MARSH SUPERMARKETS
35 MM SLIDES, CA. 1950S

Collection Information

Historical Sketch

Scope and Content Note

Contents

Processed by

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17 November 2017

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COLLECTION INFORMATION

VOLUME OF COLLECTION: 1 slide folder containing four 35 mm. slides sheets

COLLECTION DATES: Ca. 1950s

PROVENANCE: Jean and John Hershman, Lebanon, Indiana; n.d.

RESTRICTIONS: None

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ACCESSION NUMBER: 2003.0568X

NOTES: Materials in cold storage need at least 4 hours to acclimate, so patrons should call ahead if they wish to view materials that are in cold storage.
HISTORICAL SKETCH

Marsh Supermarkets was an American grocery company based in Indianapolis and later in Fishers, Indiana. The first store was founded in 1931 in Muncie, Indiana. The company went public in 1953 as Marsh Foodliners and had 16 locations.

Founder Ermal Marsh died in 1959, and his brother Estel took over, renaming the company Marsh Supermarkets in 1960. Estel moved to chairman of the board in 1968. Ermal's son, Don, took over as president. Under Don Marsh, the company became known for adopting technologies. The first barcode scanner was used in a Marsh in 1974.

The peak number of stores in operation was eighty-six in 2013. In 2017, Marsh Supermarkets went bankrupt. All stores were sold or closed.

Sources:


SCOPE AND CONTENT NOTE

This collection contains sixty-seven black and white 35mm slides showing scenes, the interior, and exterior of Marsh Supermarkets and/or affiliated stores around the 1950s.
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