

TOMAHAWK ROSE FROM DREAM OF W. H. BRADLEY

Contributed by a Prominent Tomahawk Citizen

The City of Tomahawk is a partial realization of one of the dreams of empire by the late William H. Bradley. He suggested the name of the City and its location, and was its guiding spirit in its early days.

The Land, Log & Lumber company was a giant corporation in the last decade of the nineteenth century, and owned great tracts of timberland in Lincoln county and north to the State line. The Bradleys were large stockholders in the corporation. To log, manufacture and market the timber on these lands, Mr. Bradley conceived the plan of founding a city. In 1887 the legislature authorized Mr. Bradley and his assigns to build the dam just below the city, and the Tomahawk Land & Boom company, which was organized for the purpose, took over the franchise, and immediately started construction. The line of C. M. & St. V. Railway was extended to the city in 1887. At this time there were two stopping places on the river in the locality, one owned by a pioneer named Boushar near the mouth of the Tomahawk River, and the other by Albert King at a point near the present King's dam.

A. S. Chilsen hauled the first load of lumber into Tomahawk for Mr. Bradley. He was employed by Bradley for about a year hauling lumber at the time Tomahawk was first being settled.

The dam was constructed at a cost of approximately \$250,000, and flooded an area of approximately 2500 acres. At one time the city boasted of half a dozen saw mills, the first having been built in 1888.

The City Plat was surveyed by direction of the Tomahawk Land & Boom company and was dated June 7, 1887.

Tomahawk was never organized as a village. At first it existed as an unincorporated village in the town of Rock Falls, and in 1891 it was incorporated as a city by special act of the legislature. Later on the city came under the general charter law.

The Tomahawk post office was established in September, 1887, and Frank A. Larsen, who is still one of the honored residents of the city, was appointed postmaster.

The first mayor was Angus Bue, the first of a line which boasts such names as M. C. Hyman, J. D. Cotter, Robt. C. Thielman, W. T. Bradley, A. E. Sutliff, Frank Theiler and Mark M. Raymond.

The bar was represented by A. H. Woodworth, Milo Woodbury and James O'Leary, and no one suspected in those early days that the city would ever be honored by having one of its boys selected for the federal bench as was done when the Honorable Patrick T. Stone was appointed judge of the district court for the Western District of Wisconsin.

The medical fraternity was first represented by Dr. J. D. Cutler, and Dr. J. W. Child, Bird, Poutre and Lamb were others who eased the pains of the suffering when colic was a favorite prescription and when diseases were called by pronounceable names.

Later on Sacred Heart Hospital was built, and with the able assistance of Dr. George R. Baker has become the "Rochester" of Northern Wisconsin.

In the early days the source of all information was located at the Bradley office. There was the fountain head of all wisdom, whether the same pertained to grammar, rhetoric, logic, arithmetic, geometry, music or astronomy, to any nothing of law, politics or religion.

These were the days of Frank Stark, T. T. Chave, Joe Wilson, W. E. Jesumot, S. D. Carpenter, Tony Kilroe, Louis Mondana, John A. Shousa and W. H. McDermott.

The city court was presided over by S. P. Schneider, and he was ably assisted by J. A. Smith and James Kelly. In those days law was synonymous with justice.

There were also able chiefs of police, among whom were Edward Eichenlaub, Louis Mondana, Fred McWhirley and John T. Loftus.

The Marshall Fields and John Wanasubers of the day were John Oelhafer, E. W. Whitson, Adam Thum, D. C. Jones, C. A. Gessell and J. L. Washfield.

The first bank was known as

"W. H. & J. W. Bradley Bankers," and J. W. Froehlich and R. D. Eppley were early cashiers.

Hall L. Brooks supplied the world with posts and poles, and Jose Poutre, the McCormicks, McCutcheons, McBrides, La Meers and a host of others administered to the needs of the body in other delightful ways.

"The Tomahawk" was an early newspaper and editors Grayson and Billefrenicht, of "The Leader" were worthy predecessors of our modern Wattersons.

Dr. J. R. Dodd was then as now a leading dentist, and C. A. Seldie ran the photo gallery. G. O. Newbork sold the shoes, A. J. Olson and Evenson Bros. the hardware, Fitzgerald Brothers were leading loggers and J. A. Moulter ministered the wants of the inner man. Orville Londo ran the livery, Alex Fontaine the blacksmith shop and P. H. Paul was the leading tonsorialist.

Used Auto Parts Turned Into Service

With millions of automobiles being forced out of the American scene every year, after serving their purpose, the function of the "used parts dealer" and the "auto wrecker" is no longer a small one. There is an automobile in the United States for every fifth person, government figures show. With these millions of cars it becomes a great problem of how America may get rid of her old cars without too much waste.

Long after the seeming usefulness of the auto is past, the wreckers still find much good. When so many people had their incomes reduced during the depression, dealers in cheap parts became a haven for the many thousands of people who would otherwise be unable to keep their cars on the roads.

The Merrill Auto Parts company, 1900 Third Street, near the fair grounds, sells all "used" and new auto parts. The company buys old cars and trucks to wreck them for their parts. Buying the old cars that are ready to be junked, they are able to sell auto parts for all makes of cars very cheaply.

Axles, springs, wheels, trailers and bearings are just a few of the items which the company handles. Because they obtain their new parts from companies which do not sell the cars, they are able to buy the supplies much cheaper with as good or better quality. In this way large savings are to be made by buying auto parts from the company.

Obtaining their cars to wreck from garages both in the city of Merrill and out, the company does a large yearly business. They also buy cars which have been in wrecks or have been burned. In this way many of the auto parts which they have are like new.

Although he has been operating an auto parts company in Merrill for several years, John Kallius, owner and manager of the Merrill Auto Parts company, started the company on its present site in 1900. Previous to that time he had operated a wrecking company on the west side. Before he came to Merrill he operated a wrecking company in Rhinelander.

One of the specialties of the Auto Parts company is the reupholstering of auto glases. Mr. Kallius has done this for the past three years, and has many bargains to offer in the line of auto glases.

BIG TOBACCO ORDER

Sam Schneider pioneer grocery salesman in this territory sold what is thought to be the largest single order of tobacco, when John O'Day placed an order for 5,000 pounds at one time for resale to his crews of men in his logging camp.

BANK IN HOTEL BUILDING

When the First National Bank Building burned the southeast corner of the Hotel Lincoln was remodeled and the bank was moved to those quarters and the banking business conducted there until the present bank building was completed.

Carry Same Products For Over 14 Years

The Merrill Oil company, a comparatively new, but nevertheless prosperous and growing public service of this city, desires and deserves a place among Merrill's institutions.

This company was organized in the fall of 1920, with Hugo Schwartz and his wife, Esther, as the holding members, and the business office was then located in the

Schwartz home, at 603 First street.

This firm make a specialty of handling the Pure Oil Co. Products, such as gasoline and oils, also the dependable U. S. Tires.

A bulk station of 50,000 gallons capacity was erected on property purchased just west of the high bridge over the Wisconsin river, where office quarters were also established.

In the year 1922, the present service station at the Stoptite intersection of East Main street and Center avenue, was erected, and at which a day and night service is maintained, fully supplied with Purol Products, and the public served speedily and satisfactorily.

The business of the company under the guidance of the

Schwartz family has increased from approximately 300,000 gallons of gasoline at the start, to an approximate of 600,000 gallons at the present time.

When the Merrill Oil company was launched, it required but two delivery trucks to handle the business, but today five trucks are kept very busy in the delivery department.

Ten men are steadily employed in caring for and delivering of the Pure Oil Co.'s products handled, and the various service departments of the company.

The Merrill Oil company has developed in accordance with the business ability of its managers, and the excellence of its products and service to its patrons and the traveling public.



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