

RUNGE & JOHANNES,
Successors to F. J. Runge.

Harness Shop.

Dealers in Plush and Fur Robes, Horse Blankets of all kinds. Light and Heavy Harnesses always on hand.

 All work guaranteed.
We sell Goods at Hard Times Prices.

The Merrill Advocate
27 Nov 1894

Save Your Dollars!

Horse Blankets at cost!
Fur Robes at cost!
Plush Robes at cost!

RUNGE & JOHANNES.
1313 East Main Street.

The Merrill Advocate
9 Mar 1897

Harness! Harness! Harness!

Buggy Harnesses from \$5.00 up to \$35.00.
Single Surrey Harness, complete with Collar, hand made, \$30
Light Double Harness, with Collar, from \$20.00 up to \$35.00.
Double Coupe or Carriage Harness, hand made, complete with Collar, \$65.00
1 1/4 in. Farm Harness, complete with collar, \$33 up.

We sell our Harnesses and everything in our line at prices so low you can afford to buy.

RUNGE & JOHANNES.
1313 East Main Street.

The Merrill Advocate
27 Apr 1897

Blankets and Cap-ropes Runge & Johannes,
LIGHT AND HEAVY
HARNESSES.

Repairing, Carriage
Trimming Upholstering
Work of all kinds
our Specialty.

Sleigh Bells, Horse Blankets and Fur Robes.

Shops, 1317 East Main Street and 413 Grand Avenue.

The Merrill Advocate
25 Dec 1900

Success hangs on the "KNOW HOW." The successful man is the one who "KNOWS HOW" to make a small investment bring large returns. You can do this by using our **Fly Killer** on your stock. The increased amount of milk will soon pay the cost. Be merciful to your animals and buy a can now.

SATISFACTION GUARANTEED OR YOUR MONEY REFUNDED

Wm. Johannes, Grand Ave., Merrill, Wis.

The Merrill Daily Herald
1 Aug 1913

Comfort's Gift
MOTOR WEAVE AUTO ROBES

WHAT better gift than the gift of genial warmth, of superb style and of wonderful serviceability for that motor friend, some member of the family, or yourself?—a handsome, durable Motorweave Robe.

Plenty of tuck-in. The extra large 60x80 inch size takes care of that. And so generously good throughout that every Motorweave Robe is unconditionally guaranteed to give perfect satisfaction for automobile use.

SOLD BY WM. JOHANNES
413 GRAND AVENUE

The price for all this comfort and durability is but \$6.75, due to tremendous output and country wide publicity.

\$6.75



The Merrill Star-Advocate
13 Dec 1917



WE COLLAR MANY AN ORDER

From men who have had one experience with mail order house bargain harness. One experience is more than enough. We can and do sell harness as cheaply as honest quality can be sold for. If you pay less you get less. Our harness proves its worth in actual service.

WM. JOHANNES
MERRILL, WISCONSIN

The Merrill Daily Herald
2 Oct 1913



IF YOUR HORSE AS GOOD AS OUR HARNESS

he is certainly a dandy. Take a look at the harness. See how pliable the leather is, how strong and neat the stitching. Note the handsome metal work and trimmings. Looks as pretty as a picture, though ours is not picture book harness by a great deal.

It is the real thing and you'll find out when you come to use it.

Wm. Johannes

The Merrill Daily Herald
21 Nov 1913



AS YOU BOWL ALONG

the road your pleasure will be completer if you have perfect confidence in your horses harness. People who have bought harnesses from us have learned by experience that it can be relied upon even under the severest strain. Try a set and you will acquire a harness confidence greater than ever before.

Wm. Johannes

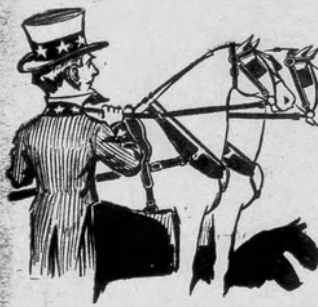
The Merrill Daily Herald
23 April 1914



THE LIGHTEST OF HARNESS—
with the greatest of strength is what we offer in our light driving harness. You have to see it to appreciate how handsome it is. You have to use it to know how splendidly it is made. Do the first and you are sure to do the second.

Wm. Johannes

The Merrill Daily Herald
13 May 1914



Take a Fourth of July Drive
behind a team with a set of our harness. You'll meet nothing on the road better outfitted. Handsome, light, strong and durable, our harness makes ordinary horses look fine and fine horses finer. Take a look and you'll take a set.

Wm. Johannes

The Merrill Daily Herald
23 Jun 1914



THE BEST HARNESS MADE

A CONVINCING SIGN
that we sell the best harness made is found in the fact that the most experienced harness men are amongst our best customers. They know by experience that poor harness is both dangerous and expensive. Be as wise as they and come here for harness that can be relied upon and that will wear wonderfully.

Wm. Johannes, Jr.

The Merrill Daily Herald
8 Dec 1914

The New Shoe Store
The Home of Good Foot-Wear
FOR MEN, WOMEN AND CHILDREN

Wm. Johannes & Co.
413 GRAND AVE.

Make This Store Your Shoe Store
Where you get SHOES THAT WEAR as well as for STYLE and COMFORT

At Prices Very Reasonable
SCIENTIFIC CORRECT FITTING GUARANTEED

YOUNG MEN
Our Young Men's Department is complete with a full line of classy, dressy and serviceable shoes. The English last in dark browns and black; also a big variety of the Boucher and Semi-English styles. Carried in widths as well as all sizes.

Our Ladies' & Children's Dept. is unequalled
WITH A COMPLETE STOCK OF ALL KINDS
Our Ladies' Shoes are carried in all widths, from AA to D's and E's as well as all sizes 2½ to 8. You will find here a big showing of Oxford and Pumps together with a big variety of high shoes—in any style heels, all the latest shades and leathers for this Spring's wear.
(Come in and look over our stock.)
We are here to serve you. It is our pleasure to do so.

WM. JOHANNES & CO.
413 GRAND AVE.
The New Shoe Store with Shoes that Wear and Fit.
—Store Hours—
7:30 a. m. to 6:00 p. m. except Saturday 9:30 p. m.

The Merrill Daily Herald
15 Mar 1920

A Useful Christmas Gift
Our Felt Slipper SALE
at the New Shoe Store
IS NOW ON
And They Are Going Fast

Real values at bargains which are unequalled. See our windows, visit the store and select yours now. Complete stock of sizes, colors and styles.

\$2.50 values at	\$1.95	\$1.75 and \$2.00 values at	\$1.49
Men's English Brown Lace, regular \$7.00 values, per pair	\$5.45	Ladies' Black Kid Shoes, lace, regular \$7.50 values, very special per pair	\$5.45

WM. JOHANNES & COMPANY
413 Grand Avenue Merrill, Wisconsin
The Home of Shoes That Wear and Fit

The Merrill Daily Herald
9 Dec 1920

THE FOURTH JULY CELEBRATION
FINISH THE SUMMER WITH GOOD SILK HOSE AT EXTREMELY LOW PRICES
EVERY DAY VALUES **A Fast and Limited** The Wearers Know What These Are

SILK HOSIERY SALE
This Silk Hosiery is the kind we sell every day—enough said—they advertise themselves, because every pair is strictly guaranteed against running. They are the run-proof stockings and will be replaced free of charge if they don't stand the test. Always a complete stock of colors, sizes and varieties.

OUR ALLOTMENT
ONLY 400 PAIRS
THEREFORE WE MUST LIMIT only **3 pair to a Customer** and Credit given to those we know—Otherwise Cash

Sale begins Friday, June 30 at 9 a. m.
ENDS SATURDAY NIGHT—IF NOT BEFORE
FIRST COME—FIRST SERVED—But we would like our customers to get their share of these—therefore we will accept telephone reservations. (CALL 372-J)

EXTRA SAVINGS ON THREE-PAIR LOTS
DON'T MISS THIS CHANCE **Here are the Prices** Get 3 pair of these and save a dollar or two

THE REGULAR \$1.50 SELLERS—LADIES' HOSE—in brown, black, white, grey and navy, with double sole and heel, sizes 8½ to 10½. New \$1.19 a pair—or 3 pair \$3.49	THE REGULAR \$2.25 SELLERS—LADIES' HOSE—in black, brown and white, with the full fashioned seam in back and hand embroidered silk clocks in match with double sole and heel. This hose is of extra fine quality, sizes 8½ to 10½. New \$1.69 a pair—or 3 pair \$4.79
THE REGULAR \$2.00 SELLERS—LADIES' HOSE—in brown, black and white, these include the cut sizes, also with arrows or clocks in match, sizes 8½ to 10½, all with full fashioned seam in back. New \$1.49 a pair—or 3 pair \$4.19	THE REGULAR 75c SELLERS—MEN'S SOCKS— New 59c a pair—or 3 pair \$1.69
THE REGULAR \$1.25 SELLERS—MEN'S SOCKS— New 99c a pair—or 3 pair \$2.79	THE REGULAR \$1 SELLERS—MEN'S SOCKS— New 79c a pair—or 3 pair \$2.19

Wm. Johannes & Company
GRAND AVENUE
THE HOME OF FINE SHOES AND HOSIERY

The Merrill Daily Herald
29 Jun 1922

ANNOUNCING

that I have taken over the
SHOE DEPARTMENT
of
WM. JOHANNES & CO.
and will continue to feature the
well known line of
RED GOOSE
All Leather
SHOES
New merchandise now on display.
See Our Windows
C. S. BROECKER

The Merrill Daily Herald
24 May 1935

ANNOUNCEMENT

WILLIS JOHANNES
Has taken over the
Wm. Johannes Shoe Store
Which will be known in the future
as the
WEST SIDE BOOTERY

WATCH—
For Announcement for sale of present
Shoe Stock—Big Bargains will be of-
fered—Complete New Stock to be
purchased.

WEST SIDE BOOTERY
Grand Avenue

The Merrill Daily Herald
8 Jan 1936

BEGINS TOMORROW
THURSDAY, JANUARY 16
CLOSING OUT
SALE!
WM. JOHANNES & CO.
Shoe Stock
Bargains Galore
FOR MEN, WOMEN AND CHILDREN!
EVERYTHING PRICED TO SELL
QUICKLY—COME AND GET YOUR
SHARE OF THE BARGAINS—
West Side Bootery
Successors to Wm. Johannes & Co.
Willis G. Johannes—Grand Ave.

The Merrill Daily Herald
14 Jan 1936

\$1 DAY

Super BARGAINS

Women's Strap and Tie Slippers
Here's a dress-up shoe value
—Choice of Cuban or high
heels—Suede and Kid leather,
Special for Dollar Day
Friday.
\$1.00

Knockabout Sports
For Women and Big Girls
Elk leather or suede. Smartly
stylized and durable. Either per-
forated or stitched with under-
lays to bring out graceful lines.
\$1.00

3 Pairs Men's Heavy All
Wool Socks \$1.00
3 Pairs Girls' All Wool
Skating Socks \$1.00

MISSES' AND CHILDREN'S
STRAPS and OXFORDS
Handsome models that look
much more than their excep-
tionally low price. Carefully
stitched and well made
throughout. In gun metal,
patent and suede.
\$1.00

WEST SIDE BOOTERY
Grand Avenue—Grimsrud Footwear

The Merrill Daily Herald
13 Feb 1936

SELLING OUT AT A GREAT DISCOUNT

Sweat Pads 60c, \$1.00 and \$1.50
1¾ Harness \$85.00
Brushes . . . Curry Combs . . .
Straps . . . Buckles and Snaps
At Greatly Reduced Prices.
WM. JOHANNES
413 Grand Ave.

Last of West Side Bootery
The Merrill Daily Herald
15 Feb 1939

SELLING OUT AT A GREAT DISCOUNT

Sweat Pads 60c, \$1.00 and \$1.50
1¾ Harness \$85.00
Brushes . . . Curry Combs . . .
Straps . . . Buckles and Snaps
At Greatly Reduced Prices.
WM. JOHANNES
413 Grand Ave.

Last of Wm. Johannes Harness
The Merrill Daily Herald
17 May 1946