

Local Hatchery Growing Even In Depression

The Merrill Hatchery, owned and operated by Arthur Zoellner at 1317 East Main street, is one of the most modern hatcheries and produces the finest grade of chicks of any in the state.

Mr. Zoellner has operated the hatchery for three years in Merrill and previous to that time operated a hatchery in connection with his poultry farm in the Town of Corning. He is a Wisconsin state accredited hatchery, a member of the Wisconsin Poultry Improvement association, of the Wisconsin Hatcheries association, and of the International Baby Chick association.

In the 23,500-capacity Robbins incubator at the hatchery, Mr. Zoellner hatched 30,000 chicks in 1932, 60,300 in 1933, and more than 55,000 in 1934. The hatchery produces as high a grade of chicks as any in the country. The Boyd Showers flock, which has a pen entered and winning high honors in the international egg-laying contest this year, is a heavy contributor to the hatchery. Many of Zoellner's chicks are offspring from the Shower flock.

The big incubator used is an all-electric, automatically controlled hatchery which produces a very large percentage of chicks from the eggs confined to it.

The history of the hatchery is one of success. Mr. Zoellner started from scratch and is proud of his record. Several years ago his father deeded him in payment for work he had done 40 acres of land. This he partially cleared and he established his chicken farm there from the money he earned while employed in Milwaukee.

Even during these years of depression, Mr. Zoellner has been able to expand.

"While I have not made much profit during the past few years, I have been able to make my hatchery produce a 'better quality of chicks,'" he says.

His success along this line has been secured by always improving the grade of eggs he uses. They come from the best flocks and poultry obtainable. This year, for example, he brought in 100 eggs from Hanson of Oregon, one of the best breeders in the United States.

Farmers who raise a small flock of chickens each year get their chicks from Zoellner when something happens to their settings. Others depend upon the hatchery entirely and get better chicks than they could raise themselves. Many fine flocks have thus been built up.

Extra copies of this Special Edition can be purchased at the Herald office. The price is 25c per copy.



CIRCUIT JUDGE A. H. REID, formerly a member of the widely known firm of Reid, Smart & Curtis, attorneys of this city, until his election to the Bench in the year 1908, has held the position unchallenged for the twenty-six years ensuing. Judge Reid has won distinction among the higher courts of the state for just judicial decisions, and his amiable yet constitutional manner of court procedure.



A. L. ROBARGE, veteran theatre manager, who, when the old "Cosmo Theatre" was consumed by flames several years ago, with all its contents, refused to "quit," but hit "Old Man Hard Luck" with a three-story brick business block on that site, and then went across the street and erected the present modern "Cosmo" theatre and apartment block, thus giving Merrill two fine fireproof buildings in place of the one "firetrap," which should be, and is, appreciated by the citizens of Merrill.

Mr. Robarge, unfortunately, has been ill for the past couple of years, and unable to give direct personal attention to his business, but his condition is gradually improving, and the people of Merrill generally, hope for his ultimate complete recovery.

Pope Launches New Cream Top Bottle in City

Harold Pope, proprietor of the Cream Top Dairy in the town of Merrill, has introduced a new method of bottling milk that he thinks will soon become the only type of bottle that customers will desire.

He has the exclusive agency in this territory for the Cream Top bottle. This new container has a pinched neck, so that the upper portion, containing the cream, is separated from the lower portion by a narrow aperture. A special spoon, furnished to each patron of the Cream Top milk route, fits into the special small neck. When the user wishes pure cream, she merely inserts this spoon into the bottle until it seals the small opening in the neck. The cream, pours off without being diluted from milk from the lower portion of the bottle.

Mr. Pope's herd, a certified abortion-free herd, produces milk so rich that it can be whipped just as it comes off the bottle. The Cream Top bottle was introduced to Merrill milk patrons this May and has found increasing favor. There is usually enough cream in the milk so that the whipping cream may be taken off for cooking or dessert purposes, and still enough cream will remain below the special compartment to furnish rich whole milk for drinking.

The bottle will be demonstrated to Merrill milk consumers on request at the dairy. Users who have tried it prefer it to any other.

CITY ICE CREAM FACTORY BEGAN 14 YEARS AGO

The ice cream industry has made wonderful strides during the past decade, and today represents a business mounting into the millions, employing thousands of people in its various departments of manufacture and distribution.

Presumably every city of the United States of the appreciable importance of Merrill has such an institution, and Merrill has had one since 1920, when Edgar Emmerich launched the venture in the year mentioned, at its present location, 606 West Main street.

In October of the year 1931, Walter Haas became the proprietor of the business, and has so continued up to the present time, and through the production of a high grade article, and strict attention to business principles has met with deserved success, which Mr. Haas states, will warrant him to install additional modern equipment this winter, which will still further advance the quality and volume of his delectable product.

Mr. Haas describes his mode of manufacture briefly as follows: "Our mix is made in a vacuum pan in which the whole mix is boiled down to 14% butterfat, and 42% total solid, which accounts for the very high delectability of

our ice cream product." "No powder needs to be added to obtain the 'solids' in the ice cream as the whole milk is boiled down in the vacuum pan, under vacuum, and boils three times as fast at 135 degrees under vacuum as it would at 212 degrees in an open kettle, and eliminates all possibility of a 'burned flavor' in the product."

The product of the Merrill plant has found favor, not only in Merrill, but in the adjacent territory as well.

HEIDEMAN DREW COVER PICTURE

The Herald is pleased to report that the illustration on the cover of this edition is the work of a Merrill young man, Bernard Heideman, son of Mr. and Mrs. Robert Heideman, who has taken up the study of commercial art after being graduated from the Merrill High School. He made the design, did the lettering, and specified the Ben Day and engraving details. Mr. Heideman is prepared to illustrate and letter show cards or prepare hand-drawn and lettered illustrations for cuts or logotypes.

HERMAN WALTHER, JR., son of Herman Walther, Sr., was born in Merrill, and during young manhood, became an adept salesman in the employ of A. B. Nelson, west side dry goods merchant. In due time he embarked for himself in the ladies' ready-to-wear business, which he has continued until the present day.



A "MERRILL MADE" Ice Cream

It's a "Merrill Made Ice Cream" made in Merrill and as fine and rich a cream as mother ever made. You'll enjoy a package and your family will welcome you when you bring it home. Try one to-day.

Merrill Ice Cream Company

A GREAT PAST— A GREATER FUTURE!

Through the Daily Herald the city of Merrill today is looking over a distinguished fifty years of past achievement, and as we compare the modern city of today with the tiny, clumsy beginnings of a half century ago we can sincerely compliment the city upon its progressive past.

All that has been done, however, has been mainly in the nature of a preparation for a greater future. The history of Lincoln county to date is merely a history of clearing ground. The future destiny of the region is only seen in the development of the past decade. Only for ten or fifteen years have people here been interested in developing fine herds of cattle or in the processing of dairy products. The development of industries here apart from wood-working plants is still in infancy. Proud as we are of Merrill's past, we are encouraged by it to much greater hopes for the future.

THE PAGE MILK COMPANY



Buy Your RAW MILK
From a certified Abortion Free Herd—
Be sure of an Undiluted Flavor Plus Purity.

With the wonderful new Cream Top Milk Bottle, you get the cream and milk in the same bottle but distinctly separated.
The cream—thick, rich, golden—is poured off to add to the deliciousness of the morning coffee, the fruit or cereal. The milk stays in the bottle. Cream Top is a great boon to housewives because of its convenience. It is economical—it assures a daily supply of cream at no additional expense.

CREAM TOP DAIRY
PHONE 661-72
And a Demonstrator will call at your home.

Call Us for a Demonstration