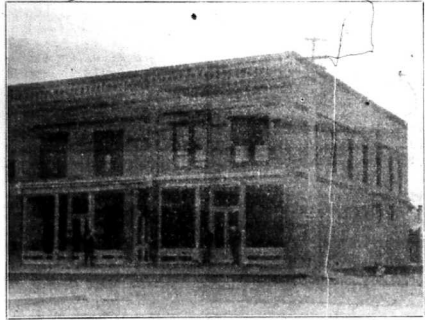


**M. D. L. O'ROURK.**—One of Merrill's most enterprising busi-ness men and genial gentlemen is **M. D. L. O'ROURK.** He was born in Sheboygan county, Wisconsin, in 1877 and graduated from the Plymouth High school. He entered the general merchandise business at Fond du Lac in 1898. After a year there he came to Merrill, nine years ago, and commenced business on the west side. In that time his store room space



has been doubled and today he has one of the largest and best stock of general merchandise in city. His store is headquarters for farmers, where they can get clothing, dry goods, gloves, hats, caps, cloaks and groceries—anything you want to eat or wear. Mr. O'Rourke is a member of the Prairie River Lumber Co., which is a good market for farmers' logs. Politically, he is a rock-ribbed Democrat and don't care who knows it.



Store of M. D. L. O'Rourke.

**Wm. L. MORRISON,** city superintendent of schools, is a new man in Merrill's educational circles but an old one in those of the state. Born of Scotch parentage at Port Sarnia, Ontario; at an early age he came to Wisconsin and was reared in Portage county. He commenced teaching in 1871. For six years he was principal and superintendent of the Mauston High school, two years city superintendent and principal of the Florence High school and four years in similar positions at



Neillville, Wis. Mr. Morrison holds an unlimited life certificate and holds an appointment from the state as a conductor of state institutes. Since 1885 he has served as conductor in sixteen counties and taught forty weeks. He also is a member of the National Educational association, the State Teachers' association, and is a member of the Normal school board of inspectors. This is Mr. Morrison's first year in Merrill but already the beneficial results from his ripe experience are highly evident.

Extra copies of this paper only ten cents.

**ALFRED MELLIN.**—In the complexities of life the business of merchant tailoring may be justly regarded as one of the greatest importance in the community, in furnishing those evidences of refinement and taste in dress that are represented in fashionable, well-fitting garments. Mr. Mellin has been foremost in promoting the standard of elegance in dress so noticeable in this vicinity, and has obtained an enviable reputation and commands a liberal and influential patronage in consequence of the unsurpassed quality of fabric, as well as fit, style and workmanship of the various garments turned out of his establishment. A good and satisfactory fit is always guaranteed at the lowest possible price. His stock consists of fine cloths, cassimeres, worsteds, diagonals and suitings in every variety, which are made to order in the latest and most fashionable styles, at prices that cannot be duplicated for same quality of goods and workmanship. Mr. Mellin opened his present merchant tailoring establishment, at 400 Main street, west side, in the fall of '94, and by his excellent workmanship has brought it to its present high standing. He gives his personal attention to the cutting and fitting, and has eight expert workmen constantly employed. No garment leaves his establishment without a guarantee to give perfect satisfaction.

You can procure extra copies of The Souvenir Edition at this office for 10c each. Send a copy to your friends abroad, that they may know more about your Northern Wisconsin home.

**JUSTIN MEANS.**—Down in Maine where it is said the sun has to be pried up with a rail winter mornings, at Burnham, Justin Means was born in 1866. He was educated in the public schools and in 1882 came to Wisconsin and interested himself with his brother in a dairy farm near Wausau. He located in Merrill in 1891 and started in the ice business. Buying out all opposition in 1893, he now is Merrill's only ice man. He puts up 1000 cords or 3,000 tons of the famous Wisconsin river ice each winter and



during the summer, employs three men who run the ice wagons. He has a large ice house 55x110 feet on the bank of the river, which is reached by telephone No. 14. Mr. Means is a republican in politics and is held in the highest personal esteem by all. He is a member of the Masons, Odd Fellows and Modern Woodmen. He was married in 1891 but his estimable wife died Sept. 6, '96 leaving two children, Lester and Ruth, now aged six and four years respectively. Mr. Means was again married on Aug. 31, 1898 to Miss Hilga Larson, daughter of Merton Larson of Merrill.

## TIMBER AND LUMBERING.

Any mention of either the State of Wisconsin, Lincoln county or the city of Merrill that did not include ample reference to the lumbering condition and interests, would be like the play of Hamlet with Hamlet left out.

As to the state, according to official report of 1897, conditions are as follows: Wisconsin, with a population of about 2,000,000 and a taxable property of about \$600,000,000 has a home consumption of over 600,000,000 feet, board measure, of lumber, beside enormous quantities of other wood material, which if imported, would cost the state over

Lumbering always has been the chief interest of Lincoln county. The Wisconsin river has played an important part in the history of this industry in Wisconsin, particularly before the advent and supremacy of the railroad. Half a century ago lumber was rafted down the old Wisconsin into the Mississippi river and sold in the St. Louis and other markets.

Merrill was the head of raft navigation and lumbering began in this section as early as the '50's. Conditions are modified today but the city still retains its importance and supremacy. In 1895, the product of



Scene in the Wisconsin Pinerias.

\$25,000,000. In the northern half of the state, of a land surface of over 18,000,000 acres, only 7 per cent. is cultivated, the rest favoring one continuous body of forest and waste land. From this area there has been cut during the last 60 years more than 85,000,000,000 feet board measure, of pine lumber alone, and the annual cut during the last ten years exceeded 3,000,000,000 feet on an average per year.

The industries exploiting this resource in 1890 represented one-sixth of the taxable property in the state. Over 55,000 men employed draw over \$15,000,000 in wages and the

wood industries of Lincoln county were valued at \$2,350,000. The pine mills in 1897 sawed 120,000,000 feet of lumber, 30,000 cords of hemlock, tan bark also were produced.

For the transportation of logs, in 1897, there were about 300 miles of streams, useable six months in the year, large enough to float timber.

Filbert Roth, special agent for the U. S. department of agriculture, who spent several months in this state last year, in his report gives the forest conditions in Lincoln county as follows:



Scene on Prairie River, at Foot of the Dells.

value of this product was equal to more than one third of the entire agricultural output.

Of an original stand of about 130,000,000,000 feet of pine, about 17,000,000,000 feet are left, besides about 12,000,000,000 feet of hemlock and 16,000,000,000 feet of hardwood.

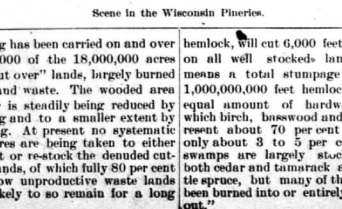
The annual growth, which at present amounts to about 900,000,000 feet, of which only 250,000,000 feet is marketable pine and over 500,000,000 feet hardwood, is largely balanced by natural decay of the old, over-ripe timber.

In almost every town of this region

"Lincoln county, a mixed forest of hardwoods, hemlock and pine, covers the clay and loam lands to the extent of about 80 per cent of the lands in the county. A small strip along the Wisconsin river and a broad V shaped tract spreading northward from below the junction of the Tomahawk and Wisconsin rivers, are sandy pinery. The pine is generally cut, only about 100,000,000 feet being in large bodies. There is a good deal of scattered pine, however, which will bring the total close up to 250,000,000 feet. The hardwood forests, as yet uncultured, have suffered little from fire and, with the

logging has been carried on and over 8,000,000 of the 18,000,000 acres are "cut over" lands, largely burned over and waste. The wooded area proper is steadily being reduced by logging and to a smaller extent by clearing. At present no systematic measures are being taken to either protect or re-stock the denuded cut-over lands, of which fully 80 per cent are now unproductive waste lands and likely to so remain for a long time.

hemlock, will cut 6,000 feet per acre on all well stocked land. This means a total stumpage of about 1,000,000,000 feet hemlock and an equal amount of hardwoods, in which birch, basswood and elm represent about 70 per cent and oak only about 3 to 5 per cent. The swamps are largely stocked with both cedar and tamarack and a little spruce, but many of them have been burned into or entirely cleaned out."



Scene in the Wisconsin Pinerias.



Scene in the Wisconsin Pinerias.

Logging, both in pine and hard-wood, is an important business in Lincoln county. Many thousands of dollars are invested in outfits, to say nothing of the employment given to hundreds of men in the woods in the winter and the large sums paid out annually for wages. This season, as the result of fires, winds and the transportation by trains as well as by river, there has been an extra amount of summer logging. Some of Merrill's most substantial fortunes have been made in logging and some of the most prominent and valued citizens have been their capital and energies invested in that business to-day.



Residence of N. L. Alderson.

**ROBERT C. THIELMAN.**—The present chairman of the County board, Robert C. Thielman, of Tomahawk, is a man who is widely known and is popular with everyone. He was born in Watertown, Wis., in 1866, came to Merrill in '81, where for six years he was associated with his brother, Julius, in the meat market business. In 1887 he went to Tomahawk and opened a meat market which he has since con-

**JOHN McLENSIS.**—One of Lincoln county's prominent citizens and a man who has made a success of life is John McLensis of Merrill. He was born in Glasgow, Scotland in 1842, locating in Capadawest, Oxford county. In 1870 he came to this city and was engaged in logging for nine years. He then went to Dickinson county, Iowa, and engaged in farming for several years, returning to Merrill in 1887, and resuming his logging operations on the old



ducted. He carries a full line of fresh and salted meats, game and poultry, and in his market will be found the best that can be had. He is a Democrat in politics, has been alderman two terms, is chief of fire department, was a member of the county board one year and is now chairman of the board. He is a prominent member of the K. O. T. M. and Hoo-Hoos. He was married on Nov. 20, 1890, to Miss Mary Eiden, of Sharon, Wis. They have three children—Ada, Vena and Elda.

Wisconsin, which he has since followed. He employs as many as 120 men during the winters, and during his logging operations has handled over 100,000,000 feet of logs. Mr. McLensis is a republican in politics and a member of the Masonic fraternity. He was married in 1868, to Miss Jessie Cochran, of Caudawest, and to this union eight children have been born. Mr. and Mrs. McLensis reside on the corner of Lake and Sixth streets, where they have a beautiful home.



Residence of J. W. Ladd.