















**WORDS OF PRAISE**

The Following Indorsement From the Press, Financial Institutions and Consumers Proves not only the Great Merit of the Kellerstrass Whiskey, but the Company to be the Greatest Distilling Company in the World.

**PATRONS IN EVERY STATE**

In the Kellerstrass Distilling Company, Kansas City has one of the biggest whiskey manufacturing concerns in the country. Its goods are shipped into every state in the Union, from Maine to California and North Dakota to Texas. The company makes a specialty of the mail-order trade, and travelers in remote places are agreeably surprised when invited by some isolated planter, trapper or miner to indulge in an evening's drink. The bottle set before him contains the Kellerstrass label.

The Kellerstrass establishment had a modest beginning, but its growth has been steady and rapid. Building after building has been added to its plant, and the capacity of the distillery is being increased constantly. It is no unusual sight to see from twenty to forty express wagons backed up in front of the Kellerstrass shipping department, waiting to be loaded with goods consigned to the four points of the compass.

It is no exaggeration to say that the Kellerstrass goods are better known in hundreds of the smaller towns than they are at home. This is natural, as before pointed out, of account of the popularity of this great distillery's product with the purchasers by mail order. Nine men out of ten, it has been asserted, whether they be from Massachusetts, Oregon, Alabama or Arizona, will, upon being asked what brand of whiskey they keep at home for medicinal and family use, promptly answer, "Kellerstrass."

Kellerstrass whiskey, however, is fast becoming better known in the larger cities. There are very few first-class places where it is not sold, and persons who become acquainted with its flavor through or incident on being served with no other brand. It is the universal home whiskey and every one who makes a bottle of it in the family medicine chest ready for emergency. St. Louis Globe-Democrat, December 15, 1902.

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 whiskey, 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 whiskey is insured, and the company can guarantee its uniform quality and flavor to the consumer. St. Louis Republic, November 9, 1902.

The delicious flavor and the purity of Kellerstrass Rye Whisky is a well-known fact, as is shown 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 fact. Scrupulous attention is paid to the high grade of this famous whiskey. Chicago American, Nov. 8, 1902.

It pays to certify people at this day and age. The merchant who sells on the "satisfaction or money back" plan, and adheres to it strictly, is seldom heard to complain of a scarcity of business. The Kellerstrass Distilling Company of Kansas City, Mo., has fully 20,000 customers, every one of whom it claims is satisfied. "The great success under these conditions is not a remarkable affair." Minneapolis Farmers' 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 common to buy and sell almost anything on the mail order plan. The Kellerstrass Distilling Company of Kansas City, Mo., which has long been famous for the purity of its whiskey, 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 whiskey of the Kellerstrass Distilling Company of Kansas City, Mo., is known and loved by more people than any other brand of whiskey. Its wonderful popularity is due to its absolute purity and delicious flavor. In order to avoid any possibility of adulteration, the Kellerstrass company ships their whiskey direct from their distillery to the consumer, never selling to dealers under any circumstances. They guarantee the quality of the whiskey and will refund money in cash if it does not prove perfectly satisfactory. That it is all they claim is proven by the fact that the company has over 20,000 regular customers residing in all parts of the United States and Canada. Burlington (Ia.) Hawkeye, Nov. 18, 1902.

Kansas City, Mo., boasts of the fact that it has the largest mail-order whiskey house in the world. This is the Kellerstrass Distilling Company, which has established a national reputation for the purity of its whiskey. This company has fully 20,000 customers and ships whiskey to every state and territory in the Union. Houston Post, Nov. 4, 1902.

The adulteration of whiskey has become so universal a practice it is almost impossible for the consumer to secure at any price whiskey that is absolutely pure. This is not the fault of the distiller, but of the middle man or retail dealer. The Kellerstrass Distilling Company of Kansas City, Mo., in order to insure its whiskey reaching the customer in the same pure state that 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 whiskey house in the world. Atlanta Constitution, Nov. 4, 1902.



**MILLIONS AND MILLIONS OF BOTTLES SOLD  
Not One Dissatisfied Customer!**

**KELLERSTRASS' RYE WHISKY**

**Most Famous Whiskey in America.**

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

**SEND US YOUR ORDER FOR**

**4 FULL QUARTS OF \$3.15  
10-YEAR-OLD RYE WHISKY**  
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 whiskey 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 are only dealers buying and selling.

**"I WILL GIVE 15 DAYS MORE."**

I want to say just a few words to the people of this country who have use for an absolute pure whiskey for medicinal purposes. By placing before the people of this country a high-grade whiskey that has never been equaled, I have now in the neighborhood of 400,000 customers, and shipped out more bottles of whiskey by express in 1902 than any other one house in America. This is an absolute fact. Kindly read the testimonials in the column to the left—they will speak for themselves. This is a new record in the whiskey business; in fact, it might be termed a whirlwind record, but I am not as yet satisfied. I want every person in this country to have my now famous Kellerstrass Rye Whisky, and in order to do this I am going to make a special offer that has never been made. I am going to send two gallons of my ten-year-old Kellerstrass Rye Whisky and four sample bottles, two glasses and two corkscrews, all express charges paid, on receipt of \$5.30. This is giving each one who takes advantage of this offer \$1.00, for I have always sold this whiskey for \$3.15 per gallon, and I will never again make this offer; but remember, I will only send one order to a person. In case you feel that you do not wish two gallons yourself, you can get a neighbor to enlist with you. I know that this offer is going to bring in an avalanche of orders, but I love these whirlwind paces, and I can assure you that I will at all times do my part in furnishing the purest whiskey ever sold from a distiller direct to the consumer. This is the same proposition that I made you last month, and on account of the many requests coming from every section of the country, I am going to extend the time 15 days longer. In my business career I have found that the broad-gauged merchant makes the biggest success, and although I lose money on every order that I get on this proposition, for any child can easily figure this out, simply take your pencil and paper and figure the cost of the government tax and the cost of whiskey and you can easily figure that this proposition is below the actual cost to me. However, through this proposition I have received thousands of customers, and I am willing, besides selling this whiskey below cost, to spend thousands of dollars in newspaper space for the purpose of having every one give it a test, knowing full well that my whiskey is all that I claim for it, and the best and purest to-day on the market, and if you once use it it will supercede in your household any other brand that you may be using, and it is through your continued orders that I will realize a profit, although I lose money on this first order. I place the strongest emphasis upon the fact that I am satisfying my customers and I cannot prove this stronger than by giving you the actual words of these customers, and therefore respectfully request that you read their testimonials in the column to the left of this ad. In my last talk I made the statement to you that we had shipped by express more bottles of whiskey in 1902 than any other house in America. I am now in a position to state to you that in the month of January of this year we have furnished by express more bottles of whiskey than any one house in America. It stands to reason that our enormous business is founded upon the fact that we have a whiskey that suits the palate and satisfies the stomach. While making this talk I have a few words of advice to give my many patrons. The spring of the year is coming on—it is at this time of the year that our constitution should be fortified, and every physician will tell you that a good stimulant is almost necessary to assist nature in strengthening our constitution in such a manner that it will ward off disease. Especially is this the case in that territory where chills, ague and fever are prevalent. Now, the basis of all stimulants is alcohol, no matter whether it comes under the name of a tonic, pick-me-up, etc. Now, from the mere fact that my whiskey is absolutely pure and has the endorsement for medicinal purposes from the leading physicians of the country, gives me the privilege to make the statement that Kellerstrass Rye used both plain as well as in a glass, will do more to ward off disease, invigorate the constitution and stand as a guard against chills, ague and fever than any medicine that you can take into the stomach. I have, as you all know, made a wonderful record in the whiskey business—a record second to none in the world, but I have one ambition, and that is that I want everybody in this country to know what I know, and that is that my whiskey is absolutely pure, and it is my intention to give to the public such a whiskey that in time Kellerstrass Rye will be a synonym to pure whiskey. Remember, now is the time for you to buy this whiskey, for after the 15-day limit you will be obliged to pay \$6.30 for what now is being offered for \$5.30. With this offer I know that I am going to make the month of February a red letter month in the history of my business.

ERNEST KELLERSTRASS, President.

**REMEMBER—You must mail us this whole page advertisement and your letter not later than February 23rd. 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.

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 dealing with their customers.

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 unflinching 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.

The above firm are sole owners of Registered Distillery No. 22 of the sixth District of Missouri. When writing them please mention Stock & Farm Journal.