

OUR TRADE EMPORIUMS

C. D. CLARKE LUMBER CO.

One of Merrill's big enterprises is the C. D. Clarke Lumber company, whose plant and yards, covering a city block, are on Fourth street and are served by the C. M. & St. Paul railroad.

They do an immense wholesale and retail business in all lines, shipping from 100 to 150 carloads of ties and piling per year. They operate their own planing mill. The firm is also a large realty owner.

They buy cedar posts, cedar and tamarack piling and railroad ties in the open market and turn these over to their customers in the best possible shape.

Among the articles handled by the firm may be mentioned railroad ties and piling, hemlock bark, cedar shingles, best wall board, sash and doors, storm sash, porch columns, screens, mouldings, and matched flooring, etc.

The company was incorporated with a capital of \$10,000 in 1899. C. D. Clarke is president, A. Ahern is vice president and K. C. Clarke is secretary and treasurer. All are well known throughout this part of the state.

Those having the affairs of the firm in charge are counted among our most progressive business people. They have developed their business into one of the large enterprises of Lincoln county and are themselves counted among our most popular citizens.

MOOTZ BROS.

Many folks in our city who like first class fruits and confectionery always think of the store of Mootz Brothers, 1026 East Main street. This is because experience has taught them that they are sure of the very best.

A. A. and G. J. Mootz, who compose the firm, are men of long experience in this business and they know just what the public wants, and they see that they get it.

They make all their own ice cream, and it is the real article too. Their ice cream is famed throughout this and adjoining counties. They also operate a most handsome liquid carbonic soda fountain, from which they serve all kinds of cool and refreshing drinks. It is said to be one of the handsomest of its kind in this section of the state. They also conduct an ice cream parlor in connection.

Their line of confectionery is the best on the market, every ounce they sell is fresh and made of the best ingredients. They also sell souvenir postal cards, cigars, etc., and carry a line of groceries in connection.

The Mootz Brothers are progressive and the kind of men who help build up a city.

An Ad in the Daily Herald is a message to every man who has something to sell. Those who sent the most messages get most answers.

O. J. NIENOW.

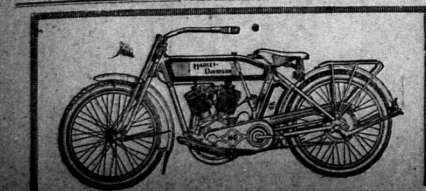
The popularity of the motorcycle has spread throughout the country, so that in all of our cities there are stations and repair shops practically devoted to these vehicles.

In our city we have the modern establishment of O. J. Nienow, 1316 East Main street, where everything connected with repairing motorcycles is done in an expert manner and at reasonable prices, too.

Mr. Nienow is also agent for the Harley Davidson motorcycle, which is considered one of the very best on the market. A full line of accessories is also carried.

Mr. Nienow is a Merrill boy, this being his first business venture. He was born and raised here and has been in business for three years.

August Brunow who is associated in the same shop with Mr. Nienow, is sole proprietor of the bicycle and general repair department, he being an expert mechanic. He also does sharpening of lawn mowers by machinery, as well as other small repair work.



Harley Davidson Motorcycle, O. J. Nienow, Agent.

ZASTROW-PLAUTZ CREAMERY COMPANY.

Milk, cream and butter are so important that all over the country the various states have strict laws covering the producing and handling of them.

The establishment of the Zastrow-Plautz Creamery company meets all requirements of the statutes. They handle large quantities of these articles in a sanitary manner and sell large quantities of butter, ice cream, cottage cheese, which they wholesale and retail.

Besides a large local business they ship to other towns. They have a daily capacity of 1000 pounds of butter and 75 gallons of ice cream of the "want some more" kind. They retail milk and cream from their creamery.

Their "Deer Head" brand butter is standard and is popular wherever used, for it is pure. W. A. Zastrow and George Plautz, who compose the firm are conscientious business men who give the public pure goods at reasonable prices and do all in their power to justify the fine trade they enjoy. Their place is at 703 Second street.

MISS M. LaCOUNT.

One of the neatest and most popular places in the city devoted to the first-class attire of this city is a store conducted by Miss LaCount at 322 Grand avenue, which is a distinguished resort for the ladies who are looking out for the novelties in the line of headgear—and what lady is not.

Nothing but the best goods, the latest and most popular styles and the most massive and imposing creations in the way of hats and bonnets, from the largest to the smallest, will ever be found here. The stock embraces everything usually embraced in a first-class attire of this kind and all have been selected with great care by the lady with such exquisite taste who presides over the destinies of this place. Miss LaCount is a practical milliner, and personally superintends and looks after every detail of her ever growing business with an experienced eye, as well as a cultivated taste.

Miss LaCount has been established here for the past ten years, and is known as "The Up-to-Date Milliner." Her business has been rapidly growing ever since she first opened her doors to our ladies.

STUEMKE BROTHERS.

There is scarcely anything else as important in the commerce of a city as the handling of groceries, and few things that will indicate its wealth and prosperity more convincingly than a number of large, well-stocked grocery establishments. Our city is particularly well represented in this line, and among those establishments which hold a leading place none is better or more favorably known than that of Stuemke Brothers, who are dealers in staple and fancy groceries, fruits, vegetables, confectionery, cigars, etc., and who are located at 126 Prospect street.

The business was established eleven years ago, and the immense custom that has accrued to them has made of their establishment a very popular place at which to buy the main articles which go to supply the tables of our people.

Both Mr. W. C. and H. A. Stuemke are popular citizens as well as enterprising and successful business business men.

KAISER'S LIVERY.

Kaiser's livery is one of the oldest in the county, having been established thirty years ago by E. M. Kaiser, who was succeeded two years ago by the present firm, composed of William H. and J. E. Kaiser.

The active member and manager of the business is J. E. Kaiser, and the firm own the building they occupy. Their headquarters are at 105 Cent avenue. They have the most sanitary stables in the state. All the good points found in a livery



Harvesting in Lincoln County.

ery stable in the largest cities are to be found at the Kaisery livery, including up-to-date rigs of all kinds, kept in first-class order, and horses that are in keeping with the same.

They buy and sell horses and are considered among the most reliable dealers in Wisconsin. The members of this firm have established themselves as reliable in every respect and through their commendable methods have made themselves liked in a business and social manner, equally well.

MISS FRIEDA MEYER.

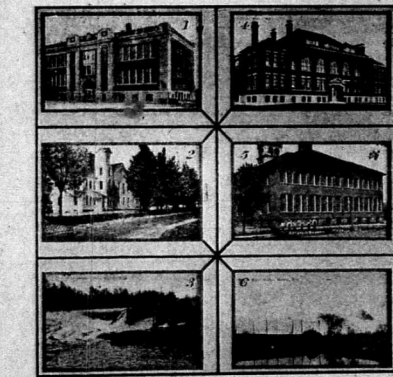
An energetic business woman is Miss Meyer, who conducts the well-appointed grocery store at 700 Grand avenue.

Her establishment is a good illustration of what a woman can do in this line of business, for she has a good patronage, which is growing.

With a full line of fancy and staple groceries, she also handles provisions, fruits and vegetables, confectionery, cigars and souvenir post cards.

Miss Meyer has been in business for twelve years and many of her present customers have been with her all this time.

A well conducted store, reasonable prices, and giving her personal attention to her trade in a most pleasant manner have made the store of Miss Meyer popular.



Few of Merrill's Schools.

AUGUST MANECKE.

For ten years Mr. Manecke has been catering to the wants of those wishing to purchase dependable articles or having first-class repair work done.

That he has succeeded is shown by the large patronage he enjoys. His stock is large and quite select and calculated to please the most particular customer.

Everything in first class watches, clocks, silverware and jewelry as well as hand painted china and cut glass is found in this up-to-date store at 423 Grand avenue. A specialty is made of watch repairing.

Mr. Manecke has been in his trade for twenty-six years and is one of the most efficient men in his line. He is well known to the people of our city and has a host of friends, through his fair dealing and affable manners.

Mr. Manecke has been a subscriber to the Daily Herald ever since it was first published. He says he would feel lost to be without it.

W. S. POPHAL.

The well and tastily dressed men always command respect, and many a man of mediocre ability has carved his way to success by a neat appearance. The prime factor in neatness is perfect fitting clothes, and these cannot be obtained from other than a first-class merchant tailor.

In this connection we wish to give prominent mention to Mr. Pophal, located at 1011 East Main street, whose fame for artistic tailoring is far more than local, and whose patrons include many of our social leaders, and a large percentage of our best known business and professional men. Mr. Pophal's well equipped establishment is stocked with a very exhaustive line of fine imported and domestic goods, in the very highest grade, manufactured, and in all the latest styles, designs and colors of the season, and his prices on all work ordered are the very lowest in accordance with the high-class workmanship.

Mr. Pophal established this business twenty-four years ago, and is not alone known to all good dressers in Merrill, but throughout the county as well. He gives the business his personal attention, doing all the designing, cutting, and the fitting of garments.

Mr. Pophal is an energetic, active business man, fully alive to the best interests of the trade.

A. H. SCHRAM & SONS.

When you want to get that new furniture go where you are sure of having a large, high grade stock from which to select and know that the prices are right.

If you go to either of the stores of A. H. Schram & Sons you can make no mistake. Their East side store, which they own is at 921 State Main



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street and is a two story and basement brick building, 40x50 feet, where they have an immense display.

Their West side building is at 120-122 Prospect street and is a two story and basement brick structure 60x100 feet. Everything in furniture, carpets, rugs, linoleums, lace curtains and shades, pictures and sewing machines, are carried, and they are agents for the well-known Miller piano. They also do picture framing. They sell for cash or on easy payment basis. Present firm was established six years ago.

A. H. Schram and his sons Alfred and Clarence, compose the firm. All are licensed embalmers, and they operate two handsome funeral cars, one black and the other grey. Mrs. A. H. Schram takes care of women and children. The firm takes entire charge of funerals. This is one of our representative firms and they have a large trade from outside the city as well as in Merrill. Mr. A. H. Schram has worked at his present line of business for the past thirty-five years, and is one of the best posted men in the furniture line in this section of the state.

THE MIDGET BUFFET.

The popular buffet so ably conducted by Danielson & Shape, and known as the Midget buffet, and located at 108 Mill street, has been enjoying a good patronage since they took charge of it which proves that they are conducting the place in a most popular manner.

Both Mr. P. Danielson and his partner Mr. R. Shape, are liberal and gen-

erous. The business was established twenty years ago by F. J. Range, now deceased. They carry at all times a most complete line of dry goods, notions, clothing, shoes, confectionery, cigars, hardware, crockery, as well as a full line of garden seeds, etc.

Their large volume of business has been built up, in the first place, by having the goods the people want following up by the good management, politeness and attention to customers.

Mr. F. C. Runke is one of our highly respected citizens, progressive and affable and a man of high ideas.

ial hosts, and their buffet is nicely appointed and they carry in stock only the purest and best goods. All the standard brands of imported and domestic wines, liquors, cigars, beers, carbonated waters, etc., can be obtained here, and the place is conducted in a most popular and up-to-date manner.

Quality is what counts in this line of business, provided you are catering to people of experience as this house is doing, the quality is stamped on everything in the Midget buffet.

Although the firm took possession of the place little over a month ago, they have more than made good. Both members of the firm possess the facility of making friends, and in consequence they have the satisfaction of seeing their trade increase as the days roll by.

Mr. Danielson has been a resident of this city for the past twenty years, he having had charge of the Lincoln hotel buffet for many years. His partner, Mr. Shape, was born and raised in Merrill, and has had charge of the Badger hotel buffet for a long time. Both members are too well and favorably known to our people to require any further introduction at our hands.

WARZINK BROTHERS.

Warzink Brothers, F. J. George and John, started in the grocery and provision business in March, 1918, at 1216 East Main street, this being their first venture in business.

They have one of the most attractive places of the kind in this part of the state and everything is kept in excellent shape and cleanliness governs the handling of all goods. They have well-stocked confectionery



and cigar departments, where high grade goods are only handled.

Everything in the way of staple and fancy groceries, pure food products, fruits and vegetables are sold and they are extensive dealers in flour and feed. They carry a full line of garden seeds and do a large trade in this line.

The members of this firm are counted among our most popular business men and most worthy citizens. Frank J. and John Warzink are the active members of the firm.

MERRILL MERCANTILE CO.

This is one of our big concerns, with headquarters at 1009 East Main street. They carry a complete line of groceries and provisions, dry goods, clothing, shoes, hats, etc.

They also have one of the best gent's-furnishing departments in the city. Their store is arranged for great convenience for customers. Everything is so placed that inspection is possible, and the prices are right.

H. P. Peterson is president of the company, August P. Karan is vice-president and H. D. Windhorn is secretary and treasurer. All three are among our most progressive business men and are popular citizens.

Through their energy and excellent policies they have built up a large out-of-town trade in potatoes and general produce, shipping in carload lots, chiefly to Chicago and St. Louis. They also buy all kinds of country produce. The firm has established an excellent record in those cities, too.



Harvesting Potatoes in Lincoln County.