

## Vollmar & Voelker Co.

A special edition of any Marshfield publication would be imperfect indeed if it did not contain a history of the firm and establishment which since 1880 have been so firmly a part and parcel of it, and have added to much of its own growth and progress as the Vollmar and Voelker Co. Mr. F. Vollmar the senior member of the house, established the business in 1880, he being one of Marshfield's pioneer merchants. The company was incorporated in 1891, Mr. J. L. Voelker having acquired an interest in the business since that date. There is not a business in the city that could possibly be as well known in or out of it, as no house of whatever line are so thoroughly caterers to the general wants of the people. The family of smallest means as well as those of most exquisite desires can send or come to establishment and find just exactly what they need. In dress goods, silks, clothing, cloaks, suits, shoes, curtains, draperies, general dry and fancy goods, groceries, crockery, including high art decorative ware.

Their business is done both in a wholesale and retail way and in both branches do they excel. They are situated at Nos. 213 and 215 Central Avenues, occupying a substantial two-story and basement brick building 44x75 feet in dimension. The company also have a large warehouse in the rear of the business premises. Both interior and exterior of this establishment makes one forget the bustling, busy city of more than six thousand inhabitants, and we imagine that some old eastern city has had the establishment plucked from its center and set up in our city ready made. The perfect system throughout includes all the attest improvements—elevated railroads with balls for cash, elevated stations, etc. In conversation we tried to learn the round numbers of last years' business throughout this immense establishment but were informed that the figures being so high they would appear fabulous. In this



Vollmar & Voelker Co. Department Store, ca. 1892

## The Joyful TIDINGS

hold out nobly.

In this age of the world, when times are hard, people know how to appreciate anything which pertains to a saving of

**Dollars and Cents.**

## VOLLMAR & KRAUS,

being aware of the above interesting fact, continue to scatter their Banner of

**LOW PRICES**

throughout the County.

Do not forget that:

*Our Prices protect us,  
Our Prices shield us, and  
Our Prices stand ALONE  
UNDISPUTED.*

Our leading Boom now is

## OVERCOATS

Our recent mark-down on these goods has been echoed far and near. Never before in the history of Marshfield were such

**PANIC PRICES**

made on

**OVERCOATS.**

We still have a large stock on hand which we do not wish to carry over, and have consequently marked them down at prices which any sane person cannot fail to appreciate. If you intend buying an Overcoat, consider well the limits of your Purse as well as your interest, and do not miss calling on us.

Remember the general slaughter in Prices on all our Goods before Inventory is a marked feature in our business just now.

We are slashing the Prices on

**GROCERIES**

so DEEPLY that our competitors look upon us in AWE and amazement!

Always catering to the People's wants.

**VOLLMAR & KRAUS,**  
Central Ave., Marshfield, Wis.

connection, it is worthy of note that while the Vollmar & Voelker Co., recognize advertising as a powerful lever for influencing business that there is nothing that they more carefully avoid than extravagant or misleading sentences. In public affairs they exhibit that marvelous patience, industry, pluck and energy that have built up their private establishment.  
(Marshfield Times, September 14, 1894)

**Fred Vollmar**

Marshfield: Member of the firm of Dorschel & Co., general merchandise, came to Marshfield from Chilton, Wis., and commenced business here, October 25, 1880. He was born in Waterloo County, Canada, March 11, 1857. He is a son of Peter and Catherine (Kumpf) Vollmar, who came from the Phine Provinces to Canada. They still live in Canada. He came to "the states", July 6, 1876 and was in the employ of Mr. Dorschel of Chilton, as clerk for a while; afterward became a member of the firm of Dorschel & Co.  
(from the 1881 History of Northern Wisconsin)

---

*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](mailto:schnitz1@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>.*