

Marks Opening Of Merrill's New Industrial Plant

Dedication Exercises At 8:00 Saturday Evening—Continuous Round of Entertainment Planned

Tomorrow afternoon at 1:30 o'clock the "J.C.C. Shoe-Bang" two-day celebration marking the opening of the new Albert H. Weinbrenner shoe factory will get under way.

The committees and members of the Merrill Junior Chamber of Commerce, which is sponsoring the affair at the request of the Merrill Industrial Foundation, have worked hard to arrange a program that will afford a continuous round of entertainment for the huge crowds that are expected to attend this event which ushers in a new chapter in the industrial history of the city.

Saturday evening at 8:00 o'clock the dedication exercises will be held on the third floor of the new industrial plant with officials of the Weinbrenner company, the city of Merrill and the Industrial Foundation participating. Invitations have been extended to civic and industrial leaders in neighboring cities to attend the ceremonies and large delegations from these communities will be present.

Officers of the Industrial Foundation have made arrangements to entertain the visiting guests prior to the opening ceremonies.

Following the dedication the third and second floors of the building will be used for dancing with "Dude" Trantow's orchestra supplying music for the old time dancing on the second floor and LeRoy's Rhythm Artists and Heath Bros. Band furnishing the music for the modern dance on the third floor.

A loud speaker system has been installed to carry the music to all parts of the building.

On Sunday night the same orchestras will play for dances to be held on the same floors.

Sunday Program

Sunday afternoon at 2:00 o'clock Professor D. C. Burkholder will direct the Merrill city band in a concert which will last about one and one-half hours.

Following the band concert Ted Lokemoen as Master of Ceremonies will conduct the Amateur Show where old time fiddlers, musicians, singers and dancers will entertain the crowd while competing for cash prizes which have been offered for the best performances.

The third annual automobile show of Merrill automobile dealers will be held in conjunction with the "Shoe-Bang" and the latest 1937 models will be on display throughout the two days on the main floor of the factory building.

The following dealers will exhibit cars at the show: Seidell Motor Company, Pontiac-Buick International Truck; Zimbal Bros. Garage, Dodge-Plymouth; Merrill Motor Sales, Chevrolet; Knudsen-DuTeau Sales Corp., Ford; Alft Garage Co., Chrysler-Plymouth; De Soto-Plymouth Garage, De Soto-Plymouth; and Merrill Motor Sales, Oldsmobile.

Other Merrill business men will have exhibits at the show.

Concessions

Members of the Merrill Lions' club and the American Legion will assist the Junior Chamber of Commerce by operating the bingo stands and other concessions that will be placed in several locations throughout the building.

Beer, pop, candy, cigars and cigarettes, hot-dogs, etc., will be on sale at the refreshment stands which will be open at all hours.

The Harvest Festival Association, which abandoned its usual Harvest Festival this year in favor of the shoe factory celebration has donated \$100.00 to be used for attendance prizes and drawings will be held both Saturday and Sun-

day nights.

For several days tiny souvenir boots have been on sale and they can be obtained at the door during the festival. These boots which cost fifty cents each will admit the wearer to all activities during the entire two days. Proceeds from the sale of boots and the "Shoe-Bang" go to the Industrial Foundation to be applied toward the cost of the new building.

Children Free in Afternoons

Children will be admitted free on Saturday and Sunday afternoons.

Due to the condition of the grounds about the building parking restrictions will be enforced and none but official cars will be permitted on the grounds. The new Prairie River bridge will be open to pedestrian traffic and will be flood-lighted at night.

During the celebration Merrill business men are requested to display their flags in front of their places of business.