

The Bartmann Shoe Store

In the spring of 1891, Albert Bartmann came to Marshfield from Appleton, Wisconsin, seeking a site where he could open a business selling boots and shoes, and repairing them. He had been operating such a business with his brother-in-law Edward Witthuhn, in Appleton.

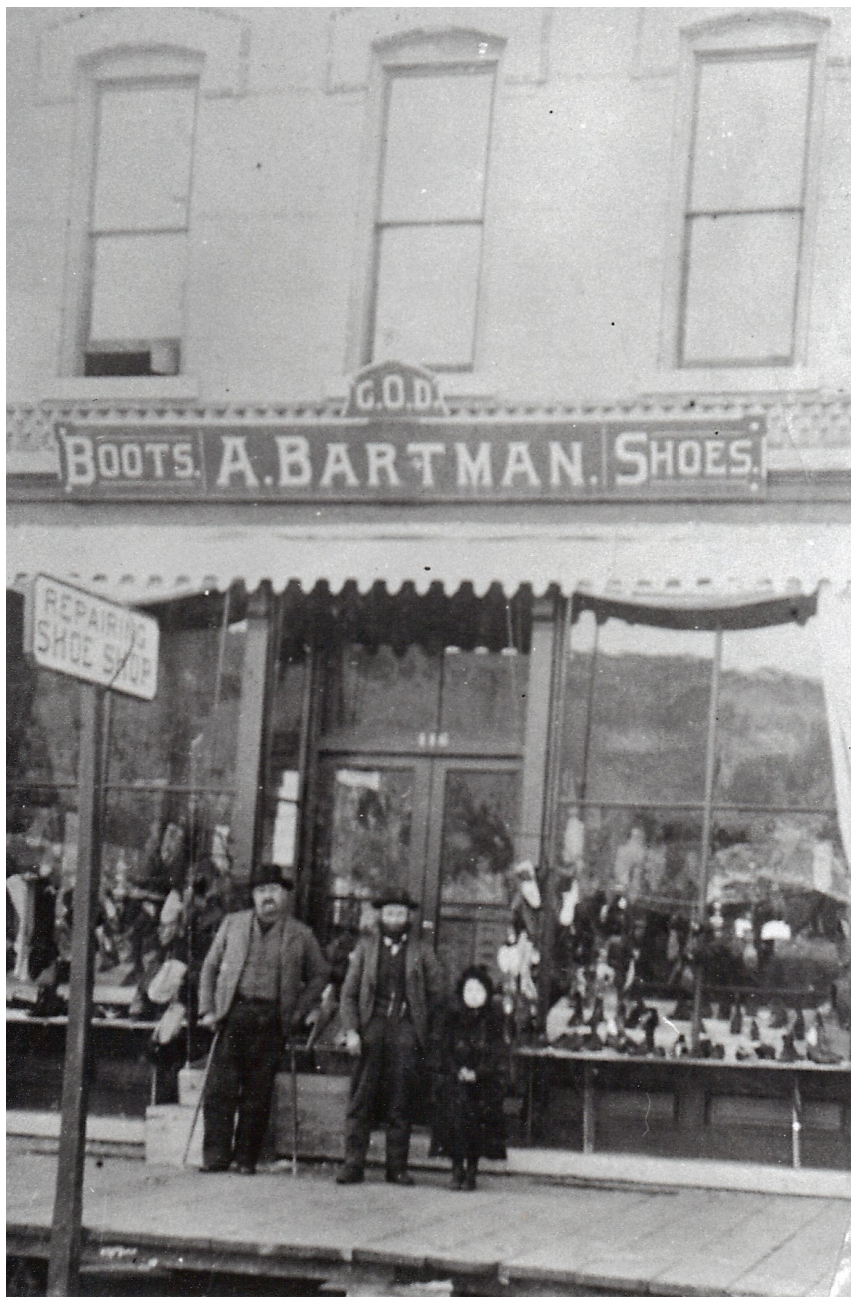
Mr. Bartmann soon located a suitable location, and in June of 1891, he opened a store at 130 South Central Avenue. The sign above the store was too short to spell the name, so one "n" was left off, and the name was spelled Bartman.

By the time his business was fully established, and his family housed in the apartment above the store, Mr. Bartmann's daughter Amanda, was a definite part of the business. At age eight, she was being taught to be a saleslady. She continued to be a vital part of the business until her marriage in 1905. Mr. Bartmann, unhappy with his daughter's preference for marriage rather than business, soon sold his shoe store, and in 1906, sought a different lifestyle.

It didn't take long, however, for being an employee to become quite distasteful, and on May 15, 1909, Mr. Bartmann was once again a merchant, opening a shoe store at 300 South Central Avenue, and before too long, his youngest daughter, Frieda, was being her father's saleslady. She continued working for her father until her marriage in 1921. At that time, Mr. Bartmann having reached retirement age, turned the business over to his son Herbert, and a new, modern store was now opened at 209 South Central, in the building now occupied by "Bows and Boards."

Herbert Bartmann continued the business; his father keeping an eye on things for a number of years. As business grew, Herbert extended his business to several other towns, employing his brother-in-law, William Montgomery as manager. He continued in this position until 1929, when the stock-market crash upset things.

Herbert Bartmann was forced to sell a number of the stores he'd opened in several cities, keeping only the Marshfield store and one in Stevens Point. Herbert managed the Stevens Point store, and Clarence (Dick)

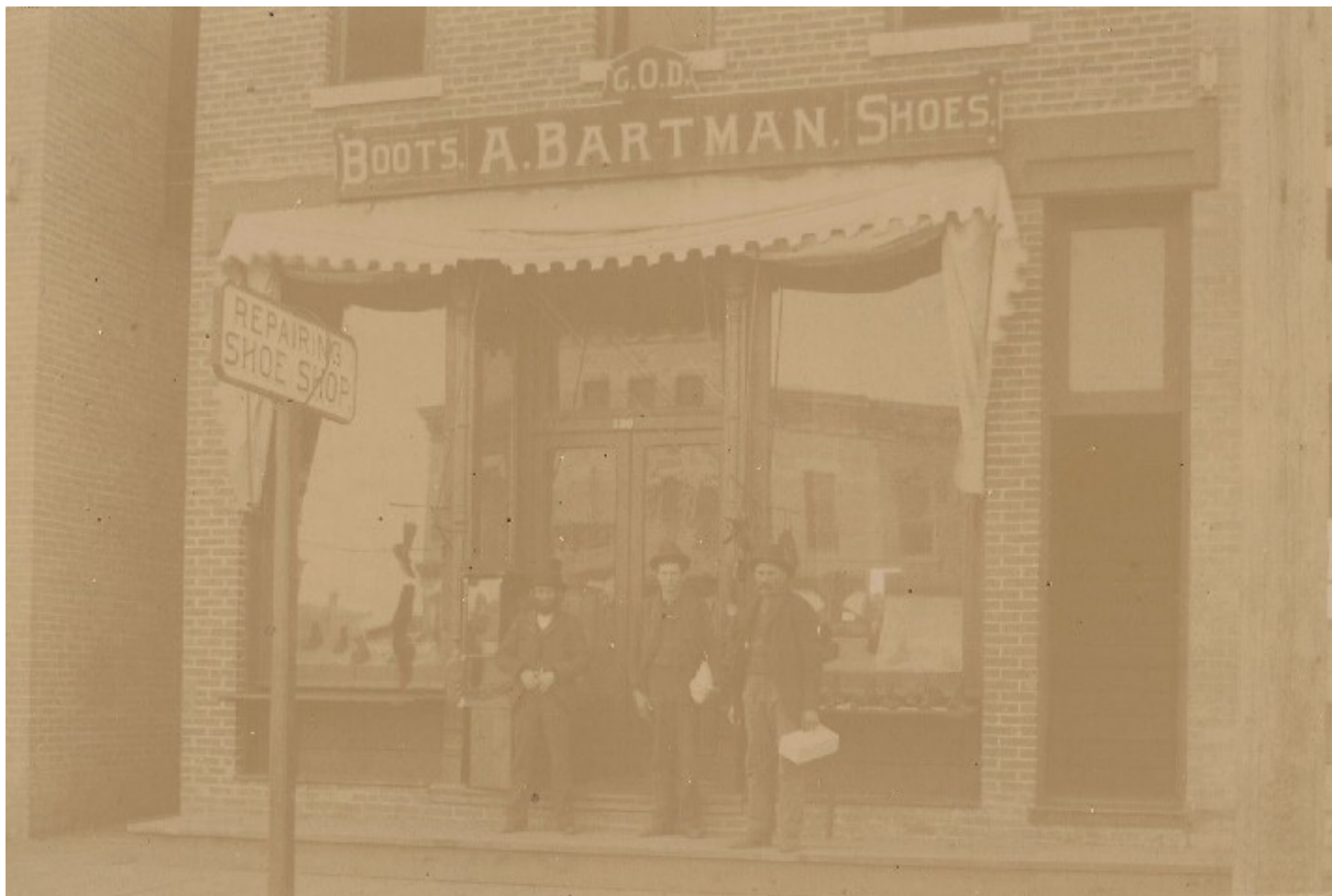


*Bartmann Shoe Store located at 116 S. Central Avenue.
(photo from North Wood County Historical Society)*

Dickert of Wausau became manager of Bartmanns in Marshfield.

In 1931, a small “Economy Shoe Store” was opened next to the Weber Market on the corner of Fourth Street and South Central. Here were sold the stock from the closed stores elsewhere, and by 1940, there was no longer a “Bartmanns” in Marshfield.

(from the Marshfield History Project, Vol. 1)



*A. Bartmann Shoe Store at 130 S. Central Avenue in 1904.
(photo from North Wood County Historical Society)*

30 YEARS AGO TODAY

A. Bartmann and Son have completed arrangements for the opening of the “Economy Shoe Store,” in the building formerly occupied as a restroom in the Farmers’ Economy Store, South Central Avenue. The entire shoe stock of the McCain-Johnson Store has been purchased. Mr. Bartmann plans to handle the cheaper quality of shoes in the new store, devoting the other to those of a better quality. Paul F. Schroeder, who has been in charge of the lower Central avenue store.

(from the Marshfield Daily News, November 1, 1921)

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 schnitz1@charter.net. Please in-

clude 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>