

FROM OCEAN TO OCEAN.

The Fame of the Kellerstrass Whisky Extends All Over the United States.

That "a prophet is not without honor, save in his own country," has so often been verified in relation to persons and things in Kansas City, that it seems almost superfluous to call attention to it again, but the fact is it has been so strikingly impressed upon a man from Kansas City his experience seems worth the telling. This man has just returned from the east, and while there he noticed that in every paper which he picked up there appeared the name of the Kellerstrass Distilling company of Kansas City. It always occupied a conspicuous place and was always telling about whisky. The man had heard the name often in Kansas City and had used Kellerstrass whisky himself, but beyond the fact that the article was exceedingly good he knew practically nothing and had never taken the trouble to investigate. But the regularity with which the name greeted him every time he read a paper caused him to do a little investigating on his return to Kansas City, the result of which caused him to exclaim: "Who would have thought it!" Who would, indeed, when it is made known that here in Kansas City is a whisky house which has 200,000 regular customers scattered all over the United States, from Maine to California and from Florida to the northern limits of Minnesota. The mammoth scale upon which this company transacts business is truly in keeping with the progressive age in which we now live, and wins the admiration of everyone who appreciates the ability and perseverance necessary to develop such a business. The advertising of the company covers the entire country and the amount of money spent for this publicity is very large, amounting to an average daily expenditure of \$100. All the shipments of the company are prepaid and the express companies alone receive \$75,000 a year. The postage bill is enormous, the company using last year \$100,000 worth of postage stamps. These figures convey but vaguely an idea of the gigantic business done by this company. A year ago the company went into quarters of its own, but these proved too small and additional room has been secured at two different times and the company is again cramped for want of floor space. These are things to make even the enterprising Kansas City man think and it is only a wonder that more do not know of these facts and realize the immensity of the dealings of this house. The Kellerstrass Distilling company owns and operates its own distillery and bottles its own whisky. There is no other such bottling plant in the United States. The building is located at Fourteenth street and Baltimore avenue, and the grade being very steep there it is enabled to take its whisky directly from the barrels in which it comes directly from the distillery and place the liquid in huge tanks on the top floor, although the teams may drive directly up to them. As soon as the whisky is poured into the tanks a United States government agent seals and stamps them so that there is no possible chance for adulteration. From this time until it is poured into a glass by the consumer the whisky is never touched by human hands. The tanks being upon the top floor, the whisky runs down through troughs and tubes to the bottling machines, where it is placed in new bottles—for Kellerstrass never uses a bottle more than once—and is corked, sealed, stamped and turned out complete, without a hand touching it, the machines doing all the work automatically. There are three of these machines, each having a capacity of 18,000 bottles per day of hours. That makes 54,000 quarts of whisky that this house turns out every twenty-four hours. The express companies are taxed to transport this great load every day. Kellerstrass was the originator of the idea of selling whisky direct from the distillery to the consumer. He believed that the consumer would appreciate this plan, as it would insure the purity of the whisky, there being no chance for adulteration by unscrupulous dealers. Not only this, but selling direct eliminates the middleman's profit, which in the whisky business amounts to nearly as much as the original cost of the whisky. A whisky that can be sold by mail for \$3.15 per gallon would cost if purchased from the retailer at least \$5 per gallon. Kellerstrass does a mail order business that is something wonderful. Although this department of his business is only five years old, he moved it last year into his present fine building, 801 1/2, three stories high. This building was built according to the needs of the business at that time and the increase it was thought the business would make in the course of half a dozen years. Then, it was calculated, additional stories could be added, and before long the need for more room was as urgent as ever. Arrangements were made for still another building adjoining the two already occupied, the dimensions of this building being 70x10 and two stories high. From the present outlook it is but the question of a short time until the present buildings will be too small and it is the intention of the company to build additional stories to the first of the three buildings now in use. Any person of experience will at once understand the phenomenal growth of the Kellerstrass Distilling company is the result of practically one thing—the merit of the whisky. A temporary increase of any business may be attained by advertising, but unless the goods advertised are all that the consumer expects them to be this increase produces no profitable business result. The Kellerstrass company, by selling whisky of the highest grade, noted for its absolute purity and quality, has held all their old customers while securing new ones. With 200,000 customers, it is no wonder that the business increases by leaps and bounds. The distillery is a fine building which was incorporated last month, the charter being received September 21. The company has \$200,000 capital and the increase in business is 21 per cent a year. That shows what Kansas City business men can do when they get a good thing. The firm of George Peake & Sons, certified accountants, has just finished an examination of the company's books from the beginning, and has found that it is in excellent condition, without an account for purchases on its books. Everything is bought for cash and paid for at once every day, the company figuring that every discount obtained by paying cash is so much profit. The report of the accountants was so good that the National bank and the American National bank gave the company permission to use their names as references and endorsed it in highest terms. It is interesting to look at the firm's list of orders for one day. They range from Florida to Oregon and from California to New Hampshire and all the states in between. The whisky is sent out in plain packages, free from stampings or advertisements, and a man might be getting shoes for all his neighbors call, when he receives his four quarts of 20-year-old liquor. The fact that the company has its own distillery is a strong card with buyers, because they know that no distillery would send out cheap, adulterated goods under their own stamp. The Kellerstrass company could not tamper with the whisky if they desired, for once it is in the great vats on the top floor of the bottling works it is invisible until it shows through the bottles. Ernest Kellerstrass, the president of the company, is a believer in Kansas City and its industries. He buys all his bottles there, everyone of which bears his own name. He also uses Kansas City made boxes and all other articles which he can procure there. In his elegant office he has a fine case of his own bottled products, and every one of the bottles is "full of sunbeams." The cleanliness, the dispatch and the cleverness with which all his goods are handled is one source of great pride to Mr. Kellerstrass, and he never fails to find delight in showing visitors through his immense plant. The force of employees necessary to run so large a business is a little army in itself. One of Mr. Kellerstrass' best friends is Kansas City's postmaster, because of the great quantity of stamps, used and the money order business this house transacts is said to be the greatest in the world in its line.

**Absolutely
..Pure..**

**NO MARKS ON
PACKAGE
TO INDICATE
CONTENTS.**

**"If
Kellerstrass'
Rye Whisky
Is Not
the Best
Why Do
Others Try
to Imitate
It."**



\$20,000 GIVEN AWAY

Millions and Millions of Bottles Sold

Not One Dissatisfied Customer!

Kellerstrass' Rye Whisky

**Most Famous
Whisky
in America.**

Read Our Special Offer:

**Most Famous
Whisky
in America.**

**Direct From a United States Registered Distiller
to Consumer**

Send Us Your Order for

**4 FULL QUARTS OF
10-YEAR-OLD RYE \$3.15**
EXPRESS PREPAID, FOR

And we will send you, *free of charge*, two sample bottles—one twelve, one fifteen-year-old—Rye, a corkscrew and a gold-tipped whisky glass. We make this offer simply to get you to try the goods. We also have this same brand eight years old, which we will dispose of at \$2.50 per gallon, in lots of two or more gallons at one shipment. We also give sample bottles, glass and corkscrew with these goods. All our goods are put up in full quart bottles, and sent express prepaid. If goods are not satisfactory, return them at our expense and we will *refund your money*. It is almost impossible to get pure whisky from dealers. These goods are shipped direct from the Distilling Company, which guarantees their purity and saves middleman's profit. We are the only Registered Distillers in America selling to consumers direct the entire product of "Our Registered Distillery;" others who claim to be only dealers buying and selling.

\$1000.00 OFFER.

R. W. JONES, JR., President.
J. MARTIN JONES, Vice-Prest.

UNITED STATES
DEPOSITORY
No. 3244.

G. B. GRAY, Cashier.
L. MAR ROSS, Asst. Cashier.

CAPITAL
\$250,000.00

The American National Bank
OF KANSAS CITY, MO.

Surplus and Profits
\$75,000.00

Nov. 4, 1901.

To Whom it may concern:

This is to certify that the KELLERSTRASS DISTILLING COMPANY have this day deposited one thousand dollars (\$1000.00) in Gold with us, and authorized us to pay it to any one who will prove that there ever was, or ever is a drop of whisky taken out of their Bonded Warehouse, located right at their United States Registered Distillery, No. 22, 6th District of Missouri, that is not absolutely pure, according to United States Government inspection.

Asst. Cashier

We also authorize the above bank to return your money to you and charge the same to our account. If you find that we do not do just as we advertise, we have over three hundred and twenty thousand (\$200,000) customers in the United States, which ought to speak for itself. You can buy our whisky only through us, as we never sell to the wholesaler or jobber, shipping our entire product to consumer direct.

Special—We want 20,000 people to try our Whisky in the next 20 days, and we are going to spend \$20,000.00 to get this number of people to try it. Here is our proposition to readers of this paper: One gallon of our Ten-Year-Old Rye and one gallon of our Eight-Year-Old Rye would cost you \$5.65. Send us \$4.65 and this advertisement, showing that you read it in this paper, and we will send you the above two gallons of Whisky and four sample bottles, two glasses and two corkscrews.

REMEMBER, you must mail us the whole page advertisement and your letter not later than November 21st, 1902. Remember, this is the biggest Whisky ad that ever appeared in a newspaper in America; also, remember it is from the biggest Whisky House in America. You know us. We have advertised in this paper for years, but this offer will never appear again.

Kellerstrass Distilling Co.

KELLERSTRASS BLOCK, KANSAS CITY, MO.

REFERENCES—ANY BANK OR EXPRESS COMPANY IN KANSAS CITY.

NOTE—Orders from Arizona, Colorado, California, Idaho, Montana, Nevada, New Mexico, Oregon, Utah, Washington, Wyoming, Florida, must call for twenty quarts, prepaid.

The above firm are sole owners of Registered Distillery No. 22 of the Sixth District of Missouri. When writing them please mention The Omaha Bee.