

# P. H. ROISE & COMPANY---THE BIG STORE.

## HARBINGER OF SPRING.

When vernal airs call forth the first buds, and the trees are covered with blossoms, and birds sing among the branches, how beautiful is Spring. Spread out on show tables to the admiring gaze of our patrons and perfumed by Spring's verdure are the beautiful new ideas--the triumphs of the weaver's art for the Spring of 1901. It's a truly grand collection of all that is newest and best in the country, and will demonstrate more clearly than ever this store's superiority. Seekers of faultless styles will find here, considering the quality and class of collection, the lowest prices ever offered in this or any other store.

**SILK DEPARTMENT.**  
The steady increase in sales in this department furnishes splendid evidence that our efforts to meet every possible demand of the silk buyer have been appreciated.

**BLACK PEAU DE SOIE.**  
Firm, lustrous and with a fine kid finish. Sold every day elsewhere at \$1.00. **75c**

**BLACK TAFFETA SILK.**  
Clear black, lustrous goods, unquestionably the greatest bargains offered in black silk this year. You couldn't equal these silks anywhere for less than 70c or 75c a yard. **50c**

**FOULARDS.**  
By their daily increasing demand are proving themselves the popular silk of the season. We have the largest and finest assortment in the city, and a visit to our silk department will convince you of the fact. A large line of magnificent colorings and designs, violet, reseda, huser blue, navy blue, beige, biscuit cardinal, etc.

**NEW CORSETS.**  
Correct styles in corsets for spring are being shown now. The very latest, Thompson's La Vogue straight front, decollete bust in batisk and imported cautil. \$1.00 for Thompson's straight front corset. \$1.00 for Thompson's summer corset. Other corsets from 25c to \$3.50.

**LADIES' AND MISSES' SUIT AND JACKET DEPARTMENT.**  
Bewitching Spring Fashions--  
Bridal attractively, tailor-made suits and jackets for Women and Misses, hundreds of different styles of Jackets from \$1.50 upwards. Suits from \$8.00 upwards. New arrivals daily. Silk Dress Skirts, Wool Dress Skirts and Walking. A hundred different lines of Dress Skirts and Walking Skirts at \$1.50 to \$12.00. 35 distinct lines of beautiful silk lined new spring Jackets at \$1.50, \$2.50, \$3.00, \$4.25, \$5.00, \$6.00, \$7.00, \$8.50, \$10.00, \$11.00, \$12.00, \$13.50, \$14.50.

**PETTICOATS.**  
Many new style petticoats are in and selling is very brisk--brisk selling is best evidence; prices and styles are right. \$1.00 for fast black sateen petticoats finished with plaited flounce. \$1.50 for French sateen or lustre cloth petticoats made with narrow ruffles or deep plaited flounce. \$2.50 for black lustre cloth petticoats with deep flounce or narrow ruffles. A most popular line, see them.

**CLOTHING DEPARTMENT.**  
Great snaps in Men's and Boys' Clothing and Spring Overcoats. We can surely fit you with the swellest garments ever made by up-to-date tailors.

**SHOE DEPARTMENT.**  
Saving sales by going barefooted is the way of the economical people in some countries. Saving money by purchasing shoes in the Big Store is the way the people of Willmar do it. The standard quality never fluctuates here. Prices may go down, but our shoes keep up to the perfection point. To mention a few items and give figures on them will be sufficient to show how shoe leather goes here:  
Men's King, calf, all solid, \$1.50.  
Men's Vici kid \$2.50.  
Men's oil calf \$1.25.  
Men's Vici kid \$3.50.  
Womens' Vici kid shoes, dressy and up-to-date styles \$1.50.  
Womens' strap slippers in several styles of toes \$1.00.  
Queen Quality Shoes, just the shoes for ladies, in every style and kind of leather, our output of this one make of shoes is greater than any two advertised shoes in the town, every woman that wants a dressy shoe and wants comfort wears them. The price is only \$3.00.

**OUR GROCERY DEPARTMENT**  
Is the most complete in town and is the best money can buy. Bring in your butter and eggs and let us swap. We pay highest market price for farm produce.

**CARPETS, RUGS, DRAPERIES AND CURTAINS.**  
Spring patterns, Lowell extra super all wool Ingrain carpets, worth 75c a yard. Our price 50c. Dentelle Arabe Curtains--Something out of the ordinary, not obtainable hitherto under \$5.00 to \$10.00, our price per pair \$5.00. White Irish Point and Brussels Net Curtains--Thirty good \$5.00 to \$6.00 patterns and worth every cent of the price named, our price per pair \$3.50.  
Bagdad Stripe Door Draperies--Best quality 50 inch Oriental stripe, fringe ends Portiers, none under \$6.00, our price \$4.00. Rope Portiers, carried in plain and fancy color combination, price from \$1.50 to \$3.50. 500 pair plain Lace Curtains, 2 1/2 yds long and good width, extra good values at \$1.35, our price while they last \$1.00 per pair.

**FINE SHOWING OF WASH GOODS.**  
We are making a beautiful showing of Wash Goods this season. It is easily the biggest and best ever seen in Willmar. It represents a greater variety of novelty fabrics and a wider range of dainty patterns and colorings. Of course, all the season's popular fancies are included, and many of them are not duplicated outside this store. The following lines are worth looking up the next time you visit the Big Store:  
**WASHABLE CREPE DE CHINES.**  
An entirely new fabric, pure silk stripe, at **25c**  
Corded Silk Chambrays, in novelty stripes and dots, at **50c**  
Satin Raye Dimity in novelty or plain colors at **50c**  
Printed French Sublimes--just like silk in beautiful floral designs **35c**  
Imported Pongee Foulards--a handsome collection of new colors at **25c**  
1901 Zephyr Novelty Tissues--Fashions highest designs, special **25c**  
**EXTRA FINE IMPORTED DIMITIES.**  
Nearly 100 pieces, in a large range of new patterns, same quality retailed all over at 20c. Our price only **15c**.  
See our great gathering of wash fabrics of beautiful weaves--filmy stuffs strewn with flowers and vines, and rich satins--stripe and dot effects. Never such sales or buying for reasons. See the goods and prices together and you will know why.

**SPRING DRESS GOODS--BLACK AND COLORS.**  
Opening days now. Assortment and prices that fix more firmly this store's supremacy as center of the dress goods styles and fashions west of the twin cities.  
**COLORED DRESS GOODS.**  
The much sought clingy weaves in plain colors and the modest fancies are shown here at their best. Shoppers say it is by long odds the best stock ever seen.  
At **\$1.00**--All wool plain color or pekan cloth in all new spring shades--a stylish well made fabric with body enough to make up handsomely in tailor-made garments. This comes to us direct from the maker and we call special attention to it as a wonderful bargain.  
At **85c**--Another from the same loom. A fine line of colors, including all the newest shades, all wool, 45 inch, and of desired weight and finish, easily worth \$1.25.  
At **50c**--All wool shirt waist flannels in all the popular new colors--rose, tan, green, helio and red. A good bargain.  
**BLACK DRESS GOODS.**  
Great as is the demand for light-weight fabrics, we are prepared to supply it and supply it satisfactorily. All the pretty draping effects in crepes, silk and wool barege, French veiling, Paris crepes, silk and wool Japans, crepe barege, silk and wool grenadines and similar weaves are here.  
At **50c**--All wool chevots, full 45-inch wide, good weight and finish. It is a very good value and is usually sold at 65c.  
At **50c**--Nun's veiling, A much called for quality and weave, worth 75c.  
At **75c**--Bright, handsomely finished Mohair granites. A popular cloth worth \$1.00.  
Also large assortment of English coating chevots in popular color mixtures, and all wool canvas suitings, gray and brown mixtures. A very stylish cloth that wears like iron and one of the most satisfactory fabrics produced.

# P. H. ROISE & CO., THE BIG STORE.

### Short Sketches of Willmar Business Firms

**SPICER LAND CO.**  
This company was incorporated July 1, 1899, to take charge of the vast land and investment business of J. M. Spicer. The paid up capital is \$300,000, making this the largest business concern in Willmar. The company owns large tracts of land in Kandiyohi, Chippewa, and Swift counties, real estate in Minneapolis and Sioux Falls, and townsites on the Willmar & St. Cloud and Willmar & Sioux Falls.

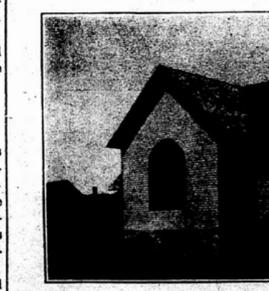
**Young Business Men of Willmar--**  
  
**A. C. JOHNSON,**  
Junior Member of the firm,  
P. H. Roise & Co.

railroads. It has eighty improved farms rented out in this county, and is operating five large stock farms. It does a general real estate business and loans money on real estate. The directors of the corporation are: J. M. Spicer, president and treasurer; M. W. Spicer, vice president; Russell Spicer, secretary; Carl L. Wallace and Jessie I. Spicer.

**NEW LONDON MILLING CO.**  
This is one of the largest business concerns in Willmar. Marcus Johnson is president and W. J. Pinney secretary and treasurer, and has charge of the headquarters of the firm in Willmar. They own and operate elevators and flour warehouses at Willmar, Primam, Raymond, Clara City, Pennock, Murdock, Spicer, Kandiyohi, and Lorne; lumber yards at Willmar, Primam, and Lorne; and a flour mill at New London. Four new elevators will be built by the company this season. As an indication of the immense business done by this firm it may be mentioned that they handle about 1200 carloads of stuff annually, and are still reaching out for more trade. The man who expects to beat Messrs. Johnson and Pinney at rustling up business needs to hire another man to do his sleeping for him.

**P. H. ROISE & CO.**  
P. H. Roise, the head of this firm, is the oldest dealer in dry goods and clothing in the city. In company with H. J. Dale he organized the firm of Dale & Roise in 1874. Six years later the business had outgrown its old quarters and the old building was moved away to make room for the large brick structure on the corner of Benson and Fifth, now occupied by the firm. In 1894 S. B. Qvale bought a share in the business, and the firm became Dale, Roise & Qvale. In 1895 Mr. Roise bought Mr. Dale's interest and the firm name became Roise & Qvale. In 1900 A. C. Johnson bought out Mr. Qvale and the firm name was changed to P. H. Roise & Co. Mr. Roise is an active, enterprising business man who believes in using printers' ink, and the firm is doing a great business in dry goods, clothing and groceries.

**WILLMAR LAND AND IMPROVEMENT COMPANY.**  
This company was incorporated in 1899 for the purpose of dealing in Willmar real estate. The incorporators were: A. H. Sperry, G. J. Bjornberg, O. A. Hedlin, G. P. Karwand, John Olson, John H. Martin, Peter Rasmussen, John Swenson, Sr., John Swenson, Jr., John Lundquist, P. H. Frye, A. E. Mossberg, John C. Berg, E. Raitson, W. J. Pinney, Lewis Hanscom, W. E. Parsons, Charles R. Hanscom, E. F. Fink, J. H. Olson, Samuel Porter, Willmar Brick Co., J. Emil Nelson, V. E. Lawson, Roy E. Sperry and J. T. Otos. The directors are: E. F. Fink, president; A. H.



**P. H. ROISE & CO.'S BLOCK,**  
Occupied exclusively by P. H. Roise & Co.--"The Big Store."

yards has made it more convenient to reach the addition and the lots are selling rapidly. Property is advancing rapidly in value there, and those who invest now will undoubtedly make a good thing of it.

**LINDNER & EMBERTSON.**  
Manufacturers of cigars. Mr. Lindner began business on a small scale in 1893 and has gradually worked it up to its present high standard. In 1899 Mr. Embertson bought an interest in the business. The company now employs 12 persons. Last year they manufactured 400,000 cigars. It may be interesting to know that this amount the firm had to pay \$1,440 in

**BANK OF WILLMAR.**  
This bank was started in 1873 by Todd & Corser. It afterwards passed into the hands of Robbins & Weston. In 1882 the bank was incorporated as a state bank, with a capital of \$40,000. The first officers were: A. B. Robbins, president; A. E. Rice, vice president, and F. G. Handy, cashier. The present officers are: A. E. Rice, president; C. E. Lien, vice president; F. G. Handy, cashier. The bank now has a surplus of \$60,000, and undivided profits, \$10,000. The bank is located in the Gilger block, but intends to put up a large bank building on the site of its old building, corner of Fourth and Benson, in the near future.

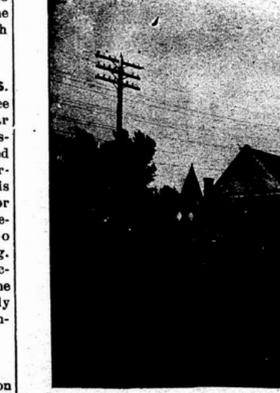
**WILLMAR GASOLINE ENGINE WORKS.**  
This factory was built nearly three years ago by a company of Willmar business men, for manufacturing gasoline engines of a new and improved model designed by Mr. Lars Halvorson of this village. The factory is fitted out with modern machinery for turning, planing, casting, etc. Besides manufacturing engines they also do all kinds of machinery repairing. The engines have proved very successful and at the present time the factory has to run overtime to supply the demand. Mr. Halvorson is manager and foreman of the shop.

**PERSON & JOHNSON.**  
Cigar manufacturers. Mr. Person was for many years an employe of J. L. Lindner. In the spring of 1898 he started in business for himself. In September, 1898, he formed a partnership with Mr. Henry Johnson. The new firm moved into the old post office building and started business on a larger scale. They have been very successful in their enterprise. They employ 14 men, and last year, turned out 480,000 cigars.

**CHRISTENSON CUTLERY WORKS.**  
Messrs. C. and E. Christenson, gunsmiths and bicycle repairers, have lately gone into the business of manufacturing cutlery, such as butcher knives, carving knives, "taljknivar," etc. Also grinding all sorts of cutlery. They also do anything in the line of fine metal works. They have lately manufactured a set of balances for the High School laboratory, and the instructor in physics tells us that the instruments are as perfect and sensitive as the highest grade that can be obtained anywhere. They also do wood engraving and zinc etching. We have been shown some of their work in these lines and must say that it was well executed.

**WILLMAR ROLLER MILL.**  
This mill was built about 15 years ago by Williams Bros. & Wiggins. Its capacity is 200 barrels a day. The Willmar Milling company, is composed of Messrs. O. K. Omie, Peter Hong and A. Kiland. They have increased the storage capacity and added some new machinery, putting the mill in first class shape. The new proprietors are young men with a great deal of vim and energy and are pushing sales so that the mill is kept running day and night. They are producing an excellent quality of flour, which once introduced advertises itself.

**GODFREY KUSTER.**  
Proprietor of Kuster's restaurant on



**CHURCHES OF WILLMAR--Presbyterian.**

**A. N. LEWIS.**  
Mr. Lewis is the oldest merchant in Willmar. He came here in June, 1871, and opened a hardware store and tin-smith shop. Through good times and hard times he has stuck to his business, and has prospered in it. He can still be found at his old stand, but there is nothing old or out of date about his large stock of hardware, stoves and tinware. He has steadily kept pace with the times and keeps in stock the best and latest in his lines.

**M. T. SANDBO.**  
This gentleman is the proprietor of the Minneapolis restaurant and the Commercial House. He opened his restaurant Sept. 1, 1896, and has been doing a fine business ever since. Mr. Sandbo knows how to cater to the wants of the inner man in such shape as to keep his customers steady with him. The Commercial House, under the care of Mr. Ole Nickelson, is used for sleeping rooms, and the meals are served at the restaurant.

**C. G. WENNERLUND.**  
Watchmaker, jeweler and dealer in optical instruments. Mr. Wennerlund learned his trade in Linderot's chronometer manufacturing establishment in Stockholm, Sweden. Afterwards for three years he had charge of some of the most particular work in F. Tide's chronometer factory in Berlin, Germany. In 1883, Mr. Wen-

**DAVID N. TALLMAN.**  
Mr. Tallman is probably one of the busiest men in Willmar. Four years ago he went into the telephone business and he is now president of the following long distance telephone companies: Minnesota Central, Western Minnesota, Southern Electric, Northern Electric, and Minnesota Electric. These companies now control about 3,000 miles of wire, with 32 exchanges. The territory reaches from Cass Lake on the north to Sioux Falls on the south and into the Dakotas on the west. New lines are constantly under construction. A large number of local telephone lines connect with the system, bringing it increased revenues.  
Mr. Tallman is also treasurer of the Willmar local telephone company. This company has now in operation 214 phones in this village.

**G. P. KARWAND.**  
Mr. Karwand came to Willmar some 20 years ago, and for some years worked for A. H. Sperry in the machinery business. In 1894 he bought out Mr. Sperry, and has since built up a very successful business. The business outgrew the old quarters and Mr. Karwand is now erecting a new warehouse, 50x75 feet, two stories high. The location is on Benson avenue, between Third and Fourth streets.

**WILLMAR NOVELTY WORKS.**  
This factory, owned by Mr. L. A. Canfield, manufactures sashes, doors, mouldings and all kinds of wood turning and carving. Mr. Canfield is also running a feed mill in connection with the factory, and is prepared to grind all kinds of feed. Both establishments are well patronized.

the business has of late years developed to important proportions, as people have learned that spectacles bought haphazard often seriously injure the eyes.

### Young Business Men of Willmar--



**OTTO WENNERLUND,**  
Optician and Engraver with C. G. Wennerlund.

**DAVID N. TALLMAN.**  
Mr. Tallman is probably one of the busiest men in Willmar. Four years ago he went into the telephone business and he is now president of the following long distance telephone companies: Minnesota Central, Western Minnesota, Southern Electric, Northern Electric, and Minnesota Electric. These companies now control about 3,000 miles of wire, with 32 exchanges. The territory reaches from Cass Lake on the north to Sioux Falls on the south and into the Dakotas on the west. New lines are constantly under construction. A large number of local telephone lines connect with the system, bringing it increased revenues.  
Mr. Tallman is also treasurer of the Willmar local telephone company. This company has now in operation 214 phones in this village.

**G. P. KARWAND.**  
Mr. Karwand came to Willmar some 20 years ago, and for some years worked for A. H. Sperry in the machinery business. In 1894 he bought out Mr. Sperry, and has since built up a very successful business. The business outgrew the old quarters and Mr. Karwand is now erecting a new warehouse, 50x75 feet, two stories high. The location is on Benson avenue, between Third and Fourth streets.

**WILLMAR NOVELTY WORKS.**  
This factory, owned by Mr. L. A. Canfield, manufactures sashes, doors, mouldings and all kinds of wood turning and carving. Mr. Canfield is also running a feed mill in connection with the factory, and is prepared to grind all kinds of feed. Both establishments are well patronized.