

## ***Johnson Hill's***

### **Fair Store Now Johnson Hills Firm Acquires Enterprises in City, Wausau**

Johnson Hill's, Inc., owners and operators of large department stores in Wisconsin Rapids, Oshkosh and Manitowoc, has acquired the Fair Store here and in Wausau from the operators, A. Landauer & Son, Inc.

The announcement came jointly from Chester O. Bell, president of Johnson Hill's, and Ron Ostrander, vice president and manager of A. Landauer & Son.

The store here at 227 S. Central Ave. will be known as Johnson Hill's beginning Tuesday.

E. A. Guensburg, manager of the Marshfield Fair Store since 1932, will continue as resident manager for the new owners. Ostrander will remain as manager of the Wausau store.

The merger was effected through an exchange of stock in the respective operations. As a result of the action, stockholders of A. Landauer & Son have joined more than 1,000 other Wisconsin residents in ownership of the merged companies.

"The acquisition of these two stores is another step in the long-range growth plans of Johnson Hill's," Bell said. "The additional stores and increased volume will give the firm added buying power and prestige."

Johnson Hill's, which has central offices in Wisconsin Rapids and maintains buying offices in New York and Chicago, will operate the new units as complete line department stores.

Prior to last fall, Johnson Hill's was a closed corporation, but after acquiring stores at Oshkosh and Manitowoc on Aug. 1, 1959, the firm offered its stock for public sale and is now listed as an over-the-counter stock in Wisconsin.

Bell is in charge of general operation and finance for the firm, while Irving W. Moberg, also of Wisconsin Rapids, vice president and secretary, handles all merchandising.

Buying will be done by local personnel and all store operations will be geared to meet local customer needs and desires, Bell said.

Both the Fair Stores and Johnson Hill's, formerly known as Johnson & Hill, have long histories in the department store field.

The Wausau store was established in 1900 by the late Max Cohen and sold in 1910 to Adolph and Joe Landauer, who organized A Landauer & Son, Inc.

The Milwaukee company purchased the Marshfield Fair in July, 1928, from the Tiffault-Kamps Mercantile Co.

The Marshfield store has a retailing history going back to its rebuilding after the Marshfield fire of June 27, 1887.

It was built that summer for Vollmar & Kraus, and later became Vollmar & Versen. The business was known as Vollmar & Voelker when it was sold to Tiffault-Kamps in 1912.

An extensive remodeling of the local store, which has 15,000 square feet of space and presently employs 28 persons, took place in the summer of 1958. The front was remodeled at that time, replacing one which had been installed in 1912.

The past 10 years has seen many improvements in the physical structure of the store, including new lighting fixtures, air conditioning for the accommodation of customers and employees.

The Wausau store is in completely remodeled quarters in the former Radant Furniture Store building. It has 40,000 square feet of floor space and employs 85 persons.

In addition to wholesale dry goods operations in Milwaukee serving Wisconsin, Minnesota, Michigan and Iowa, the Landauer firm also operated stores in Fort Atkinson, Waupaca and Sturgeon Bay, prior to 1940.

Upon the death of Adolph Landauer, his son succeeded him, serving as president until his death in 1951. At that time his widow, Mrs. Frances O. Landauer, Milwaukee, was elected to the post. Shortly afterward, Ostrander was named vice president and general manager.

Johnson Hill's has been in continuous operation since its founding in Wisconsin Rapids in 1887 through the merger of two stores. It has changed location there once and enlarged its facilities several times through the years.

A group headed by Bell purchased the store in June 1952. In August 1959, Johnson Hill's purchased Boston Store outlets at Oshkosh and Manitowoc. *(from the Marshfield News-Herald, Marshfield, Wisconsin, 31 Oct 1960, Monday, Page 1)*

**JOHNSON-HILL**  
**MARSHFIELD, WIS.**

**DEAR FRIENDS:**

Johnson-Hill has purchased the Marshfield Fair Store. This new company in Marshfield can now offer to the people of Marshfield and its trading area, larger buying power and better customer service.

To show appreciation to the thousands of families who made the Fair their family shopping center, we are offering you, for the last anniversary event, as the Marshfield Fair, outstanding savings.

Come in and take advantage of the many items offered at real big savings.

**THANK YOU . . . .**  
For your valued patronage the past 33 years.  
We invite your continued friendship and business.

**Johnson-Hill**  
**E. A. Guensburg**  
**Resident Manager**

*From the Marshfield News-Herald, Marshfield, Wisconsin, 10 Nov 1960, Thursday, Page 7 .*

### **Mrs. Roger Nelson**

Mrs. Roger Nelson, 58, president of the corporation operating the Fair Stores at Wausau and Marshfield prior to their merger with Johnson Hill Inc. last November, died at a Milwaukee Hospital last night after an illness dating back to the first of this year.

Funeral services will be conducted in Milwaukee at 1:30 p. m. Saturday and interment will take place there.

Mrs. Nelson's first husband, Joseph Landauer, was president of the A. Landauer firm which owned the retail stores, and she assumed the presidency after his death on Feb. 15, 1951.

She is survived by a brother, Ronald Ostrander, manager of the Wausau Johnson Hill store, and by a sister, Mrs. Lee, at Addison, Mich.

Mrs. Nelson had a number of friends and acquaintances in Marshfield. *(From the Marshfield News-Herald, Marshfield, Wisconsin, 13 Jul 1961, Thursday, Page 11)*

### **Johnson Hill's May Acquire Consumer's**

The sale of the Consumer's Store Co. assets to Johnson Hill's Inc. is in process, according to an announcement made today by Leo Nikolai, president of the Consumer's firm.

Nikolai said the sale has been completed, subject to approval by the stockholders.

He added that approval by the stockholders is expected within several weeks and that the sale, if consummated, should be completed on or before Oct. 1.

Officials of Johnson Hill's were not available today for comment on the sale.

The Johnson Hill's firm operates the former Marshfield Fair Store, 227 S. Central Ave., which it acquired Nov. 1, 1960.

The Consumer's Store is located at 169 N. Central Ave.

According to Nikolai, negotiations for the sale have been underway for the past six weeks.

Johnson Hill's, with main office in Wisconsin Rapids, also operates stores in Wisconsin Rapids, Wausau, Oshkosh, Manitowoc, and Waukesha. *(From the Marshfield News-Herald, Marshfield, Wisconsin, 31 Aug 1961, Thursday, Page 1)*

### **Sale of Consumers Store Is Completed**

A retail establishment with roots deep in Marshfield history is under new ownership today.

In a joint statement, Chester O. Bell, president of Johnson Hill's, Inc., and Leo Nikolai, president of Consumers Store Co., Inc., announced that A. Landauer & Sons, Inc. (a wholly owned subsidiary of Johnson Hill's) has purchased the Consumer's Store at 169 N. Central Ave.

The purchase price was not announced but was effected through cash and notes.

Action of the board of directors of Consumers was ratified by the stockholders of the company at a special meeting in the Citizens National Bank clubrooms Saturday.

Nikolai said about 50 stockholders attended



**TRANSFER OF OWNERSHIP**—Leo Nikolai (left), president of Consumers Store Co., Inc., formally presented the keys to the local department store this morning to Irving Moberg, Wisconsin Rapids, vice president and secretary of Johnson Hill's. Sale of the store to Johnson Hill's wholly owned subsidiary, A. Landauer & Sons, Inc., was announced today. *(News-Herald Photo)*

the meeting and that all 158,000 shares were represented in person or by proxy. Of the total, 125,000 shares were voted in favor of the sale, 3,000 were against and 30,000 were not voted, according to Nikolai.

Consumers Store history goes back to 1891 when the original building, still-part of the greatly enlarged property today, was constructed. This original Steinmetz Store was sold in 1911, after the death of the owner, to Kestel Bros., who operated the business until 1922.

The firm was reorganized in 1924 as Consumers Store Co., Inc.

Irving Moberg, Wisconsin Rapids, vice president and secretary of Johnson Hill's, said that announcement of the appointment of a new manager for this latest Johnson Hill's acquisition will be announced later this week.

The firm had previously purchased the Marshfield Fair department store here in October 1960.

"We plan on operating both stores for the present, but eventually the two stores will be combined at the Consumer's site," Moberg said, "to make one good, big store of which the residents of Marshfield and the surrounding area will be proud."

Johnson Hill's was originally founded in 1887 in Wisconsin Rapids and purchased by a group headed by Bell in 1952.

Stores in Manitowoc and Oshkosh were purchased from the Boston Store in August 1959, and Fair Stores here and in Wausau the following year.

On July 21, 1961, Johnson Hill's acquired four Waukesha stores by way of a merger. Stores involved are McCoy's, Inc., Department Store, the Enterprise Department Store, the Style Shop (a women's specialty shop) and the Colonial Shop for men.

Group headquarters are maintained in Wisconsin Rapids.

Johnson Hill's, with this acquisition of Consumers Store, continue their program of aggressive growth and contribute to the overall purchasing power of the company, the joint announcement today pointed out.

The stock of Johnson Hill's is publicly owned, traded in the over-the-counter market, and has more than 1,000 stockholders. *(from the Marshfield News-Herald, Marshfield, Wisconsin, 25 Sep 1961, Monday, Page 1)*

### **Orman Olson New Manager At Consumers Is Announced**

Orman Olson, Manitowoc, is the new manager of Johnson Hill's Consumers Store, 169 N. Central Ave.

The local department store was acquired this week by A. Landauer & Sons Inc., a wholly-owned subsidiary of Johnson Hill's.

In discussing plans for the store. Olson said that they include the addition of new departments and the enlargement of existing departments.

The new manager, 37, is a native of De Pere. He graduated from high school there and attended St. Norbert College at West De Pere.



He served three years in the Army in World War II, principally in the European Theater.

Olson has been in retailing for 10½ years, starting with the Boston Store in Manitowoc, which was acquired by Johnson Hill's in August 1959. He has been division manager for the past eight years.

His wife is the former Lois Ripp of Manitowoc and they have four children, Suzanne 11, Michael 8, Nancy 6, and Scott 3.

The family expects to move to Marshfield in the near future. *(from the Marshfield News-Herald, Marshfield, Wisconsin, Sep 29, 1961, Friday, Page 2)*

### **Fair Store Here Being Liquidated Johnson Hill's to Consolidate Units**

A liquidation sale of the entire stock of Johnson Hill's Marshfield Fair store, 229 S. Central Ave., will begin tomorrow.

E. A. Guensburg, manager of the store and its predecessor Marshfield Fair, since 1932, said that Johnson Hill's operations will be consolidated in Johnson Hills' Consumers Store Feb. 1. "Name" brands handled by the store to be liquidated will be carried by the Consumers Store at 169 N. Central Ave. It is planned that no stock will be transferred from the old Fair store, however.

Johnson Hill's, which operates a number of large department stores throughout Wisconsin, and one in Iowa, acquired the Marshfield Fair late in 1960. The store has a retailing history which goes back to its rebuilding after the Marshfield fire of 1887.

Built that summer by Vollmar & Kraus, it later became Vollmar & Voelker and still later, in 1912, became known as Tiffault-Kamps. It acquired the Marshfield Fair name in 1927 and was purchased by Johnson Hill's from the operators, A. Landauer & Son.

The Consumers Store, in which Johnson Hill's operations will soon be concentrated her was purchased Sept. 25, 1961.

The building at 229 S. Central Ave. is owned by J. Ben Wing, Marshfield. *(from the Marshfield News-Herald, Marshfield, Wisconsin, 02 Jan 1963, Wednesday, Page 18)*

### **McCauley Is New Chairman**

Don McCauley, Johnson Hills manager, was elected chairman of the Retail Division of the Marshfield Area Chamber of Commerce at its meeting held this morning in the Hotel Charles. He succeeds the 1969 chairman, John Wing.

Elected vice-chairman was Michael Harrison of Woolworth's. Also elected this morning were directors to serve three-year terms in the following categories: Donald Hiller, hardware; Thomas Karau, food; Louis Badzinski, electric and appliances and Emil Radeztsky and George MacKinnon, advertising.

Elected to serve the remaining one-year terms of Roger Pittsley and Frank Beisel, who resigned, are Dennis Nelson, shoes, and George Manthei, department store.

Appointed to the "Hatchet Days" committee were Dennis Nelson, Hiller, Donald Zink, MacKinnon and Radeztsky.

Retail Division directors and members meet the first Tuesday of every month at Woolworth's, members were reminded.

W. A. Uthmeier, chamber secretary, reported on the 1969 Christmas season and said the extra opening nights seemed to be acceptable by all retailers.

He said the Santa Claus house drew 1,019 youngsters and the free Christmas movie attracted about 900 children.

The retiring chairman, Wing, spoke briefly about the cooperation he received in a difficult year involving the repaving of Central avenue. He also urged that during the coming membership drive in March, retailers get increased support for promotion of retail events.

The new chairman "urged all retailers to become interested in 1970, which will be a challenging year for all businesses." *(from the Marshfield News-Herald, Marshfield, Wisconsin, 22 Jan 1970, Thu • Page 20)*

### **McCauley Purchases Johnson Hill's Here**

Donald H. McCauley, manager of Johnson Hills Department Store at 169 N. Central Ave., today announced that he has purchased the store from Johnson Hill's Inc., Wisconsin Rapids.

The new owner said the store name would be changed to McCauley's of Marshfield and will continue as a brand name department store. The enterprise employs 25 persons, making it the largest home owned department store in the city.

Three members of the family will be active in the store operation, with McCauley as president and general manager; his son, Don Lee McCauley, as assistant store manager, and another son, Randy, a junior at Marshfield Senior High School, serving as a part-time stock clerk.

Secretary of the corporation is John H. Stauber, Marshfield. Chester O. Bell, Wisconsin Rapids, president of Johnson Hill's, and Joseph L. Pilsner, Madison, who will be the manager of the new Montgomery Ward store in Janesville, are members of the board of directors.

McCauley said he has planned a few changes in the store, such as expanding the third floor level into a complete furniture, drapery and carpet floor. He said he has already converted half of the lower level into the only combination fabric and yarn shop in the area.

He added that Johnson Hill's credit cards will continue to be honored at McCauley's, as all the present charge accounts will stay in Marshfield.

McCauley, 38, a native of Astoria, Ore., graduated from high school there in 1951, served



in the Army Engineering Corps for two years and then entered the retail business. That was in 1953. His first association was with a variety store chain. He was then employed by Montgomery Ward for 10 years before joining Johnson Hill's March 21, 1966.

He came to Wisconsin at that time as manager of a junior department store in Waukesha. In August that year he was named assistant manager of Johnson Hill's store in Manitowoc. McCauley came to Marshfield to assume the managership of the store here Sept. 22, 1969.

McCauley is serving his second one-year term as chairman of the Retail Division of the Marshfield Area Chamber of Commerce, which he also serves as director.

Mr. and Mrs. McCauley, who reside at 312 E. Third St., have five children. In addition to the two sons active in the store, they are Lon, 13, Ricky, 11, and Douglas, 6. *(From the Marshfield News-Herald, Marshfield, Wisconsin, 7 Oct 1971, Thursday, Page 1)*