

## Lussier Drug Store Re-Opens After Big Fire

In the year 1903, August Braun, Sr., well known by practically all the residents for many miles about Merrill, rented the business building at 416 Grand avenue, for the purpose of establishing a drug business for his son, William, who had become a registered pharmacist, and was so continued until 1908, when the property was purchased by D. E. Lussier and his son, Harold, and the business has since that time been pursued under the name of "Lussier's Drug Store."

Harold Lussier, managing partner, and Ewald Schultz, his assistant, are both graduates of the Merrill High School, and likewise registered pharmacists after having successfully completed the course in pharmacy at Marquette college. It is a well-known fact that these two young men have developed into business men of dependable ability.

In the month of March, 1929, came a disastrous fire occurred in the Lussier store, resulting in much damage to both building and stock. After the smoke had cleared away, the building emerged with a modern front and interior that was "up-to-the-minute" in appearance and efficiency, a condition which has been maintained to the present day, including prompt and positive service in all its departments, for 24 hours per day the year 'round, in consequence of which these young men have won the confidence and good will of the public, and are enjoying a lucrative business built upon the solid foundation of interested service to the public.

## Sylvie's Shop Grows Rapidly Since Opening

Sylvie's Style Shop was opened in Merrill by Max Salmann on February 27, 1926. It was named after his daughter, Sylvia. In coming here, Mr. Salmann selected Merrill from over twenty cities in his state.

The shop was opened in the location on Court and East Main streets now occupied by the A & P. At the end of the five year lease term the business had outgrown its location, and Mr. Salmann moved into his present building, which had just been vacated by the Neff and Neff Variety store.

The shop maintains its own New York office and buys directly from the manufacturers.

Now, the host of loyal friends the shop has made is ample proof of its success in maintaining its pledge to give customers something more than they usually receive. Style, quality, good taste, always reasonable prices, and the fact that only the new is being offered, has created a large, satisfied clientele.

When such advantages are combined with the courteous, intelligent service found in Sylvie's Style Shop, the result is Merrill's fashion center, a good place to trade.

The shop handles ladies' coats, dresses, millinery, and hosiery exclusively.

## Fechtner's Old Style Sausage Started 1921

William J. Fechtner, proprietor of the Fechtner Meat Market, and manufacturer of the widely known "Fechtner Sausage," located on Grand avenue, at the intersection of North Prospect street, entered upon what proved to be his future career, when he began working in a meat market in Wausau, at the age of 16 years, which position he held until 1887, when he came to Merrill and entered the employ of Julius Thielman, who also conducted a meat market.

In 1921 Mr. Fechtner purchased what was known as the "Maas Meat Market" and shortly after began the specialization of sausage making, in connection with his retail business.

From this adventurous beginning the demand for "Fechtner's Sausage" has grown to unexpected dimensions, developing steadily until this specially prepared product is known far and wide, and is constantly growing in favor.

The "Fechtner Sausage" is made from selected meats, prepared and seasoned by the Fechtner process, thus producing that "different flavor," which distinguishes it, and has made it so popular with the patrons of meat dealers and their patrons in both Merrill, Tomahawk, and the adjacent territory.

## First School District Ran to State Line

For a time the only school district in this section, reached from the Marathon county line to the Michigan state line, Messrs. Henry Dudley, John C. Curran and Webster E. Brown, of what is now Rhinelander, were the school board. The school board held their annual meetings at Lake Peshob.

John C. Curran operated logging camps and traded with the Indians. His headquarters were at Pelican. The old red barn one sees on the left hand side of the road as you cross the Pelican river bridge going into Rhinelander was built by Mr. Curran about 1866. He also had a commodious two-story residence, built of logs, standing upright. This residence burned many years ago. He also cleared up quite a farm. Mr. Curran talked Chippewa as well as any Chippewa Indian.

The Brown brothers, Webster, Andrew and Ed, built the dam at Rhinelander before there was any Rhinelander. Webster E. was later elected to Congress from this district and served two terms.

The Chicago and Northwestern railroad was built into Rhinelander in 1880.

Rhinelander is named after one of the New York Rhinelanders, connected with the Northwestern road.

## Schumachers Continue 38 Year Old Firm

The activities of the present Schumacher Hardware business, located at 100 South Foster street, Sixth Ward, and the only hardware store in that vicinity, was opened approximately 35 years ago, by E. T. Blabee, now deceased, who caused the erection of the brick building now occupied, by the Schumachers.

In 1919, Carl Lambrecht and Emil B. Schumacher purchased the business under the firm name of Lambrecht & Schumacher, conducting the same until the year 1927, when the Schumachers took over the building and business, and it is now one of the Marshall-Weiss Associated Line of Hardware Stores, an association of hardware stores organized for the purpose of "group buying," permitting the member-stores of the group the opportunity of buying in larger quantities and to a better advantage as to price and quantity, which in turn proves beneficial in meeting the demands of competition.

Emil S. Schumacher and son, Elroy, are in charge of the store and the various lines it carries for the trade, each of whom is capable, trustworthy, and reliable, and are familiar with the line they carry, which embraces not only a complete line of general hardware, stoves, ranges, and a hundred or more other articles incidental to the hardware line, besides a complete showing of Peter's well-known and dependable ammunition; paints, oils, as well as painter's supplies, and numerous other lines in varied quantities necessary to meet the demands of the patrons of a well-equipped hardware store, are constantly in stock.

Situated near the western limit of the city, the Schumacher store enjoys a liberal patronage from a wide section of the rural districts as well as local trade.

"A fair deal to all," is a motto which the Schumacher Hardware Store holds supreme in its contact with the public.

## Ben Cooper Was Pioneer Jenny Business Man

Ben Cooper, of Stevens Point, early became identified with the business development of the new village of Jenny. He built a store here, and was in copartnership with O. B. Smith in the only saw mill here.

Mr. Cooper committed suicide by sticking his head in a barrel of water which Mrs. Z. Space had standing back of the Eagle House. The suicide was not discovered until nearly noon the next day. He had carefully hung his cane on the barrel and apparently deliberately stuck his head into it. The barrel was about half filled with water.

## THE WOMAN'S STORE OF VALUE SYLVIE'S STYLE SHOP

MAX SALMANN, Prop.



Originators of Lower Prices In Merrill

- COATS
- DRESSES
- MILLINERY

The Merchandise Policy of this store is always to seek higher levels of quality and still maintain the most moderate levels of price.

Never deficient in Quality. Never excessive in Price. Always dependable in both.

GUARANTEED VALUES

TRUTHFUL ADVERTISING

**SYLVIE'S STYLE SHOP**



## Hunting Supplies . . .

You will find hunting and fishing supplies of every kind in this store. The season will soon be open, just come in and inspect our stock, no need to buy, and will you have fun.

## SCHUMACHER HARDWARE

100 South Foster St.

## dependable

Year in and year out Fechtner's "Old Style" sausage is always the same . . . the quality never varies . . . made from hand picked meats, with just the right amount of imported spices added, it's the finest meat delicacy you ever tasted.

ASK FOR IT BY NAME AT YOUR DEALER



## OUR SPECIALTY

Prescriptions are our specialty and we execute them with exactness and promptitude. Service is our motto and we shall endeavor to please you and to serve you upon any request you make. Make this "your" drug store—we shall welcome you on any occasion.

## LUSSIER'S DRUGS

