



THIS IS MARSHFIELD

"EVERYTHING
FOR
EVERYBODY"

— By —
W. A. UTHMEIER
Exec. Secretary

MARSHFIELD
CHAMBER
OF
COMMERCE

BANKS — Marshfield has two banks with total resources of \$18,459,984.93 and one Savings & Loan Ass'n. with assets of \$2,556,654.69 as of Dec. 31, 1956.

CHAMBER OF COMMERCE — 310 members with an operating budget for 1957 of \$14,540.00 — Full-time executive with office secretary, furnishing complete community statistical, commercial, industrial & civic information service.

CHURCHES — There are 17 churches (14 denominations) representing nearly all denominations, adding enrichment and spiritual interest to the community.

CLIMATE — Range of temperature for 1956 was 24 degrees below to 92 degrees above. Total rainfall in 1956 was 27.65

GOVERNMENT — Form: Mayor - - Council. Mayor - - Term of office, 2 years; Council - - 10 members, term of office, 2 years; 10 wards.

HOMES — City of home-owner citizens. 4,250 home units 65% owned by occupants. Many new real estate developments planned in 1957 near 2 new 10 room public grade schools.

POPULATION — 12,377 (1950) Census-14,200 (Jan. 1, 1957 est.) 92.3% American Born. Predominating nationalities of foreign born, German-Austrian.

RECREATIONAL FACILITIES — Hefko Pool and zoo at Wildwood Park; city parks-3; playgrounds-6; one 9-hole golf course; Theatres-1, 2 High School Auditorium; Eau Pleine Flowage-14 miles from city and famous for big fish; 3 bowling centers-19 alleys; 4,600 seat Beel Football Stadium; Ice Rinks; Central Wisconsin State Fair; Weekly Community summer band concerts. City has full time recreation program under the direction of a paid recreational director.

RETAIL SERVICE TRADE — Number of outlets-223. Marshfield has a trading area population of 85,000 people Doing annual business upwards of 24 million (1955 U. S. Retail Census).

MARSHFIELD — In 1872 the first settlers came in quest of the wealth of timber in the great forests of Central Wisconsin. The first big log house in what later became Marshfield was built on a site just north of the present address of 120 N. Central Avenue. The Community formed, and logging and sawmills flourished. Soon the old Wisconsin Central R. R. followed the lumberjack's ax, and Marshfield had its first railroad. After the rich soil had been logged of its heavy stand of white pine, naturally, agriculture and dairying followed. Marshfield prospered because of its position with regard to trade centers along the connecting railroads built at that time.

Marshfield has continued to prosper throughout the years. The retail and wholesale trade of the area make this one of the leading retail shopping centers of Wisconsin.

The city owns its electric power and water plant, a \$4,500,000 asset. A modern \$700,000 sewage-disposal plant, will take care of the sanitary needs of the ever-growing city for the next 40 years. Good Schools and well-paid teachers insure the future for educational environment.

The city measures up well to its slogan, "Better Yourself in Marshfield." The Marshfield Chamber of Commerce will furnish any information desired about the city, its citizens, its exceptional hospital facilities, its diversified wholesale and retail activities.