

S. Heineman Started Store Which Became Large Establishment

Three brothers, Nathan, Benjamin and Sigmund Heineman came to America from Germany about 75 years ago. The first two located at Waupun about 1875 and became merchants, landowners, bankers and mill owners.

Sigmund Heineman came to Merrill a few years later and followed in the footsteps of his brothers who had located in Waupun. He opened a small store in Merrill and under his management it grew to be a large establishment. He rendered financial help to many of the new settlers.

He was born in Germany October 8, 1852 and came to America when 18 years of age, landing in New York in 1871 and leaving at once for Appleton, Wis.

In 1879, Mr. Heineman came to Jenny, now Merrill. The next year the railroad was built into Merrill and Mr. Heineman saw before him an era of great business and industrial development. Having saved up a little money while at Appleton, Mr. Heineman started a little store in the city. This grew to be a large establishment.

The railroad coming to Merrill did start a real boom. Five sawmills were built or under way in the next two or three years.

In 1890 his business had broadened out so that he felt he better get out of the retail business, so in that year he sold his store to David Livingston.

In 1892, with A. H. Stange, L. W. Anson, R. G. Kingsley and others the National Bank was organized, with Mr. Heineman as president. In 1912, the charter of the National Bank expired and the bank was reorganized as the Citizens National Bank, with Mr. Heineman as president. He held that office until his death, Nov. 26, 1913.

During his active business career Mr. Heineman organized the Heineman Lumber Co. in 1908, and built up an up-to-date lumber manufacturing plant at Heineman. When the



E. F. Hans, for many years a member of the widely known pioneer hardware firm of H. R. Fehland & Company.

plant was destroyed by fire in 1910, the lumber manufacturing business was transferred to Merrill.

In 1893 Mr. Heineman formed a partnership with Geo. E. Foster to engage in logging and the manufacture of lumber.

Was Colporteur

Among other corporations organized by Mr. Heineman were: the Hemlock Lumber Co., the Hardwood Lumber Co. and the Evansville Sash and Door Co. He organized and was the president of the Wisconsin Dairy Land Co. This company maintained offices in Chicago and Merrill. The business of the company was to deal in timbered and agricultural land. Another corporation was the Land & Loan Co.

In 1897, the salary of the Merrill postmaster was \$1,500 a year; he was allowed \$230 for clerk hire and \$400 for rent. Then he had about \$500 of his own money invested in fixtures. Out of the \$400 for rent he had to buy the fuel needed to heat the building.



Most of the pictures one sees show loads of logs. Here's a load of bark headed for the tannery.

CONGRATULATIONS MERRILL

ON YOUR

CENTENNIAL Celebration

CARL BROS. GROCERY

Free Bananas

Watermelons and bananas, in season, were plentiful around our house when we were kids.

W. R. Bryan ran the feed mill now operated by the Consumers Co-op and whenever a car of melons and bananas arrived in the neighborhood we had the job of unloading the car. Fruit that was damaged was given to us as our pay. It was always pretty easy to drop a melon or damage a few bananas.

WELCOME VISITORS

Yes, we'd like to take this opportunity to welcome all you folks who'll be visiting Merrill during our Centennial Celebration, July 3-4-5, 6.

We've only been in business in Merrill since 1945, but during that time we've found it to be the grandest, friendliest down-to-earth town in the country. Truly a great place to live.

OPEN EVENINGS

DREW'S GROCERY STORE

1501 E. Main — Phone 94

John O'Day, early logger and Merrill business man.

John O'Day, Logger, Builder, Came To City 66 Year Ago

John O'Day was born in England, June 28, 1856. When Mr. O'Day was nine months old, the family departed for America. After moving about for four years the family settled on a piece of land two miles from Wisconsin Rapids.

Farming was not a very profitable business in the ten years from 1860 to 1870. Without tools and facilities for clearing land, the making of the O'Day farm was hard work and a slow process.

In order to better help his parents, in his early teens, he set out for the woods. He did not have far to go as there was a great deal of logging around Wisconsin Rapids in those days.

Mr. O'Day commenced his early business training by accepting any kind of a job from "wood-butcher" to swamper. From swamper he graduated to ox-teamster, then loader, and later foreman of logging camps. He came to Merrill in 1881 and that winter he drove oxen for the T. B. Scott Lumber Co.

From ox-teamster with the T. B. Scott company, Mr. O'Day graduated to be foreman of logging camps, and later took charge of all the logging operations of the same company.

Mr. O'Day remained in the employ of the Scott Lumber Co. for thirteen years, when he entered into partnership with John Daly of Wisconsin Rapids. The logging firm of O'Day and Daly conducted extensive logging operations on the Wisconsin river and at Thief River Falls, Minnesota, until the accidental death of Wm. Daly in 1900, when the company was dissolved, and Mr. O'Day continued logging alone for many years.

Mr. O'Day was considered one of the most successful loggers and log drive operators on the Wisconsin river.

To those who lived in Merrill in 1897, when the big saw mill and planing mill of the T. B. Scott Lumber company went up in smoke, it was looked upon as the most tragic event in the history of the city. It was thought by many that the city could not recover from it.

One morning some months after the fire, workmen were seen cleaning up the debris, with John O'Day directing affairs. Mr. J. N. Cotter and John O'Day had organized the Merrill Electrical Co. Then followed the building of the electric street car line, the second street car line operated electrically in the world. Appleton had the first.

In rapid succession Mr. O'Day organized the Merrill Iron Works, and with others, notably the late L. N. Anson, he accomplished the organization of the Grandfather Falls Paper company and the building of the great dam at Grandfather Falls, which O'Day superintended.

Mr. O'Day had extensive orange ranches in California and developed a large farm, now the Frederick's farm, Highway 17.

When the Bank Burned

When the National Bank burned in 1906, "Millwaukee" Johnson had the contract to tear down the remaining walls. We sub-contracted to clear the brick of mortar. We got \$25 a thousand and hired other boys at \$25, making a profit of 10c on them.

The telephone was the first public utility in Merrill, the first exchange here having been opened in 1891.