



West Main Street.

E. E. HOWLAND.

When you buy that hardware you want the right kind, so go to E. E. Howland, 1006 East Main street. He has the right kind, and besides he carries a large stock of tinware, paints, oils, varnishes and sporting goods.

His store which is 30x110 feet, is well arranged and is stocked with a large line of each kind of goods he carries. He is agent for Majestic stoves and ranges. Everything in fishing tackle, guns and ammunition is to be had by the sportsman who goes there.

Mr. Howland is also a contractor in tin, sheet metal and tinware work, and does a large business in these lines. He has been established for ten years and is rated among our most respected citizens.

His store is one of the most complete and best equipped in the entire state, as much attention being paid to the arrangement of the stock and the interior appearance of the store, so that it is a pleasure to go there.

Mr. Howland is a conscientious and enterprising business man and is thoroughly entitled to the success which he has attained.

OTTO STECKLING.

When a grocery business can maintain its reputation for first-class goods and honest prices and also retain the patronage of a large number of customers for a period of twenty-one years, it is pretty good evidence that the business is carried on honorably and with the best interests of its patrons in mind.

Such has been the record of the grocery business conducted by Mr. Steckling for many years more with equally good results. The store at 808 First street is thoroughly and completely stocked with a fine line of staple and fancy groceries, fruits and vegetables, garden seeds, etc. Mr. Steckling's many years of experience in this line enables him to give his customers the very best grade of goods at the lowest possible price.

He is strictly square and upright in all his dealings, as many of his customers can testify, and enjoys to the fullest extent the highest respect and esteem of the entire community.

WILLIAM C. BUHLER.

Where do you get your meats? This is quite an important question, especially in these days, not only of live competition, but of doubt thrown over the source of supply. In the old recipe for cooking a hare, the formula began, "First catch your hare." In a like manner we might say now, "First engage your butcher." This is an important matter. If you choose Mr. William C. Buhler, you will make no mistake, as he has been engaged in his present line of business for the past thirty years, and has always enjoyed an excellent reputation for supplying excellent meats

and giving a pound for a pound and a quart for a quart, with other square dealings along the same line.

His market is "scrupulously neat and clean, it was only recently redecorated, and a new plate glass store front was put in, as well as a new steel ceiling was put in.

He handles the best of beef, pork, veal, mutton, etc., nothing being too good for his trade. He makes his own sausage, smokes his own meats, etc. He kills most of the stock sold in his market.

Mr. Buhler gives his personal attention largely to the details of supplying his customers, and they can well be assured that what comes on their tables from the shop of Mr. Buhler is all right. He makes a specialty of Swift's Premium hams and bacon. He is a large realty owner, and occupies his own modern two story frame building.

C. W. STANGE.

Many builders of our city, as well as the public in general, are familiar with the store of Mr. Stange at 413 West Main street.

They have bought much of their hardware there during the eight years the business has been established, and have been thoroughly satisfied.

A full line of stoves and ranges is carried, while everything in paints, oil, wall paper, lime, coal and cement are handled.

Mr. Stange is also in the cement contracting business and has done a large amount of work throughout the city, particularly in sidewalks. He is always counted among our business men who command the respect of the public, for he is a man of integrity and is one with whom it is a pleasure to transact business.

Mr. A. W. Stange, son of the founder of this business, assists his father in the management, he being a bright and energetic young man, full of push and enterprise.

THE PIKE BUFFET.

A Kentucky colonel once remarked: "If whiskey interferes with your business, give up your business," but you will not find any need to do this if you buy your liquors at the Pike buffet, of which H. J. Klug is proprietor, and which is located at 500 West Main street.

He has one of the best resorts in the city, and all goods handled by him are warranted to be unadulterated and of the best quality. He hides himself on this fact and all connoisseurs of good liquors will back up his claims. He carries a complete stock of the best domestic and imported wines that the market affords, and this is headquarters for all local and imported beers, which are always served to patrons in the freshest and most appetizing manner.

Mr. Klug is a very popular gentleman who believes that one of the requisites of success is courteous treatment, and this is always his aim, as shown in the service rendered by the expert bartenders in his employ. The Pike justly deserves the position it holds, and for good stock, good service and good order is unexcelled by any in the state.

Read The Herald's Want Ads.

MERRILL GARAGE COMPANY.

Modern methods have brought many new ideas into use, and one of the most practical has been the automobile. The advent of the horseless vehicle has created a new business, the garage business, and every up-to-date town or city has one or more of these.

Merrill has its auto enthusiasts, and they are served by the Merrill Garage company, of which H. A. Nussle is proprietor. It is a year since Mr. Nussle started in business at 807 East Main street, but he has already a large patronage.

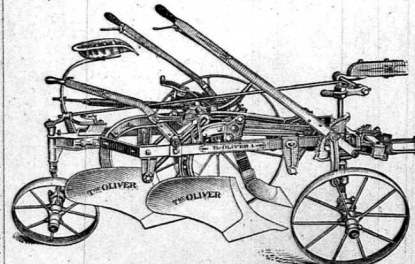
His establishment is complete in every respect, and he is fully equipped to store and repair autos, making a specialty of repair work, while a full line of accessories and supplies are carried in stock. He represents the Hayfield motor car in our city.

He is a young man possessed of good business ability and has demonstrated that he is a man of integrity, as well.

A. F. LUECK.

In 1888 Mr. Lueck started in business, and today he has one of the most up-to-date establishments and largest trades in this section of the state, for his line of business. He owns the buildings he occupies and two large warehouses to accommodate his stock.

Everything in the way of farm implements is sold at his place at Park and River streets, as well as wagons.



Oliver Plow.

buggies, road and logging sleighs and farm engines. He is also a wagon builder. All kinds of blacksmithing is done at his place and it is done in an expert manner. He does a very large business in his various lines, throughout this and adjoining

THE VIENNA BAKERY.

Cleanliness is one of the first things we think of when going to a bakery, and that is what you find when you go to the Vienna Bakery, 818 First street, of which Carl Kruse is proprietor.

Mr. Kruse took possession of this stand, which is an old one, last month, and it is the only one in Merrill equipped with modern machinery for handling dough and cakes. Everything produced by the up-to-date bakery is sold there.

Mr. Kruse was formerly in the same line in Port Madison, Iowa, where he conducted the business for three years. They do a large local business and to do some shipping. Mr. Kruse has had twenty years experience.

He does all his own baking. Besides this he carries a line of canned goods, confectionery, cigars, post cards and school supplies. He is a progressive man and is sure to build up a substantial following, for he is pleasant and tries to please all.

countries.

One of Mr. Lueck's specialties is the red cedar Michigan shingle, which is especially adapted to shingling and roofing of dwellings. They are very serviceable and the prices are right. He also sells red cedar siding and fence posts.

Mr. Lueck's two sons, E. F. and O. F., assist their father in the conducting of his large business, the former being salesman on the road, looking after trade, while the latter assists in office and shop.

CHARLES F. RUNGE.

For a quarter of a century many of our citizens and owners of horses from around the county have been in the habit of patronizing Charles F. Runge, 1317 East Main street.

Mr. Runge is well known to all of them, for he has made himself popular by handling first-class goods and treating his customers right. All kinds of heavy and light harness, robes, blankets, whips and in fact everything for the horseman can be found there in great variety.

Mr. Runge also carries a full line of standard stock goods. Years of experience have enabled him to make his place just the one for the horseman who wants things that are right. All repair work is done in the same thorough manner. Mr. Runge is an expert in this work.

Mr. Runge at the recent city election was elected alderman of the second ward. He is one of our most popular of the older residents and a conscientious business man.

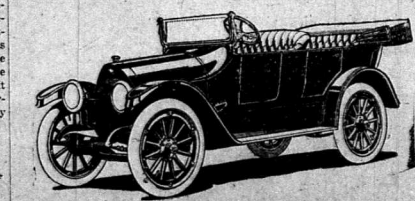
AUGUST FISKE.

Forty-three years is a long time for a man to work at his trade, yet that is the length of time August Fiske has been a wagon-maker, and there is little need of stating that he is an expert.

For thirty-three years he has been in business for himself, and his establishment at 214 South Center street is known to people from miles about our city. He makes a specialty of lumber wagons and road and logging sleds. All kinds of repair work is also done by him.

It is doubtful if there is anyone in Merrill who does not know Mr. Fiske, for he is one of the most popular men in our city. His reputation as a wagon-maker is far reaching, and it is said that he can do a better job by hand than many of the largest factories can, with all of their modern machinery.

ADVERTISE AND GET THE BUSINESS.



The Reo Car—Joseph Weigand, Agent

JOSEPH WEIGAND.

The sportsman naturally goes to the store that specializes in sporting goods, and that is why Joseph Weigand is liberally patronized.

His place at 403 Grand avenue is the mecca for many not only from our city but also from the surrounding country. The stock he carries is varied and first class.

Anything you wish in the way of sporting goods from the best-known makers is there; such as fishing tackle, bicycles, etc.

All kinds of ammunition is also

AUG. KAMKE & SONS.

Aug. Kamke & Sons, 1217 East Main street, compose one of the best-known firms in this part of the state. Their business was established twelve years ago, and the firm is a member of Wisconsin I. & V. D. A.

All kinds of light and heavy hardware is sold, together with farm im-



International Gasolene and Kerosene Engine.

plements, stoves, ranges, buggies, sewing machines, a large and complete line of each, fishing tackle, all descriptions, etc. They maintain four warehouses to carry their large surplus stock.

M. J. LITTLEJOHN.

Probably no person mentioned in the "Chamber of Commerce Edition" of the Daily Herald is entitled to more credit than the enterprising widow of the late M. J. Littlejohn, 821 to 823 East Main street.

The large furniture and undertaking business was established thirty years ago, and six years ago Mr. Littlejohn was taken by death, and his wife took up the reins where he laid them down. She has made a big success and has shown what a plucky woman can do.

Mrs. Littlejohn owns a double store building occupied by her business, one side being devoted to carpets and upholstery and the other for furniture, pianos, Victrolas and records, etc. This is the oldest furniture house in the city, and goods are sold for cash or on easy payments.

In fact everything for the household can be bought at this establishment. Satisfaction is the watchword of the M. J. Littlejohn store. Mrs. Littlejohn possesses remarkably shrewd business judgment and is one of Merrill's most highly respected women. She conducts her store along modern business lines and enjoys a large and deserving patronage.

C. F. SEIDEL.

Oh, Seidel's Chocolate Creams, Cries down the street.

Isn't it dandy! Seidel's! It's no such thing. Sugar is one of the most wholesome articles of food one can get put into one's stomach. It is quite possible that there is something injurious in some of the coloring matter used to tempt the children, or adulterations can be used in candy as in any food, that is injurious. Pure candy is never injurious. Pennurious fathers and stingy mothers trump up stories about candy being injurious so that they must get to buy any few things.

Mr. Seidel manufactures all confectionery carried in stock; he handles no cheap trash, his products being all high grade. Mr. Seidel not alone makes his own confectionery but his ice cream as well. Mr. Seidel has one of the finest furnished confectionery stores in this section of the state, he also operates a hand-some Onyx soda fountain, and has a beautiful ice cream parlor in connection. He has been engaged in business in our city for the past fourteen years, his place of business being at 414 West Main street.

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They are also agents for the John Deere Plow company, McCormick harvesting machines and the Velle bargues and do a large business throughout this and adjoining counties. The sons are Richard, Emil and William, and all are well-known in this part of the state. Their father is an old resident and he and his sons are counted among our city's

most respected and progressive citizens. As a firm they have a high rating, and in all communities where they have customers their name stands for quality and fair dealing.

R. H. TRANTOW.

1013 East Main street is the number and R. H. Trantow is the name, when you want good paints, oils, varnishes, glass, wall paper, building paper, coal, lime or cement.

Mr. Trantow owns the two-story brick structure double store room building his establishment occupies. He has worked at this business for thirty-one years and has been in for himself for ten years. He is one of the largest stocks of painters' supplies in the city, and



every kind of wall paper, from the most ordinary kind to the high grade embossed style is on display, while large stocks of each are carried, as well as a full line of paints.

He operates a Bowers gasoline tank for supplying autos with fuel and does quite a business in this alone.

He is one of our really successful business men and is a very pleasing gentleman to meet, whether in a business or social way.

W. J. EBERT & SONS.

Located in their own building, which is a fine double store at 407 to 411 Grand avenue, this firm, who have been established eighteen years, have a large substantial patronage.

They conduct their store on a basis that meets all requirements of the trade and they carry a large line of general merchandise. Their establishment is divided into two departments.

One store is given over to groceries, hardware, crockery, glassware, etc., while the other is devoted to dry goods, shoes, ladies' and gent's furnishings, etc.

Everything is up-to-date in the way of equipment and each line of goods is complete in itself. Courtesy is the rule among the employees, as well as promptness.

J. H. and T. R. Ebert, sons of W. J. Ebert, have personal charge of the business, their father being in California. They are experienced in the business in every way and their affable manner and courtesy has made many friends for them among the trade.

(Continued on page 14.)



Hotel Badger; Trackless Trolley; Dam; The Bridge.

Bird's Eye View, Merrill, Wis.

Bird's Eye View of Merrill.