

Marshfield Book and Stationery, Inc.

BOOK FIRM TO CHANGE SITES –Will Occupy Weber Building July 1

Ralph L. Webster, president of Marshfield Book and Stationery, Inc., has announced that the firm will occupy the present Weber Supermarket Building about the first of July. several private offices are located

Webster said today that the firm has signed a 10-year lease for the site, which is situated on the northeast corner of the intersection of Fourth street and Central avenue. The first floor of the building has been the location of Weber's Supermarket for the past 17 years. The Weber brothers who have operated the food business here, have not disclosed their plans for the future.

Present plans, according to Webster, call for the entire first floor to be remodeled and for all new fixtures to be installed. Work on the project is expected to start about May 18 and should be completed by July 1.

The space now occupied by the supermarket's meat department will be remodeled and converted into offices for the Book and Stationery firm. No changes are planned for the second floor of the building, on which several private offices are located.

The Marshfield Book and Stationery firm has been in operation here for the past 23 years, 22 of which have been in the present location at 331 S. Central Ave.

(from the Marshfield News Herald, May 9, 1959)

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Mrs. Ralph Webster originally started the Marshfield Book & Stationery business as a stationery and card shop in 1937. There was no place locally to purchase school supplies so Mr. Webster, who was a school district administrator at Spencer, later joined his wife in the business and included



Royal Typewriters Sales & Service, Department of Marshfield Book & Stationery Company, located at 110 East Third Street, ca. 1950's. Current location of the Tanning Beach.

(photo from the North Wood County Historical Society)



An early Marshfield Book and Stationery ad for Royal typewriters.



school supplies in their store's inventory. The Webster's needed someone to go to the local school to represent their business. Mr. Webster convinced his friend, Mr. Howard Rice, another school district administrator, to join them in their business.

Together they soon chose 331 S. Central Avenue as their new business location. At this location, their employees would receive merchandise and pack up orders for each individual school district.

At this time, there were many small country schools to contact regarding their supply orders. Another obstacle was to get these supply to the one-room schools around the area. Marshfield Book & Stationery made these deliveries with their own truck but also hired individuals with trucks to help distribute these supplies during the busy summertime. The supplies needed to be in place at the school when the students came in the fall.

In 1945, as the business grew, Mr. Webster and Mr. Rice hired Mr. John Cross, who was a schoolteacher, to join them in their business and manage the retail division. In 1955 the firm was incorporated, and Mr. Cross transferred to the company's school division at that time. Mr. Reuben Danner, who was employed by the company since 1950, became the retail manager. When Mr. Webster incorporated, he included four of his employees; Mr. Howard Rice, Mr. John Cross, Mr. Reuben Danner and Mr. Lloyd Simmer.

As the business grew the company needed larger facilities and in 1959 it was moved to the Weber Building at 355 South Central Avenue. The main floor was for the retail store and the basement was used for receiving and packing school orders.

In 1980 the business, again, had overgrown their location at Fourth Street and Central Avenue. A property with existing warehouses on West McMillan Street was acquired. After a year of having the school division located at the McMillan site, and the retail store located uptown, the decision was made to build a new building for the retail division on the property at West McMillan Street.

After the new building was completed, the task of ordering store fixtures and designing the store layout was given to Vic Schultz and Reuben Danner. When Mr. Danner retired, in 1984, Mr. Schultz became retail manager.

Since that time the company had added to their warehouses and increased their receiving docks. They have also constructed a new warehouse to accommodate the furniture products and have recently remodeled their retail store. A computer system was added several years ago to help with increased inventory and invoicing.

Since 1995 several additional partners have joined the corporation. Mr. Gary Gunn has been company president since 1984. Mr. Larry Rasmussen is corporate vice president and office manager since the retirement of Mr. Gene Mushel in 1998. Mr. Vic Schultz is retail manager and corporate secretary. Currently the company's sales representatives are Gary Gunn, Dan Bubolz, Greg Gunn and Ron Mushel, Jr. The Warehouse manager is Mr. Chuck Cliver who is responsible for the shipment of the school orders. Mr. Doug Steines and Mr. Keith Wein are the installation specialists and also assist in receiving of supplies. Karen Sindler and Kim Rybicki, two of the company secretaries, maintain office functions, accounts receivable, invoicing, etc. All are stockholders in the company.

Marshfield Book and Stationery has been in the business of serving their customers for 62 years. They serve schools throughout Wisconsin and have several accounts in Michigan and Minnesota in addition to the retail store on West McMillan.

Submitted by Vic Schultz for Volume 2 of the Marshfield History Project, "The Marshfield Story, Volume 2: Windows to Our Past", pg. 462-463.

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