

# Valley Queen

## For Twenty-Five Years

### A Label of Quality for Merrill Housewives . . . .

Beginning with the days when deliveries were made by horse and dray wagons, the Wilson Mercantile Company set out to establish a standard of quality under a label that would be recognized as such for years to come. Right from the start we featured our Valley Queen and Valley Boy brands of merchandise, and still continue these labels. These names are our most valuable asset, their reputation we carefully guard and will continue to do so as long as we are in business.

Today we service fifteen counties, serving a population of 164,700 people in a territory with 33,324 farms. Nine delivery trucks and eleven salesmen provide retail grocery stores with prompt efficient service. Here in Lincoln County, H. J. Schneider, more commonly known to his host of friends as Herb, is our representative. Herb, who succeeded his father, Mr. Sam Schneider, as salesman north of Wausau, enjoys the confidence of the trade.

Foremost among the products which we are pleased to include in the Valley Queen family, is Page Evaporated Milk, produced by the Page Milk Company of Merrill. This product is typical of the quality of merchandise we search the country to place under our label.

We take this opportunity to thank Merrill Retailers for their patronage, and also extend to the Daily Herald best wishes on its 25th Anniversary and to the City of Merrill Congratulations on its more than fifty years of progress.

# WILSON MERCANTILE CO.

WHOLESALE GROCERS - WAUSAU, WIS.

