

The Kestel Brothers Company

A history of the Kestel Brothers Company begins during May 1907, when brothers John A. and George J. Kestel established a partnership to open a small general merchandise store under the name Kestel Brothers at 302 N. Central Avenue. The Marshfield News, May 2, 1907, reported that “Both are well known young men, especially the first named, who, for the past 4½ years has been employed as head clerk in A. Kleinheinz store. Their motto will be ‘Honesty is the best policy.’”

The Grand Opening was promoted in the Marshfield Times under the heading “Grand Opening Monday” as follows.

“We want everybody to come and inspect our goods as well as prices Monday, May 6th, 1907. We are putting in a nice clean store of general merchandise and our doors will be wide open to welcome you all.

“Our business will be conducted on a strictly cash basis and our prices will be the lowest. As a special inducement we will give away a handsome premium worth 25 cents with every purchase of \$5.00 and also one worth 15 cents with every \$3.00 purchase. Besides we will give rebate checks which will enable you to secure handsome premiums to furnish your home free of cost. If you can’t come, telephone 117. Kestel Bros. North Central Avenue. The Cost Store. Our Motto. Honesty is best policy.”

An online Kestel family history shares that “Their first three years, sales were small in figures, but big in the vision they had for the future. The business grew steady, but not phenomenal.”

During these early days, the Marshfield Times reported the Kestel Bros, North Side Store as,

“The first large store reached by persons entering the city on Central Avenue from the north, is that of Kestel Bros., located in a substantial brick building near the B street corner. This growing business was established by the enterprising young men who constitute the firm about three years ago, and has already taken its place among the substantial business houses of the city. Ever obliging and thoroughly acquainted with the needs of their trade, Messrs. Kestel have no difficulty in supplying the demands of their customers for first-class merchandise of all kinds. In addition to a good city trade they deal extensively with farmers and handle a large amount of produce. Right goods at right prices is their motto.”

During January 1910, the Kestel Brothers Company filed its article of incorporation with a capital stock of \$25,000 to conduct a general store at the former Michael Steinmetz building. At that time they elected the following officers and directors: John A. Kestel, president and treasurer; George J. Kestel, secretary; directors J. A. Kestel, George J. Kestel and C.E. Blodgett. The business during the first year under the new corporation increased 100%.

Through October 1911, Kestel Brothers operated two stores, the former M. Steinmetz Store, 133-135 N. Central as The Spot Cash Store, and their first location at 302 N. Central, as the

Beehive Variety Store. The Beehive closed at the end of October.

The Following year, Kestel Bros planned a week long sale starting October 12th. As part of the promotion, they announced a "Farmers' Prize Contest!"

The following week, the Marshfield Times reported, "Frank Leuchterhand (*sic*) of McMillan is a lucky man. Last Saturday he came to town to compete for one of the prizes offered at Kestel Bros. store. He drove four horses hitched to a lumber wagon, and carried as passengers 26 women. He hoped to capture one of the prizes offered for the largest loads of ladies brought there during the day, and his hopes were realized to

the utmost, as he captured all three prizes, the first amounting to \$10, the second \$7.50, and the third, \$5. Thus he made a day's wages of \$22.5. None of the other farmers were wise enough to enter the competition, so Mr. Leuchterhand's load of women was the largest, the second largest, and the smallest.

On Feb. 1st, 1913, J. A. Kestel secured an option on C. E.

Blodgett's stock and on March 1, 1913, turned over this stock to 39

people with the guarantee of 6% on their investment and 5% on their purchases. It was at this time that the other brothers, Harry W., Joseph J., Math. J., and Peter J. Kestel, became stock-

Farmers' Prize Contest!

We will give **THREE MERHANDISE PRIZES** aggregating \$22.50 to the Farmers hauling the largest four-horse loads of women to our door on Saturday morning, October 12th.

For 1st Largest Load	-	\$10.00 in Merchandise
For 2d Largest Load	-	7.50 in Merchandise
For 3d Largest Load	-	5.00 in Merchandise

The driver must be a farmer and drive four horses. The passengers must be women over 18 years of age and reside in the country. Prizes will be paid in due bills that can be traded out at any time in whole or in part. Each lady passenger riding in one of these wagons—whether a prize winner or not, will be presented with a suitable souvenir of the occasion. We will set up the cigars to every driver whether a prize winner or not. Prize winners will be announced at the store at 1 p. m. Now boys! "Gid dap!"

From the Marshfield News, Marshfield, Wisconsin, October 10, 1912. page 7.



Kestel Brothers, The Spot Cash Store, Frank Luchterhand, four hitch team with the most passengers brought to the store's Fall Opening Sales. Orchestra music provided all day.

holders in the Kestel Bros. Company. Other notable stockholders were Math. P. Michaels, Joseph Seidl and Louis Rembs.

A few years later, a Marshfield Times promotional piece provides the following:

“The substantial building at 133 –135 North Central Avenue which is occupied by the business of Kestel Bros. Co., is owned by the company. A general merchandise business is conducted, and in the six years that the company has been in operation it has a reputation for integrity which extends far beyond the limits of our city.

“On the first floor dry goods, notions, women’s goods, clothing, gents’ furnishings, hats, caps, shoes, groceries, flour, feed, etc., are sold. On the second floor are the women’s ready-to-wear goods, coats, suits, furs, millinery, wash dresses, rain-coats, etc.

“The basement is used for storing surplus stock and is generally well filled with the same. This and each floor of the building measures 50 x 80 feet, and all space is utilized.

“The company are also large buyers and shippers of butter and eggs, handling the best grades and enjoying quite a big trade in these two lines.

“The officers of the company include John A. Kestel, president; and H. W. Kestel, secretary. The unquestioned success of their enterprise has established these gentlemen as two of our city’s most progressive merchants. They are considered men of integrity and energy in every respect. The firm’s slogan is: “If not good, we make good;” and they live up to their slogan in every case.”



J. A. Kestel, President, Kestel Brothers Company, from the Marshfield Times, 19 April 1916, page 11.

Kestel Bros. Company Purchase Steinmetz Property

The Marshfield Times reported the purchase of the Steinmetz building in there Sept 3, 1919 newspaper as such,

“Through the acquisition of the Steinmetz property, Kestel Bros. company one of the progressive stores of this city will now draw up plans for a remodeling of the place and

also adding on more space in the rear.

“At the meeting of the stockholders last week in this city, which by the way number 200, it was decided that very soon the entire building be remodeled; also that two more stories with basement be built in the rear and the store otherwise renovated so as to give it a metropolitan appearance in every aspect. Along with these changes the company plan to have a barber shop, bakery shop, shoe repair shop, harness shop, hardware store, a rest rom, a conservatory and check room for the use of the patrons of the store.

“During the past few years, this company has enjoyed a fine run of business and their intentions at this time to build is made imperative by their rapidly increasing business. The company is under the able management of John A. Kestel as president; Joseph J. Kestel as treasurer; H. W. Kestel as secretary.”

While bids were sought during May 1920, newspaper searches for 1920 and 1921 did not turn up any reporting that work described above was actually completed.

Big Loss Suffered By Kestel Brothers Company Building And Stock Late Last Night

Flames Fortunately Confined To Second Story, Believed To Have
Started From Electric Wiring; Water and Smoke Damage
Tremendous; Loss Fully Covered By Insurance.

The second disastrous fire within ten days occurred last night when flames were the cause of a big loss to the building and contents of Kestel Brothers Company, corner of North Central Avenue and East A Street. No figures as to the exact amount of loss were available, but it is probable that the loss by fire, smoke and water to building, stock and fixtures will be near \$25,000. It is possible that this figure may be exceeded by a closer examination of the stock and when final adjustment is made.

Water Supply Adequate.

The fire was first discovered on the second floor and the flames were found raging on the north side of the building. The second floor is occupied as storerooms for stock. At about 11 o'clock the fire department was called and responded promptly with both trucks and hook and ladder.

Flames were found in the second floor, there being no fire on the first floor nor in the basement, except that in the furnace. Five lines of hose were immediately hooked up from hydrants on Central avenue and Maple street. Five streams of water, under tremendous pressure, were brought to bear on the flames and the blaze was brought under control.

Hindered by Smoke

The firemen were hampered in their work to a considerable extent by the dense clouds of acrid smoke which filled the building. A part of the roof was burned away and the furnishings

and stock of the second floor totally destroyed . A metal ceiling, behind which the fire had eaten had to be removed before effective work could be done in extinguishing the flames. The roof was covered with tin.

The fire was confined to the second floor, but the actual damage to a big stock of dry goods and groceries on the first floor is heavy. A deluge of water poured down the stairway and through the ceiling, thoroughly soaking shoes, suits, heavy winter clothing, dress goods, and groceries of all kinds.

Believe Faulty Wiring the Cause

While there is no absolutely authoritative evidence, it is believed that the fire was caused by faulty or worn out electric wiring. John A. Kestel, president of the company, and E. E. Finney, chief of the fire department, are both inclined to accept the view that a short circuit or faulty or worn out electric wiring caused the fire. The fact that the fire was confined upstairs seems to support the belief.

Fully Covered by Insurance.

Mr. Kestel said the store would be open for business again just as soon as the stock is rearranged, necessary alterations made, and an adjustment made with the fire insurance companies. A total of \$94,000 insurance was carried by the company, divided as follows: stock, \$58,000; building, \$25,000; fixtures, \$11,000.

Lose Hose Coupling

A nickel plated cap from a hose coupling off the American-La France fire truck was lost at the fire and Chief Finney would appreciate its return to the fire department or the finder is asked to notify Mr. Finney or any of the members of the department where it may be had. *(from the Marshfield Daily News, Marshfield, Wisconsin, 03 Feb 1922, Friday, Page 1)*

Local Fire Department Commended For Services at Kestel Brothers Company

Unstinted praise and high commendation is given to the members of the Marshfield Fire Department by John Kestel, president of Kestel Brothers Company, for the work of the department at the fire which damaged the building and stock of the Kestel Company Thursday night.

Mr. Kestel calls attention especially to the water supply, also, which will prove interesting to readers. Pointing out that the supply is adequate, as evidenced by the fact that five hoses were kept busy throwing water on the flames for three hours.

The letter, which should be a source of pride, not only to the department, but to the city as well, as evidence of the fact that this city possesses a fire department which is so well equipped and admirably trained to afford excellent protection, is as follows:

To the Marshfield Fire Department: Permit us through the columns of our daily paper, to express to your department our gratitude and confidence in your ability and equipment to fight real fires. We are satisfied that you have real fighters, and an equipment that is equal to any in

the state, even in cities twice the size, of Marshfield. Your work here was very efficient which the remains prove without a doubt.

You were handicapped exceedingly by smoke, but your men showed courage and fearlessness. Quite a few of the boys took chances that many men would not take thus proving their efficiency and sincerity in their work. You have our best wishes for your every success in fighting future fires.

The city water supply was adequate which was proven by the fact that five streams were kept up for nearly three hours. Three cheers for our Fire Department! Hip, Hip, Hurrah! Hip, Hip, Hurrah!! Hip, Hip, Hurrah!!! Your services here will be remembered on the occasion of your next annual firemen's dance.

Signed. Kestel Bros. Co.,
By J. A. Kestel, Pres.

(from the Marshfield News-Herald, Marshfield, Wisconsin, 04 Feb 1922, Saturday, Page 1)

Kestel Loss by Fire Adjusted for \$29,500

An adjustment between Kestel Brothers company and the insurance companies affected by the fire which did great damage to stock and building in a midnight fire several weeks ago was made Saturday night. The sum paid the Kestel company was \$29,500, including loss sustained to stock, building and fixtures. The settlement has been pending for some time. The Kestel fire was the most disastrous fire which has occurred in a mercantile establishment in Marshfield for years. *(from the Marshfield Daily News, Marshfield, Wisconsin, 27 Feb 1922, Monday, Page 1)*

PUBLIC AUCTION!

The Balance of What is Left of the Kestel Bros. Stock After Thursday and Friday's Sale will be
SOLD AT PUBLIC AUCTION

Commencing Saturday at 1:00 sharp p. m. and lasting until all is sold. This will be the Final Cleanup. The public will get the benefit of low prices - not the salvage company. Buy what you can at your own price. You will be dollars ahead by being here early Saturday.

KESTEL BROTHERS COMPANY

More for Your Money **KESTEL BROTHERS COMPANY** More for Your Money

Watch for Our Opening - New Store, New Stock!

Marshfield Daily News, Marshfield, Wisconsin, 30 Mar 1922, Thursday, Page 8

The Kestel Brothers store is fast nearing completion. The ceiling of steel is being painted a light color. An entire new system of lighting will be installed, new show windows are being put in with overhead prism lights. The store when completed will be modern in every way and a credit to the city. Mr. Kestel states that the store will open for business with an entire new stock about May 15. *(from the Marshfield Daily News, Marshfield, Wisconsin, 14 Apr 1922, Friday, Pg 5)*

FIRE - SMOKE - WATER!

The Entire \$48,000 Stock of Kestel Bros. Co.

Will Be Placed On Sale Fri. March 3 at 1 P. M. at Prices Never Before Equalled!

THIS will be the MOST GIGANTIC PRICE SMASHING EVENT ever attempted in this part of the country. We have finally made an adjustment with the insurance companies that will enable us to sell merchandise at prices never before offered. **Thousands of Dollars Worth of Good Up-to-the-Minute Goods only Slightly Damaged by Smoke and Water.** The quality remains the same. Clothing, Ladies Wear, Dry Goods, Shoes, Men's Furnishings and Groceries all go in this stupendous price smashing sale. Remember the Day, the Date, the Hour—Let nothing keep you away. All goods for all season on sale; nothing hold back or reserved. *This is a Cash Sale - No Charges, Exchanges, Refunds or Approvals.*

Men's Young Men's and Boy's Wear in Blue Serge and Washable, also Soft Finish Materials. Buy these now at less than manufacturer's cost. Price slightly marked by water. Worth up to \$12.00. Now going at free.	Overalls for Men and Young Men in plain and fancy patterns, well cut and fall into with and without belt. Just a little water makes the price less than cost of manufacture. Worth up to \$20.00 now going at free.	Suits for Men and Boys Comprising Our Famous Cheyenne Suits, good assortment of Fall suits and overalls, slightly marked by water. Worth up to \$12.00 now going at free.	Caps for Men and Boys including all the new Water Shades in Cloth and Fur Line. Slightly damaged by water. Good patterns, all sizes, worth up to \$1.00 each. Now going at 50c, 25c.	Men's and Boy's Hats in all the wanted shades and shapes. Only a part of these were touched by water and they are all included in this great Fire Sale. Worth up to \$2.00 now going at free.	Men's Ties in all the wanted shades and shapes. Only a part of these were touched by water and they are all included in this great Fire Sale. Worth up to \$1.00 now going at free.
\$2.98 - \$19.98	\$4.98 - \$29.98	\$1.98 - \$6.98	58c - 29c	39c - \$2.98	\$1.98 - \$4.98
Men's Shirts and Baby-Washable Cotton, Oxford, Dutch, etc. Here is where you get a real bargain. Worth up to \$2.00 now going at free.	Sweaters for Men and Boys in all the new Winter Shades. Light, heavy and also some knitted. All wool, some with wool. All sizes, water marked but cannot be lost. Worth up to \$2.00. Now going at free.	Men's and Boy's All Wool and Fur and Cheyenne Suits, water marked but not lost. Worth up to \$12.00 now going at free.	Leather Work Suits for Men and Boys in Smooth, Hemlock and Check, waterproof, but not lost. Worth up to \$12.00. Now going at free.	Men's and Young Men's Hats and Wash Caps in a great range of patterns and sizes, slightly marked by water and smoke, but not lost. Worth up to \$1.00, now going at free.	Men's and Boy's Underwear in one and two-piece suits, cotton ribbed, for present, past and all wool, slightly marked by water, but not lost. There is nothing else like it. Worth up to \$1.50, now going at free.
\$5.98 - \$13.98	78c - \$4.98	19c - 49c	29c - 69c	\$1.39 - \$3.98	59c - \$2.98

Sale Starts Friday, March 3, 1 P. M.

Ladies' and Misses' Coats in Cloth and Fur, in plain and Fall, Winter, and Fall line. All the Winter styles, worth up to \$10.00, slightly marked by water and smoke, but not materially lost. Worth up to free.	Ladies' Dresses in Serge and Tissue Materials, newly introduced this season's styles, mostly Serge. These, marked down, worth up to \$12.00. Now going at free.	Ladies' Skirts, Cotton, Silk, and Rayon, materials comprise Serge, Tissue, Wool, Felt and Tulle. Worth up to \$14.00, slightly marked by water and smoke. Now going at free.	Ladies' and Misses' Bath Robes and Kimonos, colored materials, nice styles and excellent value. Worth up to \$7.00. Just a little smoke and water, now going at free.	Ladies' Silk Waists, and some of Cotton, in Hempton, Cozy, De Chene, Castle, Gown and Tulle. Some only slightly marked by water, others a little smoke, but not marked at all. Worth up to \$10.00. Now going at free.	Ladies' Suits and Silk, also for very Patterns, Black and Cotton, worth up to \$10.00. Now going at free.
\$5.98 - \$34.98	\$4.98 - \$10.98	\$1.98 - \$6.98	79c - \$3.98	49c - \$3.98	59c - \$2.98
Men's and Children's Wash Dresses, also 2 to 5, assorted patterns, good styles. Some are less damaged by water. Worth up to \$1.00. Now going at free.	Men's Underwear for Ladies and Children, Gown, Petticoats, Chemises, etc., slightly marked by water and smoke. Worth up to \$1.00. Now going at free.	Ladies' Dress Skirts in Black and Colored, Cotton and Laid. Some are less than by water. Worth up to \$1.50. Now going at free.	Men's Dress Skirts in Black and Colored, English and Standard. Some are less than by water. Worth up to \$1.00. Now going at free.	Men's and Girls' School and Home Skirts in Black and Colored, just slightly water marked, but not lost. Worth up to \$1.00. Now going at free.	Ladies' and Children's Black and Brown Skirts in Gait, Mail, Patent and Kid Leathers. Some slightly water marked. Worth up to \$1.00 per pair. Now going at free.
29c - \$2.98	29c - \$1.98	98c - \$4.98	98c - \$3.98	98c - \$2.98	29c - \$1.98
Ladies' and Misses' Skirts in Tulle and Cotton, also for very Patterns, Black and Cotton, worth up to \$1.00. Now going at free.	Ladies' and Misses' Skirts in Tulle and Cotton, also for very Patterns, Black and Cotton, worth up to \$1.00. Now going at free.	Men's and Boys' Low Underwear's, Suits, all first quality goods, a little water, no damage done. Worth up to \$1.00 now going at free.	Ladies' and Misses' Skirts and Children's Flannel Skirts, all new goods, some are less than. Worth up to \$1.00. Now going at free.	Wool Knitting Yarn in Black and Colored, also Hempton Yarn, slightly stained by water. Worth up to 50c a ball. Now going at free.	Two-to-five Single Bed Spreads, a pretty range of patterns, better value elsewhere. Worth \$3.00 per set, not water damaged. Now going at free.
59c - 99c	79c - \$2.48	\$1.19 - \$1.98	78c - \$1.28	29c	\$3.48
Low Cotton Yarns Materials, low quality patterns, slightly water marked. Worth up to 50c per ball. Now going at free.	Ladies' Skirts and Children's Skirts in Tulle and Cotton, also for very Patterns, Black and Cotton, worth up to \$1.00. Now going at free.	Cotton and Wool Dress Materials in plain and fancy shades, marked by water, slightly water marked. Worth up to \$1.25 yard. Now going at per yard free.	Wool Cotton Flannel, 27 inches wide, heavy, low goods, water stained. Worth up to 17c per yard. Now going at per yard free.	Shirred Waists, 30 inches wide, low goods, worth up to 7c per yard, some are less than and water marked. Now going at per yard free.	Three Olegans, also Single Dress Gowns in assorted patterns and color schemes. Just slightly water stained, but best elsewhere. Worth up to \$1.00 per pair. Now going at per pair free.
29c	19c - \$2.48	9c - 59c	5c - 9c	7 1/2c - 14c	11c - 39c

Thousands of Useful Articles Will Be On Sale That Do Not Appear on This Bill. Our Entire Stock Must Be Turned Into Cash!

KESTEL BROTHERS CO.

"More For Your Money" - MARSHFIELD, - WIS.

Marshfield Daily News, Marshfield, Wisconsin, 28 Feb 1922, Tuesday, Page 8

Kestel Brothers Company is rapidly nearing completion. The main floor has been redeco-
rated and treated with several coats of paint. The lighting system will be one of the most com-
plete of any store in Wisconsin, they expect to be open for business about May 15th. Harry W.
and Joseph J. Kestel have gone to Chicago on a buying trip for the firm. (*from the Marshfield
Daily News, Marshfield, Wisconsin, 03 May 1922, Wednesday, Page 5*)

Kestel Resigns as Manager

John Kestel, president and manager of the Kestel Brothers general store on North Central
Avenue, has resigned his office following the sale of practically all of his stock to other stock-
holders. The concern is owned by more than 200 stockholders who will hold their next annual
meeting February 20 to decide on the further course of action and elect a new president and
possibly a new manager. The sale which is at present being conducted at the store is meeting
with success and a new stock of goods will be purchased soon to take care of spring business.
Just what Mr. Kestel's plans for the future are was not disclosed but it is expected that he will
enter into another business concern. (*from the Marshfield Daily News, Marshfield, Wisconsin,
8 Feb 1923, Thursday, Page 1*)

Stockholders of Kestel Company Met Tuesday

**Ben Lang Elected Chairman Of New Board Of Directors;
Accepted Resignation Of Harry Kestel As Secretary**

About 175 shareholders of Kestel Brothers Company, answered the roll at the annual stock-
holders meeting held at Baumann's hall Tuesday afternoon. The meeting was held for the pur-
pose of electing new officials to direct the general store of the company for the ensuing year.
Ben Lang, resident farmer on Route 4, was voted chairman of the new board of directors and a
capable staff consisting of P. J. Lyons, Charles Radlinger, F. X. Schneider and Joseph Kestel
was elected to fill other positions on the board.

The stockholders adopted a resolution to accept the resignation of Harry Kestel as Secretary
of the company, in view of the fact that it has been planned to name him manager to succeed
John Kestel, former manager, who recently disposed of his interests and retired from the busi-
ness; The position of manager is being temporarily filled by Harry Kestel. The election of of-
ficers will take place at a future meeting to be called by Ben Lang.

Discussion relative to turning management of the firm over to the Society of Equity, was
dismissed at the meeting, and it has been planned to conduct the store in the future as it has
been in the past with new officers and board of directors. There were no dividends declared at
the meeting yesterday.

The company at present has approximately 250 stockholders, composed mostly of farmers
in this vicinity. (*from the Marshfield Daily News, Marshfield, Wisconsin, 21 Feb 1923,
Wednesday, Page 1*)

New Manager to Take Over Kestel Store

Arthur Merkel Invests in North Side Establishment;
Kestel Brothers Withdraw

Effective about the middle of May, Kestel Brothers' department store on North Central avenue, otherwise known as the Retailers' Commercial Union, will be under new management..

Arthur Merkel, former resident whose parents reside on Route 5 out of this city, is the new manager. He has taken over a large portion of stock and invested heavily in the establishment. Harry Kestel, who has been acting manager since John Kestel resigned, has withdrawn from the business and Joseph Kestel, present secretary of the firm, expects to leave shortly. A number of changes are anticipated with the new manager's entrance.

An important meeting of the directors of the firm will be called in a few weeks to decide on proposed changes and other necessary arrangements.

Mr. Merkel recently closed out a bankrupt stock which he purchased at Milladore. Previously he was employed in a bank at Colby where he also operated a series of cooperative houses. He was also in business at Mosinee for a time. He is popular among Marshfield farmers who in the past have negotiated with the Kestel store and under his management it is expected a new list of customers will be added to the present volume of trade. *(from the Marshfield Daily News, Marshfield, Wisconsin, 02 May 1923, Wednesday, Page 1)*

Will Change Firm Name Of Kestel Store

Kestel Brothers department store, otherwise known as the Retailers' Commercial Union on North Central avenue, which is now under the management of Arthur Merkel, will be reorganized and the firm name changed.

The board of directors have scheduled a meeting for the first week in June for the purpose of affecting the proposed changes. The store will no longer be continued under the firm title of Kestel Brothers. Joseph Kestel, secretary of the firm, resigned his position last Saturday. His resignation was preceded by those of his brothers, John and Harry.

The new manager, Mr. Merkel, has taken over considerable portion of the stock and invested heavily in the establishment. The proposed changes will put the establishment on an entirely new basis. *(from the Marshfield Daily News, Marshfield, Wisconsin, 16 May 1923, Wednesday, Page 1)*

Kestel Bros. Store Given New Name

Stockholders of Kestel Bros. Store met with the officers in the store yesterday and voted to change the name of the place to "Consumers Store Co." The name was suggested by Joe See, Route 4, who was awarded \$5 for his suggestion. A contest, with competition open to all willing to submit a name, as began last summer.

Louis Rembs was elected a director to succeed Joe Kestel, resigned. The other officers will remain as follows: President, Ben Lang; Vice President, P. J. Lyons; Secretary, Charles P. Radlinger; Treasurer, F. X. Schneider. (from the Marshfield Daily News, Marshfield, Wisconsin, 20 Feb 1924, Wednesday, Page 1)

DELIVERY BOYS NOW OWN STORE

It's a far cry from the old days in Marshfield, Wis., when George and Harry Kestell used to deliver groceries in their brother's general store, to the market these two men now operate at W2001 Pacific in Spokane.

"Those old-time independent grocers used to sit in a corner and let the business drag along by itself," George Kestell said today. "Nowadays, good merchandising is the thing, and the wise man gets out and cleans up his store and keeps things moving."

Work Is Divided.

The two brothers have operated their market since 1926. George is in charge of the produce end; Harry is at the head of the grocery counter, and a third partner, F. L. Park, in charge of the meats.

"People aren't so price-conscious as they were a year ago," George said. "There is a much better feeling all around, and a confidence we notice every day in the people who come in to trade."

"I think modern conditions of keen competition are much better, both for the stores and for the consumers. They make for better merchandising."

Show How They Gained Experience



"Come on, now, George! Just like we used to when we were kids!" The genial Kestell brothers, Harry in the truck, and George, standing, are demonstrating the way they learned the grocery and market business in the first place—delivering—at a store they helped their brother run in Marshfield, Wis. "This isn't quite like the old horse and wagon, though," Harry remarked with a smile.