



# One of MERRILL'S OLDEST FIRMS...

We like to think of ourselves as a distinct part of Merrill and if we have had anything to do in making Merrill a better town, it makes us happy to know we have helped even a little.

Peterman Bros. Co. of Merrill, Wisconsin have constantly tried to be of assistance in making Merrill a better place to live in, and to perform and render service to its citizens that they may rest assured in so far as we are concerned.

It has been our good fortune to have had forty years of experience in helping the people of Merrill save money and get the true dollar value for everything they have ever had occasion to buy in our store.

We've enjoyed watching Merrill grow to the progressive city it is. Merrill will progress and go far and is destined one day to be one of the best towns in the state of Wisconsin.

We believe in Merrill and want you to know that any part we play in the civic welfare of our town is for the benefit of the people who live here and love this town.

Again we say, "Congratulations, Merrill, and may you grow bigger and stronger, and prosper forever."



## Quality! ... Quality! ... Quality!

The word above can be used in a number of different ways:  
Poor Quality—Fair Quality—Good Quality  
Excellent Quality

We use the word Quality only in one way and this way means a lot to us. EXCELLENT is the way we mean the word Quality to be used.

For forty years, we have deliberately charged ourselves with the tremendous task of keeping our merchandise Quality up and Prices as reasonable as possible.

When we offer any item for sale, you may be sure that it has been carefully selected and meets our rigid standard of specification.

If our merchandise were not of the best Quality, we could not offer you the type of service you receive in our store. Employees of Peterman Bros. are proud to show our merchandise—happy to be of the utmost service to you.

The combination compliments the other. The result is

A store to shop in where you receive for your dollar, the finest quality merchandise and high caliber intelligent personal service.



# PETERMAN'S