

Candy Company Launched Here 22 Years Ago

One of the leading industries of Merrill and Lincoln County is to be found in the Merrill Candy Company. It was 22 years ago that this progressive concern was launched by three men who had visions of an expanding industry. The old Scium building on the corner of Blaine and Second streets housed this business through its first stages of expansion. Adam P. Schewe, George Pellegrin and E. P. Chauvin held the entire stock of \$10,000.

Based on quality, its high grade fancy packages and bar and bulk cans became known locally—expanding to the nation-wide distribution which it now enjoys. With this rapid expansion it became necessary for the company to find a new location, whereupon the double store at 1215-1217 Main St. were purchased and remodeled into a modern candy manufacturing plant with a floor space of 15,000 square feet. This development took place in 1917 and is the present location of the plant.

Up-to-date, efficient, and satisfactory equipment and methods were installed to insure continued high quality merchandise. It was at this time that the capitalization of the Merrill Candy Company was increased from \$10,000 to \$50,000.

In 1923, amid a continuous expansion, the Merrill Candy Company, under the direction of Mr. Schewe, then president, purchased the entire equipment of the Lorraine Chocolate Company of Mitchell, South Dakota, thereby doubling its production capacity. In 1925 Mr. Pellegrin relinquished his holdings with the Merrill Candy Company to Mr. Schewe. In 1927 Mr. Schewe purchased the interests of E. P. Chauvin and of August N. Schewe who had become associated with the company in 1918. Mr. Schewe continued as president of the Merrill Candy Company with the introduction of Mr. M. T. Sigurd into the organization as secretary-treasurer, Mr. A. J. Bertrand as vice-president, and Mr. F. J. Gohdes as a director, Mr. Sigurd having managed the Minneapolis Candy Company in Sioux Falls, South Dakota, and the latter two having been identified with the firm for several years as salesmen. This staff of the organization has remained unchanged up to the present.

The Merrill Candy Company has developed a complete line of seasonal and special candy assortments, bar goods, and bulk candies, all of which have received national distribution. The aggressive sales organization of the company has secured this development by contacting national distributors and brokers, as well as the retailer.

A few of the leading bars, namely: College Special, Skee Scooter, Pep, Nut Goodies, Half Acre, Fruit Sundae and Walnut Carmello, along with the Cane, specialty and holiday assortments have been instrumental in expanding the already well developed market.

The production figure of 1,000,000 pounds annually has been facilitated by the employment of between 40 and 50 individuals, as well as efficient and modern equipment. The annual payroll to these employees is between \$25,000 and \$30,000.

The Merrill Candy Company has been one of the leading manufacturing distributors in the history of Merrill and we hope that it will continue as such, as Merrill needs industry to continue its progression of the last 25 years. This continuous growth can be realized only through the whole-hearted co-operation and endorsement of the entire community.

SOME OF CITY'S FOREMOST SONS ON 1898 TEAM

The class of 1898, graduated only a few years after the first high school was organized here, has proven to be one of the most outstanding of all.

Here are some of the members of the football team of 1898:

Ralph E. Hetzel is president of Penn State college.

Ray McQuillan is head of the Home Owners' Loan Corporation for Wisconsin, with headquarters at Madison. Before that he was superintendent of the Langlade Lumber company at Antigo.

E. S. Jordan became president of the Jordan Motor Car company

at Cleveland and one of the foremost authorities on the automotive industry.

Richard Landers is a prominent attorney.

A. J. Stange is in charge of the Stange interests at LaGrande, Oregon.

W. T. Evjue is founder and editor of the Capitol Times at Madison.



Our Business Is to Increase the Sale of Bulk Goods...

We have gained a reputation for building lard tubs and pails, made from quality Softwood—absolutely odorless and strongly constructed.



WOODENWARE BEGAN IN 1905 MAKING TUBS

The Merrill Woodenware Company, has since its first organization, from time to time increased its capital stock, until at this time it amounts to \$150,000, which under present conditions may mean much or little directly or indirectly, but it does reflect the business ability of those who have been in charge of the "pilot house" and "works" of the business.

The "English Manufacturing Company" was the title under which the company was originally organized, on August 31, 1905, with J. A. Emerich, John English, E. H. Staats and L. C. Avery as the incorporators, for the avowed purpose of "manufacturing ice cream shipping tubs."

On August 12, 1907, the interests of Messrs. English and Avery were taken over by the present stockholders, with the following officers in charge:

President and Manager—J. A. Emerich.

Vice President—A. E. Nelson.
Treasurer—Christ Mickelson,
Secretary—Stanley Emerich.

Under this management a re-organization was effected, and the name of the corporation changed to the "Merrill Woodenware Company," the present stockholders being the above officers, with E. H. Staats, Mrs. Charles Canfield, and the estates of the late Matt Tockley, John English, Frank Canfield and John Ament.

The principal product of the plant at this time, is the manufacture of candy pails and lard packages. Within the past year, so, a trial order was received for shipment to London, the first of the company's products to cross the briny deep, and for a safe voyage had to be peculiarly packed and prepared. The result was a success, and proved to be the forerunner of following business, which may in time become worthwhile.

The original organizers of this manufacturing institution entered upon what was a "prospective" venture only, having no promised future or support other than their own confidence of a field of endeavor in this line.

Evidently their vision was keen,

and their conduct of the business successful, for the plant during ordinary general conditions, has employed some 120 hands in its various departments, had an annual payroll of approximately \$110,000, and distributed from \$50,000 to \$60,000 among the farmers of this vicinity for raw materials, which in itself, is evidence of its ability to fill a need which existed. The present owners are hopeful that they may again participate in the usefulness to the community, wherein lies their first and present desire.

Cost of Lincoln County's Beautiful Temple of Justice

Jule Thiesman, secretary of building committee's report:	
Van Ryn & Degeleke, architects	2,686.14
John English Contractor	83,529.32
The Mooers Heating Co.	5,768.00
Merrill Plumbing & Heating Co. plumbing	3,366.45
Art Metal Construction Co., metal fixtures	4,600.00
The Wollseger Manufacturing Co., wood furniture	7,997.00
Seth Thomas Clock Co., tower clock	1,335.00
Chas. Pollackich & Bros. electrical fixtures	1,800.00
The Cary Safe Co. vault doors	480.00
W. G. Andrews, decorator	5,100.00
O. F. Henderstream, door plates	50.00
Merrill Telephone Co., electric wiring	63.60
Geo. Bell, painting	250.00
Livingstons, window shades	158.50
Cornin Hardware Co., door locks	340.00
E. H. House, superintendent	787.50
Total cost	\$119,861.85

The building could not be built for twice that amount today, in spite of hard times.

Merrillite Chocolates and Fine Candies.

THIS quality line has set a new standard in candy combinations and values and is giving constant satisfaction everywhere—Why not take the easy way to success in candy selling, by centering upon these always fresh, highest-quality Confections.

Working with a knowledge gained by 22 years of candy development, our candy experts are producing package goods and Bar candies of exceptional satisfaction.

Our hearty congratulations to the Herald upon the completion of 25 years of service to Merrill.



- Cleanliness
- Quality
- Purity

MERRILL CANDY CO.