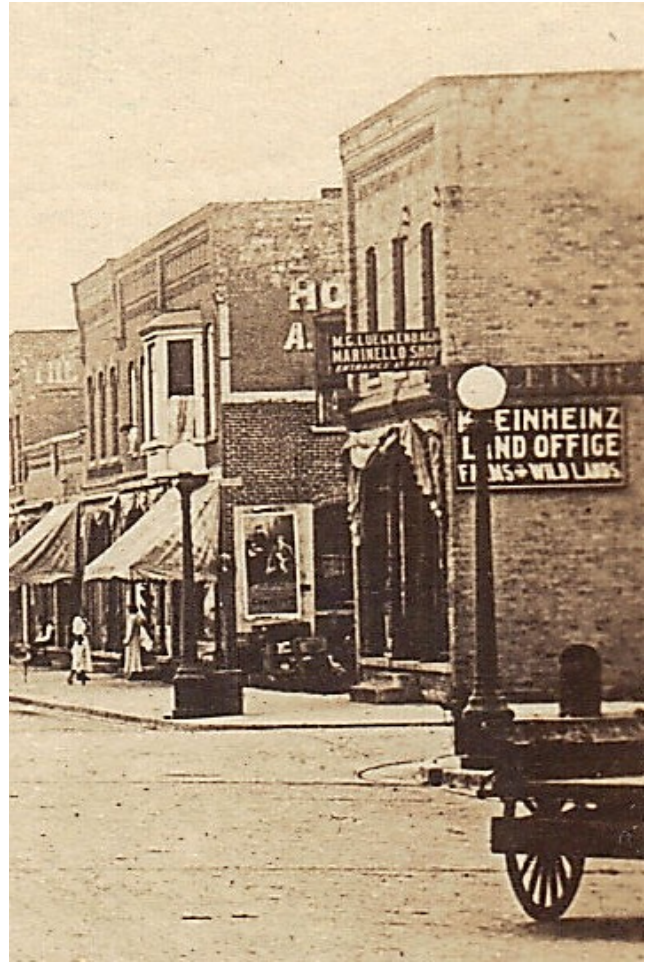


## *The Kleinheinz Store*

*One of the most popular and prosperous business houses in this city, is that of A. Kleinheinz & Co., at 100 Central Avenue. It commands a trade that is not confined in the limits of this city alone, but extends as well throughout a wide radius of surrounding country. The business was established three years ago by A. Kleinheinz and M. F. Fleckenstein. The store is 24 x 36 feet in area, containing two floors. In addition the firm has an extensive warehouse adjoining the Wisconsin Central tracks. The stock carried embraces all the best grades of dry goods, groceries, clothing, boots and shoes, gents furnishing goods, hats, caps, etc. Both gentlemen are active, energetic merchants, who are greatly esteemed and regarded by all who know them. (from the Marshfield Times, September 14, 1894.)*

*"Where the All-Vac is located today was an empty lot for most of Marshfield's history. On the corner was the Kleinheinz Building, which was started by a Mr. Anton Kleinheinz, who had several sons. One was Adolph and one was Erhardt.*

*"One followed Mr. Anton into the real estate business. Although the first business Anton had on that corner was mercantile, dry goods and also a little groceries. He also had the Marinello Beauty Salon on that corner building but when he had it torn down for a city service station, the Marinello people went above in the second floor of the Jimmy's building. The first floor of the Jimmy's building also had some mercantile in it from the Kleinheinz's in their early years, now we're talking about the turn of the century..., said John Christner, Historian, during taping of "Mainstreet—Marshfield."*



*The Kleinheinz Land Office and Marinello Beauty Shop, with Majestic Hotel behind to the left. Postcard marked December 18, 1924. (Donald Schnitzler collection)*



*West side of the 100 block of South Central Avenue during the 4th of July Parade, 1899. The Kleinheinz Building is first. (from the Donald Schnitzler collection)*





*Anton Kleinheinz and M.J. Fleckenstein purchased the merchandise and business of E.G. Schmidt in 1892. Mr. Fleckenstein later sold his interests to Mr. Kleinheinz who operated the business until 1912 when he sold out to devote full time to his real estate business.*



*The Kleinheinz Land Office taken in 1915 during the laying of the brick on Central Avenue. (from the Donald Schnitzler collection)*

*See also the story [The Kleinheinz Home—301 South Cedar Avenue](#)*

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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 [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/QR-Codes-of-Historical-Marshfield.html>.*