

LUMBER AND SUPPLY COMPANY SUCCEEDS F. W. OLLHOFF FIRM

The business now known as the Merrill Lumber and Supply company was originated by F. W. Ollhoff, and ran first under his name and then as the Ollhoff Lumber company.

In 1926 the present company took it over, with John Brandt as president, John Petzke, vice president, J. A. Emerich, treasurer, and Rudolph Petzke, secretary. This company added a full line of retail supplies.

The company manufactures pine and hemlock lumber and retails all forms of builders' supplies. John Petzke is the acting manager.

Heckmans Put Cleaning Firm On Solid Basis

The present local business known as "Heckman Cleaners," has come on down through a succession of some sixteen years in various hands, until today the operation of the business seems to have come under the permanent management of Clarence Heckman, aided by a competent corps of assistants.

William Savidusky is credited with having been the initial "cleaner" to establish that line of exclusive diversity, being followed by Lloyd Hartz, and was for a time located in the Chauvin building on Second street. The business is now permanently located at 605 East Second street, where ample facilities and sufficient assistance is provided for the successful conduct of that department of the business.

Shortly after the purchase of the business by Mr. and Mrs. Heckman, the latter having been active in the co-partnership until her recent death, the Heckmans caused to be constructed a strictly fire-proof cleaning plant on First street, near the street bus barn, which is declared to be the most positively "fire-proof" building in the city. Within this building is contained a fully equipped plant for the purpose of safely conducting all manner of "dry" and other lines of cleaning.

The business of the "Heckman Cleaners," has steadily grown and "growing" is right, prospering despite the depression, and with a continuation of the present manner of operation the public will have confidence in the service provided.

Edward Kluetz Was First Justice of Peace In Jenny

Among the early pioneers can be named Edward Kluetz, father of Herman Kluetz. So far as the record shows Mr. Kluetz was the first Justice of Peace in Jenny. In the early days Mr. Kluetz engaged in the mercantile business. Later he served several terms as Register of Deeds. He was a man highly respected by his fellow citizens.

New Bellevue Succeeds Old Cafe After Fire

The New Bellevue Cafe on East Main street in Merrill was opened in 1929 when, after the big Cosmo fire had destroyed the old Bellevue, Miss Catherine Kalafice decided that Merrill could support and should have an up-to-date cafe featuring high-quality goods.

George Papadakis came to Merrill on January 15, 1930, to manage the new cafe. At that time he had a confectionery and cafe of his own in Manistique, Michigan, and had been fifteen years in the restaurant business after serving for eleven or twelve years as chef.

After eight months he sold his Michigan establishment and took over the Bellevue. He liked Merrill and saw an opening for a restaurant catering to the more fastidious taste in foods. The Bellevue's present stock of foods is gathered from coast to coast.

The most modern features in restaurant service are included in the Bellevue's equipment. For example, a year or so ago the Sizz-Hot plates were first placed on the market. Sizz-Hot steaks and chops are now among the most popular of the Bellevue's items, served piping hot and kept that way throughout the meal.

Mr. Papadakis has incorporated a line of home-made candies into the business, adding a complete confectionery service to the cafe branch. His soda fountain is also complete for filling any kind of order of its kind.

Located in the heart of the east business district, the restaurant stands ready with short orders and chop sueys at any time. It has chicken at all times, from early morning to the closing at midnight or after, ready for instant service. Throughout every branch of its work the Bellevue has made a policy of stressing the highest quality of goods.

Tourists who stop here have often called the New Bellevue one of the finest places in the lakes region, modern in both its appointments and its food and service.

Tug Lake Named For First Smithy; Stages Ran Here

The first blacksmith in town was S. S. "Tug" Ives. He was followed by John T. Adams and he in turn was followed by Gus F. Koehler. Tug Lake was named after Mr. Ives.

Chauncy Poor and Dan Scott of Wausau operated a stage line to Merrill from Wausau. Then James Scott, brother of Dan, who had driven stage coaches on the Santa Fe Trail, arrived in Merrill and started the Scott livery barn, which he conducted up to several years ago when he built a farm home on the road to Lake Pesobic. This livery barn first stood where John L. Selover's barn now stands. Later Mr. Scott built a livery barn, where now is located the Hillside Motor garage.

S. Macho Opens Gamble Agency Here This Year

What is a Gamble Agency Store? :

1.—It is a store owned solely by its proprietor, who in our town is Mr. S. E. Macho.

2.—It displays the sign "Authorized Agency Gamble Stores"; uses the regular Gamble circulars and sell Gamble's merchandise at Gamble's low prices.

3.—Thus a store in even a small town can meet mail order prices, rendering a time and money saving service to the community, that usually assures a profitable patronage almost from the beginning.

4.—His wholesale house or warehouse is the nearest Gamble retail store, located so near that delay and transportation costs are practically eliminated.

5.—Nearness of supply and rapid turnover renders large store space unnecessary, with a large saving in rent.

This explains somewhat the system that Gamble Agency Stores operate under. Mr. S. E. Macho joined up with this firm with the expectation of making Merrill his future home. In doing so he gave up a wonderful position in order to go into business for himself under this plan. With the back ground of experience Mr. Macho has had with some of the largest chain store operators, he felt that under this Gamble Agency system there would be a very good future in store for him, and so it was decided that he should open his store in the city of Merrill.

Needless to say Mr. Macho wants to impress very strongly on the citizens of Merrill and surrounding territory, that this store is not a chain store and that his money is spent right here in Merrill, although the merchandise is bought in Wausau, his headquarters store, does not mean that his is a chain store.

This store is owned entirely in every way by Mr. Macho, and he hopes that with his good connection he will be able to serve the people of Merrill and vicinity with merchandise of the best quality, and at the lowest price for which Gambles are so well known.

MRS. KOLLOCK WAS NURSE FOR LUMBERJACKS

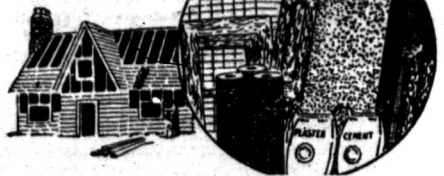
Mr. and Mrs. Geo. W. Kollock deserve mention in the record of the early pioneers of Lincoln county. Mr. and Mrs. Kollock kept hotels at Mosinee and Wausau before building a hotel in Merrill, on the site of the present Kamke & Sons hardware store, more than forty years ago.

Mrs. Kollock was an angel of mercy to thousands of lumberjacks, who followed the woods, There were no hospitals along the Wisconsin river at the time, but sick and broken-bodied lumberjacks were cared for by her as if they were her own sons. In her teens she was an exceedingly beautiful girl. Her youthful beauty she retained up to nearly the end. She was a Samaritan of good deeds until the angel of death took her away.

GREAT SAENGERFEST HELD HERE IN 1902

The Merrill Liederkreis was host to groups from all over the state here in 1902, and profits from beer alone amounted to \$800.

LUMBER For All Uses



Whether you are planning to build a skyscraper or whether you intend to just repair that old back step that's giving trouble, you will find we have just the material that you need and at reasonable prices. Our service is prompt and courteous. Try it.

Merrill Lumber & Supply Co.



Dine Enjoyably in a Restful Atmosphere...

Make your meals a thing of pleasure and good health. Dine here from the finest food selections amid surroundings of relaxation and comfort. Make it a point to bring the family at least twice a week.

NEW BELLEVUE CAFE

GAMBLES SAVE YOU \$\$\$ DOLLARS ~ \$\$\$ Just a Few of the Many Items That Will Save You Many Dollars

ROADGRIPPER
Tires-Longdrive \$3.59
4.40-21 Ex. Price
Other sizes Proportional Low

30 PLATE
BATTERY \$3.19
Exchange Price

INNER TUBES
30 x 3 1/2 77c
31 x 4
Other sizes Proportional Low

100% Pure Penn.
MOTOR OIL 66c
In your can, gal.

Truck Tires
30 x 5, 8 ply \$13.95
Exch. Price
Guaranteed against all Road Hazards

CORNODO
RADIOS \$29.95
World Wide Reception 6 Tubes

Home Owned and Managed
By
S. E. MACHO—Phone 129W

AUTHORIZED AGENCY GAMBLE STORES

You'll Be Convinced

We ask that you try our cleaning or dyeing service just once. One try and we know you'll use our service all of the time. We use only the finest and most scientific methods... and only expert, experienced men are employed in our establishment. For absolute satisfaction call 49.



Sincere congratulations to the Herald on a fine record of service.

HECKMAN Cleaners