

G. W. ELLWANGER, Dealer in Staple and Fancy Groceries, Fruits, Vegetables and Provisions

Wm. Ellwanger & Son was the firm name of a new grocery store which opened its doors to the public less than two years ago, the son being the practical man of the firm, having had business experience in Marlette before coming to Gaylord. This store found popular favor from the beginning and today has a fine business. Last spring, G. W. Ellwanger, the son of the firm, became the sole proprietor, the father is retiring.

It is no easy task to please the numerous customers of a grocery store, as many a grocer has found to his sorrow, but Mr. Ellwanger evidently possesses this happy faculty. The goods carried in stock are thoroughly reliable, in fact the best the market affords, the assortment large, delivery service prompt and the buyer can rely upon all goods sent out as being satisfactory.

Buying in large quantities and thoroughly understanding the market enables Mr. Ellwanger to stock his store with a superior line at the lowest possible prices. He is progressive and ever on the alert for new things; and the buyer can find in this store the latest articles the market affords.

Mr. Ellwanger believes Gaylord is destined to become an important town: having faith in this belief he lately purchased a fine building lot on East Main Street, also one directly in the rear on which he has erected a modern barn. Next spring he purposes building a modern house on the Main street lot for a home.

Fraternally Mr. Ellwanger is a Mason and K.P.



INTERIOR OF G. W. ELLWANGER'S GROCERY



DELIVERING GROCERIES FOR SUNDAY DINNERS