

WHAT MERRILL HAS TO OFFER

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Plant, electric light and street railway service, is only an indication of what may some day be expected from this most valuable natural asset.

There is another excellent power source within the west end of the city but as yet its development is based for flooding and boating purposes only. There are also other valuable power sites situated tributary to Merrill, three of which are exceedingly accessible for transmission purposes and for the transmission of power to the city, and the finest of which—the Grandfather Falls—has already been partly developed, and the power from which is now being transmitted to Merrill for the purpose of operating a large pulp and paper mill, giving employment to many persons and adding to a most valuable business industry to the city. These several sources located within such a short distance of the city and developing approximately 25,000 horsepower, will in the very near future be an inducement to outside capital and a most valuable asset to the manufacturing industries of the city.

Add to the lumbering and manufacturing industries of the city and the water powers adjacent thereto the rich agricultural land surrounding Merrill, and the day is not far distant when it will become a city of fifteen to twenty-five thousand inhabitants—the present population is only a little less than ten thousand and is increasing steadily. Merrill is surrounded by a farming country that will contribute in the future vastly more than it has in the past to the upbuilding of Lincoln county. Taken impression has prevailed that the land from which the timber has been cut would not become valuable for agricultural purposes but that impression is rapidly vanishing for the very best of farming lands are now being cultivated in Lincoln county. A drive from Merrill in any direction will prove a surprise to the uninformed or inquiring person, and especially so to the farmer from the southern portion of the state who expects to find here and there a farm with little or no development. The reason that the farms have all large clearings, well built and constructed homes and exceptionally fine barns and buildings for stock and machinery and in the latter instance far exceeding the farmers in the older settled portions of the southern part of the state. It can be truly said that there is scarcely a waste acre of land in Lincoln county. Already the tide of emigration has set in and each year sees an added growth in our farming community; where good lands can be bought from \$5.00 per acre and upwards.

Located as it is, Lincoln county will be one of the garden spots in the state of Wisconsin, where the people can dwell without the fear of cyclones, disastrous storms or droughts. While even some of the counties in our state have suffered at times from droughts and destructive storms, we have as yet never felt the hand of the destroyer. A failure of crops has never been known, and a destruction of crops through insect pests, bugs, or other animals, is foreign to the locality.

It is a curious fact that with all the opportunities offered by the county for farming and dairying, that people at a distance know little about it, and so many of them are making their first visits, have been wonderstruck at the soil's productivity. These people have been easily convinced of the value of the land and it has been largely due to their reports that the increased growth and development has been occasioned and a great many persons have within the past year or two left the older sections of the country, having been convinced that there is a greater and better field for their labor, and these new settlers have raised products with an ease and result never before thought possible, and are today most enthusiastic champions.

The soil is generally that of dark clay, of a great depth, and consists of a clay sub-soil, in portions along the Wisconsin river where the soil is of a lighter character and consists of sandy loam, with good drainage, and backed with a good clay sub-soil. The soil is especially well adapted to the raising of vegetables of all kinds, with principal crops the wheat, oats, barley, rye, potatoes, corn, peas and hay, while all other sorts of crops adaptable to Wisconsin are raised in great quantities.

The fact that the soil is adaptable to the raising of fruits, has been proven by the orchards in the older settled farms, where apple trees have bent with the weight of their harvest, and some of them have had a crop that put to shame some of the fruit counties in the southern part of the state. Plums are espe-

cially well adapted to this locality, as are blackberries, raspberries, and such other hardier fruits.

But what is most destined to play an important part in our future is the fact that we are some day to lead as a dairying and stock country. No place is there such abundant crops of rich grasses upon which stock thrives with such marked success that it is being brought to the attention of the country at large. There is no mere idle statement, but is backed by the fact that each week brings inquiries regarding the purchase of large bodies of lands suitable for grazing, and the fattening of stock, especially that of cattle and sheep, and the further fact that western stock-raisers are awakening to the realization that this is a stock country and are beginning to ship their herds to northern Wisconsin for fattening before final shipment to the stock yards for sale.

And where stock does so well, dairying is a profitable pursuit, which is evidenced by the numerous creameries and cheese factories now dotting the entire county. This dairying has now reached the stage where it is no longer an experiment, but a proven fact that more is to be realized from the milk product by the manufacture thereof into butter and cheese, and the farmer today by the sale of milk to the creamery or his share of the profits of same, be it in a mutual concern as many are. The raising of sheep is exceptionally well adapted to the climate and vicinity and already large herds are being placed and invested in, while the smaller farmer keeps investing yearly in more and more of this profitable animal.

In all the state there is no healthier location in the winter as the air is clear and dry and when the thermometer registers 25 degrees below zero the cold is not near so perceptible as it is a day at freezing point in the city of Milwaukee. In the summer one never suffers with excessive heat and the rainfall is so abundant that no matter how dry the season a failure of crops has yet to be reported. The water is absolutely pure being spring water and the water supply for the city is taken from the Prairie river, a pure spring water stream.

Merrill is supplied with a good system of sewerage, a fine water works system and a most excellent fire department, free city delivery of mail and rural mail delivery in the surrounding country and each year other features that makes an up-to-date progressive American city. Its hotel facilities can not be equaled by any other city in the state—the Badger, the Lincoln and the Larkin being known far and wide as three of the best hostilities in the state. The Badger Opera House is one of the most beautiful and complete play houses in the country. A Carnegie library building and known as the T. B. Scott Library is a pride to the city and has already taken a place in the front ranks of Wisconsin libraries. The public schools of Merrill are exceptionally good, being composed of an excellent high school and seven ward schools. There are also four parochial schools having good substantial buildings and an excellent corps of instructors.

Merrill is well supplied with churches, every denomination being represented; Presbyterians have two churches; the German Lutheran two churches and there is also a German Methodist church besides an English church of the same denomination; the Norwegians have three churches and the Swedish one church. The Trinity Ev. Luth congregation have completed a most magnificent building at a cost of \$50,000.

The city is supplied with three first class banks, the Citizens' National, bank, the Lincoln County and the German American bank, the latter two being state banks, all of which are known for their solidity and value to the community. These banks are conservatively but liberally conducted.

The city is supplied with four newspapers, a daily, the Merrill Daily Herald, the Merrill Star Advocate and the Merrill News, the latter two being that of which are weekly papers and the Wisconsin Thabote a German weekly.

Nearly all of the known secret societies are represented, the Masons, the Odd Fellows already own their own temples, each of which is a substantial business block as well as a pleasant home for lodge members.

Merrill may truly be said to be the natural park city of the Wisconsin valley as nature has indeed done won-



E. S. KING
President of Chamber of Commerce.

ders for the creation of natural parks within our city. The riverside park, a park created by nature alone, situated at the east end of the city, rival in beauty the parks constructed at enormous costs in other cities while the Stange Public park situated in the heart of the city, has, with a small amount of work been created into a gem of beauty. In addition to these two parks the natural surroundings of the city are most beautiful.

As a summer resort, Merrill can offer extraordinary advantages to those who are seeking cool and healthy places in summer. Hotel facilities, as has been said, can not be excelled; and our lakes, rivers and creeks situated within easy driving distance with either team or auto are stocked with all kinds of fish. The famous trout stream, Prairie river, empties into the Wisconsin river at Merrill and at a short distance, two miles from the city, furnishes exceedingly fine fishing for this sport of all sports.

Contrary to the experience of most cities Merrill has never experienced a boom but has always enjoyed a city of healthful growth. It offers splendid opportunities for manufacturing and industrial institutions; its cheap location, educational facilities, healthy power, splendid farming community and its natural advantages make Merrill an ideal city for the location of manufacturing institutions, the capitalist, and the laborer. Merrill is known for its energetic, progressive people ever ready to grasp new ideas, and with that fixed determination that anything for the good of the community and its welfare at large comes foremost. It is noted for its hospitality and the fact that everyone is always ready to welcome the stranger in their midst with a glad smile and a grip of the hand that is an assurance of welcome. The city has a wide awake, up-to-date commercial club known as the Merrill Chamber of Commerce governed by a board of directors with the president, and what is an exception for most cities of his size, a paid secretary. The object of this commercial club is to foster all new enterprises, induce outside manufacturers, promote the gen-

eral welfare and in short work for the constant upbuilding of the city.

Commencing with today let us ALL become boosters for Merrill. Let us praise our city at every opportunity and strive with real might to make it a better town.

Let us not feel as though we were ashamed to say we lived in Merrill, Wis., a town that is as good as any and doing things along the line of this issue of the Daily Herald, the biggest and best newspaper ever published in Merrill. If every business man in Merrill would put forth some one effort out of the ordinary in his line during the present year he would have created more business for himself, more business for Merrill in general and boosting his town. No matter what line of trade you are in, think of something extraordinary to do with in the near future, something that will attract attention to you and your business; it will not only pay you, it will benefit and boost the city. Because you cannot get out a big newspaper is no reason you cannot get up a sale big enough to bring several hundred people to town. Whatever you do, don't do nothing; do something. Become a booster in your own way, somehow—it'll pay you.

Seekers for new locations for the founding of factories of merit will find the Chamber of Commerce, a strong and active organization, ready to consider propositions and to meet applications on terms that will be mutually satisfactory.

REMEMBER

THAT EVERY ADDED SUBSCRIBER HELPS TO MAKE THE HERALD BETTER FOR YOU.

Patronize The Herald's Advertisers



R. W. BARRETT
Secretary of Chamber of Commerce.

What The Herald Wants

If you or your friends are leaving the city or returning The Herald desires to know it.

If you or your friends have friends visiting in the city The Herald desires to know who they are, when they came and when they go.

If you or your friends give a social gathering of any kind or if you know of such a gathering or of a wedding The Herald desires to know it.

If an accident of any character occurs and you hear of it, phone the Herald once. Phone 277.

If you hear of a robbery let The Herald know it immediately.

If you know of cases of sickness or death tell The Herald at the earliest moment.

In short The Herald wants you to give it personally or by phone any news that comes to your attention and desires it as early in the day as possible. The Herald office is open from 7 a. m. to 6 p. m.

H. C. LOOMIS.

Most people like a good glass of soda water or a little pure candy now and then, and Merrills know that when they go to the establishment of H. C. Loomis they can get them.

Mr. Loomis has been in the business for some years, and has not only the purest and best confectionary at the market. His store is located at 114 Second street and is one of the most popular in Merrill.

Mr. Loomis owns the building he occupies and has one of the neatest and most complete stores in Lincoln county. He makes all his own ice cream and it is certainly delicious.

Cigars, tobacco, souvenir post cards and a small stock of groceries are also sold. Mr. Loomis is one of our popular business men, for he comes in personal contact with his trade and does all he can to satisfy and please them.

SIXTH WARD DRUG STORE.

J. E. KIEPKE.

Although only fifteen months in business, John Knuff, proprietor of the Sixth Ward Drug store, 100 Foster street, has built up a nice patronage and is adding to it right along. This is his first venture in business and he has fitted his place up in fine style. Besides all the many drugs and druggists' sundries usually carried by an up-to-date store of this kind he carries other articles as well. Among these may be mentioned cigars, stationery, confectionery, school supplies, post cards, etc. He has a modern prescription department, where everything is done in a careful manner. Mr. Knuff is agent for Nyall's remedies and confectionery. He operates a fine soda fountain.

Mr. Knuff is a young man, but he has lots of energy and knows how to conduct a drug store properly.

AL. A. KING.

The neat, clean retail meat establishment at 1501 East Main street, where so many of our discriminating housewives go for their meats of all kinds is owned by Al. A. King, who started three years ago.

He has been in this line for more than fifteen years and is a first class practical butcher. Mr. King does his own killing and smokes all his own meats. He also makes all the sausages he sells, and sells large quantities of these on account of the high quality.

Mr. King is a young man who has made a big success of his business for the reason that he sells only the best meats that are handled under most sanitary conditions and he waits on the trade himself.

He is one of our brightest young business men and has an excellent future before him. He owns and occupies his own building.

COMMERCIAL HOTEL.

Paul Proft, proprietor of this hotel, started catering to the public three years ago, at 600 West Main street. The Commercial hotel is operated on the American plan, the rates being one dollar per day. It is a two-story frame structure, with twenty-one guest rooms.

The office and dining room are on the first floor, and Mrs. Proft has charge of the culinary department, home cooking being the rule, as a result.

This is a regular home hotel, where things are kept in as homelike a manner as possible, and Mr. Proft has a number of guests who reside there regularly.

Many of the victors from the surrounding country go there when in Merrill and are always sure of having their meals like they get them at home.

BRUNN'S DRUG STORE.

The well appointed pharmacy of Mr. August Braun is a business house of long standing reputation. He has been conducting it for the past eleven years and the prominent location at 412 Grand avenue makes it one of the leading drug houses in its vicinity. The store is most handsomely furnished and nicely appointed, while the stock is replete in drugs, druggists sundries, toilet articles, sporting goods, Kodaks and supplies, confectionary and cigars, souvenir postals, and a full and complete line of the celebrated Rexall line.

Mr. Braun's prescription department is well equipped and the utmost care is exercised in every case. "Purity and Accuracy" is his motto, and the public has learned that it is sacredly followed out.

Mr. Braun, Jr., is a young man of a high order of intelligence, full of energy and honorable to an eminent degree, and is a valued adjunct to the business and social circles of the city.

KRUEGER & KUNDEL.

There is no part of a horse that requires more attention than its feet, for many valuable animals have been ruined by imperfect shoeing. Every time a horse is taken to the shop of Krueger & Kundel, which is located at 1415 East Main street, its feet are closely examined and defects in shoeing are corrected. The firm makes a specialty of shoeing horses and the expert knowledge they have of the art coupled with their long experience enables them to quickly put the animal in good condition.

They are also general blacksmiths, doing anything and everything in that line. The firm is composed of Gerhart Krueger and Fred Kundel, they have been engaged in their present line of business for the past fourteen years, and are well and favorably known to most every horse owner in the city as well as county. They own and occupy their own building.

J. E. KIEPKE.

When you go for a drive or wish to attend some function you want a nice 'rig, with nice looking horses, don't you?

J. E. Kiepke has them. He has backs, double and single trim rigs for all occasions. He has pleased a good many people in the ten years he has been in business, and is still pleasing them with his good service. The Kiepke establishment is a modern livery and sale stable in every sense and the building is owned by him. It is located at 112 Genesee street.

In the years he has been looking after the wants of his patrons Mr. Kiepke has made good friends of his customers and has established himself as one of the most popular business men in our city, being well liked by all who know him. He has been a resident of Merrill for the past twenty-four years.

M. P. TOCKLEY.

The buffet conducted by Mr. Tockley at 604 West Main street, is one of the busiest and at the same time the most popular in the city. The first place, its furnishings and general air are inviting to patrons; its goods are of the most desirable character, including just the very choicest of fine old wines, ales and brands, both foreign and domestic, the best known brands of bonded whiskies, to say nothing of good beers and a line of cigars, that is fully up to the requirements of the most particular. In a word, this is one of the really worth while places of its kind in the city, and is conducted in a most business like manner, and credit upon its proprietor.

It naturally follows, therefore, that its patrons include the better class of men, men who believe themselves entitled to the best they can buy as well as a service and surroundings that are at all fitting to gentlemen. It is these things that has made Mr. Tockley's place so popular.

Mr. Tockley has been engaged in business in our city for the past thirty years, and is numbered among our best class of citizens. He is also a large realty owner. Mr. Tockley also deals in timber and cut over lands, doing quite an extensive business in both, and to which he devotes most of his time.

The fellow who boasts for his home town may make mistakes, and it's a certain thing he will be called all kinds of a name, but he will have the satisfaction of knowing that he has tried to help his neighbors and his friends. One booster can't do much, but say, a hundred could just make things hum.