

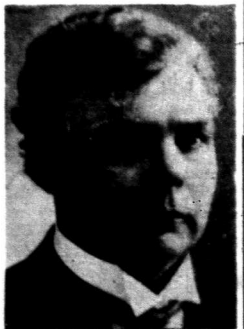
HERALD HAD MANY JOURNALISTIC FORERUNNERS IN EARLY MERRILL

In printing this supplement as an anniversary edition, the Herald realizes that the occasion is neither the precise twenty-fifth birthday of the newspaper nor the fiftieth birthday of the city of Merrill. The actual planning of the edition was begun at a time much nearer these birthdays than its completion.

However, since the city was incorporated in March, 1883 and the newspaper was founded in May, 1908, this edition will mark roughly the half-century and the quarter-century of progress in both fields.

Merrill has had as many as five newspapers, all published here at the same time. The urge to printers' ink that afflicts many active men who take an interest in public affairs has raged in Merrill during its boom years as virulently as in any other city.

Long before there was any Merrill, M. H. McCord, the lumberman whose name still marks a spot on the map near Tripoli, and A. D. Gorham, the city's first publisher, brought out the first



C. N. JOHNSON
One of the foremost journalists in Northern Wisconsin. Long associated with Merrill newspapers, he has trained such prominent newspapermen as Hans Kaltenborn, former managing editor of the Brooklyn, New York, Daily Eagle, and W. T. Ewyue of the Capitol Times at Madison.

issue of the Lincoln County Advocate on February 6, 1875.

In March, 1884, shortly after the incorporation of the city, Van R. Willard, one of the original supervisors, bought the Advocate only to turn it over to Alexander Black and Dewitt Johnson at the end of the next year. By the next spring Norman Black had



Wm. M. Allen, one of the early newspaper men of Merrill, founder of the Merrill Star and former publisher of the Star-Advocate. He is still active as a member of the Herald staff.

THE PRESENT STAFF OF THE DAILY HERALD



Top row, left to right: H. C. Roemer, Barney Malone, Harold Miner, Jerome Juneau, W. M. Allen. Second row: Norbert Damske, Al Nelson, Rod Webster, M. N. Taylor, Frank Daniek, Harold Trantow. Bottom row: Joe A. Chilsen, Frank Nicklaus, Julius Trantow, Otto Nielow, Carla Foster, Lida Prochnow, Angela Hanson, Prue Avery, Warren Moore, Rudolph Tewes, W. B. Chilsen. Ed Brandt, Eleanor Chilsen, Ralph Delene and Wm. Hotzfeld were unable to be present when the picture was taken.

bought out Johnson; in December it changed hands for the third time in less than three years and M. E. Nortrup and C. H. Cumner bought the paper and operated it for four months.

L. A. Harrison and C. F. Hanson were the next publishers of the Advocate, which by that time resembled a French cabinet of Leggy Hopkins Joyce; nobody could keep track of who was running it. Hanson severed his connection with the newspaper within six months, but in October, 1889, he bought out Harrison and rode alone for another six months.

In April, 1890, a group of some of the wealthiest and best-known Republicans in the county formed the Advocate Publishing Co., and gave the paper its first continuous year under the same management since the incorporation of the city. Walter A. Scott, (son of T. B. Scott), Frank P. Hixon, W. H. Flett, Henry C. Hetzel, Dr. J. D. Heath, and C. A. Norway were among the new owners; Scott, Hixon, Norway, and Heath were lumbermen and Flett and Hetzel were lawyers.

Johnson Comes In

After two years under these distinguished auspices the company disbanded, probably because the election was over, and in February of 1892 C. N. Johnson took over the paper and made it a permanent institution at last. The company had built a building on the site of Arverson's Garage on East Main street in 1891, and in 1893 Mr. Johnson changed the name of the paper from Lincoln County Advocate to Merrill Advocate.

C. N. Johnson sold the paper in 1906 to A. C. Thompson, who published it until August, 1909, when it and sold it to William M. Allen publisher of the Merrill Star. The paper then became the familiar Star-Advocate.

In the meantime, however, the Democrats had been making their own ventures in the journalistic field. The Northern Wisconsin News, democratic in politics, was established by Dave Finn and Meuben F. Vaughan in 1878, three years after the Advocate first saw the light, and was the second newspaper in Lincoln county. After that it had almost, but not quite, as hectic a history as the bouncing Advocate.

W. H. Cannon and H. C. Hetzel acquired it in 1881, after three years of existence, and released it after another three years to J. N. Cotter and Cannon. The next year Cannon took over Cotter's interest. After still another three years A. G. Christenson took over the

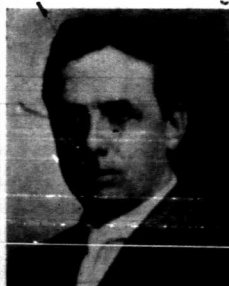


MR. AND MRS. A. S. CHILSEN
Parents of the publishers and early Merrill pioneers.

paper in 1888, and Christenson ran for only six months before selling out to A. A. Dunn and C. N. Johnson, who was then making his first journalistic venture. When Johnson took over the Advocate in 1892, Dunn became sole owner of the News.

Changes Hands Often

Christenson bought it again in 1894, however, and Dunn & Christenson changed the name of the



F. J. Smith, prominent Merrill attorney who at one time was associated with the present publishers, in the publication of the Herald.

paper from Northern Wisconsin News to Merrill News. Then in 1899 it changed hands again, going to A. T. Curtis, and three years later Thomas N. Locke took it over. It was the last of the News' honorable tradition of three-year terms. Locke hung on despite precedent for four years, and sold to A. T. Curtis, who in turn leased it to D. S. Johnson in 1902. Another News tradition was still in the running, however, and that was A. G. Christenson; for the third time he took it over in 1904, only to relinquish it again to Mahon & Fitzgerald. Edward D. Mahon became sole owner in 1912 and published it until 1918. Mr. Mahon is now associated with the Quality Print Shop.

A third Merrill weekly, the Merrill Times, was established by Norman Black, later editor of the Fargo Forum, in 1887. The following year, with financial difficulties creating the new paper, W. H. Schofield took it over only to sell within a short time to A. G. Christenson who merged it with the News in 1888.

In that same year a German newspaper was published in Merrill, bringing the total to four. C. W. Honigman established the Merrill Anzeiger, Democratic in politics, in February, 1888. Six years later the paper was purchased by F. W. Sallet, who published it another six years as the Anzeiger and, in 1900, changed the name to the Wisconsin Thal-

bote. Otto Susemihl took the paper over in 1902, and, after eight years, relinquished it to Frank Best. Two years later it was closed down. Publication resumed in 1917 during the risky years of war fever by Arthur Hessel and Gust Belling in partnership, but it was discontinued August 27, 1920.

While Sallet still had the paper, he also got out a Swedish paper, the Wisconsin Valley Posten, which started roughly the same time as the Anzeiger, but the paper did not prove a success and was soon dropped.

The Merrill Star, owned and operated by W. M. and Mary B. Allen, was first issued on December 31, 1898.

Some years later the Merrill Advocate was purchased by the Allens and the two papers combined under the name of Star-Advocate.

The Star-Advocate was purchased by the Chilsens on August 22, 1929.

The Advocate is now in its 49th Volume, and the Star-Advocate in its 34th volume.

Thus when the Herald was founded there were already three English weeklies and a German weekly in the Merrill newspaper field. It was started by W. R. Jaeger, now publisher of the Waukesha Freeman, who brought up his machinery from Wausau and kept the paper going for about one year.

The first staff, under Mr. Jaeger, included John Gumts, now on the Wausau Record-Herald, on news; J. W. Bruce, Civil War veteran, now deceased, on news and advertising; Miss Stella Trantow, now Mrs. Arthur Martinson, printer; Miss Lou Horton, still printing at Menominee, Michigan, printer; Miss Maybelle Pommerville, now in charge of women's wear and advertising at Livingston's department store printer; Miss Carla Everson, now Mrs. Elmore Foster and still with the Herald as telegraph editor, printer; and George Gruetzmacher, now proprietor of the Quality Print Shop, printer. The carriers at that time included Harold Henrichs, Milton Frye, and Leslie Putnam.

The plant was originally in the Kathryn Luedtke building at 1211 East Main street, where Fred Peterson's garage now is.

In 1909 C. N. Johnson and W. B. Chilsen bought the paper in partnership through J. W. Bruce and moved it to its present location at 908 East Main street. In 1913 a partnership of F. J. Smith, A. H. Smith, W. B. Chilsen and Joe A. Chilsen took over the publication under the name of the Merrill Publishing company; but in 1920 W. B. and Joe A. Chilsen took over the publication alone.



HERALD FOUNDER

William R. Jaeger, who founded the Daily Herald in 1898 and operated it for about a year. Mr. Jaeger subsequently went to Rhinelander where he managed the Rhinelander Daily News, and is now publisher of the Waukesha Freeman.