HANSON, KINNEY & NOLL

Twenty years ago an automobile attracted as much attention on the streets of Waterford as an aeroplane would if it should land in our midst today. Nearly every young man had his driving horse and "top buggy." Livery barns were common.

Fifteen years ago the idea of any one opening an automobile livery or garage in a village the size of this so far from a large city would have been laughed at as exceedingly foolish. Today Waterford boasts of five first class up-to-date garages, each with its sales' room, expert mechanics, and repair men on duty at all hours.

The Hanson, Kinney and Noll garage is the last of the five to be opened in Waterford, April 26, 1921, Hanson and Kinney formed a partnership and opened a garage here, a year later taking Clifford Noll into the business as a partner. Already it is one of the largest and most prosperous, thus proving that the automobile business is an important one in this community.

Growth along this line has been rapid. The first automobile advertisement to appear in the Waterford Post was in the issue of January 27, 1910—twelve years ago—when H. B. Morse advertised some special bargains in wind mills, tanks and buggies, with the following: Automobile runabout, good running order, $100.

Many of our readers remember the "runabout" as of the high wheeled variety. This was the first car advertised for sale but to Will Craft belongs the honor of being the first one in our village to own an auto. He was the envy of all with his Cadillac—the first "horseless wagon" belonging to a Waterford man to be seen on our streets. Mr. Craft purchased his car August 14, 1907 of the John's Auto Co., of Milwaukee.

Hamm Brothers, who came from East Troy, were the pioneer auto men in Waterford. They came here in November, 1909, purchased and fitted up the old Moe store building on the west side and in March of the following year began advertising the "Famous Kissel Car," a Wisconsin product, manufactured at Hartford, with Frank Edwards, a former Honey Creek boy, the general manager. Early the same year Hamm Bros. opened the first automobile livery in the village.

The firm of Morse & Johnson made its bow to the public a little later when on March 25, 1912, Fred Johnson, of Waukesha, bought a half interest in the H. B. Morse hardware store, and began making a specialty of the automobile business. They took the agency for the R. C. H. and Oakland cars.

John Heck, Dr. Corlett and Fred Becker were among the first to purchase R. C. H. cars and Albert Noll an Oakland.

The first Ford to be advertised for sale here was a second hand two cylinder by Hamm Brothers, in the fall of 1910.

The building first used by Hanson, Kinney & Noll for their garage, was erected by Fred Baker on the Hembrock lot on Second Street. The building was sold to Edwin Morse and George Prout, of Honey Creek, about 1916, and moved by them to its present location on land leased of William Plucker. They rented it to Fred Johnson for a garage who had withdrawn from the Morse & Johnson partnership.

Hanson & Kinney purchased the business of F. C. Johnson, April 26, 1921. They took out the agency for the Willys-Knight and Overland cars. The new firm have also given special attention to repairing and carry a full line of tires and accessories.

Clifford Noll, who purchased a third interest in the Hanson & Kinney garage on April 15, 1922, is the son of Mr. and Mrs. Albert Noll. He was born in this village the night of Waterford's memorable fire, July 2, 1898. Mr. Noll, or "Chip" as he is familiarly called by his friends, has lived his entire life in this village with the exception of eighteen months spent over seas during the world war. He was with Battery C, 53 artillery, coast artillery corps, and served his country in the great battles of St. Mihiel, Meuse-Argonne and in several defense sectors. Returning home after the war he worked for a while with his father then entered the Kinney & Hanson garage where he gained experience in the work before becoming a partner.

Albert Hanson, senior member of the firm, son of Mr. and Mrs. Sam Hanson, has had many years of experience as a mechanic. He was employed in the M. S. Hanson Ford garage at this place before he entered into partnership with William Kinney and became one of the proprietors of the new business.

William Kinney, son of Mr. and Mrs. Dave Kinney, of Lake Geneva, formerly of Big Bend, the third member of this firm, is also well known as an expert automobile man. He has lived in this community for the last fifteen years and before going into business for himself gained experience along this line while working in the F. C. Johnson and John Peters garage.

On September 15, 1922, the Hanson, Kinney and Noll Company purchased the Hamm building (the old Moe building) of D. J. Williams, of Burlington. They moved their garage to it the following November. This building shown in the accompanying picture, gives them ample room for their growing business.

This firm, the youngest in the Waterford garage group, is meeting with flattering success and has long since justified it existence. May its success continue.