

## DAVE RAJEK HAS TWENTY YEARS OF EXPERIENCE

"The Dave Rajek Garage," is now located in the commodious two-story cement garage building erected especially for sales and garage purposes, at 917 East Main street, heretofore known as the "Allen & Zander Garage."

Mr. Rajek has been engaged in the auto repair business for the past twenty years or more, ten years of which he spent in the employ of the Allen & Zander garage, whose building he now occupies with his own business, and has won the reputation of both a master mechanic and a master workman, the practical experience of which has placed him in position to know when a job is well done by his own employees.

Following his service with the Allen & Zander garage, he erected in 1938, the cement garage on Second street, opposite the post office, which he has now leased to Art Schroeder, a former employee, his sales and service business hav-

ing outgrown the capacity of the building.

In his sales department, Mr. Rajek features both the Studebaker and Graham lines of automobiles, the proper display of which his previous quarters prohibited.

The Rajek garage is now fully equipped to do all kinds of repair orders on all makes of cars, including electric welding, and carries a complete line of accessories, thus insuring prompt and proper servicing by competent workmen.

Car washing and greasing, will receive equal attention with larger orders and there is ample room for cold weather storage of cars.

A paint shop also in connection with the garage, affords a complete line of service within the confines of one building, which will prove a worth-while convenience to the patrons of the "Dave Rajek Garage," and the proprietor invites the public to make use of its resources at their convenience and when necessary.

## Brassard and Berndt Handle Ford Cars Here

The "Hillside Garage," operated by the "Hillside Motors Company, Inc.," in compliance with its name, nestles in the decline of Mill street, at its intersection with First street, and is a spacious cement structure with ample display, service, storage and office rooms.

Henry J. Brassard, the manager, first engaged in the garage business in 1927, at an East Main street location, at which, in business connection with Otto W. Berndt, they also conducted a general service garage business, and an agency for the sale of Nash cars.

In February of 1933, the organization leased the Meunier building above described, christened it the "Hillside Motors Company, Inc.," and entered the exclusive agency for the sale of Ford automobiles and trucks, in which they have met with success.

In connection with this agency they operate a general garage, fully equipped for the repairing and servicing of all makes of cars and trucks.

This department is conducted under the foremanship of an expert mechanic, Otto W. Berndt, whose actual experience entitles him to the appended cognomen, having served formerly with the Wisconsin Motors, of Milwaukee, for several years; with the Nash service for nine years; with the Studebaker service for six years, and previous to that had been in charge of the machine shop of the Merrill Iron Works, for one year. The combined experience of this work has placed him in the front rank of master mechanics, and his assistants are competent helpers in the servicing department.

Both Messrs. Brassard and Berndt are energetic business men, with a natural tendency to successful salesmanship, and under their guidance the business of the "Hillside" garage and agency has gone forward to enlarged success.

## O. J. Borchardt Mechanic Since Bicycle Days

Oscar J. Borchardt, who operates a general repair shop and garage at 1027 East Main street, has been engaged in like business since 1916, and during that time has acquired a practical and understanding knowledge of intricate machinery and how to remedy the ills to which such mechanical combinations are subject.

In the year stated above, Mr. Borchardt began work in this line, in the employ of Norman Calisen, at the same stand where he is now located. Bicycles were the metron of speed in those days. The following year several makes of autos needed attention, and he continued in the Calisen employ and his successor for about six years; for the following seven years he was employed at the Zimbal garage; from there he was employed in the Stuck garage on the West Side.

"In June, of 1930," said Mr. Borchardt, "I came back to the place where I started, which was then called 'Calisen's garage,' and which I now occupy."

"Now I am kept busy repairing automobiles, straightening bent and crooked axles without heating; selling and servicing auto and farm light batteries; welding broken parts; repairing and selling bicycles and fishing tackle, and doing such other repair jobs as the public may choose to bring me in my line."

Mr. Borchardt gives special and personal attention to all matters entrusted to his care, and feels competent to meet all requirements, and does not hesitate to guarantee that any repair or other work done at his place of business, will be found satisfactory.

The Borchardt business is located just across from and south of the Court House, where he invites the public to call when in need of services in his line.

## Voermans and Family Build Up Fine Farm

To show what a family may do in Lincoln county in the line of dairy farming, the Herald presents the record of Mr. and Mrs. C. Voermans, of the town of Harrison.

About twenty-five years ago Mr. Voermans left Holland and after spending about four years working his way west, came to Lincoln county and bought eighty acres of cut over land from the Tomahawk Land company, married, and set out to make a farm, clearing the land of debris and digging out the stumps.

Today Mr. and Mrs. Voermans have a farm of 160 acres of land, with nearly eighty acres under plow; a modern home, a barn and other out houses, and a fine herd of Holstein dairy cattle; owe nobody, and are happy and contented.

In the meantime they have reared six children, the oldest of whom, Marie, is now attending the Merrill Commercial College.

Starting out without any capital the Voermans have carved out of the woods, a beautiful home, and are a happy family.

## "BACK UP SALE" IS PETERSON GARAGE CREED

Fred Peterson, owner and operator of the Soto-Plymouth Garage, located at 1211 East Main street, is a "direct actor," in that he says just what he means the first time, and has no method of aversion or reversing when talking business.

Thus it was when the Herriman sought an interview, in connection with the Silver Jubilee Edition of The Merrill Daily Herald, Mr. Peterson launched his business creed right from the snout, as follows:

"The sale of an automobile by us, is only the first step in our contact with the new customers.

"The second step, we feel, is even more important; and that is the type of service we render, after the car has been purchased.

"Our belief is, that a satisfied customer is our most valuable asset, and we bend every effort to make every customer a 'satisfied customer.'"

"Try us; 'satisfying customers' is more than a slogan with us, and the sale of an automobile is but an introduction to the type of service that has always been the policy of this garage."

So said Fred Peterson; "De Soto-Plymouth dealer; sales, service and finance; or buy your used car for cash," or what have you.

### DO YOU REMEMBER—

- Drinker & Fowler
- A. C. Norway
- J. G. Foser & Co.
- R. G. Kingsley store
- S. Heineman Mercantile Co.
- The A. B. Nelson store
- The Thielman Main Market and the Branch Market
- The Denne Bakery
- The Littlejohn Furniture store
- The Hanscom Grocery
- The Engine House
- The Willard Novelty store
- The Howard Paint store
- The Ebert store
- The Berlowitz store and the time they sold the stock at auction?



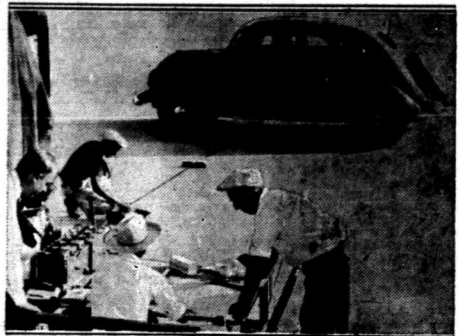
## The BIG Little Things We Gladly Do

It's not much of a job to fill a radiator with water—or pump up tires—or dust off a windshield. But those are mighty BIG things to your comfort and convenience. And we're pleased to do them for you—just to help you remember this garage of courteous service—just to keep in your mind the fact that you'll find greater satisfaction in bringing your car here for every driving attention—big or little.

### Hillside Motors, Inc.

900 E. 1st St.  
Phone 84

## AIRFLOW CARS BREAK 32 A.A.A. SPEED RECORDS



An Airflow De Soto Coupe and Sedan broke 32 American Automobile Association speed marks for stock cars on Murco Dry Lake in California. The Coupe set a new class mark of 86.23 miles an hour for five miles. The Sedan averaged 74.74 miles an hour for 2,000 miles to establish new closed car records, regardless of class. A.A.A. officials are shown checking electrical timing instruments as the Sedan sped past the timing station.

### DE SOTO and PLYMOUTH

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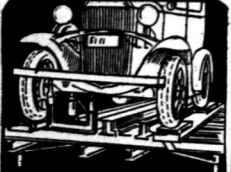
## FRED PETERSON GARAGE

1211 E. Main


Phone 261J

### SCIENTIFIC FRONT WHEEL ALIGNING

THE EXACT DEGREE INCLINE ALWAYS HERE



PRECISE AXLE STRAIGHTENING COLD



## Exide BATTERIES

General Repairing Greasing of Autos Prices Reasonable

Lawn Mower Sharpening Repairing Bicycle Repairing

## OSCAR J. BORCHARDT

1027 E. MAIN GARAGE PHONE 225W

## Day or Night



Congratulations, Merrill Daily Herald, upon your 25th Birthday.

We are always at your service and we know cars inside and out and have all the facilities for doing a perfect repair job on any model. You get the best results from a specialist and we specialize in making any motor purr like new.

We are also prepared to attend to your Electric Welding needs, if any, and guarantee satisfactory service.

# RAJEK GARAGE