

Miss E. M. Rowan, Milliner—224 South Central Avenue

Marshfield boasts of millinery stores which in the artistic and abundant variety of the stock carried puts these establishments on par with the imposing metropolitan competitors. Among the handsome millinery stores is the one of Miss E. M. Rowan. Her stock is elegant and she seems to know intuitively the hat or bonnet that will look best upon her customer and give the most pleasing effect. The establishment has catered to the local trade for 15 years and this fact alone is assurance as far as headdress goes the customer who leaves the store has had the benefit of that ripe judgment which comes with years and guarantees perfection when a becoming and fashionable bonnet is purchased.

(from Marshfield Illustrated, 1905)



Rowan Millinery located at 224 [address change to 252] South Central Avenue, 1904—1908. The building was built approximately 1887 and later sold January 1, 1918. The lady pictured is Johanna Heidler. (photo from the North Wood County Historical Society)

Undoubtedly one of the most popular millinery parlors of this city is the one of Miss E. M. Rowan, and located at 224 South Central Avenue. This establishment is fitted up with remarkable taste that is itself peculiar to the refinement and originality of Miss Rowan.

All the latest styles in ladies hats for all seasons of the year are kept constantly in stock, offering an assortment rarely found and seldom equaled in any millinery establishment in a city the size of Marshfield.

Particular attention is given to all the latest styles, in order to include every imaginable shape and design that might suggest itself to the ladies of our city, at once pleasing to them, yet consistent to the latest and most effective styles. Only the most expert trimmers and helpers are employed and the very best material and workmanship is put into everything that leaves this establishment. These things being considered, it is no source of wonder that the trade of this house has reached very large proportions since its established, some 25 years ago, and is still growing and increasing.

(Marshfield Times, April 19, 1916)

**MISS E. M. ROWEN,
MILLINER,
Dress and Cloak Maker**

**CUTTING AND FITTING A
SPECIALTY.**

**ALSO SOLE AGENTS FOR
BUTTRICK'S PATTERNS.**

**All work done in the late t style.
Satisfaction Guaranteed.**

MARSHFIELD, - - WIS.

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 schnitz1@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>