



## John Robert Bain

July 29, 1927 - June 25, 2023

John Robert Bain,

On Sunday, June 25, 2023, John Robert Bain peacefully passed away at the age of 95. Born on July 29, 1927, in Spencer, IN, he was the eldest child of Charles and Irene Bain. John graduated from Spencer High School in 1945, where he earned the nickname “Deadeye” for his basketball skills. He furthered his education at Indiana University, graduating in 1950 with a B.S. in Business. A Navy veteran of World War II, he served on the island of Guam and retired as an Ensign in the United States Reserve.

John married Marilyn L. Wilgus, October 10, 1954, and embarked on his business career as an Assistant Buyer in the Toy Department at L.S. Ayres & Co. He later worked as the Advertising Manager of the Law Book Division at the Bobbs-Merrill Publishing Company and then as an Assistant Advertising Manager at the Indianapolis Power & Light Company (IPALCO). John then became a partner at the Kiley & Nicholas Advertising Agency, which later became Kiley, Miller & Bain. Later, John served as a Vice President at the Caldwell-Van Riper Agency.

During his tenure at IPALCO, John served as the President of the Advertising Club of Indianapolis. He also held the position of Vice President of the Sixth District of the American Federation of Advertising and later became the President of the Indiana Federation of Advertising Agencies.

In the 1950s, as a member of the Ad Club, John secured speaking engagements with notable figures such as Earl Wilson, Hugh Hefner, Jack

Paar, and Walter Cronkite. His agency while representing Starlight Musicals, produced radio commercials featuring Van Johnson, Edie Adams, Ed Ames, and Mitzi Gaynor. For directing a commercial featuring Joanne Worley from Laugh-In, he received an Addy Award.

John was an Elder and Deacon at the Second Presbyterian Church of Indianapolis. He was also a member of various organizations including the Service Club, the American Legion, the Sigma Chi Fraternity at Indiana University, the Contemporary Club, the YMCA, and the Indianapolis Athletic Club.

During his retirement years, John enjoyed playing and watching golf, reading biographies, spending time with family, and being an avid sports fan, particularly of IU basketball and football, as well as the Chicago Cubs. He cherished reminiscing about the glory days.

John is preceded in death by his loving wife of 67 years, Marilyn (Wilgus) Bain; and brother, Charles Bain. He is survived by his children, Lesley Haflich (Byron), Corbin Bain (Catherine), Adam Bain, Robyn Cefali (Cameron), Dana Bain (Matt Newell), and Colin Bain (Tara); and his 16 grandchildren, Holly, Kyle, and Brooke Haflich; Andrew (Kirbi), Alex, and Michael Bain; Aidan Bain; Nick, Dante, Natalie, and Troy Cefali; Lucy and Bode Newell; Parker, Avery, and John Mason Bain.

A private memorial service will be held at Second Presbyterian Church on July 29, 2023, followed by an inurnment ceremony in the Memorial Garden.

In lieu of flowers, memorial contributions may be made to the Sigma Chi Foundation and/or the Service Club Foundation. Final arrangements and care are entrusted to Shirley Brothers Fishers-Castleton Chapel.

# Tribute Wall

SF

“ John and my dad were cousins and were like brothers. John was in my dad's wedding and dad was in John's. They were on the 1945 Spencer Cops basketball team. Our families always got together when we in Spencer. John and your mom did a lot with my parents and were always great to my brother and sister. Thinking of you all at this time.

*Stan Fulk*

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**Stan Fulk** - July 07, 2023 at 10:52 AM

JT

“ John helped me mail the Service Club Grenade newsletter for many years. I always enjoyed his company. The Service Club of Indianapolis will miss him.

*Jim Thompson*

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**James Milton Thompson** - July 04, 2023 at 11:21 AM



“ A [Memorial Tree](/store/Product.aspx?ProductId=4518) was planted in honor of John Robert Bain.

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June 30, 2023 at 01:08 PM



“ Blue and Yellow Orchid Mix (Silk Cemetery Flowers) was purchased for the family of John Robert Bain.



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June 30, 2023 at 01:08 PM

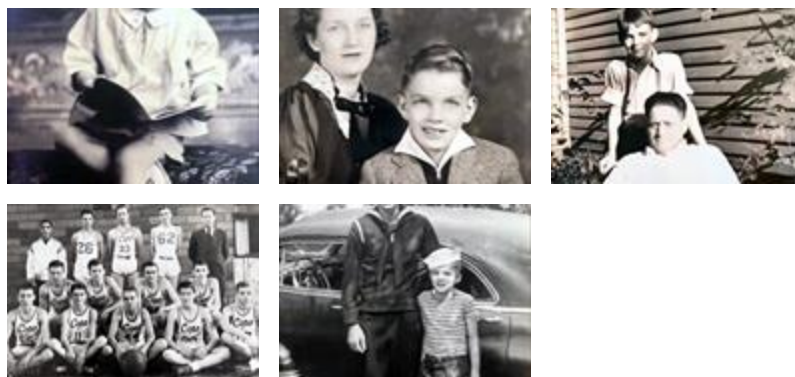
RK

“ *Being neighbors we became good friends and time spent together.  
Rest in peace dear friend. Marlene and Bob Koeller*

Robert M. Koeller - June 30, 2023 at 12:47 PM



“ *22 files added to the album Memories Album*



Shirley Brothers Mortuaries & Crematory - June 30, 2023 at 08:28 AM