

Collection #
P 0632

MARSH SUPERMARKETS 35 MM SLIDES, CA. 1950S

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Processed by

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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
COPYRIGHT:	
REPRODUCTION RIGHTS:	Permission to reproduce or publish material in this collection must be obtained from the Indiana Historical Society.
ALTERNATE FORMATS:	
RELATED HOLDINGS:	Marsh, Don E., <i>Marsh Supermarkets, Inc., Sixty-four Years of Continuous Smiles</i> . HF5469.23.U64 M37 1996
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:

Olson, Scott. "UPDATE: Marsh Supermarkets files for Chapter 11 bankruptcy protection." *Indiana Business Journal*. May 11, 2017.

History of Marsh Supermarkets. Marsh Supermarkets website archive.
<https://web.archive.org/web/20100612231829/https://marsh.net/mtc_chis.html>.

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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Four sheets of black and white 35 mm slides related to
Marsh Supermarkets

CONTAINER

35 mm Slides
Folder 1 [cold storage]