

WORDS OF PRAISE

The Following Indorsements from the Press, Financial Institutions and Customers Prove Not Only the Great Merit of the Kellerstrass Whisky, but the Company to Be the Greatest Distilling Company in the World.

The Kellerstrass Distilling Company of Kansas City, Mo., the proprietors of Kellerstrass Rye Whisky, have one of the most completely equipped plants of the kind in the world. They make the whisky, bottle it, pack it for shipment and send it direct to the consumer, without ever allowing it to pass through the hands of the dealer. By this method of dealing the purity of the whisky is insured, and the company can guarantee its uniform quality and favor to the consumer.—St. Louis Republic, Nov. 4, 1902.

Kellerstrass Rye is the best known whisky in the world. Every town and hamlet from one end of the country to the other has its regular patrons of the Kellerstrass Distilling Company of Kansas City, Mo. The phenomenal success of this company is due to the merits of its whisky. They are extensive advertisers in the newspaper business that unless an article has real merit advertising cannot make it profitable.—New York World, Nov. 5, 1902.

The delicious flavor and purity of Kellerstrass Rye is proverbial. This well known whisky is made by the Kellerstrass Distilling Company of Kansas City, Mo. Millions of bottles of it have been sold, and not a single customer has ever expressed his dissatisfaction. This is a remarkable record and certainly speaks well for the high grade of this famous whisky.—Chicago American, Nov. 4, 1902.

A striking example of the wonderful results produced by modern business methods is the Kellerstrass Distilling Co. of Kansas City, Mo. This company sells whisky by mail and has thousands of customers residing in all parts of the country.—New York Journal, Nov. 4, 1902.

It pays to satisfy people at this day and age. The merchant who sells on the "satisfaction or money back" plan and adheres to it strictly is seldom here to complain of losses or retail dealers. The Kellerstrass Distilling Co. of Kansas City, Mo., has fully 30,000 customers, the great success of whom is due to the quality of its whisky. These conditions are not so remarkable after all.—Minneapolis Tribune, Nov. 7, 1902.

The development of the mail order business in the last few years has been little short of marvelous. It is now possible to buy and sell almost anything on the mail order plan. The Kellerstrass Distilling Co. of Kansas City, Mo., which has long been famous for the purity of its whisky, has adopted the plan of selling direct to the consumer. The business of this company has developed until the entire output of its distillery is now sold in this way, and it is said the express companies are almost swamped by the enormous shipments that go out from the Kellerstrass Company every day.—Commercial Appeal, Memphis, Nov. 4, 1902.

Kellerstrass Rye, the famous whisky of the Kellerstrass Distilling Company of Kansas City, Mo., is known and used by more people than any other brand of whisky. Its wonderful popularity is due to its absolute purity and delicious flavor. In order to avoid any possibility of adulteration, the Kellerstrass Company ship the whisky direct from their distillery to the consumer, never selling to dealers under any circumstances. They guarantee the quality of the whisky and will refund money in case it does not prove perfectly satisfactory. That it is all they claim is proven by the fact that the company has over 30,000 regular customers residing in all parts of the United States and Canada.—Burlington (Ia.) Hawkeye, Nov. 3, 1902.

Kansas City boasts of the fact that it has the largest mail order whisky house in the world. This is the Kellerstrass Distilling Company, which has established a national reputation for the purity of its whisky. This company has fully 30,000 customers and ships whisky to every state and territory in the union.—Houston Post, Nov. 4, 1902.

To eliminate the middlemen's profits and the expense of handling goods twice is to lower the price to the consumer without lowering the quality. This is an abstract proposition that has been concretely applied by the Kellerstrass Distilling Company of Kansas City. This combination of low price and high quality has resulted in building up a business that threatens to make Kentucky look to her laurels. The company manufactures and bottles its own goods and ships direct to the consumer. It turns out 54,000 quarts of whisky every 24 hours. Its payments to express companies amount to \$15,000 a year, and it spent \$16,000 last year for postage. A year ago the company went into quarters of its own, and twice since then it has had to secure space in adjoining buildings. So completely has Mr. Kellerstrass organized his immense business that it is characterized by cleanliness and promptness, no less than by right prices and quality.—Chicago Inter Ocean, Nov. 5, 1902.

The adulteration of whisky has become so universal a practice it is almost impossible for the consumer to secure any pure whisky that is absolutely pure. This is not the fault of the distiller, but the middlemen or retail dealers. The Kellerstrass Distilling Company of Kansas City, Mo., in order to insure its whisky reaching the consumer in the same pure state in which it leaves the distillery, has adopted the plan of selling and shipping direct to its customers. That this plan is proving popular is evidenced by the fact that the Kellerstrass Company has grown to be the largest whisky house in the world.—Atlanta Constitution, Nov. 4, 1902.

Some dealers adulterate their whisky because they can thus make a larger profit. That they make a serious mistake is demonstrated by the wonderful success of the Kellerstrass Distilling Company of Kansas City, Mo., which has built up its enormous trade entirely by selling a whisky which is absolutely pure. This company sells millions of bottles of its famous whisky every year and is generally conceded to be the largest whisky house in the world.—Omaha Bee, Nov. 7, 1902.

The wonderful growth of the Kellerstrass Distilling Company from a small concern to the largest mail order whisky house in the world demonstrates beyond all doubt that up-to-date business methods, when coupled with an article of merit, produce wonderful results. This company, which is located at Kansas City, Mo., has achieved its great success by selling the highest grade whisky at a price heretofore charged for inferior grades.—St. Joseph Gazette, Nov. 14, 1902.

Kellerstrass Rye is used regularly by more people than any other brand of whisky in the world. This whisky is noted for its purity, its delicate flavor and its uniformity of taste and color. The Kellerstrass Distilling Company of Kansas City, Mo., the makers of this famous whisky, deal with their customers direct. They never employ a salesman and do not sell to dealers. They claim that this is the only way they can be sure of their customers receiving whisky in the same pure state it leaves the distillery.—St. Joseph News, Nov. 14, 1902.

Overlin, Kan., Oct. 5, 1902.—Kellerstrass Distilling Company, Kansas City, Mo.—Gentlemen: I can tell you that the whisky I received from you is the best whisky I have ever drunk in my life. My friends declare also that it is the best whisky they have ever drunk. You can rely upon getting my trade as long as you ship us the goods you have been shipping us for the past few years. Yours truly, MICHAEL SILVER.

The American National Bank of Kansas City, Mo., Sept. 26, 1902.—To Whom It May Concern: We take pleasure in recommending to the business community the Kellerstrass Distilling Company of this city, of which Mr. Ernest Kellerstrass is president. Ever since they were established in this city they have transacted their banking business with us, and we have watched with interest the wonderful growth of their business.

Their phenomenal success is an unfailing indication of integrity, knowledge and indefatigable energy. We have given them permission to use our bank as reference, having answered many inquiries about them, and there is not a single case reported to us that did not come up to our recommendation.

We wish this progressive firm abundant success in the future to which they are certainly entitled, and no doubt, will obtain. Very truly yours, G. B. GRAY, Cashier.

Traders' Bank of Kansas City, Kansas City, Mo., Sept. 27, 1902.—To Whom It May Concern: I take pleasure in stating that I have for several years done business with the Kellerstrass Distilling Company of this city, of which Mr. Ernest Kellerstrass is president, and that our relations have been most satisfactory. Their credit standing is first-class, and the wonderful growth of their business during the past five years is abundant evidence of their square dealings with their customers. Yours very truly, J. B. DOMINICK, President.

Hamburg, Ark., Sept. 27, 1902.—Kellerstrass Distilling Company, Kansas City, Mo.—Gentlemen: I desire to say a word in favor of your whisky. I have been using it for nearly three years and I can truly say that it is the most delightful and invigorating beverage that I have ever drunk. For purity and excellence it is unsurpassed. Before I began using it I suffered greatly with general debility, but since using it my health is greatly improved and my work has become a real pleasure. Yours truly, W. E. WHETSTONE.

We have testimonials like the above from over 20 newspapers and over 5,000 customers.

Absolutely Pure!

NO MARKS ON PACKAGE TO INDICATE CONTENTS.

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

CAUTION See that each bottle bears our Signature over the cork

\$20,000 GIVEN AWAY!

Millions and Millions of Bottles Sold!

Not One Dissatisfied Customer!

Kellerstrass' Rye Whisky For Less Than \$2.35 a Gallon

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 middlemen's profits. This is our regular proposition. Read **SPECIAL** offer below.

\$1,000.00 OFFER.

C. S. JONES, President.

J. MARTIN JONES, Vice-President.

UNITED STATES DEPOSITORY

NO. 2544.

G. B. GRAY, Cashier.

DAVID THORNTON, Asst. Cashier.

CAPITAL \$250,000.00

THE AMERICAN NATIONAL BANK OF KANSAS CITY, MO.

SURPLUS \$100,000.00

Nov. 4, 1901.

To whom it may concern:

This is to certify that the KELLERSTRASS DISTILLING COMPANY have this day deposited one thousand dollars (\$1,000.00) 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 whiskey taken out of their Bonded Warehouse, located right at their United States Registered Distillery, No. 22, 8th District of Missouri, that is not absolutely pure, according to United States Government inspection.

G. B. Gray, Cashier

We also authorize the above bank to return your money to you and charge the same to your account. If you find that we do not do just as we advertise. We have over 400,000 customers in the United States, which ought to speak for itself. You can buy our whisky only through us. The above offer has stood for nearly two years, but the money is still in the bank, there never having been a claimant.

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—all express charges paid. We do this in order to get you to try the goods. **REMEMBER, THIS IS LESS THAN \$2.35 PER GALLON, AND WE WILL NOT SHIP MORE THAN ONE ORDER TO EACH PERSON.**

REMEMBER, you must mail us the whole page advertisement and your letter not later than October 24, 1903. 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. **READ TESTIMONIALS IN THE COLUMN TO THE LEFT.**

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 Sunday Omaha Bee.