

## *The Upham Manufacturing Store - 200 S. Central*

*In the foremost of representative business houses of Northern Wisconsin, is that of the Upham Mfg. Co.'s general merchandise establishment situated at the corner of Central Avenue and Second Streets. The building occupied by the company is a magnificent two-story and basement brick structure, 50 x 80 feet in dimensions.*

*To enumerate such a small part of the various articles carried in stock of this popular emporium would require more space than this review would permit, so our readers will necessarily be satisfied with a brief resume of the leaders in the various departments. As a matter of fact, anything that goes to furnish a home or anything worn by man, woman or child can be found in stock.*

*The establishment is divided in into a number of departments, such as dress goods, silks, fancy goods, notions, cloaks, suits, clothing, boots and shoes, groceries, hats and caps, gents furnishing goods, carpets and rugs, curtains, draperies, and many others. Each of these departments is in charge of a capable clerk, and all under the supervision of the manager, so that the vast business mechanism of the store moves like clock-work.*

*The establishment is provided with every modern convenience for transacting business such as cash carrier systems, etc. The Upham Manufacturing Co.'s store during the afternoon, and especially on Friday and Saturday of each week (their bargain days) presents a most charming and ever shifting scene. The large, light-*

*airy and attractive salesrooms are then crowded with gaily attired ladies, whose varied and beautiful costumes and bright faces lend a fascinating charm in the place, giving it the semblance of a beautiful bazaar. The delicate fabrics displayed so lavishly to view attract and charm the eye and delight the soul of those who love the beautiful.*

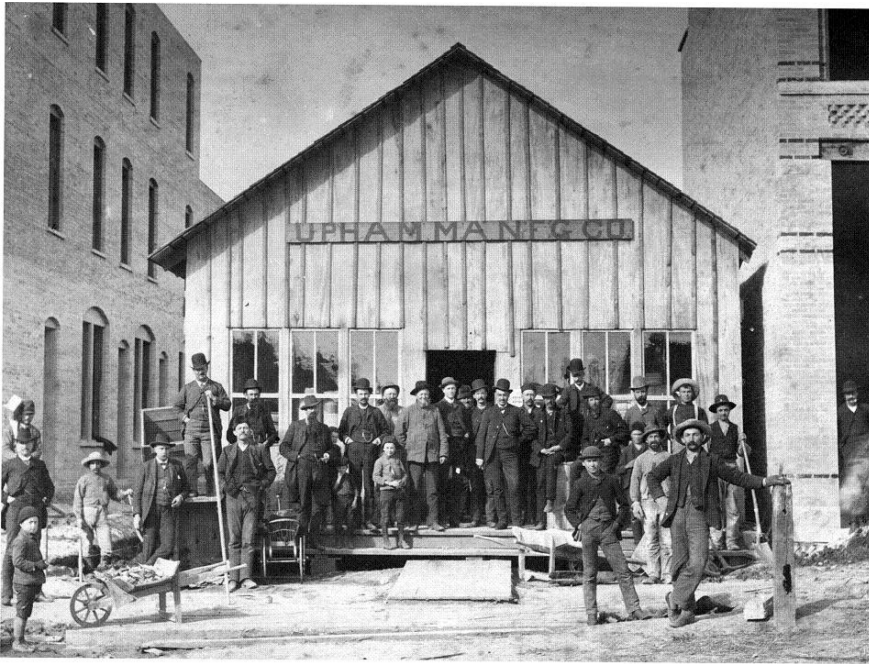
*Their show window display is a model of attractive arrangement, and really no exhibition of fine art. There has just arrived at the establishment a large selection of ladies cloaks, consisting of the latest novelties of the season. The company's clothing department this year, is larger than ever, and embraces all the latest styles of men's, youths', boys and childrens' clothing. They have in stock one of the largest selections of overcoats and nisters ever seen in this section before, made by the leading manufacturers in the country.*



*Upham Store, as it appeared when first built..*



*The Upham Store, southwest corner of Central Avenue and Second Street, as it appeared after being remodeled in 1880. (North Wood County Historical Society)*



The temporary Upham & Co. Store, built after the fire. It was used until the new brick structure on the southwest corner of Central Ave. and Second street was completed. The new store is on the left. (Northwood County Historical Society)

The entire second floor is devoted to their clothing department.

It is also worthy of note that this house is very popular with our farmers in this section, as the company pay the highest prices for all kinds of produce. The officers of the company are too well known to need extended mention in this article. Mr. E. E. Finney, the manager of the store, has been with the company for the past eight years. He is a pleasant courteous gentlemen, who is thoroughly conversant with every detail of the business. (The Marshfield Times, September 14, 1894, p. 4)

Also see story on [Rose Brothers](#)

Also see story on [McCain's—Johnson's Company](#)

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

Also see story on ["Old Vanderbilt"](#)

## 200 S. Central –Notes

Current building was built in 1887, with a 1905 addition. Originally was the site of The Upham Store. It did burn in the 1887 fire and rebuilt of brick. It was sold to the Rose Brothers who later sold it to Mr. Blodgett in 1921. It became known as McCain –Johnson and was run by Mr. Blodgett's son-in-laws.

Mr. Blodgett's office building was at the rear of this building, next to the alley.

## Special Fire Story

My grandfather, Henry Bubbers died on June 27, 1887. He lived in Rozellville, Wisconsin and is buried in the Town of Day Cemetery.

When he died, the family hitched up their two oxen and started for Marshfield to get a casket from the Upham Furniture Factory (Upham Manufacturing Co.)

As they came close to Marshfield, they could see fir and smoke. They got to the Furniture Factory and saw a man upstairs in the building. They called to him to throw a casket out the window. Only one corner of the casket was broken but they were satisfied to get a casket. So home they went, taking another four hours, again with oxen pulling the wagon with the casket on it.

This all happened when Marshfield had the terrible fire—June 27, 1887. (submitted by Mrs. Alvin "Lucille" Reich)



Tombstone of Heinrich Bubbers, -June 27, 1887, at Town of Day Cemetery, Rozellville, Marathon Co., WI (V. Schnitzler)

THE CAMPAIGN  
STARTED  
IN  
Grand Shape.

~~The~~  
BALL OPENED  
AT

Upham Bros' Store.

Cloaks, Dolmans,  
Velvets, Velveteens,  
Flannels, Linens,  
Ribbons, Laces,

**CHEAP! CHEAP!  
CHEAP!**

Particular attention has been paid in selecting our stock of CLOAKS and DOLMANS and we are now able to present to the ladies the best and most complete stock of this line of goods ever in the city.

These goods were selected for various reasons:—

First,—They are made of the very best material.

Second,—They are made in the best possible manner and in the very latest styles.

Third,—They were bought at reasonable rates; we are therefore able to offer decidedly good bargains in the goods.

**CALL EARLY**  
at  
**UPHAM BROS' STORE.**

**C. M. UPHAM & BRO.,**  
MANUFACTURERS OF  
**LUMBER and SHINGLES,  
LATH and PICKETS.**

**Hard and Soft Wood**

**LUMBER.**  
Also Dealers in

**Lumbermen's Supplies,**

*GENERAL MERCHANDISE, GROCERIES,  
DRY GOODS, BOOTS AND SHOES,  
BOOT PACS, OVERSHOES, ETC.*

**Plain and Fancy Dress Goods, Ready-Made Clothing,**

In fact everything that is usually kept in a first-class general store.

GLASS, PUTTY, PAINTS: Also WINDOWS, DOORS, ETC.

Heavy Goods, such as Pork, Beef, Flour and Feed.

CENTER AVE., - - - - MARSHFIELD.

THE  
U·P·H·A·M  
M·F·G·C·O.

Have received their winter  
Stock of Goods are offering

**BIG INDUCEMENTS**

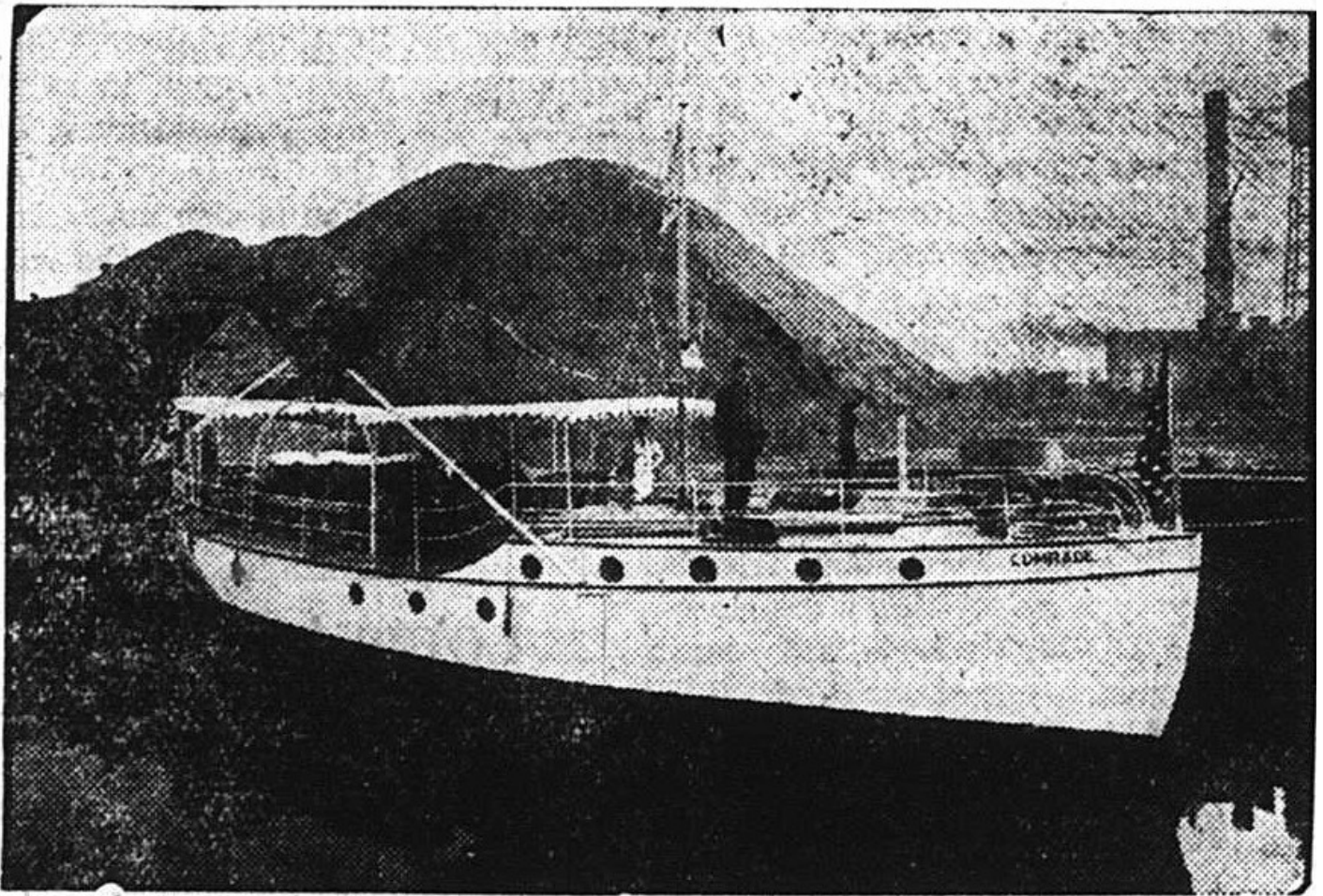
TO THE PEOPLE.

THEY HAVE AN  
**Immense Stock**

Of entirely New Goods, and are  
selling them at

**HONEST PRICES.**

GIVE THEM A CALL.



**Ex-Gov. Upham's Yacht, "Comrade."**

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*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](mailto: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/OR-Codes-of-Historical-Marshfield.html>.*