

WENZEL HARDWARE FOUNDED ALMOST HALF CENTURY AGO

The Wenzel Hardware Store was founded by Gustav Wenzel, in 1887,—almost a half century ago, on a much less pretentious scale than it has become today. The location at that time was on Grand Avenue.

Some years later Mr. A. E. Nelson erected the present brick business building, located on the corner of West Main and Genesee streets, the east portion of which he occupied himself for business purposes, and the west portion was leased and occupied and later purchased by Mr. Wenzel, where the business has been continued up to this time, and since 1925 by N. J. Wenzel, his son, when Mr. Wenzel, Sr., retired; and since which time the business has been conducted under the name of "Wenzel Hardware."

The name of "Wenzel" has become synonymous with "hardware," and "fair dealing," all these years, a reputation that has been zealously guarded, and today

is maintained as a worthy motive in merchandizing endeavor.

The "Wenzel Hardware" is a member of the "Hall Hardware Company," of Minneapolis, which is owned by 500 independent retail dealers throughout the northwest, who designate their stores as "Our Own Hardware."

All these stores pool their purchases to obtain lower prices, and do "group merchandising" to lower the cost of doing business, passing the saving on to their customers.

This store deals in shelf and heavy hardware, household hardware, builders' hardware, lime, cement, plaster and building material; fishing tackle, guns and ammunition, sporting goods; paints, oils and glass; "Easy Washing Machines," "Quick Meal Ranges," "Genuine Estate Heat-radiators," stoves and barn equipment. The interior is a model of order and modern convenience, with the self-service feature exploited to the greatest possible extent.

Nusbaum Store Is One Of First Merrill Firms

The Nusbaum Furniture Store is one of the oldest business houses in the city in point of years, and the very oldest furniture business.

Mr. Nusbaum, Sr., came from France, where he learned the trade of cabinet maker, and in 1881 he came to Merrill from LaCrosse, and started in the cabinet and furniture business on lower Main street, where he continued until he died in 1909.

Upon his demise, his son J. A. Nusbaum succeeded to the business of which he is sole proprietor today, occupying the brick store building at 1023 East Main street.

J. A. Nusbaum was born in La Crosse, and came to Merrill with his parents, being employed as soon as of sufficient age, with his father, and followed in the footsteps of his sire.

It was in the year 1908, that the present building was erected, and occupancy was established in the fall of that year.

For approximately sixteen years of this time Mr. Nusbaum conducted an undertaking business in connection with the furniture line, the late E. O. Krueger having been connected with the undertaking department until he entered that line for himself.

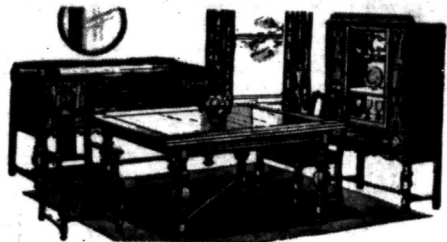
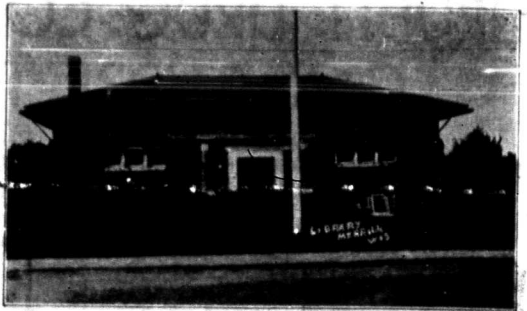
"I have been in the furniture business all my life," said Mr. Nusbaum, "and that is practically the only line I know."

In the capacious Nusbaum store, with an interior especially arranged for the most convenient and conspicuous display, may be found a complete line of modernly fashioned and artistically upholstered goods that will fascinate the eye, and tempt the purchaser, while moderate prices prevail at all times.

Prompt and efficient service is considered an especial feature of the business, and Mr. Nusbaum stands back of every assertion that he may make.

T. B. SCOTT FREE LIBRARY

The T. B. Scott Free Library was secured to Merrill through the generosity of Mr. Scott, a pioneer lumberman here, and Andrew Carnegie. The attractive building, set in Stange park is one of the city's show spots.



FINE FURNITURE . . .

you'll be proud to own

Let us make this suggestion: Before forming any hard and fast ideas as to the exact style of furniture you want, come to our store and just go through the new exhibits. You'll find this a liberal education in the fine art of home furnishings. Below are just a few of the great many Fall offerings at extremely low prices.

NUSBAUM FURNITURE STORE

1023 East Main St.

Phone 604

THREE OLD FRIENDS



From left to right the men above are Charles Weatherly, Ed. House, and Barney Hurd, all of them well-known for many years to the people of Merrill. The close companionship that existed between these three was broken in January, 1932 by Mr. Hurd's death. Mr. Weatherly and Mr. House are still fairly hale despite their years.



OUR OWN HARDWARE



Yes! This Is An Independent Store

We have frequently been asked that question. This is the answer to all who are interested.

Why do we call our store "OUR OWN HARDWARE"? Because it is our own - We own and operate it.

Why do we use this chain emblem?

Because several years ago a large group of us Retail Hardware Men joined together, formed "Our Own" wholesaler, and by pooling our purchases we are able to make substantial savings--"You Buy Better because We Buy Better".

Call for a copy of our Fall and Winter Catalog of new merchandise and many reduced prices.



WENZEL HARDWARE

418 W. MAIN

PHONE 24

We Own Our Own Store

