

Leidiger Brew Cheers Merrill For 40 Years

For forty years the Leidiger Brewing company has been disseminating mellow cheer to Lincoln county people, taking a big part in their community and group picnics, spreading good fellowship at private parties, and enlivening their tables.

In a community as predominantly German in its extraction as Merrill, it is inevitable that people should want and expect good beer. And, as it turned out, it was also inevitable that an extra good beer should be made.

Way back in 1896 Ernest, Louis, and Rudolph Leidiger began to brew their golden beverage in a small frame building on the corner of River and Nast streets. They were incorporated with a capital stock of \$55,000, and their first year's output was 3,000 barrels—hardly enough to take care of one good Liederkrans convention.

One of the three brothers, Louis, died in 1900, and his share fell to his mother, Mrs. Pauline Leidiger. That year the brewery installed several improvements, the first in its four years of existence. In the fifth year, 1901, they installed an ice machine; the old frame building got a brick veneer, and new all-brick structures were erected. When these improvements and enlargements were finished, the plant had a total frontage of 100 x 100 feet and an annual output of 12,000 barrels, or four times the output of only five years before.

Ernest Leidiger became president of the concern shortly after this, but he died in 1922. His son, Louis Leidiger, the present head of the concern, was taken into the firm in that year as its secretary and treasurer and was given the management of the plant.

When prohibition hit the country the Leidiger firm turned to the manufacture of cereal beverages and soft drinks.

This arrangement continued until it became apparent to everyone that beer was coming back. In March, 1933, only a month before the historic beverage was legally admitted to sale again, the Leidiger Brewing Company was re-incorporated with Louis G. Leidiger as its president.

The Leidiger Brewing company now distributes its product throughout the Merrill trading area, easily outselling all other brands in this city and its environs. Backed by the tradition and skill of forty years of manufacture, it turns out a brand of beer suited above all others to the taste of this locality and unmatched anywhere for purity and wholesomeness. Now once more, as in 1896, Leidigers is an important part of the good times of the whole community.

Ament Brought Beer Back Into Merrill First

Charles Ament, wholesale jobber of Tannenbaum beer in this locality, was the first Merrill dealer to handle beer when it was legalized on April 7, 1933.

Ament's Chief Oshkoosh beer was the first real beer the Merrill public tasted on that eventful day.

Later he handled Blatz and Red Ribbon beers before taking over Tannenbaum exclusively.

Tannenbaum beer is made by the Marathon Brewing company at the Marathon City. One of the features of the brewery is its fine well, which draws the purest of spring water from a great depth. This well was sunk at considerable expense in order to provide the purest and richest flavor for Tannenbaum beer.

Thirty-two retailers in Merrill and its vicinity handle Tannenbaum at present, and it is widely requested both at the tap and in bottle sales. The company's two-quart bottle called the "Little Willie" is proving a great favorite for evening card games, picnics, fishing trips, and the like.

SCOTT WENT FAR IN BUSINESS AND POLITICS

Thomas B. Scott, often referred to as "Father of Merrill," was born in Roxburghshire, Scotland, Feb. 8th, 1829.

When young Scott was eleven years old, his parents came to America, and settled at Ossining, N. Y., where the father died in 1873. His mother had died in 1842. When 13 years old young Scott got a job as clerk in a small store in that town. In 1848, when he was 17 years old the family moved to Wisconsin, settling at Dakorra, where young Scott established a store, and where he sold goods to lumbermen. Later he entered into the lumber business on the Wisconsin river, near Wisconsin Rapids.

About 1871, he purchased the Andrew Warren sawmill, the only sawmill in Merrill at that time.

Besides being active in the lumber business, Mr. Scott was an active politician. While a resident of Wisconsin Rapids, he served as county clerk and county treasurer of Wood county. He was elected to the state senate, where he served for five terms, one time being the unanimous choice of his fellow senators as president pro tem of the senate.

He helped T. P. Mathews to get the legislature to create Lincoln county. After he moved to Merrill and became a resident here, he devoted his time to getting the railroad to Merrill. He was an incor-

porator of the first National Bank, and helped to organize the Wisconsin River Improvement company, which set out to improve the river for floating logs and lumber to market. In 1876, this corporation, with O. B. Smith in charge, built several dams on Grandfather Falls.

Mr. Scott built the mansion near the Holy Cross hospital, with the intention of making it one of the most beautiful residences in upper Wisconsin. He passed away before it was completed.

The sisters of the Holy Cross hospital are carrying out what Scott intended to do.

Mr. Scott left \$10,000 to the Methodist Episcopal church in Merrill and \$10,000 to found a library. With this to start with, and help from the Carnegie Foundation, Merrill's extensive and beautiful library was made possible.

Mr. Scott was an active Republican all his life. He served his party as delegate to national, state and congressional conventions. Mr. Scott was an intimate friend of the Hon. Walter D. Mac Indoe, pioneer Wausau lumberman, and one time congressman from this congressional district.

Mr. Scott was another man who started out in life with only a clear head and two hands, willing to work, and made a success of life.

T. B. Scott was the first mayor of Merrill.

ROCK ISLAND SITE HISTORIC IN LUMBER DAYS

Heinie Hinz' Rock Island Resort, four miles north of Merrill on Highway 91, was built in 1928 and opened on July 1 of that year. Mr. Hinz found a bare place without a tree growing on it, built his present attractively stained building, landscaped the grounds with rock and many evergreens, and made it into the popular resort that it now is.

The site of the Rock Island Resort is one of the most historic in Lincoln county. For sixty-five years it has been an amusement and gathering place. In the early lumber days it was a trading post where lumber that floated down the river was divided. A string of huts were built along the riverbank near the post.

When Hinz began working the ground for his resort he found old guns, canthooks, knives, jugs, deer-heads, and any number of relics in the ground, abandoned when the station was given up.

After the lumber days one of the biggest dance halls in this section was built on a knoll nearby.

The location teemed with game. Where Snow creek empties into the Wisconsin river a deep muskie

hole existed, and fishermen would sit in the shade of a huge tree, whose stump still stands on Hinz' property, and take out the fish by dozens.

Often Mr. Hinz entertains visitors from Des Moines, Chicago, and other cities who recall the place of the old days.

When he first opened, Mr. Hinz offered dancing and lunches and served dinners. He also prepared docks in the rear of his place and rents boats for fishing.

Two years ago, by popular demand, he began having nightly orchestras. At present Carl Lorenz and his orchestra from Milwaukee are playing every night except Monday, and have aroused favorable comment all around Merrill.

The resort has table accommodations for seventy-five. It can accommodate parties at any time without reservation, and will serve dinners for parties if arrangements are made in advance. There is ample parking space.

Merrill amusement-seekers have long since learned that Heinie's is a good place to go, by couples or in larger groups.

DINE and DANCE



Interesting Features, Select Lunches at all hours, Liquors, Wines and Beer on tap. Accommodations for parties. Never a quiet moment. Dancing nightly except Monday.

ROCK ISLAND RESORT

HEINIE HINZ, Prop.

On Highway 91

Dancing Every Night

Except Monday

A BEER ... that is worthy of friendship



Full-blooded ... mellow ... reliably strong ... the very essence of our Beer is symbolic of friendship itself. There is no keener way the bonds of affection can be strengthened, than over a cooling, refreshing bottle of Beer. Order a supply today so that if and when friends do come in unexpected you will have refreshments for them ...

Heartly good wishes and a toast to future years for the Merrill Daily Herald on the occasion of their 25th Anniversary.

Take "LITTLE LOUIE" with you on your fishing or hunting trips. He's bound to bring you luck.



Drink TANNENBAUM BEER

For Health... and Cheer!

As pure and tasty a brew as you can find anywhere! You can be assured of satisfaction if you ask for it on tap or insist on the Tannenbaum bottle.

Get A "LITTLE WILLIE"

CHARLES AMENT

DISTRIBUTOR—PHONE 9002-F11

LEIDIGER'S