

ROSEVILLE MERCHANDISE COMPANY.

Stores are generally arranged to meet the conditions imposed by the desires of the patrons. The Roseville Merchandise Company ranks as one of the most successful trading marts of the town. Doing a strictly cash business, it is enabled to sell goods at low cash prices with one price to each and every customer. This store has the reputation of handling more country produce than any store in the vicinity. Owing to the great increase in business since its establishment in January, 1903, it has been

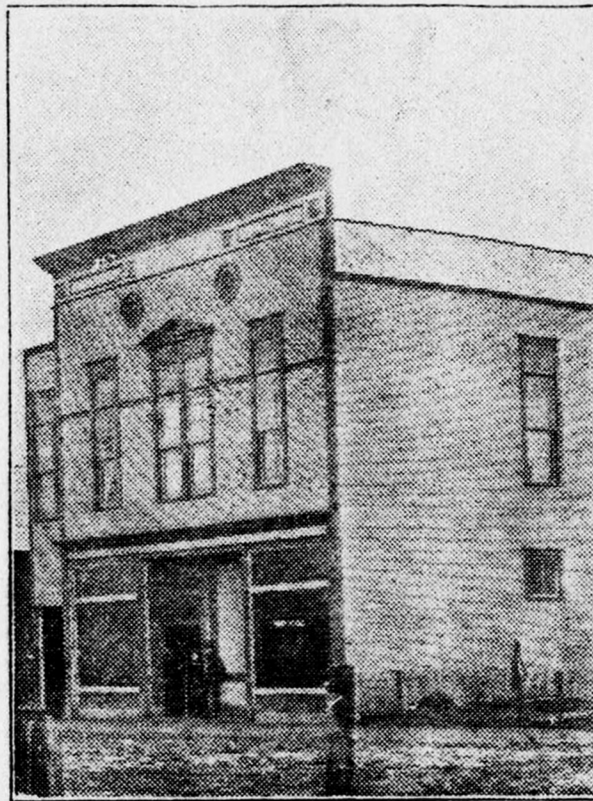
found necessary to seek more commodious quarters, and a more complete stock of groceries, produce, dry goods and shoes is now installed on the departmental plan in the Opera House Building, located on Second Street. Two large rooms covering a floor space of 2,250 square feet are fitted with such an assortment of high grade seasonable goods as are necessary to supply the large patronage.

The members of the firm are Mr. H. V. Torbert, a well-to-do merchant and successful man of affairs residing in Morgansville, and Mr. W. M. Parsons, the very capable manager of the concern. Several assistants are required to carry on the extensive trade the business enjoys.

Mr. W. M. Parsons was born in Ringgold, Morgan County, the son of Cyrus and Clara Parsons. He attended the Morgan County Schools, worked on a farm, and worked in a Morgansville store for three years, afterwards coming to Roseville and engaging in the service of the J. W. McCoy Co. previous to the beginning of his present highly successful venture. Mr. Parsons is polite and attentive to all comers, and believes in honest dealings.



MR. W. M. PARSONS



ROSEVILLE MERCHANDISE CO.'S STORE

*56 N. Main Street in Roseville, Ohio (photo from 2012)
January 1903 - Roseville Merchandise Company was established*

