

EUROPEAN HOTEL.

This hostelry is located at the corner of First and Scott streets and is well known. It has been established twenty-seven years. Joseph York is proprietor, and he owns the building outright. There are twenty guest rooms, and these are well taken care of, the rates being thirty-five and fifty cents per day.

A restaurant on the ground floor is operated in connection, with tables and counter, short orders only being served. A first class bar is also conducted in room adjoining restaurant proper.

On the second floor of the building is a large hall known as the Lincoln, which is rented for lodge meetings, dances, weddings, etc. This hotel is one of the best known in the county.

Mr. York is one of our most substantial citizens who is largely public spirited and deeply interested in all enterprises gotten up for the betterment of Merrill and Lincoln county.

Since the above is in type Mr. York informs writer that he wishes to retire from business after twenty-seven years of active service, and that he will sell his hotel and other belongings at a bargain to anyone wishing to engage in a first class established business.

Let the Daily Herald Ads increase your sales.

BEN F. GIPPLE.

There are several places in our city where self-respecting gentlemen can go and indulge their taste for liquor luxuries without feeling that they have in the slightest degree compromised their dignity. Of this class is the popular buffet run by Ben F. Gipple, at 315 Second street, which has become a favorite resort for the better element of business and professional men.

It is one thing to drink in a high-class buffet, where the atmosphere and associations are all that could be desired, and quite another to patronize the low grocery, where drunkenness, depravity and crime are encouraged. One is elevating, the other degrading.

Mr. Gipple caters to the best class of trade, and the air of respectability that pervades the place is equal to the atmosphere of a well managed club. He makes it a point of serving only the finest and purest liquors on the market. He carries a stock of rare old whiskeys, imported and domestic wines, cognacs and brandies, beer in bottle or on draught, fine cigars, and everything that goes to make up a stock of a well equipped buffet.

Mr. Gipple has been engaged in his present line of business in our city for the past twenty years. His buffet is located opposite the C. M. & St. P. passenger station.

J. C. ANGELEBECK.

One of the best and most prominent houses engaged in the handling of dry goods, notions, furnishing goods, boots, shoes, hats, caps, etc., is that of J. C. Angelebeck, located at 1324 West Main street, in the western part of the city.

Able and enterprising, and backed by a wide practical experience, this house has been placed in a front position and a large trade has been built up. A vast and varied stock is carried. Only the best goods are handled and such as the house can fully warrant to be exactly as represented.

Mr. Angelebeck purchases his goods in large quantities and by getting all discounts off is enabled to give his customers the direct benefit of quoting low prices.

Mr. Angelebeck has been in the business for twenty-three years. He is a member of the board of education, being one of the most enthusiastic members. He is one of the most popular of the older residents.

MERRILL LUNCH ROOM.

There's always some time that you feel hungry, and when you do you want to go to a place that is neat and clean and you can get what you want when you want it.

Therefore when you get "that empty feeling" go to the Merrill Lunch Room, 323 Second street, near the depot, of which Frank Drukoff is proprietor. Short orders are served at all hours of the day, and the cooking is good and everything is wholesome.

Mr. Drukoff has been conducting this place for the past seven months, and his tables and counters are always neat and clean. He also operates the Chicago Shoe Repairing company, at 320 Grand avenue, where he devotes his whole time and attention.

Mrs. Drukoff and her daughter look after the restaurant feature, the former taking charge of the culinary department, while the latter waits, and looks after the comfort of the guests in the lunch room. Both are pleasant and agreeable ladies.

C. J. SCHIEB.

Mr. Schieb has been in this business, which is at an old stand on North Post street, for eight months. He has an up-to-date bakery, operated under most sanitary conditions.

Good, light, wholesome bread of all kinds, pies, cakes, fancy bakery goods, buns, etc., are dealt out in large quantities and are the "good kind."

If you want a nice wedding or birthday cake made to order, he will take your order and have it on short notice. It will taste good and be artistic, too.

Besides this you can buy good ice cream there, as well as cigars, tobacco and confectionery. This is an up-to-date bakery in every sense and Mr. Schieb is to be complimented upon the way he conducts it and the good patronage he enjoys.

Mr. Schieb will shortly install an ice cream parlor in connection with his present line of business, and it will be much appreciated by the people living in that vicinity. Mrs. Schieb has the management of the business.



GRAHAM MUSIC HOUSE.

Although the Graham Music House, 606 West Main street, of which W. F. Graham is proprietor, and has been established only since last November, and he has made good from the start. He is well known throughout the city and county as a reliable dealer in pianos, etc.

Mr. Graham came here from Antigo, where he was formerly engaged in the same line. His establishment is complete in all respects. All the leading makes of pianos are handled, as well as organs, new and second hand. This is the only exclusive music house in the city.

All the latest popular sheet music on sale there, and you can have your piano tuned by placing the order with Mr. Graham. Pianos and organs are sold for cash or on easy payments.

He handles a line of graphophones and records for the same. Besides selling and renting pianos and organs Mr. Graham does the same with sewing machines, doing repair work in this connection too, as well as carrying a full line of needles, oil, attachments, etc. He being agent for Lincoln county for the celebrated Singer sewing machines.

He is a conscientious merchant as well as being progressive.

GEORGE ROTHLSBERG.

Present day customers have made the store with various departments a necessity for the people are now accustomed to buying in one store everything they need, or almost everything.

For twenty-three years the people of Merrill have been buying many of their goods from George Rothlsberg, 414 Grand avenue, and they have always been satisfied.

Dry Goods of all descriptions, clothing, shoes, stylish gents' furnishings, crockery and glassware are among the goods sold, while fruits and vegetables are always on hand.

In season garden seeds are sold. Flour and feed are two important factors of this store. Mr. Rothlsberg is a large property owner, a successful business man and is favorably known in our city.

He was recently elected alderman of the Fifth ward, and is on several of the most important committees, among them being the finance.

THE PEOPLES MARKET.

Every housewife wants to get the best when she goes to purchase meats for her home, and she most naturally goes where she is sure that everything is of this class.

The Peoples Market, conducted by C. Beckman and C. Luenser, at Grand avenue and Genesee street, is just this kind of an establishment. Both members of the firm look after their trade.

They do most of their own killing, both being practical butchers, and they have one of the finest lines of home made sausages in Lincoln county.

The business has been established two years. Mr. Beckman conducted it as his own until September 1913, when he took Mr. Leunsey as a partner.

What you buy at this place can be depended upon as being fresh and being handled under the most sanitary conditions.



LEMCKE DRUG STORE.

LEMCKE DRUG COMPANY.

When we are well we don't give thought to much of anything except business and pleasure, but when we are sick we send a hurry call for our doctor—the druggist is usually secondary consideration. This is all wrong, for the druggist is of equal importance to the doctor by reason of the fact that if the latter's instructions are not followed to the very letter in filling the prescription, and with fresh and pure ingredients at that, the patient must suffer the consequence, which are oftentimes dangerous, sometimes fatal. Why not then know your druggist beforehand.

In this connection, if you tie to the reliable drug house of Mrs. Emma M. Lemcke, 809 First street, you can at all times feel positively certain of the correct compounding of the purest drugs obtainable anywhere.

Mrs. Lemcke's slogan is "Prescriptions Our Specialty," and the service justifies this slogan. Everything in drugs and druggists' sundries, toilet articles, sick room supplies, confectionary, cigars, hand-painted china, china dinner ware, your most cards and other articles usually handled by a modern drug store are carried in stock. She also operates a fine soda fountain.

Mrs. Lemcke is a graduate pharmacist of twenty years' experience and is one of the most capable pharmacists of the state. She attends closely to business and is known as one of the most careful in the business.

SAVIDUSKY'S DYE HOUSE.

If you have anything except your conscience to be cleaned, go to Savidusky's Dye House, 213 Second street. In one year they have gained the confidence of your friends and they can do the same with you if you go to them.

They are fancy dyers and French dry cleaners of the best type and guarantee all work. They have their own dry cleaning plant, so that it is a strictly home industry.

They call for and deliver all work, if desired by the customer, and work can be depended upon as being first class in all respects. Everything in ladies' and gents' wearing apparel is handled.

Mr. Savidusky is a man who believes in doing things right and at the same time charging reasonable prices. He is thorough in all that he does and is one of our progressive and up-to-date business men.

DES ROSIER & GRIFFIN.

Take her for a drive, by engaging a turnout from this lively stable. It will bring the roses to her cheeks, the sparkle to her eyes.

The new lively stable, of which Des Rosier & Griffin are proprietors, has been in operation for four years and is one of the most popular in the county.

They own their building at 321 East Second street, near the C. M. & St. P. depot, and they have an up-to-date establishment in all respects.

They maintain fine rigs and nice appearing horses and also rent automobiles. Everything coming from their place has the appearance of private outfits.

N. Des Rosier and P. Griffin compose the firm, the former taking charge of the business. A large number of young people know him, and he is popular with them. This is, in fact, one of Merrill's most popular firms.

Mr. Des Rosier served as alderman for the Eighth ward for two terms, with credit to himself as well as to his constituents.

A man once said: "It pays to advertise most business, but mine is different." The sheriff sold him out and now he works for his successor who does advertise.



SCOTT'S MANSION.

H. J. MERRITT.

"The good man is good to his beast," is a maxim of Holy writ, and in no way can he be better to him, if the animal be a horse, than to see that he is properly shod, so that he may make the best appearance, do the best work that is in him, and make a good display of his qualities, as well as be comfortable while doing it, all of which may be brought about by good shoeing. Bad shoeing by the bungling blacksmith is the cause of a great deal of bad traveling and unneeded carriage of a horse if such qualities are manifest, and good shoeing will cure it where either bad quality is displayed, is claimed to be a fact by Mr. H. J. Merritt, whose shop is located on the corner of Center avenue and First

street, where he does practical horse-shoeing and does it well.

He has been established here for the past three years, and has become well known by his excellent work. He claims that with proper shoeing he can stop, and in fact guarantee to cure interfering, forging and knee knocking, and also cure any lameness caused by previous bad shoeing. Mr. Merritt has worked at his trade for the past twenty years, and has the reputation of being one of the best horse-shoers in this section of the state.

Merrill is the best little town on the universe and the proof is that practically every merchant, no kept alive by advertising did more business and is doing more right now than the corresponding time last year. Can you beat it?

**Leidiger Brewing Co.**  
Manufacturers of  
"Gesundheit" and "Export" Beer

JOSEPH POLACK.

The principle requirements of a first class meat market, is nice, fresh meat, such as can be obtained at this market. Mr. Polack is an expert butcher, having been engaged in this line of business for some time. His shop is located at 412 West Main street. Purchasers will find this a most pleasant market at which to trade and he carries at all times a fine stock of the choicest beef, mutton, veal, sausage, etc., all of which are sold at the most reasonable prices.

When you want first class meat, it will pay you to patronize this strictly sanitary market, when it comes to the best, and weights correct and the prices right. This market is one of the most popular on the West side of the city, and Mr. Polack is among our most upright merchants and a progressive business man. He owns and occupies his own building.

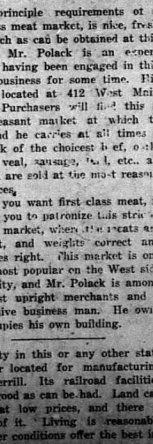
No city in this or any other state is better located for manufacturing than Merrill. Its railroad facilities are as good as can be had. Land can be had at low prices, and there is plenty of it. Living is reasonable and other conditions offer the best in documents to manufacturers.

THE CONGRESS.

Mr. Joe Fisher, proprietor of the Congress Buffet, has been in the saloon business for the past seven years, and is located at 314 Second street, near the C. M. & St. P. passenger station. He is one of the most popular dispensers of fine wines and liquors here, and carries an excellent line of all kinds constantly. He caters to some of Merrill's best citizens, as well as the travelling public and in a consequence his place is frequented by a goodly number of people at all times. He operates his buffet with as much care and attention as though he were a dealer in any other commodity, and injects into all his dealings with the public an air of "business" that commands both the man and his methods to all classes of people. This is one of the several reasons why he has met with exceptional success in his calling and why he enjoys such a wide acquaintance and such a growing trade.

Mr. Fisher is broad and liberal and public spirited to a degree, and he allows an opportunity to boost Merrill to pass unnoticed.

Give your Ad a chance to make good—run it in the Daily Herald.



WATER WORKS.