

Page Milk Company Processes 35,000,000 Pounds Per Year

Merrill's ability to adapt itself to changing local conditions is the reason for its continued progress. With the rise of the lumber industry Merrill and Lincoln county are a prosperity unequalled in other sections of Wisconsin.

When virgin forest covered this section of Wisconsin, when the only possibilities were the forests, Merrill and Lincoln county adapted themselves to the conditions and built large saw mills and set up plants to make the lumber into finished products.

This romantic and adventurous undertaking saw prosperity for the people, and the men who organized this region. But years of taking the best timber from the region to supply the wooden wants of the nation, also partially took the most lucrative source of income.

To survive the condition, a new source of income had to be found. The lumbermen, although probably not realizing the fact that time, were killing two birds with one stone; as they cut down the forests for the prosperity of the region, they were also uncovering a fertile soil that could be and was cleared for agricultural purposes.

But this part took time and years of work. Pioneer farmers who came to this region during the lumbering period visualized the potential prosperity from the land. They saw Lincoln county as one of the prosperous agricultural communities of the future. With this foresight, they built the community and established permanent prosperity.

The insatiable appetite of the nation is constantly changing. Iron and steel have taken the place of many wood products, while in this region, at least, the timber is vanishing. But at the same time other industries have developed; and if the community is to keep alive and prosper with the times it must adopt these new industries.

This is what Merrill and Lincoln county have done. A prominent group of Merrill citizens got together in 1925 and brought the Page Milk company to Lincoln county. They were E. J. Fechtner, secretary of the chamber of commerce; H. H. Heaman, George Gilbey, John O'Day, Walter Chilsen, George Foster, J. N. Cotter, E. F. Hanif, C. W. Bruce, C. R. Livingston and others.

The Wisconsin company was incorporated in May, 1925, and started operation November 1. From a milk receipt of 6,329 pounds for the first day, the intake has grown until probably this year it will reach 35,000,000 pounds.

With this story of the increase in the amount of milk handled in the state, of the development and progress of the Page Milk company in Lincoln county. A continuous increase in production has occurred until today their produce is shipped to all states east of the Rocky Mountains.

The company has one of the most modern condenseries in the world, here. Almost all of the processes are done by machinery, few hands being used in producing the final product. Modern in every phase, the plant produces one of the best milk products in the nation.

The Tomahawk Page Milk plant, a branch of the Merrill plant, takes care of the farmers who desire to receive the benefits of the company in the Tomahawk section. The Page Milk company also has plants in Shelbyville, Indiana; Coffeyville, Kansas; and Marshall, Missouri.

With regard to the "fat" quality of the Lincoln county milk delivered to the company, the average milk delivered the first half of August was 4.3 per cent. This, as all farmers know, is a high average for milk.

The company has always paid the farmers the highest price. This year the company will pay for the first half of August 34 cents per pound for butter fat, which will return to farmer, less hauling, \$1.462 per hundred weight; this is the average price on a milk.

The type of cows which are responsible for this high per cent of butter fat are Holstein, Jersey, Brown Swiss, and Guernseys. With this high percentage of butterfat and high price which the company pays for milk, the farmers of Lincoln county receive higher prices

Lincoln County Normal School Begins 27th Year

By E. W. McCrary, Principal

The Lincoln County Normal School opened Sept. 2, 1907, with 16 students enrolled. The first graduating class was the Class of 1908, consisting of two graduates. The first school board was A. H. Reid, M. C. Porter, and J. H. Hamlin. The first principal was A. H. Cole, who was succeeded in 1914 by the late W. A. Clark. E. W. McCrary, present principal, followed Mr. Clark.



R. B. PAGE, prominent member of the parent Page Milk Company, and president and manager of the local branch, which since its installation in this city, has been favored with a wide-spread clientele, and through his deep personal interest in the dairy interests of this section, has been an authority in the matter of production, as well as proper handling of dairy products.

As an energetic and public-spirited citizen, Mr. Page has few equals in the expenditure of that unseen, but necessary mental and physical element known as "pep," with an aptness of direction that is worthy of success.

for their milk than do any other farmers in the state.

Each year the Page Milk company pays out in Lincoln county about \$600,000 for wages, materials and services. Upon this prosperity depends the living of many people in Lincoln county.

The Pages who are in charge of the local milk plant, are the direct descendants of the Pages who pioneered in the canned milk business in 1865. With this history behind them, the Pages have made their brand of milk known to every individual in the country, this side of the Rocky Mountains. The Pages who now run the plants are the only descendants of the pioneer milk families still operating in the milk business.

The directors of the company are: R. B. Page, president; H. A. Page, treasurer and chairman of the board of directors; George E. Page, vice president; George Gilkey, secretary; and Roland H. Rogers.

REV. H. DAIB



REV. H. DAIB, early pastor of St. John's Lutheran church of this city, has spent his life in evangelical work, and stands high personally and officially, in synodical work in many states. Blessed with good health, he is devoting his energies to the advancement of the gospel in his Master's Kingdom.

The present school board is Dr. George Hirscher, F. J. Smith, and County Superintendent Nellie Evjue. The present faculty are Mr. McCrary, Alice M. Gordon, and Ida M. Nelson. Among the well-remembered faculty members of the past are Julia Rockefeller, Jennie Peacock, Anna K. Hanson, Cora Duxrode, Margaret E. Sutton, Mildred Anderson, Nellie Evjue, Clara V. Bradley, Blanche Camp, Elsie M. Sweeting, Hilma Gunnell, Ellis Luella Meetz, and Linda Nelson.

A training department of 50 children in all the eight grades is maintained on the first floor of the building to furnish practice facilities for the normal students. Each student must have taught practice classes of several subjects in different grades before being eligible for a diploma.

The school has graduated 658 young people, of whom 92 have been boys. Fractionally all graduates taught school until the depression came, when some could not secure positions. About 150 graduates are teaching this year, of whom about 100 are teaching in Lincoln county. About 100 graduates have also graduated from colleges and universities. There are 353 brave graduates who have ventured upon the matrimonial seas. These 658 young men and women are a healthy class of people, as only 29 of them have passed to that other world, and one of those was killed in an auto-accident.

The majority of parents must be well satisfied with the work of the school, as 110 families have supplied the Alumni Association with 265 graduates. There are 75 families have supplied 2 graduates each; 2 families 3 each; 7 families 4 each; and the William Kellner family of the Town of Schley have 6 graduates from this school.

More than twenty years ago, the graduates of this school organized a permanent Alumni Association which has always met annually in the month of June. They have never missed a year since the organization. The attendance is always good ranging from 75 to 100. Last June the attendance was about 120. The present officers of the Association are: Alta Baehman, President; Elba Dahlberg, Secretary; Earl Egan, Vice President; Edward Tewes, Treasurer.

Hall Brooks Prominent In Public Affairs

Hall L. Brooks, nestor of the Republican party in Lincoln county for the past thirty-six years, has been prominent in our sister city of Tomahawk.

While actively engaged in business, Mr. Brooks has devoted much valuable time to public affairs.

From 1907 to 1922 Mr. Brooks was a member of the Lincoln County Board of Supervisors. He served three terms as the chairman of the board. In 1922, he was appointed postmaster at Tomahawk by President Harding, and served in that capacity for three terms, or twelve years.

During his time in the post office in Tomahawk, he gave the office his personal attention, establishing a fine reputation for efficient postal service.

In the legislative session of 1908-09 Mr. Brooks served this district in the assembly, having been elected to that position as a Republican.

During his business career Mr. Brooks has been engaged in the lumbering business extensively. He is one of the most loyal boosters for upper Wisconsin.

During his membership on the County Board of Supervisors, Mr. Brooks could always be found to support the best interests of the county for the advancement and development of Lincoln county.

"I REMEMBER"

Forty years doesn't seem so long to one who has lived many years longer, but to me it is a long time and many changes have taken place in Merrill and many things have happened. It is fun to just sit and think of the changes and happenings.

How the kids used to go to the saw-dust pile at Scott's Flaming Mill and haul sets load after load of shavings for bedding for the cow and horses for the winter. I remember when the crew of men worked many weeks moving the old warehouse sheds of the Scott Lumber Co. on to the present property of the Anson Gilkey Hurd Co.—I remember when they built the paper mill and made the concrete blocks right at the mill.—I remember when Pete Loysen lived in the Scott Mansion and Laura Loysen (Mrs. Chas. H. Hain) gave us music lessons.—I remember when the National Bank building burned and we took the job of cleaning mortar off the bricks at 35c a thousand, and carried about 70c a week from the wrecking company. We also took the contract to take out all the old paper in the basement and made the mistake of not knowing where to sell it and after we had it all out, found out there was no market for it.—I remember when the third grade at the Third Ward School was held in the old wood shed (this was done for years because of the overcrowded condition of the school, and we might add that the same condition exists in some of the Merrill schools today).—I remember the old Kollock residence and the one story stone foundation adjoining it on the south, which stood for many years just west of the Second Ward school and Fred's Livery Stable. I remember it on the farm just remember the familiar figure "Nigger George," about the only negro who was a resident of Merrill for any length of time.—I remember many pleasant visits with "Pop-corn Dan," who went down on the Titanic.—I remember when Harry Krom first came to Merrill and opened the store under the name of Krom Bros.—I remember the big wind storm on the 4th of July when the wind blew the store down next to where the Crystal Restaurant now stands, was blown down.—I remember when Charlie Fehrman, nightwatchman at the Brewery, told us of McKinley's assassination. I remember when August Stange would come down to the County Fair and would buy the admissions for the hundred or more kids congregated at the gate.—I remember when Otto Zipp ran the Lake View Resort and had a bowling alley on the lawn.—I remember when we used to hitch up the horse and drive up to Ripley Creek, (where the CCC camp is now located) starting out early in the morning, coming home late at night, and fish in the Wisconsin River.

I remember the first trip we took up to Bloomville with virgin timber on each side of the road and only about two clearings between Barnes Creek and Bloomville.—I remember Gottlieb Schroe-

der, Sr. when he used to sit out in front of what is now Green's hotel.—I remember Dan Kline, George Sturdevant, John Woodcock and John Sullivan (father of Bill, Gene, Art and Jim)—I remember when Mrs. Willard had the Novelty Store on the southwest corner of the Court House Square and the Green House was just east of it.—I remember when the Merrill Manufacturing Co. plant burned and stood where the High School now stands.—I remember when the street car ran off the bridge into the Prairie River and Harry Allen was in it. I remember when the Stack family lived for many years on the railroad right of way, where the Runge Warehouse now is.—I remember when the Indians made their annual trek through Merrill, all riding on ponies and carrying their cooking utensils, bedding and papooses.—I remember when John Roche rented the land south of the Fair Grounds and I husked corn for him.—I remember Mrs. George Doering telling about the forest fire in the town of Pine River, how she lay in the creek to save her life and that of her baby only a few weeks old, and how she told of never having had a ride on a railroad train.

I remember when Mayor Rose ran for Governor and came up here to make a speech at the Grand Opera House and I remember the Uncle Tom Cabin show parades.—I remember when I peddled the special edition for the Merrill Advocate and kid-like tried to get rid of some extra papers in a farmer's wagon, the wind was blowing strong and the papers were scattered all over West Main street. Fred Wright was mayor and I made me pick them all up.—I remember when John and Pat Cotter came to school one day with vests (the first I had ever seen on young boys) and I remember how I envied them.—I remember when there was a hotel in the building which now houses the Kamke Hardware Store and for a while there was a Keeley Cure institute there.—I remember when we would go up to the butcher and buy a pound of round steak for 8c and get a chunk of liver thrown in, besides getting all the bones.—I remember when Hone's Laundry stood at the corner of West Main and Grand Avenue, about where Park Way begins.—I remember clearly the sight of Ringling Bros. Circus unloading near our house, heading for the Fair Grounds where the tents were set up in the quarter stretch and preparations made for the noon-day parade.—I remember when John Roche had a cable stretched across the river to the Braetz park and carried passengers over in wagnans. But of all the things I remember, probably none will linger longer than the memory of the log drives coming down the river every spring with the drive, and pitching their tents for a few days across the street from our house—how the boys in the neighborhood never failed to eat, at least one meal a day with the river "hogs."

Besseys Were Pioneers In Town of Schley

William Henry Bessey, pioneer farmer in what is now the town of Schley, came to Lincoln county in 1878, and homesteaded the original 40 acres of his farm in Section 20.

Mr. Bessey is a New Yorker by birth, having been born in that state Feb. 19, 1854.

Before coming to Lincoln county Mr. Bessey was engaged in farm work as he moved westward in Calumet county on Aug. 2, 1876. Mr. Bessey was united in marriage with Miss Isabelle Clark.

Two years later the newly weds came to this section, took up a homestead, built a log house and other buildings and went to farming.

There was no road out in what is now called the Bessey Settlement about 12 miles east of Merrill, and so Mr. and Mrs. Bessey had to carry their groceries home from Merrill on their backs.

For twenty years or more Mrs. Bessey served as postmistress at the Heller post office. And she was a good one, too.

LUMBERJACK



JOHN LEELAND, one of the oldest lumberjacks living in this county today.