

The McCain-Johnson Company

ROSE STOCK AND BUILDING SOLD THIS MORNING

The entire stock and two story building of Rose Bros., Inc., was sold in a deal which was completed this morning. The business will be conducted as it is at present with the different departments beings maintained. Nothing more definite has been said by the purchasers, but a complete announcement will probably be made tomorrow.

(from Marshfield Daily News, May, 23, 1921)

MCCAIN-JOHNSON COMPANY NAME FOR NEW FIRM

The new proprietors of the former Rose Bros., Inc., store took charge yesterday. They are Harry McCain and Wilbur M. Johnson, sons-in-law of C. E. Blodgett. The name of the new company, a stock concern, will probably be The McCain-Johnson Company.

Further announcements regarding the policies of the new company are forthcoming, as the complete plans for the organization and management of the store are not yet completed.

(from the Marshfield Daily News, May 24, 1921)

BLODGETT BUYS ROSE BROS. STORE -

Hereafter Will Be Run Under Firm Name of McCain-Johnson Company

A deal was closed Monday whereby the entire stock and store building of Rose Bros. Inc., situated on the corner of West Second street and South Central avenue, passed into the hands of C. E. Blodgett. It is one of the largest sales taking place in this city for many years, being one of the best corners in Marshfield.

Immediately following the purchase Mr. Blodgett turned the store over to his two sons-in-law, Harry McCain and Wilbur M. Johnson, who will conduct the business under the firm name of The McCain-Johnson Company. Both Mr. McCain and Mr. Johnson are experienced in the mercantile business and it is safe to say in advance that the trading public of Marshfield and vicinity will benefit by the change in a more up-to-date store and more attractive prices.

The new concern, as will be seen by the announcement published elsewhere in this paper, is now in possession of the store and it will be their aim to give Marshfield a buying place equal in every respect to first class stores in the large cities.

*The Herald wishes the new enterprise a world of success.
(from the Marshfield Herald, May 28, 1921, p. 1)*

Kuppenheimer
GOOD CLOTHES
—an investment in
good appearance



K

You get real value at lower prices this season when you buy Kuppenheimer good clothes —style, fabrics and tailoring true to the excellence of Kuppenheimer standards.

\$30, \$35, \$40 to \$50

McCain-Johnson Co.
Successors to Rose Brothers

—the house of Kuppenheimer good clothes

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*McCain-John Ad from Marshfield News Herald,
June 4, 1921*

McCain-Johnson Co.

Successors to Rose Brothers

You are Invited to Attend Our Grand Opening Sale

This is not a perfunctory invitation. We want you to come in and see for yourself how well we are equipped to serve you. You will find extensive stocks, bought with your personal desires and taste in mind, priced to fit your purse. You will receive courteous attention, prompt service and every accommodation consistent with progressive methods. If such a thing should happen that what you buy should turn out unsatisfactorily, we will gladly exchange the goods or refund the price.

For the Grand Opening Sale we offer a large number of special values. Read this advertisement carefully and come prepared to find your expectations more than fulfilled.

Sale begins Sat., June 18 and closes Sat., June 25

Women's Sport Coats, not this season's styles, made of silk Poplin, Corduroy and Velour, in the following colors: white, rose, black and white stripe; some sold up to \$35, special this sale **\$1.95**

Women's and Misses' Sport Coats, made of the celebrated Fisher Kennedy all wool tweeds, also all wool velours, in blue and brown with fancy check collars; some belted with large pockets, value up to \$16.50, sale price **\$9.75**

Women's all wool Tweed Coats, in green and brown mixtures, general utility models, belted all around, trimmed with buttons, \$18.00 value, sale price **\$11.95**

Men's, young men's and student clothes in velour checks, Scotch tweeds and blue serges. These are all wool materials, made in the very latest spring styles and colors, form fitting and conservative models, former prices \$22.50, \$25.00, \$27.00, sale price **\$19.85**

Women's and Misses' Suits, not this season's styles, materials are Wool Jersey, all Wool Poplin and Homespun, well made, neatly trimmed, coats are silk lined, following colors: green, rose, blue and gray, value up to \$25.00, sale price **\$8.95**

Women's and Misses' Suits, of all wool mannish serges and poplin, in navy blue and black, braided and button trimmed, some with white over laid collars, full lined, value up to \$25.00, sale price **\$11.95**

Women's Suits made of all wool Tricotine, Mannish Serges, and Wool Jersey, navy blue, green and brown and blue and green mixtures, all silk lined; braid, button and hand embroidered trimmed, \$25.00 value, special sale **\$18.95**

Men's and young men's Suits, made of choice all wool materials, in all the new and fashionable patterns and colorings, also blue serges; single and double breasted, form fitting and conservative models, in all sizes; former prices \$24.85, \$30, \$32, \$35, sale price **\$24.85**

Women's Silk and Wool Poplin Dresses, in a variety of styles and models, suitable for afternoon and evening wear, in gray, brown, green, roses, navy and black, well worth \$19.50, sale price **\$9.95**

Women's and Misses' Dresses of Taffetas, Tulle and Georgette combinations, also Georgette Crepe—colors are brown, navy, taupe, harding blue and gray; All beautifully trimmed. Value up to \$35, special sale price **\$14.95**

Women's and Misses' Dresses, materials are custom crepe, chambray, georgette crepe and tulle and georgette combinations; made in the latest spring styles; this lot is the cream of our stock, well worth \$19.50, sale price **\$21.75**

Men's and young men's Suits, made of all wool customers, in fancy mixtures and blue serges; single and double breasted, two and three button models, also form fitting and semi-conservative, sizes 35 to 44, former prices \$27.50, \$30, \$32, \$35, sale price **\$32.85**

20 per cent

Discount on our Entire Stock of Women's, Misses' and Children's Coats not listed above. None reserved. It will pay you to visit this department.

Women's Wash Waists

Special lot of Women's Wash Waists, made of Velour and Organdies. On account of being slightly soiled and stressed from handling, we are putting a price on some that will clear our table in a few days. They are all good styles, with long and short sleeves, high and V-necks, ruffled and have trimmed, some with contrasting material collars and cuffs, former prices \$1.50, \$2.00, \$2.50 and \$3.00, to move them quickly we will sell them at **95c**

25 per cent

On our Entire Stock of Ladies' and Misses' Suits—all of this season's styles and best models. Materials consisting of All Wool Poplin, Mannish Serges, Portlet, Twills, Tricotine and Velour Checks; all colors and sizes.

Silk Waist Specials

On account of a very fortunate purchase we are offering Women's Waists and Blouses of silk Georgette Crepe, hand embroidered and lace trimmed, in the very latest Spring Styles. Colors are honey dew, beige, navy blue, flesh and white, in all sizes. These waists formerly sold at \$3.98, special sale price **\$3.50**

These Extra Specials are of Interest to everyone who is Economically Inclined.

SHEETING
9-4 Best Quality full bleached sheeting, sale price **45c** per yard

GINGHAMS
Best quality Apron Check Gingham, all size checks, **13c** special per yard

SHEETS
72-96 full bleached Sheets of good quality muslin, special this sale, each **85c**

OUTING FLANNEL
Good quality full bleached Outing Flannel, regular 25c value, sale price yard **12c**

DRESS GINGHAMS
Good quality Dress Gingham in fancy plaids and stripes, 25c value, sale price per yard **15c**

CHALLIES
36-inch Challies, in beautiful floral designs, for draperies and counterfores, sale price yard **16c**

WOMEN'S HOSE
Women's fine cotton hose, with garter top, high upturned heel, double sole in dark brown and black, 15c value, this sale per pair **10c**

MENS UNDERWEAR
Men's Balbriggan Shirts and Drawers, good quality, sizes 36 to 44, 65c value, sale price each **39c**

BUCK TOWELS
Bleached Buck Towels, hemstitched ends, 25c value, sale price each **15c**

CHEVIOTS
Everett Cheviots, suitable for Men's Shirts, sweaters and boys' waists, very special per yard **18c**

TABLE DAMASK
68-inch full bleached Satin finish Table Damask, \$1.50 value, sale price per yard **80c**

HOSE
Women's Black Mercerized Lisle Hose, slight seconds to the 50c quality, sale price per pair **25c**

NAIISOOK
30-inch Flesh Colored Naiisook, 35c value, sale price **20c** per yard

25 PER CENT
DISCOUNT ON ALL PUMPS AND OXFORDS WITH HIGH HEELS.

WORK SHIRTS
Men's Blue Chambray Work Shirts, full size, well made, \$1.00 value, sale price each **65c**

MENS UNION SUITS
Men's ribbed Balbriggan Union Suits with long and short sleeves, also mannish athletic style, value \$1.50, sale price suit **98c**

PERCALES
28-in. Good Quality Percales, in light and dark colors, special this sale, yard **11c**

BLANKETS
35-40 Jacquard Croch Blankets, wool finish in pink and blue, special for this sale, each **45c**

BROWN COTTON
34-inch fine quality Unbleached Muslin, 20c value, sale price, per yard **12c**

TOWEL ENDS
17x19-inch Buck Towel Factory Ends, hemmed, very good quality, sale price each **8c**

PERCALES
30-inch Standard Quality Percales, in light and dark colors, sale price per yard **15c**

MENS OVERALLS
Men's blue denim Buffalo striped Overalls, very good quality, come in all sizes, regular \$1.50 value, sale price **\$1.00**

MENS SOX
U. S. Rockford Army Seamless Sox, colors brown and blue, 25c value, sale price per pair **12c** Or 6 pair for 75c

OSHKOSH OVERALLS
Popular heavy weight Oshkosh Union made blue denim high back Overalls, the \$2.25 quality, sale price only **\$1.75**

IN BUSINESS ONE YEAR

The McCain-Johnson Co. is advertising a sale to begin today as an anniversary of their being in business in this city one year. They officially took possession of their present block May 23, 1921 and have made a splendid reputation for the ___ as being business men that any city could well be proud of having in their midst. Their sale will continue until Tuesday May 23.

(from the Marshfield Herald, May 13, 1922, p. 1)



Collection of the North Wood County Historical Society

McCain's—1950

WILBUR M. JOHNSON

Member of McCain-Johnson Company

Wilbur M. Johnson was born at Wausau, October 9, 1896. He was graduated from the high school and common schools of Wausau and was a student of two years in the University of Wisconsin. After leaving college he became a traveling salesman for the Wisconsin Packing Company, in the employ of which concern he remained one year. In July 1918, he entered the Officer's Training School at Camp Grant, Illinois; and was subsequently assigned to go overseas, but the armistice was signed 15 days before he was to leave the camp, which prevented his seeing service in Europe. After

his discharge he went to work for C. E. Blodgett and Sons Grocer Company, now the Marshfield Grocer Company, and remained with concern until May 1921, when he and Harry McCain formed the present McCain-Johnson Company.

Mr. Johnson was united in marriage with Mrs. Lucille Blodgett Wood on August 28, 1920. Mr. And Mrs. Johnson have two children, Jean and William.

In politics Mr. Johnson is Independent. Fraternally he is affiliated with the Masons, Elks and United Commercial Travelers. Golf and motoring are Mrs. Johnson's hobbies.
(from the Marshfield News-Herald, September 13, 1927)

JOHNSON SELLS SHARE IN STORE - Will Retire From Firm January 1 To Enter Insurance Business

Announcement was made today that Harry McCain has purchased the interest of W. M. Johnson in the McCain-Johnson department store and, effective Jan. 1, Mr. Johnson will retire from the company to enter the insurance business with Hugo Wegener.

The McCain-Johnson company was organized in 1921 as a corporation and has enjoyed a steady growth since that time. The business will continue to be known as the McCain-Johnson company with Mr. McCain as manager and proprietor. No change in the conduct of the business is planned, according to Mr. McCain.

Mr. Johnson will enter into the insurance business here with Hugo Wegener on Jan. 1. A company will be incorporated under Mr. Wegener's name and the new firm will continue its offices in the Sexton building. Mr. Wegener entered into the insurance business here in 1902 and his insurance agency is well and favorably known in central Wisconsin.

Shortly after the advent of the new year, Mr. and Mrs. Johnson will go to Hot Springs, Ark., for a month and upon their return, Mr. Johnson will enter actively into the insurance business.
(from the Marshfield News Herald, December 11, 1929)

BUY WAR SAVINGS STAMPS AND BONDS BUY WAR SAVINGS STAMPS AND BONDS BUY WAR SAVINGS STAMPS AND BONDS

Sale!

UNLIMITED QUANTITY AVAILABLE

10¢ • 25¢ • 50¢ • 1.00

The BEST BUY We've Ever Offered

Here's what you get. Beautifully attractive, colorful stamps that are converted into a gorgeous Bond, yes a War Bond, a precious War Bond, the most precious thing you can buy these days.

Every Bond you buy is an investment in the security of our country and in your own personal or family security because you get back every penny of your investment PLUS interest.

During 1942, the 1,900,000 retailers in the United States as the "Commanders of Main Street" have committed themselves to sell ONE BILLION DOLLARS WORTH OF WAR STAMPS AND BONDS.

We are heartily cooperating in this drive.

We are asking you to buy, to buy to the very limit of your purse, to buy the best value this store has ever offered, WAR STAMPS AND BONDS.

Our July Quota of Stamps and Bonds

Was set by the Government at 4% of our Gross Sales of July 1941 —McCains are very proud to report that sales of Stamps and Bonds totaled better than 15% of July 1941 Gross Sales. We want to thank our many customers who have made such sales possible. It is your record of Faith in Our Country.

MCCAINS
AT MARSHFIELD

McCain's "Buy War Stamps & Bonds" Ad from the Marshfield News-Herald, August 4, 1942.



Collection of the North Wood County Historical Society

MCCAIN'S WILL OPEN NEILLSVILLE STORE-

Marshfield Company Announces Expansion to Serve Clark Area

The opening of a new store at Neillsville by the McCain-Johnson Co. of Marshfield has been announced by E. E. Ostrander, store manager.

The new Store, which will be managed by Mrs. Harriet Thompson, Neillsville, will be opened to the public on Saturday, Sept. 3, at 2 p.m. It will occupy the former location of the Woodward Co. on S. Hewitt st., which affords a sales space of 25 by 55 feet in addition to a 12 by 15 annex.

McCain's of Marshfield after the remodeling. (Photo from the North Wood County Historical Society)

store has been completely streamlined in two shades of blue, gray, salmon pink, and black, set off with chromium trim. Carpeting is in blue, and the chrome furniture is upholstered in yellow. More than 60 fixtures provide direct-indirect lighting.

The store will feature ladies' ready to wear and accessory items in popular price ranges. Merchandise is all new and the store will be operated as an independent unit.

In the remodeling of the shop, which has required about six weeks, and in its operation Neillsville labor is employed.

Known as "McCain's at Neillsville," the store was designed to serve a need for a store of that type which was brought out through surveys of the area, Mr. Ostrander says. (from the Marshfield News-Herald, August 30, 1938)

FIRST MILK BAR IN STATE IS OPENED IN MARSHFIELD - *Local Men Add Frills to Idea, Begin Where Governor Left Off*

Gov. Julius Peter Heil must be credited with the idea of establishing milk bars to dispose of Wisconsin's dairy surplus, but while the Governor's idea languishes, two Marshfield men are operating a milk bar of their own with frills the Governor never thought about.

Even while Governor Julius meandered down Milwaukee's Wisconsin avenue in search of the ideal spot to set up in business, Bob Reitz and Earl Ostrander were toying with the idea of doing something to milk that would give it sales appeal, even in Marshfield, where cows would be household pets but for the city ordinance, and milk is almost as common as sand in the Sahara.

Has Smooth Flavor...

Ostrander got the idea when a young lady who is not too plump confided to him it would be swell if she could

get as interested in milk as in thinner beverages which have more general appeal to the thirsty. Ostrander agreed and told Reitz about it.

The ultimate result was a flavored milk which both men thought should do the trick. Flavoring milk is no easy task, because milk has a way of curdling when flavoring is added to it. Finally, however, the men succeeded in blending a drink that absolutely refused to curdle or lose its tastiness, even when kept up to 30 hours.

Their discovery and Governor Heil's big idea just couldn't stay apart, and when the Governor's idea bogged down, at least temporarily, the Marshfield men couldn't wait any longer. They combined the two ideas in an experimental bar at the McCain store, theorizing that if milk can be made popular as a drink in the heart of dairyland, it ought to "go like a house afire" in cities and non-dairy regions.

Hope To Boost Milk...

McCain's provided the bar and the Clover Cream dairy is providing the drinks. The two men say they have no expectation of making a profit, but are going into the enterprise purely with the idea of trying out the scheme and if successful, putting it to work as Governor Heil originally intended to put his plan to work—to open a new market for Wisconsin milk.

The chances of their success are by no means certain—the only thing certain is that they hardly have selected a region where the idea would meet a more severe test. Not until the bar has been in operation for some time will it be possible to judge the value of the plan, but if present interest is maintained Marshfield can soon claim credit for the introduction of a new and revolutionary development in milk sales promotion.

(from the Marshfield News Herald, July 15, 1939)

30 YEARS AGO TODAY

A. Bartmann and Son have completed arrangements for the opening of the "Economy Shoe Store," in the building formerly occupied as a restroom in the Farmers' Economy Store, South Central Avenue. The entire shoe stock of the McCain-Johnson Store has been purchased. Mr. Bartmann plans to handle the cheaper quality of shoes in the new store, devoting the other to those of a better quality. Paul F. Schroeder, who has been in charge of the lower Central avenue store.

(from the Marshfield Daily News, November 1, 1921)



WISCONSIN'S NO. 1 MILK BAR—Milwaukee was slow to grasp Gov. Julius Heil's milk bar idea, but Marshfield caught on quick, climbed aboard before the Governor clambered off, and added a flavor to the scheme that the Governor never thought of. The milk bar of Bob Reitz and Earl Ostrander, in fact, serves milk in seven flavors, and its sponsors hope that the popularity of the idea, as registered in this picture, will spread over the nation.

(from Marshfield News Herald, July 15, 1939)

Also see [Upham's Manufacturing Store](#) story

Also see [Rose Brothers Store](#) story

Also see [Derrico's Black Belt School](#) story

If you have any additional information (including pictures) regarding this business or location, we would really appreciate you contacting us and sharing. We will add information whenever possible.

For questions, or for sharing additional information, please contact us at schnitzl@charter.net. Please include what story the information relates to. Attach your text information in the form of a word document, please no PDF's. Photos should preferably be in jpeg format.

For additional stories on the historical sights and businesses of Marshfield, visit our website at: <http://www.marshfieldgenealogy.com/QR-Codes-of-Historical-Marshfield.html>.