

## **Mall Furniture**

### **113 W 9th Street**

Tom Werthman started in the furniture business in Milwaukee back in 1949. Beginning with a job as elevator operator, he worked his way through the ranks to ultimately manage all five locations of what was then Wisconsin's largest furniture retailer. But in 1974, at the age of 44, Tom risked everything to open his own store. After searching the state for a location with the proper mix of business climate and quality of life, the Mall Furniture sign went up above the old Blum Bros. Box Factory on West 9th Street. The store opened with a staff of four, Tom, his wife Anita, son Mike and daughter Pat.



Though the store was a humble beginning, it would be just two years until Mall Furniture would expand into its current 40,000 square foot location at 113 West 9th Street.

The new expanded store offered options not available in the previous setting. There was vast sales floor space, and railroad loading dock on the north side of the building. With access to rail freight and space to accommodate huge inventories, Mall Furniture was able to buy in tremendous volume, and pass the savings onto their customers. This became a flagship principle, one the business continues to operate on today.

With the close proximity to a furniture manufacturer, Modern of Marshfield, a valuable business relationship was born. Tom Werthman and Jay Connor exchanged ideas and suggestions that would help both of their enterprises grow successfully. Over the years Modern and Mall have continued to play important roles in each other's business.

In 1981, the Werthman's found that while the Marshfield store frequently served customers within a 100-mile radius, it was important to open a store in Wausau to both serve north central Wisconsin and further improve the buying power of Mall Furniture. Since their initial presence in Wausau, Mall has twice expanded to its new 34,000 square foot facility on Highway 51, south of Cedar Creek Mall. Though Mall Furniture remains a family owned concern, Bob Amacher has transferred from the Marshfield store to become an accomplished manager of the Wausau store's daily operations.

Over the years Mall Furniture has grown to become Central Wisconsin's leading furniture store,

with employees numbering beyond 25. Product lines have expanded to include suppliers like: Bassett, La-Z-Boy, Richardson Bros, Robinson, Lane, Chromcraft, Sealy and Peoplounger. Providing service after the sale is a commitment Mall makes to each of its customers. The store lives up to the promise with a full time, factory trained service department, equipped with the tools and expertise to properly address customer needs.

Mall Furniture understands that their founding principle of offering low prices on quality furniture and superior service has been a major contributor to their growth, and it's a principle they are sticking with. This has made Mall Furniture "The Furniture People" for over 22 years.

Submitted by Mike Werthman for the Marshfield History Project, Vol. 1, *"The Marshfield Story: 1872-1997, Piecing Together Our Past"*

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Modern of Marshfield

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Blum Brothers Box Company

<https://www.wisconsinhistory.org/Records/Property/HI138093>

R.Connor Co. Lumber Warehouse

<https://www.wisconsinhistory.org/Records/Property/HI55599>

Marshfield Bedding Co./Blum Bros. Box Company/Marshfield Furniture

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Mall Furniture

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