

OUR TRADE EMPORIUMS

Moderate and Conveniently Arranged Premises Occupied By All Lines

The business enterprises established to meet the local demands may challenge comparison with those of any city of similar size in America. Merrill has an increasing population of the culture and refinement. To meet the requirements of this population the city has a large number of excellent stores, which present every variety of retail business. Material wants in food and raw materials are most effectively met, and in food supplies. Merrill has markets that are stocked to repletion. Besides there lives the desire for personal adornment, the tastes for home decoration, the artistic requirements and mental wants find here the best opportunities for their satisfaction in well-stocked stores. In the lines of furniture, dry

goods, boots, shoes, clothing millinery, pictures, books, music and musical instruments, furnishings, hats, drugs, etc. On East and West Main streets, and other retail streets those who wish to see the art shopping carried on in the best-developed perfection may be as well satisfied as in any city in the country. Goods can be bought as reasonably here as in any place and there are no reasons why the people should go to other cities to buy. Nothing can give a visitor a more favorable impression of the city than to enter our model retail establishments, whose stocks are both comprehensive and up-to-date. Here are brief sketches of the most popular retail establishments in our city.

BOSTON STORE.
The big store of today is much different from what it was many years ago. At present the large dry goods store is so conducted that the customer can purchase groceries, wearing apparel, dry goods, notions, etc., all under the same roof.
That is the way with the Boston Store 1109 and 1111 East Main Street. Gilbert Mendelson who is manager of the store, which has been established here for the past ten years. From fifteen to twenty salesclerks are employed, and the large, double store room is fitted up in modern fashion and conveniently arranged.
There is a complete grocery department, and everything in the dry goods and notion line can be bought in this store, while clothing for young and old, shoes, ladies' and gents' furnishings and millinery are there, each in a department of its own.
Mr. Mendelson is to be congratulated upon the "big city" way in which his store is arranged and conducted. Thorough system prevails, and everything to please the customer is provided for, which shows the practical business head he has, and more than this, he is well liked by all who know him.
Courteous treatment and fair dealing have been potent factors in the success of this business.

MISS CAROLYN McNUTT.
Every community has a large percentage of ladies who are particular about their hair and like to wear fancy articles of good quality, as well as have their hands manicured, and one of the best places for this in the whole country is the establishment of Miss Carolyn McNutt, 1009 East Main Street.
She is an expert hair dresser and manicurist herself, and her assistants are the same. Everything in high class hair dressing, manicuring, shampooing, scalp treatment and electrolysis is done in an expert manner. Besides this Miss McNutt carries a fine line of fancy art goods.
She sells well known brands of corsets, ribbons, gloves, and fancy little things for the ladies, as well as a complete line of high grade toilet articles. For four years Miss McNutt has been looking after the wants of the ladies of our city and she is liked by all who know her. Her place is high calls in all respects.

tackle and tin and granite ware are also handled in great variety.
The firm has installed a Bower gasoline filling station which is a great convenience for motorists for the following reasons: The device is so constructed so that before the gasoline enters the car it is strained four times, the last screen being 150 mesh, and it is filtered also until not a drop of water remains, which is a matter of great importance, as one drop of water will ruin five gallons of gasoline. The gasoline is not exposed to the air in transfer from the tank to the auto, thus avoiding the loss of strength, reducing the danger and saving delay. Autos are filled day or night, and absolute safety is guaranteed.
They have three large warehouses to care for their samples and stock as well as to furnish display, and their facilities for supplying the trade are excellent. Their store room is 25x100 feet.
Both members are rated among the most progressive and popular business men of our city.



City Hall.

C. F. FOWLER.

Next to the physician, who knows what you should take, is the man who carries out the directions in the prescription, for he is the one who really has the life in his hands often.

Sometimes the slightest mistake in filling a prescription might mean death to the person taking the medicine, but there is never any danger of this in the prescription department of C. F. Fowler, 914 East Main Street.

He has one of the best drug stores in this part of Wisconsin and has been in the business seventeen years. Everything in pure drugs, druggists' sundries, toilet articles, hospital supplies, confectionery and cigars is sold.

Mr. Fowler is agent for Lowrey's and the Merrill Candy company's celebrated candies. There is a full line of high grade stationery in his store, as well as souvenir post cards. One of the neatest soda fountains in Merrill is there, where pure ice cream and fruit extracts and the latest concoctions are served. People going fishing can secure anything they wish in fishing tackle there, also.

Mr. Fowler is very well known in the city and county and is thoroughly deserving of the greater success. He is a square and honorable business man, and his friends are legion.

THIELMAN MEAT & GROCERY COMPANY.

Julius Thielman is at the head of this establishment, at 912 East Main Street, and in the thirty-three years he has been in business he has built up a large patronage.

Julius E. Cramer is manager. He has under his direction one of the best appointed stores in the city. They deal extensively in groceries, fresh meats and provisions. Large and complete lines are to be found in each department.

They carry a fine line of fruits and vegetables of the highest grade, while confectionery and cigars also have their own departments. The store is quite attractive and neat.

Much credit is due to the able management of Mr. Cramer for the fine manner in which he looks after the affairs of this store and meets the requirements of the trade.

Mr. Thielman is considered one of our most successful business men and his store one of the modern establishments of our city.

N. GREIVELDING.

It is always a pleasure to the one whose eye is alive to the beauty of his surroundings to cultivate flowers, for their beauty and incense alone, but when to this feeling there is added the one that there is a momentary side to the question it must be of double interest.

A leading firm here in this connection is N. Greivelding, the florist, opposite the city hall. For eighteen years he has been furnishing the public with flowers, and he has seven green houses, with 15,000 square feet of glass.

They are his own buildings, and the entire plant covers half a city block. Everything in the way of flowers is raised, and some of the most beautiful designs for weddings, funerals and other occasions are made by Mr. Greivelding.

He also raises early vegetables, such as lettuce, radishes, etc. He is the only florist in the city and ships to all parts of this and adjoining counties.

He is popular and one of the most efficient florists in Wisconsin.

ABUSE OF CREDIT.

It is the abuse of credit system that frequently causes trade to drift from the home town to some distant concern. Merchants extend credits to their customers, and when the bill reaches a large figure, the customer avoids the store of his benefactor, and when goods are needed, sends the cash to some distant place. This is unfair, yet it is too often the case.

EMIL KRUEGER.

At no time in our life do we feel so much the need of one in whom we can entrust matters as when death comes, so that the undertaker must be one who is not only efficient but who takes a sympathetic interest in the bereaved.

Emil Krueger, 927 East Main Street, opposite the German American Bank, is just such an undertaker. He has thirteen years' experience, having formerly worked for the Nusbaum Furniture company and H. J. Littlejohn, having full charge of the undertaking for the former.

He started in for himself last month and has the good wishes of all who know him. He has a fine chapel and has his own funeral car and ambulance. He has a lady assistant, which is quite a convenience in the eyes of many people. Besides undertaking a picture framing and upholstering business is conducted, and floral designs for all purposes can be ordered of him.

He is a young man, ambitious and capable, and our people consider him one of the brightest young husters of our city. He is the only exclusive undertaker in the city.

HARRY KROM.

Perhaps clothes do not make the man, but they have a lot to do with his reception where he goes. Be sure of your reception and go to Harry Krom, the clothier, corner of First and Mill streets.

He carries Hart, Schaffner & Marx clothes, which is "ruff ced." All sorts of goods for the father, husband, or



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brother are sold, too, as well as men's shoes, faultless shirts and Gordon and Gimbel hats, etc.

If you want a good trunk or valise, he can sell you one that is bound to please you. It is the same with gents' furnishings. All his stock is high grade.

In the fifteen years Mr. Krom has been in business here his place in the Odd Fellow's building has become the mecca for most of our careful dressers.

He is an agreeable gentleman who knows how to treat the public and that is why they like to patronize him.

USE THE TELEPHONE.

When you have a news item of importance, relatives from a distance, visiting you, surprise parties, birthdays and marriage celebrations, accidents and news of public interest, use your telephone and give The Herald a "tip" and we will do the rest.

MERRILL DRAY & TRANSFER COMPANY.

"Prompt and Satisfactory Service" is the motto of the Merrill Dray & Transfer company, and they see to it that this is carried out to the letter. They have the largest and most modern service in the city.

Their office is in the Foss building, 301 Second Street, and they have been in business a year. R. W. Trantow is manager of the business, while Ed. J. Trantow is his partner. The former was in business for himself for two years previous to the formation of the present concern.

They have an excellent equipment for draying, transferring pianos, safes, household goods, freight and baggage, and deliver the last to all parts of the city. They operate four teams and one truck.

The members of the firm are practical business men and are liked by those coming in contact with them. They are progressive and add to this ability, which always wins in a business man.

F. L. MEAD.

Twelve years ago F. L. Mead, one of our leading citizens, started, in business, and his place at 910 East Main Street is one of the best known in Merrill. He conducts one of the best appointed stationery stores of the kind in the state.

If you want to buy any of the latest magazines, artistic or comic post cards, popular sheet music, pictures, photographs, go there. You can also buy Victrolas and records for these machines from Mr. Mead. If he does not happen to have the book you want he can get it.

All kinds of stationery, from the ordinary kind to the finest, can be bought there, and Mr. Mead carries a fine line of cut glass. If you are contemplating buying an Eastman kodak or supplies, you had better visit this store first. There is a large stock of high grade confectionery, as well as cigars, and all kinds of office supplies can be bought at the Mead store.

Mr. Mead knows what the public wants and he sees to it that they can get it when they visit his place.

BELOTT-ALPINE HARDWARE CO.

There are often times when new people take hold of an old business and make it grow by leaps and bounds. This is the case with the Belott-Alpine Hardware company, which was incorporated the first part of this year.

Their stand at 1221 East Main Street is an old one. William T. Alpine, who is office manager, and L. J. Belott, who is sales manager, took possession January 1, of this year.



Gilson Gasoline Engine.

Under their direction the business has already expanded remarkably.

They conduct a general hardware business and handle farm machinery, buggies, gasoline engines, dynamite and lumbermen's supplies. They are also agents for the well-known Monarch ranges and DeLaval cream separators. Guns, ammunition, fishing

Peterman Brothers—German American Bank Building.

PETERMAN'S DEPARTMENT STORES.

One of the largest and most representative establishments in Merrill is Peterman's Department store, 918 to 922 East Main Street, covering a ground space of 106x120 feet, with an L facing on Poplar Street.

Their departments include large lines in clothing, dry goods, notions, groceries, hardware, garden seeds and they have a fine fresh meat department. Confectionery of all kinds are also to be found there, the products of well-known makers.

On the second floor are carpets, rugs, curtains, linoleum, oil cloths, etc. The firm does a large business in flour and feed. The firm has been in business for twenty years and is composed of W. F., A. F. and R. J. Peterman.

Much credit should be given these gentlemen for the way in which they have developed their enterprise. From a small start they have a store now where they employ twenty sales people.

The members of this firm are popular and are counted among the representative business men of the county, standing high socially as well as in the business world.

MERRILL PLUMBING & HEATING COMPANY.

Eight years ago H. L. Larsen & Bros., composed of H. L. Will and B. H. Larsen, started in business under the name of the Merrill Plumbing & Heating company, and today they are doing business not only in Merrill, but in the surrounding counties.

They are contractors in plumbing, heating and sewage and are among the best known firms in their line in



this part of the state. They employ from eight to ten hands during the business season and handle vacuum cleaning machines in addition to their other business.

The headquarters of the firm is at 1047 East Main Street, and they are considered one of our most substantial enterprises. They carry a full line of plumbers' and steam-fitters' supplies of standard makes.

They install complete pneumatic water systems, as well as electric heating plants for country homes. People living in the country can have

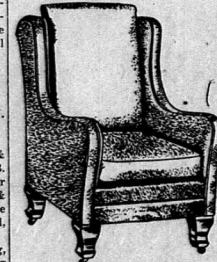
all city conveniences by installing these systems. It will pay anyone living in the country to call on him and have them explain operating plans.

The members of this firm are energetic, practical men in every respect, know their trade thoroughly and are making every effort to satisfy those with whom they do business. They are well known in both business and social circles.

J. A. NUSBAUM.

"The Store of Quality"—1023-25 East Main Street, is well named, and J. A. Nusbaum, its proprietor, has kept up the reputation of his establishment for the past twenty years. The business was originally established in 1881 by the late Mr. A. J. Nusbaum. He conducted it until 1902, when he passed away. His son then took over the reins and has been conducting it ever since.

Mr. Nusbaum carries one of the most comprehensive lines of high



grade and medium furniture in this part of the state.

Rugs, pictures, baby carriages, electric lamps, are among the other articles that are sold, and they are in great variety. He is also agent for the famous White sewing machine.

Mr. Nusbaum is a licensed undertaker of years of experience, and he is equipped to take full charge of funerals, having a lady assistant, and conducting his own funeral car. He also operates an up-to-date ambulance. He occupies a double store, 50 x60 feet, and it is well arranged with his stock and gives ample opportunity for the care of both of his lines of business.

He is one of our old residents of the better kind, liked by those who know him well and respected by those who have business dealings with him.

"A fellow who tries to attract business without advertising is like the fellow who throws his sweetheart a silent kiss in the dark. He knows what he is doing, but nobody else does."



Dam, Grandfather Falls Company.