

ARVESON GARAGE BEGAN IN 1929; HAS EXPERT HELP

The Arveson garage derived its name from Andrew Arveson, its founder, who is remembered as a pioneer in the oil industry in Merrill and a prominent business man. Mr. Arveson bought the garage building in 1929, and the business remained under his management until early in 1934, when it was taken over by Harry E. Seidell.

The present personnel of the establishment has been built up around a definite ideal. All of the employees are known widely among automobile owners in this city and were chosen for proved ability. They are:

- JOHN GOETSCH, Salesman
- PAUL FLYNN, Mechanic
- ORMAN GILBERT, Mechanic
- MARVIN UTECH, Bookkeeper
- HARRY SEIDELL, Manager and Proprietor.

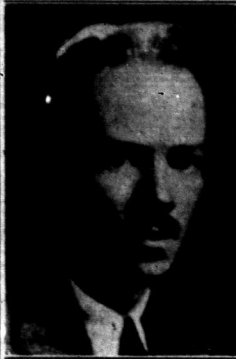
It is around the abilities of these men that the firm bases its appeal for the patronage and friendly consideration of Merrill auto owners.

JOHN GOETSCH has been in the garage business for fourteen years. He began to handle cars first as a car-washer and general attendant in a garage, and through study and practice built himself up to a first-class mechanic. As such he has a large personal following of car-owners who prefer his work.

For the past seven years Mr. Goetsch has been in the selling end of the game, working gradually into it from his mechanical work. He came to the Arveson garage in January, 1931.

PAUL FLYNN began working as a mechanic in a large garage in New York state. He dropped this job to attend an eastern technical school, from which he was graduated as an expert automotive engineer. With the aid of this training and years of work in practice, he is a valuable and efficient mechanic. Mr. Flynn is especially qualified to work with Buick cars, since he has been affiliated with Buick garages for many years. He came to the Arveson garage in November, 1930, from the former Merrill Buick Sales company on West Main street.

ORMAN GILBERT also came to the Arveson company from the West Side Buick garage, where he had been employed as mechanic. At Arveson's, working under Flynn, he does general mechanical work and is in special charge of



HARRY SEIDELL
Present manager of the
Arveson Garage.

lubrication and allied matters. He is especially neat and careful in keeping cars in good shape and appearance, doing most of this type of servicing on customers' cars.

MARVIN UTECH, recent addition to the personnel, does the bookkeeping and general office work.

HARRY SEIDELL, manager, has been in Merrill for about five years. Mr. Arveson employed him in January, 1930, to assist in the management of the firm and he gradually took over more and more of the work until this year he became sole manager.

With these men, the garage is striving to maintain the ideal of service it has set up for itself, which is simply to do all in its power for the convenience, safety, and economy of its patrons, to save them money wherever possible, and keep their cars in first-class running order.

The garage has its own bulk plant for gasoline and buys its Jumbo gas in carload lots. This gas is sold exclusively at the garage and is sold to one retail dealer, John Schirpke, whose filling station is on the first bend on Highway 51 north of town.

All the firm's merchandise is selected with an eye to quality. This is shown by a list of the lines it handles, which include Buick and Pontiac cars, and General tires.

• SERVICE •



for REPAIR AND GENERAL GARAGE SERVICE

We take an interest in seeing that our repair department gives you the most complete and satisfying "job" that it is possible for them to do. We are never pleased with our work until you are pleased with it. When your car needs servicing—remember—our prices are right and our work is well done.

BUICK... PONTIAC

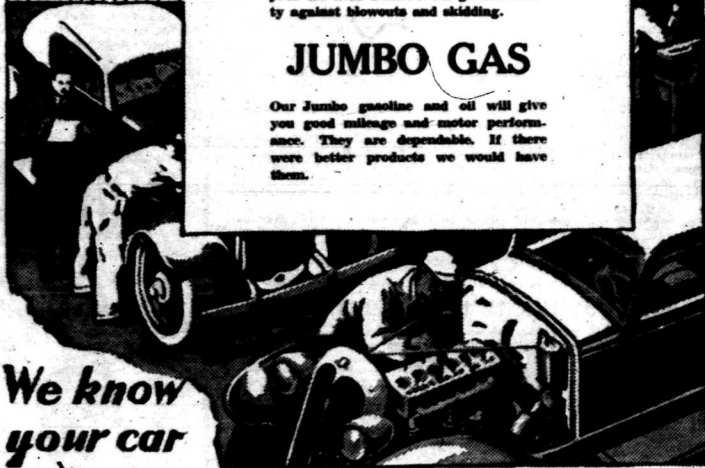
Several times each year our mechanics attend service schools where they are trained by factory engineers to properly and quickly service Buicks and Pontiacs.

GENERAL TIRES

General Tires are built for the car owner who believes in insurance. Equip your car with Generals for greater safety against blowouts and skidding.

JUMBO GAS

Our Jumbo gasoline and oil will give you good mileage and motor performance. They are dependable. If there were better products we would have them.



We know
your car

CONGRATULATIONS TO THE CITY OF
MERRILL AND THE MERRILL DAILY
HERALD ON THEIR 50TH AND 25TH
ANNIVERSARIES.

ARVESON GARAGE

ARVESON GARAGE STAFF



Left to right: Harry Seidell, manager; Orman Gilbert, mechanic; John Goetsch, salesman; Paul Flynn, mechanic, and Marvin Utech, bookkeeper.