scope than the wholesale and retail hardware business. A pioneer and leading establishment of the kind is the Williams Hardware Company. This company is incorporated in 1890, although the inception of the business dates back to 1884, when Mr. J. J. Williams established the business. This is one of the oldest hardware houses in the city and it has always kept in the van with a fine and complete line of heavy and shelf hardware, farm implements, house furnishing goods, stoves and ranges, cutlery mill supplies, carriages, wagons, buggies, five mechanics' tools, sporting goods, etc. They are extensive dealers in these goods, in which line they have achieved more than local prominence. They are headquarters for everything that they handle, making all purchases direct from first hands in very large quantities for cash, so that all orders entrusted to them are sure to be filled promptly and at the most favorable market rates. Their business premises, located at 206 Central Avenue, embraces a ground floor and basement 30x80 feet in dimensions each. In addition, they maintain two warehouses each 30x50 feet in dimension and two stories in height. The store is one of the best equipped and most elaborately furnished of any hardware house in the state. As a matter of fact the largest eastern cities cannot boast of a finer establishment than The Williams Hardware Co's store. All the floors are connected by both elevators and stairs. The ceilings, shelvings, show and side cases in the salesroom are butternut finished in oil. In fact no expense has been spared to make this a model establishment, it being equipped with cash carrier system and other conveniences for transacting business on a large scale. The company are also agents for the celebrated Garland stoves and ranges, and carry a fine line of the famous Columbia and Andrac bicycles. The trade of this house extends all over Northern Wisconsin. It is largely due to the enterprise and go-ahead of such firms, that add to the commercial importance of a city. The officers of the company are: W. H. Upham, president and J. J. Williams, secretary. Mr. Williams has the reputation of being one of the best stove salesmen in the northwest, having been in the business for the past 20 years. They are progressive business men, who sustain for their house a reputation for fair dealings that is proverbial throughout the country.*



*Central Avenue, 1887—This hitherto unpublished photograph of a portion of the 200 block on the east side of Marshfield's main street shows the hastily constructed frame sheds which housed the J. J. Williams hardware business during the four months immediately following the fire of June 27, 1887. It was loaned to the News Herald by a son of the late Joseph Mettelka, immigrant tinsmith who came here from Dorchester to be employed by Williams. Mettelka is shown near the right of the picture, between the head of the horse and the window. William poses near the door, with a window in his hand. At the extreme right is the new store of Vollmar & Kraus, on the site of the present Marshfield Fair building. The structure in the left background is unidentified, but it has been suggested that it may be the Daly skating rink, which was used as a relief center after the fire. The rink, located at the corner of Second and Maple streets; was also Marshfield's first Armory, and was destroyed by flames on Jan. 20, 1890. (Marshfield News Herald)*

They are justly regarded as among our most liberal, energetic business men and their establishment is one of those institutions that raise Marshfield to the present level of a metropolitan city and of which our business men are all proud. (Marshfield Times, September 14, 1894)

**A NEW DEAL!**  
**SHELF AND HEAVY**  
**HARDWARE.**

**STOVES! STOVES!**  
**STOVES!**  
**SASH and DOORS,**  
**PAINTS, OILS, &c., &c.,**  
**CHEAP FOR CASH.**

**Williams & Martin.**

Rumenapp's Block.

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 [schnitzl@charter.net](mailto:schnitzl@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/OR-Codes-of-Historical-Marshfield.html>.

**J. J. WILLIAMS,**  
 DEALER IN  
**Heavy Shelf Hardware**

**GARLAND STOVES AND RANGES**  
 THE STOVES AND RANGES bearing this trade mark are to-day making more homes comfortable and happy than any other brand in existence. They are made in all styles and sizes, both for Cooking and Heating, and are sold at prices to suit the purse of the rich or poor.  
 Beware of imitations. Examine the trade mark closely, and see that you are not imposed upon.



*Heavy and Shelf Hardware,  
 Tin-ware, Bar Iron and Steel,  
 Wood and Drive Pumps,  
 Agricultural Implements,  
 Sash, Doors and Blinds,  
 Mouldings, Building Paper,  
 Paints, Oils and Brushes.*

**AND TOOLS OF ALL KINDS.**

We employ only first-class workmen in our TIN-SHOP, and all orders for Tin Roofing, Eve-Troughs, Copper or Sheet Iron Work will receive the most prompt attention. GIVE US A CALL.  
 MASHFIELD. - WISCONSIN.



**Cheese Factory Outfits a Specialty.**  
**The Best!**

**GARLAND STOVES RANGES**

**Hardware and Tinware.**

See J. J. WILLIAMS.