

**Archive
Lakeshore Museum Center
Carlson's Grocery Finding Aid**

Collection: Carlson's Market/ Food Market Collection

Object ID Number: x97.032.386 to x97.032.399

Location: LCM Archive, room 204, shelf K 4

Dates: 1903 to 1979

Quantity: One archival box, 15.5 x 13.5 x 10.5, one document box, 17.5 x 12 x 4, and one scrapbook, 10 x 11.5

Restrictions: Items with personal information such as social security numbers are restricted.

Abstract: This collection includes several different types of materials created and collected by the Carlson family, owners of Carlson's Grocery Market/ Food Market. This collection provides information about the everyday operation of a small family owned grocery store. This collection provides researchers with information about how small store's viewed advertising, what products were available and what the prices were, how grocery stores responded to the effects of World War II, the general tools common in a small grocery store, and the perceptions a small family developed while operating a small business in Muskegon.

Historical Information: The two story store, located at Seventh Street and Clay Avenue, was originally built by Moses Duquette in 1891 and Moses ran the store until 1906. D.P. Roche bought the store in 1906 and operated it for two years. Oscar A. Peterson bought the store in 1909 and operated the grocery market until 1915. Mr. Peterson sold the store to Martin F. Carlson in 1915.

Martin F. Carlson grew up in Whitehall and was well known in Muskegon. Mr. Carlson operated a milk route and worked for the Dalton Creamery before he opened his grocery store in 1915. Martin F. Carlson and his wife Freda A. Carlson, who came from Sweden when she was 18, married on October 17, 1906.

The two story store was originally built by Moses Duquette in 1891 and Moses ran the store until 1906. D.P. Roche bought the store in 1906 and operated it for two years. Oscar A. Peterson bought the store on Clay and Seventh in 1909 and operated the grocery market until 1915. Mr. Peterson sold the store to Martin F. Carlson in 1915. Martin F. Carlson's grocery and meat market was located at 277 West Clay Ave in 1915. The address later changed to 585 Clay Avenue in 1925, which is on Block 323, Lot 6 in the city of Muskegon.

Martin F. Carlson operated his grocery store supplying a variety of groceries and dry goods with customer service in mind. Mr. Carlson sold not only food items, but other common household products such as floor wax, lubricating oil, and fly traps. In 1934, Martin's son Lawrence helped run the store until Mr. Carlson retired in 1956. From the 1920s until 1946, the store was called M.F. Carlson Groceries, and after 1946 the name was changed to Carlson's Food Market.

Martine and Freda Carlson celebrated their Golden Wedding anniversary on October 21, 1956 at the home at 544 West Muskegon Avenue. They had one son, Lawrence M. Carlson, two grandchildren Douglas M and Susan, and one great-grandson Mark William Carlson. Martin Carlson died in November 1960.

From 1956 until 1968, Lawrence M. Carlson and his wife Blanche A. Carlson ran Carlson's Grocery. Lawrence Carlson was well known in Muskegon for his popcorn sausage and customers would travel from all over for this Swedish delicacy. The Carlson family was in business for over 53 years. They sold their store to the Muskegon Heritage Association in 1979.

Scope and Contents: This collection is organized into the following twenty series: Price Charts and Profit Kits, General Booklets and Calendars, Financial, Correspondence and Notes, Booklets and Manuals, Booklets- Advertising and Product, Letterhead and Envelopes, Product Information, Muskegon Wholesale Company, Legal, IRS Tax Stamps and Receipts, Liquor License, Receipts and Bills, Certificates, Grevey's Meat Market, Miscellaneous, Newspaper Clippings, Photographs, Framed Calendar, and Framed Profit Table.

The Price Charts and Profit Kits series includes small slide rule calculators and wheels that helped grocers determine what to price certain products. All of the price charts were sent from different companies as an advertising method.

The General Booklets and Calendar series includes inventory booklets, a Regent Theatre booklet, a recipe booklet, and several small calendars.

The Financial series includes information about the fiscal aspect of Carlson's Grocery store. The series includes deposit books, a ration check book, an account book, a receipt book that was used to ring up customers, a war ration book holder, and a list of ordered food products including the prices of each item.

The Correspondence and Notes series includes general correspondence sent to Martin or Lawrence Carlson and contains letters regarding: parking issues and legal questions, electricity concerns, a Coast Guard purchase, photocopies of a letter a prior thief sent to the store, general notes written down in the store and about the mural project, and recipes.

The Booklets and Manuals series includes manuals regarding the pricing of meat products. The Booklets/ Advertising and Products series includes booklets with blank note paper sent from various products as a means of advertising.

The Legal series includes appraisal reports, inspection reports, agreements, sales records, deeds, settlement statements, and correspondence regarding all legal aspects of Carlson's Grocery.

The IRS/ Tax Stamps and Receipts series includes the tax stamps sent to the Carlson family to provide evidence that they had the right to be a retail liquor dealer. The Liquor License series includes the licenses that the Carlson family was required to display in their store to prove they had the right to sell alcoholic beverages.

The Receipts and Bills series includes receipts for general purchases made over several decades and bills that were paid and kept for general record keeping purposes.

The Letterhead and Envelopes series includes stationary with the name and address for the Carlson store before and after the address and name changed.

The Product Information series includes leaflets and information about a wide variety of products that various companies sent as a means of advertising and providing product information. The leaflets include a list of suggested prices for the products.

The Muskegon Wholesale Company series includes information about the 40th anniversary of Muskegon Wholesale as well as general information and a list of participating stores.

The Certificates series includes three membership certificates for the Michigan Retail Grocers and Meat Dealers Association.

Grevey's Meat Market series includes bills and receipts for the store that was east of Carlson's Grocery that later went out of business in the early 1930s. Lawrence and Blanche Carlson purchased the property in 1965.

The Miscellaneous series includes general materials the Carlson family collected over the years and includes a want list, advertisements, booklets, business cards, a floor plan of the store, and blank notebooks.

The Newspaper Clippings series includes articles regarding the armed robbery of Carlson's Food Market that occurred on December 5, 1967, and clippings about the trial of the robbers who were later caught.

The Photographs series includes photographs of the interior and exterior of the store, Mr. Carlson's Model T, family members and employees, and general images of Muskegon. There are also negatives in this series.

The Framed Calendar series contains a framed calendar sent from Michigan Bakeries as an advertising medium. The Framed Profit and Price Table series also contains a framed table sent from Wholesales John Hoffman and Sons Co. as a useful tool and an advertising medium.

Arrangement: This large collection was donated by the Susan Schuiteman and Douglas Carlson, the grandchildren of Martin F. Carlson. This large donation was sorted and stored at the LMC collections center. The archival materials were later brought to the archive and sorted. Ledgers and pay roll books were placed in a flat document box and their numbers are written on the outside. The scrapbook is stored upright on the shelf next to the document box. The majority of this collection was into file folders by series and each folder is labeled with the series name. The folders are within a white document box. This collection is cataloged on Past Perfect.

Contents:

- x97.032.386 Scrapbook
Date: 1942
- x97.032.387 Account Book
No Date
- x97.032.388 Book *How to Make Grocery Windows Pay*
Date: 1932
- x97.032.389 Book *The Modern Grocery Store*
Date: 1931
- x97.032.390 Booklet *Achievement Through American Opportunity*
Date: 1949
- x97.032.391 Book *Modern Food Stores: 30 Profitable Plans, Pictures, and Ideas*
Date: 1935
- x97.032.392 Book *Power Meat Cutting for Profit*
Date: 1945
- x97.032.393 Ledger-Pay Roll
Dates: 1954-1963
RESTRICTED
- x97.032.394 Ledger- Pay Roll
Dates: 1964-1968
RESTRICTED
- x97.032.395 Ledger- Pay Roll
Dates: 1946-1953
RESRICTED
- x97.032.396 Ledger
Dates: 1967-1968
- x97.032.397 Archival Materials

Series 1: Price Charts/ Profit Kits

Date: 1959, most of this series is not dated

Series 2: General Booklets/ Calendar

Dates: 1903, 1935, 1963

Series 3: Financial

Dates: 1903, 1945, 1966, 1967

Series 4: Correspondence/ Notes

Dates: 1914, 1941, 1952, 1959, 1964, 1967

Series 5: Booklets/ Manuals

Dates: 1937

Series 6: Booklets- Advertising/ Product

Dates: 1934, most unknown

Series 7: Legal

Dates: 1915, 1956, 1973, 1977, 1979

Series 8: IRS- Tax Stamps/ Receipts

Dates: 1951, 1953, 1967

Series 9: Liquor License

Dates: 1952-1967

Series 10: Receipts/ Bills

Dates: 1929

Series 11: Letterhead/ Envelopes

Dates: 1910s, most unknown

Series 12: Product Information

Dates: unknown

Series 13: Muskegon Wholesale Company

Dates: 1966, some unknown

Series 14: Certificates

Dates: 1947-1949

Series 15: Grevey's Meat Market

Dates: 1920-1933

Series 16: Miscellaneous

Dates: 1955, most unknown

Series 17: Newspaper Clippings

Dates: 1956, 1967

Series 18: Photographs

Dates: 1910-1977

Series 19: Framed Calendar

Date: 1946

Series 20: Framed Profit Table

Date: unknown

x97.032.398 Ledger

Date: unknown

x97.032.399 Ledger

Date: unknown