

NEW COMPANY TO MAKE AND SELL BATTERIES HERE

**Stewart-Galvin Company Moving
Into Franklin Garage
Building; Traveling Force
Of Thirty-Five Men.**

In two late issues of the NEWS it was rumored and the rumor was vindicated, to the effect that Marshfield was to be the home of a new battery manufacturing company. Through the efforts of the Chamber of Commerce and business men of the city a new industry has been added to Marshfield. It is the Stewart-Galvin Company, and the Stewart Storage Battery Company.

The two new firms, although distinct corporations, bear a direct relation to one another. The Stewart-Galvin Company is the manufacturing part of the industry, while the Stewart Storage Battery Company is the distribution and disposing agent. P. V. Galvin will be in direct charge of the production, and E. J. Stewart will be the head of distribution.

Mr. Galvin, who is in the city at present, and who is managing the installation of the equipment, was approached on the question as to "why the Stewart-Galvin Company located in Marshfield." He stated that the city, in the first place was ideally sit-

uated. Railroad connections are excellent and the city itself is located in a prosperous and progressive district. The location of the plant in the Franklin-Marshfield garage building is also unsurpassed. No changes will be made in the building whatever, the manufacturing will be carried on in the rear part of the building and the offices of the Stewart Storage Battery Company will occupy the office proper.

The industry about to start production is a nationally interested concern. The battery was formerly manufactured in Chicago and although comparatively young, the company has had a phenomenal growth. It has been nationally advertised and is, as good as any similar production manufactured. The Palace garage already has the sale of the battery and they report that it is an extremely good battery, that it has had a rapid sale and that no complaints have been registered.

The battery will be manufactured for lighting and ignition service in all gasoline operated devices. The primary output will be devoted entirely to batteries for use in motor cars, although batteries for tractors, trucks, and other motor driven vehicles, will be made as soon as the plant is operating "under a full head of steam." Production will begin about August tenth. The machinery and equipment is shipped, and installation will begin immediately.

The Stewart Storage Battery Company, handling distribution will open it's general offices in Marshfield. In addition to a traveling salesman force of thirty-five men, and office force of twelve to fifteen people will be employed. About twenty-five men will be employed at the start in the manufacturing end. The industry has inaugurated a general plan of direct-to-the-consumer advertising.

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W. H. Kamps addressed the council on the plausibility of the city furnishing direct power for the use of the Stewart-Galvin Battery Company which is about to commence operation. After considerable discussion the matter was laid on the table.

Donald Bulmer, who has accepted a position as salesman for the Stewart-Galvin Battery Company, left today for Oklahoma. Mr. Bulmer will make his headquarters in Tulsa, and will travel over quite an extensive territory, in the eastern part of that state.

The Chamber of Commerce in Marshfield having gone through a period of inactivity the past few months, should be given new impetus, which is the main purpose of the coming meeting. The city is grateful to the organization for several live and going activities which are here today. For instance, we have the Building and Loan Association, the People's Gas Company, and the Stewart-Galvin Battery Factory and Sales Company.

The Recorder

- Success After Failure
- Battery Factory Here
- P. V. Galvin Biography

SUPPLYING a sequel with a happy ending to the story of an unsuccessful business venture launched in Marshfield 32 years ago is last Saturday's Chicago Tribune column, "The Road to Success," in which Philip Hampson traces the life and fortunes of Paul V. Galvin, president of Motorola, Inc. Galvin is remembered by a number of former employes of the Stewart-Galvin Company, which he established in the building now serving as the Hub City Bowling Alley, at 550 S. Central Ave., and by local businessmen, including members of the Chamber of Commerce of that period, which claimed credit for bringing the industry here from Chicago. The building, erected as a garage and salesroom by the Franklin-Ritt Co. and later owned by the Franklin-Marshfield Co., was vacated when the latter firm became insolvent. It was revamped to serve as factory quarters after Mr. Galvin arrived. ac-

According to the Marshfield Herald, although the Marshfield Daily News of July 18, 1921, stated "No changes will be made in the building." Here is the News announcement:

"Through the efforts of the Chamber of Commerce and business men of the city a new industry has been added to Marshfield. It is the Stewart-Galvin Company and the Stewart Storage Battery Company. The two firms, although distinct corporations, bear a direct relation to one another. The Stewart-Galvin Company is the manufacturing part of the industry, while the Stewart Storage Battery Company is the distribution and disposing agent. P. V. Galvin will be in direct charge of production and E. J. Stewart will be head of distribution. Mr. Galvin, who is in the city at present, and who is managing the installation of equipment, was approached on the question as to why the Stewart-Galvin Company located in Marshfield.

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tery Company will occupy the office proper. The industry about to start production here is a nationally interested concern. The battery was formerly manufactured in Chicago and although comparatively young, the company has had a phenomenal growth. It has been nationally advertised. The Palace garage already has the sale of the battery and they report that it is an extremely good battery, that it has had a rapid sale, and that no complaints have been registered. . . Production will begin about August tenth."



"The Stewart Storage Battery Company will open its general offices in Marshfield," the News readers were informed, "and in addition to a traveling salesmen force of 35 men, an office force of 12 to 15 people will be employed. About 25 men will be employed at the start in the manufacturing end." Whether these predictions were ever realized has not been learned, but we did find out that Roy C. Luber, 313 N. Ash Ave., was the first employe in the production unit, and that Elmer Thuss, 711 S. Pine Ave., was his helper. Other employes whose names were recalled were J. R. Jurgensen, 1002 Severns Ave., William J. Dix, 1411 Arlington St., and Jack Liebl, 104 E. Cleveland St. All who were contacted had pleasant recollections of their work in the plant, and stated that Paul V. Galvin and his brother, the late Joseph Galvin, were "nice fellows to work for." Why the plant was

unable to succeed here is apparently not recorded in the Herald or Daily News, beyond the following statement found in the Herald of Thursday, Aug. 2, 1923:

"Monday afternoon the office equipment and factory supplies of the defunct Stewart Battery

Co. were placed on sale by the government officials to secure payment of more than \$5,000 unpaid income taxes. The sale was held in the office of the company and the entire stock was sold to J. E. Oream of Minneapolis for \$1901. E. J. Stewart, former president of the Stewart Battery Co., said Tuesday that a new battery company would be organized in a small town in northern Illinois, of which he would be manager. The goods bought here are being shipped to that city and Mr. Stewart expects that production will begin about Sept. 10."

The following week this item appeared in the Herald: "Mr. and Mrs. P. V. Galvin, after a few years residence in this city, moved last week to their former home in Chicago." Apparently Galvin's brother decided to stay here, or perhaps returned, for a paragraph in the Herald of Nov. 13, 1924, says: "Joseph Galvin was called to Harvard, Ill., last week to attend the funeral of his grandmother. Mr. Galvin is the office manager of Roll's Chevrolet Sales Company." Another item concern-

ing the P. V. Galvins was the announcement of the birth of a son at St. Joseph's Hospital on Sunday, Oct. 8, 1922. A week earlier the Herald announced the sale of the "Franklin-Marshfield building on the corner of West 6th street and South Central avenue" to the American National Bank at a sale conducted by Sheriff Walter Mueller of Wisconsin Rapids. "The accepted bid was \$26,000," the item says, and added is this information, "It is at present occupied by the Stewart Storage Battery Company and Brooks Tire Shop." Work in the plant was discontinued June 16, 1923, we learned.



Whether anyone here knows what success followed E. J. Stewart after he left Marshfield has not been ascertained, but the Hampson biographical sketch of Paul V. Galvin contains no reference to him, nor to the Marshfield venture. "Galvin's story is an inspiring one," the columnist asserts. "He started his career from scratch. He waited tables to go to college. He served his country in war. He has won a notable success in the industrial world. And he has had far more than his share of tragedy and heartaches. Today you will find him a gentle and considerate Chicagoan, modest and unassuming in measuring his own accomplishments." Galvin, born June 29, 1895 in Harvard, Ill., son of a storekeeper who also dealt in the sale of farm lands,

attended the University of Illinois for two years after completing his high school course in 1913. He worked as a clerk for the Commonwealth Edison Company before entering officers training camp at Fort Sheridan during World War I, and served as second lieutenant in the 3rd Division. He went overseas in May, 1918, and returned in April, 1919.

"On leaving the army he went to work for a storage battery company in Chicago," says Hampson, "and later became secretary to E. J. Brach, the candy man, who wanted the former lieutenant to run

his machine interests." The latter job apparently followed his Marshfield experience, for the story says further that in 1925 Galvin went with another storage battery firm, which went broke in 1928. His next venture was the founding, in partnership with his brother Joseph and others, of the Galvin Manufacturing Company. Its first product was battery eliminators for radios. Next came production of small radios. And just when the future looked darkest, in December, 1929, Paul Galvin determined to try the manufacture of radios for automobiles.

That proved to be the turning point in his business career. "The rate of the company's growth was sensational," says Galvin's

biographer. In 1923 Galvin's son, Robert, now executive vice president of the company, became a member of the firm, which in 1946 changed its name to Motorola. Marshfield people recall that Mrs. Galvin, who came here with her husband in 1921, little more than a year after their marriage, was killed by robbers in 1942. In 1944 Joseph Galvin died of heart trouble. In 1945 Galvin married Miss Virginia Critchfield.

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Native of Marshfield President of Motorola

A native of Marshfield, Robert William Galvin, 34, has been elected head of Motorola Inc. one of the major firms in the TV industry and one that is termed the nation's top radio manufacturer.

He succeeds his father, Paul V. Galvin, 61, who has become chairman of the board and remains as chief executive officer of the company he founded in 1928, some years after leaving Marshfield.

Locally, the elder Galvin brought the Stewart-Galvin Co. and Stewart Battery Co. to Marshfield in 1921, establishing the plant in what is now the Hub City Alleys building. The enterprises failed in 1923 and the Galvins returned to Chicago. His success stems from December, 1929, when he turned to the manufacture of car radios.

The new president of Motorola went to work in the firm's stockroom in 1940.

FAILURE AT FIRST

Motorola Founder's Troubles Here Told

Being presented to the Marshfield Free Library is a book by Harry Mark Petrakis, "The Founder's Touch," which is of more than casual interest particularly to the community's gray-haired set.

The volume deals with the life of Paul Galvin, the dynamic industrial leader who created the vast Motorola Inc. But older Marshfield residents may best remember the late chairman of the board of Motorola as the man who started a storage battery business here in the early 1920s, struggled valiantly against economic odds, and finally failed.

Galvin, employed by a storage battery company in Chicago, and Edward Stewart, active in the then infant radio business, learned that the Chamber of Commerce here wanted a manufacturing plant.

Wrote Petrakis: "Stewart spoke to Galvin about a storage battery plant and the cooperation the town would provide.

"Eager to get out on his own, Galvin agreed. In early July of 1921, at the age of 26, he and (his wife) Lillian prepared to

move from Chicago to Marshfield.

"With great fanfare the Stewart Battery Company was opened in Marshfield on July 15, 1921. The Chamber of Commerce congratulated Stewart and Galvin and themselves in this sagacious joining of talents."

The first month of operation saw them producing 150 batteries per day for sale over much of the central United States, but the effects of the 1920-21 depression and Marshfield's location worked against the firm's competitive position.

"We discovered we had the poorest place in the world for a storage battery operation," Galvin said wryly years later, "because batteries involved so much weight. We were closed off from the bigger markets by the economics of shipping. The storage batteries were heavy, messy to ship and the acid in them made the rate classification high. The manufacturer that was located in the bigger markets had the edge on us. Why didn't we think of all this at the beginning? Hell, I don't know."

Stewart and Galvin fought on into 1923 until one day, when Galvin was at home for lunch, government agents moved in and padlocked the plant for non-payment of excise taxes on storage batteries. Galvin lost his on-

government agents moved in and padlocked the plant for non-payment of excise taxes on storage batteries. Galvin lost his only overcoat in the operation; it was in the building when the padlocks were applied.

Late in July, 1923, the battery firm's equipment and supplies were put on sale by the government to secure payment of taxes.

On Aug. 2, the day President Harding died, the Galvins and their 10 - month - old son, left Marshfield in a broken-down car for the return to Illinois. Galvin had a dollar and a half in his pocket, but the family was able to eat because one of the company's former employes wanted a ride back to Chicago and shared expenses.

In 1926, Galvin was back with Stewart who, through his father, had bought up the remains of the Marshfield business and re-established it in Chicago. The auto business and radio sales were booming — the rest is history.

Galvin's only child, Robert, was born at St. Joseph's Hospital here Oct. 9, 1922. He is president of Motorola. His father died Nov. 5, 1959.

A former Marshfield man is giving the book to the local library. He is Harold E. May, Oak Park, Ill., a senior engineer in the products research division of Motorola in Chicago.

Avenue named after industrial giant

By **JIM STERN**
Of the News-Herald

Many of Marshfield's streets and avenues are named after pioneers, former mayors, and trees.

But, there's one that is named after a manufacturer who couldn't make it here — Paul Galvin. Yes, that's the same Paul Galvin who went on to found the industrial giant Motorola Communications and Electronics Inc.

In fact, Galvin wasn't even a Marshfield native. He only resided in the city for just a few short years.

Galvin was a native of Harvard, Ill., a railroad community located just a short distance from the Wisconsin border.

Two major industrial events were occurring in the late 1900s and early 1020s. One involved the automobile, and the other was the coming of age of the radio. Young Galvin was to have a hand in both.

Just as Marilyn Hardacre, executive director of the Marshfield

Area Chamber of Commerce & Industry Inc., recruits manufacturers for the city today, so it was with Paul Galvin in 1921.

Although he was only 26 years old, Galvin was "recruited" to this city by none other than the Marshfield Area Chamber of Commerce.

In early 1921, the Chamber was searching the Midwest for a manufacturing plant. City officials would first find Edward Stewart, a Harvard, Ill., acquaintance of Galvin's. Stewart, in turn, convinced Galvin that they should enter business together.

That they did and Galvin and his wife, Lillian, came to Marshfield from Chicago in July 1921.

Marshfield open its arms to Stewart and Galvin and the Stewart Battery Co. The firm was actually the combination of two operations — the Stewart-Galvin Battery Co., the manufacturing arm of the firm, and the Stewart Storage Battery Co., the distribution and selling arm.

The company's operations were located in the old Marshfield Franklin Garage and it employed an estimated 50 people.

Galvin said he located manufacturing operation in Marshfield for several reasons. First and foremost, there was the railroad. Second, the "City in the Center" was located within a growing circle of smaller progressive communities.

Galvin's business started off well. In fact, business was booming. The plant was turning out an estimated 150 storage batteries daily. Its products were being marketed over a wide area including Wisconsin, Minnesota, Illinois, Iowa, Oklahoma, and even as far east as Massachusetts. Business was so good that the management opened a distribution branch in Kansas City.

Shortly after opening the Marshfield plant, Galvin's brother, Joseph, arrived on the scene to work here.

Paul Galvin was described as a tireless worker. It was not uncommon to see him work 12 hours a day, seven days a week. He was, according to historians, determined to see the Marshfield operation succeed.

However, success was not to be found, but Galvin certainly couldn't be blamed.

As many old-timers will recall, numerous and successful businesses would fail thanks to the Great Depression of 1921-22. The depression had created an atmosphere of tight money throughout the nation.

The end came quickly in 1923 when the government locked the plant for non-payment of excise taxes on storage batteries. Two months later, Galvin left town with just a few cents in his pocket.

In just a few short years later, Galvin would start a small radio business and with it came the birth of Motorola, which today is one of the giants of the communications business.

Although Paul Galvin died 30 some years ago, his legacy lives on.

His son, Robert, is Motorola's chairman and the corporation recently was one of three to receive the first Malcolm Baldrige National Quality Awards. These

awards are designed to encourage U.S. firms to improve the quality of their products and services.