

BONE'S STEAM LAUNDRY.

Cleanliness is next to godliness, but you must be sure where you send your laundry so as to gain that cleanliness.

A bright business woman, Mrs. P. A. Bone has the only laundry in our city, and it is a modern steam one in every sense of the word. Her place at 804 First street is generally a busy one.

The business has been established four years, and in spite of the fact that she has a monopoly of the steam laundry business in Merrill, Mrs. Bone does not take advantage in the way of charging extra prices.

Eight to ten hands are employed, and all the machinery and equipment are up-to-date. A good system for calling for and delivering goods is maintained. In fact, this laundry is modern in all respects, and the excellent service is guaranteed by the personal supervision of the energetic member of the fair sex who is at the head of the business.

THE INFANTS' EMPORIUM.

Every woman likes to see her baby dressed nicely. Merrill has a place to get those nice things, and it is known as the Infants' Emporium—the Baby Shop.

This establishment is run by two energetic women, Mrs. J. N. Cotter and her daughter, Mrs. Grace Hamelrath. Their place is at 810 First street.

No matter what a fond mother may wish to buy for her little tots, she can get it all there. All the latest novelties, in all qualities and at right prices, are there in great variety.

Besides these they carry a line of ladies' underwear and aprons, from the ordinary kind to the fancy ones. These two ladies deserve much credit for the way in which they have built up their nice trade.

They are progressive, and everyone who deals with them likes them. They have been in business two years.

Mrs. Cotter and Mrs. Grace Hamelrath, are ladies of fine business principles and conscientious methods. By courteous treatment of their customers they have built up a large trade and are deserving of their increasing patronage.

THE MONARCH GROCERY.

Just a little more than eight months ago this firm started in business, and since that time they have been growing steadily.

Smith & Siesemore are the proprietors, and they have a large stock in their place at 728 Second street, including everything in the line of groceries and provisions.

They also carry a big line of fruits and vegetables, confectionery and cigars, as well as garden seeds. They sell six different brands of flour of standard make and are specializing on Big Joe flour.

L. Smith and J. H. Siesemore are two of Merrill's hustlers. They are thoroughly experienced and have built up a fine business through pleasing their patrons. They are congenial men and meet and are available in all their dealings.

O. F. POPHAL.

Who's your tailor—who does your cleaning and pressing and repairing? But the main question is—is it done right? Four years ago O. F. Pophal started in business in our city, and today everyone knows him.

He is one man who knows honest goods and knows how to design and cut a suit and then superintend its making so that it will fit the customer in every respect. Everything is done right there in the clean, sanitary work rooms at 111 Mill street.

Both ladies' and gents' clothes are made, right up-to-the-minute in quality, style, fit and finish. Cleaning, pressing and repairing of the finest kind is done, and you can buy high grade wools, silks and linens by the yard, there.

When you are looking over the big line of samples in picking goods for a suit, just examine the fine work done by his cleaners. Besides you will meet a genial business man.

C. S. STIMERS.

When some of our young men who had their first vote this year, were just a year old, C. S. Stimers began business. Everyone in Merrill knows his place at 411 West Main street.

If you want any of the latest books of fiction, any of the current magazines or the Milwaukee daily papers, you can get them there. A large line of stationery is also carried.

You can get a good cigar there, as well as all standard tobaccos. If you wish anything in the way of school



The Dam on Prairie River—Water Power is Unlimited.

books and school supplies, that is the place to get them.

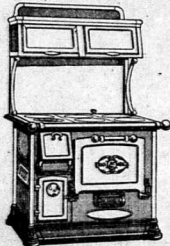
Mr. Stimers has long catered to our people in a satisfactory manner and made himself liked and is fully entitled to being listed among our most reputable business men in the "Chamber of Commerce Edition" of the Daily Herald.

GUSTAV WENZEL.

"If it's anything in hardware, we have it." This is the motto of Gustav Wenzel, 418 West Main street, and a visit to his well-appointed establishment will convince you that his motto is true.

No matter what it is, you'll find it there, from a carnet tack to a threshing machine. He sells the well-known Quick Meal and Arcadian ranges as well as builders' supplies of all descriptions.

For twenty-six years Mr. Wenzel has been an important factor in our business circles. He has at all times



kept a liberal line of each kind of goods in his place, which means that the customer always gets what he wishes.

If it is anything in paints, oils, glass, sash, doors, lime, coal, brick, cement, plastering, roofing, tin and enamel ware, farming tools, logging supplies, guns and ammunition, cutlery, fishing tackle, bicycles, oil or gasoline stoves you can get it there.

The place does two stories, with a large warehouse in the rear, and the basement is used, too. Washington and Michigan cedar shingles are also sold.

Mr. Wenzel is one of the old residents and is well liked by all who know him, for he is agreeable and accommodating.

THEODORE TESKE.

No matter how much or how little meat you eat when you do eat it you want it good. There are many others like you, and that is why Theodore Teske has such a large custom.

Mr. Teske has been established three years, and in that time he has built up a fine trade among discerning consumers. His place at 217 Second street, is popular among some of our most representative families.

He is an expert butcher himself and waits on the trade personally. He smokes all his own meats and makes all those delicious sausages that you have bought there. Everything in fresh and smoked meats is carried in stock. His shop is strictly clean and sanitary.

Mr. Teske is popular in a social way among the grown up folks as he is among the "kiddies," for he is always pleasant and willing to assist in any way possible.

J. S. BROWN.

One of the best tests of a man's business ability and patriotism combined is when he has a monopoly of his certain line, as in the case of J. S. Brown.

Mr. Brown is the only man in our city in the ice business, yet he only charges standard prices, and his delivery service is all that could be expected.

His office is at 305 First street, and he has four ice houses with a capacity of 10,000 tons, the ice coming from the Wisconsin and Prairie rivers. All the hotels and restaurants in the city as well as private families using ice are supplied by him. He operates three teams.

The business has been established three years. Mr. Brown handles wood as a side line and has built up a large business in this.

Mr. Brown is an energetic business man of the type that knows how to please their customers and hold their good will.

EMERICH & STAATS.

The modern two-story store occupied by this enterprising firm at 1504 West Main street is liberally patronized by our townspeople because it is well arranged and patrons are treated with the utmost courtesy.

The business was established twenty years ago and the firm is considered one of Merrill's chief retail enterprises. Each floor covering a space measuring 24x90 feet. The first floor is given over to dry goods, groceries, confectionery, cigars, fruits and vegetables.

On the second floor are found gents' furnishings, shoes, hats, caps, etc. Each department is complete in itself, with a large line to select from. In the rear of the store is a large warehouse, where a big stock of flour, feed, grain, etc. are carried.

J. A. Emerich and E. H. Staats compose the firm and are among our most liked business men. They are energetic and progressive and know how to combine good business methods with a pleasing personality.

GEORGE FALCH.

Located at No. 506 Grand avenue, in the western part of the city, is the grocery store of Mr. George Falch, one of the most reliable exponents of the trade in Merrill. This store is admirably arranged and shows the careful manner of Mr. Falch in his neat and inviting condition, and its constantly the headquarters for the best line of groceries that can be obtained.

A well assorted stock of fine staple and fancy groceries, including the best grades of flour, teas, coffees, spices, canned goods, fruits and vegetables, garden seeds, school supplies, confectionery, cigars, etc., are always to be found there.

Although the business was only established in September of last year, he has more than made good. Has been a resident of Merrill for the past thirty years, and is well and favorably known to most of our citizens—this being his first venture in business.

Mr. Falch has by fair dealing and honest methods and selling only fresh and pure goods, won for himself a very enviable patronage and many friends.

E. T. BISBEE.

Mr. Bisbee owns the fine two-story building he occupies at 1400 West Main street, and where he exhibits a fine line of hardware of all descriptions.

He carries a general line of hardware and is patronized by many contractors and builders of our city and the surrounding country. He has a fine line of stoves and ranges, tin and granite ware, etc.

The woman who wishes to buy a good sewing machine can obtain it there, and if she desires to buy a first class washing machine she can also get it in Mr. Bisbee's store.

The sportsman can buy his guns, ammunition, fishing tackle and other articles at this up-to-date store and be sure of getting the best. In fact the entire stock is first class.

Mr. Bisbee is a police commissioner and one of the most popular business men in Merrill, having hosts of friends of the loyal kind. He has been in the hardware business for seven years and has made a big success of it.



MISSION BILLIARD PARLOR.

Many people like a little game of pool or billiards as a pastime, but they wish to enjoy it in a place where the surroundings are congenial and the regulations assure a high standard.

The patronage of the Mission Billiard parlor is large because the establishment meets these conditions and is appreciated by discriminate people. Hayden Blair is proprietor, and his place at 113 Mill street is one of the finest in this part of the state.

He took possession January first of this year, and he has two billiard and three pocket billiard tables, which are always kept in first class condition. He also carries a fine line of confectionery and cigars.

Mr. Blair has gained the friendship and patronage of many of our citizens through his affability and the great care he takes to see to it that his customers have everything the way they want it.

WILLIAM JOHANNES.

The farmers and horse owners generally, appreciate a good harness store, and when they find one it usually holds the trade. Such has been the good fortune of the house operated by William Johannes, at 413 Grand avenue.

Mr. Johannes has been in this line of business since 1894, and being a practical man of great ability has met with a most pronounced success. He appreciated the fact that the people want the best goods at the most reasonable prices and being a keen business man he gave them what they wanted, and in every case guarantees satisfaction.

Mr. Johannes is a manufacturer and dealer in light and heavy harness, as well as in horse furnishings, including collars, bridles, saddles, robes, blankets, etc., and also does repairing in a very skillful manner.

He is a conscientious business man, and has the respect of all and is a most worthy citizen.

MISS J. POIRIER.

That women should become beautiful and attractive by the style-shape and fit of their head ornaments is one of the demands of the present age, and people with this end in view are striving to please.

Here in Merrill, Miss Poirier has a finely appointed millinery parlor at 814 First street where she supplies a large trade with all that is best and latest in millinery creations. She has established five years in our city, and is well and favorably known to most of our ladies in the city, as well as in county.

She has a handsome display, and among the novelties are many exclusive designs of much originality. Her stock is purchased from the most prominent dealers in the large trade centers, where she makes personal selections, and all who have an eye for the artistic cannot fail to appreciate the many pretty and stylish patterns which are exhibited.

Miss Poirier is an expert milliner and trimmer, and everything that leaves her place of business is certain to please the most fastidious. Her prices are always as low as it is possible to make them, consistent with the good material she uses, and the best work put upon the head-gear.

She also conducts a branch millinery at Grand Rapids, Wisconsin, which is the leading one in that city.

R. H. KROHN.

Have you a horse? If you have, do you know how to take care of him? Possibly in a great many ways, but do you look out especially for the way in which he is shod? If you do not, you are taking great chances about trouble in the future—possibly the near future.

In this connection, it gives us pleasure to call particular attention to the work in this line done by Mr. R. H.



WISCONSIN HOUSE.

Krohn, located on South Center avenue, who knows how to shoe a horse intelligently and artistically, as has been proven by him in work done for various of our best citizens who have a high grade of horses.

He gives special attention to contracted feet, quarter cracks and corns, or to any other ailment which may have been caused by bad shoeing on the part of some bungler.

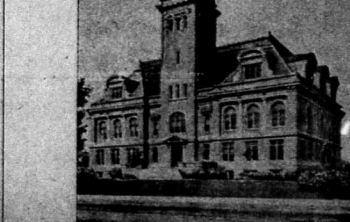
He also does general blacksmithing. Mr. Krohn is young in years, but old in experience.

The scenic beauties of Lincoln county excite the admiration of all visitors to this community. The drives are beautifully shaded, leading over hill and throughout date, offering entrancing variety for the pleasure. A day's drive amid these scenes is a diversion and a tonic unequalled.

Mr. Kaiser also operates a first class buffet in connection with his wholesale business. Besides this he has a department in which he sells glassware of all kinds and bar fixtures.

Mr. Kaiser is one of our best citizens. He conducts his place on a high standard and is patronized by many of our best people. He is a good example of the man who can carry on a business of this kind and command the respect of the community.

He has been established eight years. All our business men know him and regard him as one of our most worthy citizens.



Lincoln County Court House—Merrill.



Orchards in Lincoln County.

Well introduced is half sold—Herald Ad is the best introduction.