

## Consumers Store Company

### Kestel Brothers Store Given New Name

Stockholders of Kestel Brothers 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)*

### Buy Where You Can Do the Best. That's What We Do.

We buy our merchandise where we can get the kind of goods we want at a price which we think represents the best values obtainable. This does not mean that we buy where we can get the cheapest goods obtainable — for cheapness in good values are not always synonymous — and we do not care to sell cheap, shoddy and junky lines of goods, whether they are groceries, shoes, dry goods or wearing apparel. This class of goods are never satisfactory.

We aim only to buy good, dependable goods.

Being associated with the largest organization (The S. & H. Merchandise Service) of expert buyers and merchandising operators, operating throughout the United States with warehouses and buying facilities in principal cities, backed by its capable management and unlimited finances, gives this store unsurpassed buying connections of quality merchandise at a great saving, passing it on to you, at a saving un-

## THE CONSUMERS STORE COMPANY

The store that functions for the welfare of the community and its many stockholders.

Sooner or later you will realize the values and savings that can be gained by supplying your needs from the best selected stock of merchandise which can be obtained anywhere in this country.

We wish to announce that the Spring line of Men's Suits, Shirts, Hats, Caps, Hose and Shoes and Oxfords for men are the finest and most up-to-date merchandise that can be made by the largest manufacturers in the country and the savings by selecting your needs from this stock will mean many dollars to you during the year as this store has not made any money on its \$93,000 sales in 1923 due to its giving better values for less money and the consumer is the gainer.

We specialize in Boys' Suits and Shoes—nowhere will you receive better values.

### Dry Goods Department

We pride ourselves in receiving compliments from the public in having the best selection in Marshfield in Silks, Silk Crepes, Voiles, Silk Striped Ratives, Dress Linens, Colored Indian Head Linen, Figured Voiles, Silk Jerseys, Dress Gingham, Silk Skirtings, Tissue Gingham, Figured Crepe, Buckles, Dress Trimmings, etc., and we are glad to be able to offer this new Spring stock of merchandise at such low prices, perhaps for less than you pay for old stock carried over from last season.

Ladies' Spring Sweaters and Blouses, the latest styles and newest designs coming in each week, priced

**\$4.98 TO \$7.98**

Our Spring stock of Ladies' Coats will be in stock this week—all nice new styles and patterns and priced

**\$9.95 TO \$25.00**

### Saturday, Monday, Tuesday and Wednesday Specials

Oil Cloth yard .....	<b>39c</b>	Children's All- Wool Sweaters	<b>\$1.00</b>
Kotex pkg. ....	<b>39½c</b>	Gingham, 27 inches; yard	<b>16½c</b>

We have a few dozen of broken sizes in Men's, Boys', Ladies' and Children's Shoes for ONE-HALF PRICE—they are on display—help yourself to this lot of bargains.

### Grocery Department

Pure Jams per jar .....	<b>8c</b>	Salt; 100 lb lots .....	<b>95c</b>
Fancy red eat- ing Apples; bu.	<b>\$1.50</b>	Fancy Prunes 40-50 size; lb.	<b>12½c</b>
Onions; well cured; bushel	<b>\$2.29</b>	Fresh Eggs dozen .....	<b>21c</b>
Soda Crackers per lb. ....	<b>12½c</b>	Potatoes; 5 bushel lots; bushel	<b>55c</b>
Dill Pickles; 1923 pack; dozen	<b>19c</b>	Navy Beans; hand picked; 6 lbs	<b>35c</b>
		Flour, fancy patent; 49lb	<b>\$1.45</b>

## The Consumers Store Co.

The Store of Progress

Formerly Kestel Brothers

A. Merkel, Manager



heard of in this community. Having this tremendous buying power, we are ready to convince you that this store enables you to save money.

## WE WANT YOU TO COMPARE PRICES

We do not claim to sell everything in our store cheaper than everybody else. If it were possible to do so and to continue doing so permanently, we would certainly do so. But it cannot be done. One store may be lower than another on one or many

items — they may have the same price on many items and again it may be higher on several. Generally speaking, we know that we are saving our customers money. Our prices on much that we sell may be the same as others, but we are selling enough goods cheaper than the others to warrant the statement — **THAT IF YOU WOULD ECONOMIZE. TRADE AT THE CONSUMERS STORE ALL OF THE TIME.**

**We Save You Money Not Only When You Make Your Purchase, But Afterwards Too.**

Having inaugurated the National S. & H. Green Stamps in our store you will receive a discount on every 10c purchase you make here, besides the wonderful savings we are already passing on to you. When your book of stamps is filled just present it at our store and we will give you \$2.00 in cash. Even if our prices were no lower, but we'll say just as low as the others, but if there was returned to you almost another 2 per cent, as we give you — then it is very evident that you are saving money in confining your trading at the Consumers Store. We are perfectly willing to leave this to our friends for their decision — and they are the only ones who can decide.

**IF YOU ARE NOT YET A REGULAR CUSTOMER OF THIS STORE** we welcome you to try our store. Give us a thorough tryout. If our prices and if the quality of goods sold by us or if our services are not satisfactory to you, then we should not expect you to stick — and we know you will not, if the above ifs turn out to be true.

**YES, THESE S. & H. STAMPS ARE A REAL SAVING.** *(from the Marshfield News-Herald, Marshfield, Wisconsin, 23 Oct 1924, Thursday, Page 2)*

## **New Sign**

A meeting of the board of directors of the Consumers Store company was held at the store last night. Among the business was a vote to erect a new sign across the front of the company's store on North Central avenue which is expected to be up some time before the Eagle state convention. Manager Merkel said the sign will bear the words,, "Consumers Store Co., the cash store." *(from the Marshfield News-Herald, Marshfield, Wisconsin, 20 May 1925, Wednesday, Page 4)*

## **Department Improvements**

The Consumers Store company has arrangements for an improvement in their ready-to-wear department on the second floor of their store. This improvement consists of new mahogany tables for the display of merchandise They are expected to be completed and installed within a few days. The old tables will be discarded. *(from the Marshfield News-Herald, Marshfield, Wisconsin, 12 Jun 1925, Friday, Page 4 )*

## **Sign**

The large sign, 44 feet long and 16 inches wide, ordered by the Consumers Store company some time ago for the front of their place of business was put up the fore part of the week. *(from the Marshfield News-Herald, Marshfield, Wisconsin, 17 Jun 1925, Wednesday, Page 4)*

## **Biggest Shipment of Eggs, Two Cars from Local Stores**

The Consumers store is arranging for what is declared will be a record breaking shipment of eggs. Manager Merkel said the shipment will consist of 24,000 dozens, requiring two cars for transportation. They will go to Chicago. This will be the highest single shipment ever made by his store. *(from the Marshfield News-Herald, Marshfield, Wisconsin, 29 Dec 1925, Tuesday, Page 1)*

## **Enlargement of Consumers Store**

The Consumers Store company is entertaining plans for the enlargement of its place of business it was learned from Manager Art Merkel. The project calls for an extension of its building eastward to the alley, a one story brick and concrete structure 44x90 feet in dimensions. The proposed new part is to be used for the purposes, additional quarters for the store, warehouse, and farmers' horse barn, the last named to be at the alley end. The question as to whether to proceed with the improvement is to be made at the company annual stockholders' meeting on February 17, it was stated. *(from the Marshfield News-Herald, Marshfield, Wisconsin, 13 Jan 1926, Wednesday, Page 4)*

## **Consumers Co. Votes to Make an Enlargement**

Brick Addition to Store; All Officers Re-elected; Had Very Successful Year.

The old staff of officers of the Consumers store company were re-elected at the meeting of the board of directors following the annual meeting of the stockholders at the store yesterday.

They are:

President — Ben Lang

Vice President — Pat Lyons

Treasurer — Frank Schneider

Secretary — Charles Radlinger

Joe See was re-elected to the board of directors, composed of the four officers and himself, the others holding over. The attendance was large. The total number of stockholders was given as 250, a majority of whom were present. Lunches were served at noon and at the close of the afternoon session.

The report of the treasurer showed the past year to have been very successful, the sales totaling approximate \$129,000. Trading stamps to the amount of \$1600 were given out during the year.

It was voted to build a one-story fireproof addition to the rear of the store, 44x90 feet in dimensions, the full width of the store building and extending to the alley, to serve for a farmers' barn, warehouse and additional quarters for the store. Work is to start as soon as possible, and the aim is to have the structure completed some time next fall.

Henry Kalsched and George Donner were appointed to act with the board of directors in carrying out the plans of the building project. *(from the Marshfield News-Herald, Marshfield, Wisconsin, 17 Feb 1926, Wednesday, Page 4)*

## **Planned Store Enlargement**

A community hall in connection with the store is a feature of the plans for an enlargement of the Consumers Store company place of business. The enlargement will be effected by means of an addition at the rear, authorized at the last meeting of the stockholders. The structure, to be of brick with a concrete foundation, will be constructed, we were told, that a second story can be conveniently added when found advisable. The addition will be 44x90 feet, 90 being the length. It is planned to use the rear 40 feet for a farmers' barn, the next 24 for a warehouse and the remainder, for additional quarters for the sales or store quarters, to include the ready-to-wear department, now on the second floor of the store. This room when vacated by the ready-to-wear department is to be the community hall and restroom. Manager Merkel stated that the company will have a total floor space of 1,760 square feet when the addition is completed.

*(from the Marshfield News-Herald, Marshfield, Wisconsin, 20 Apr 1926, Tuesday, Page 4)*

The foundation walls for the addition to the rear of the Consumers Store, extending from the building to the alley have been completed. It is planned to begin brick work the early part of next week. A part of the addition will be two stories high, the same height as the original structure, the rest one story. The larger part is designed for an enlargement of the store quarters, the smaller for garage, barn, and warehouse purposes. *(from the Marshfield News-Herald, Marshfield, Wisconsin, 21 Apr 1928, Saturday, Page 3)*

### **Annual Stockholders Meeting**

Annual stockholders, meeting of the Consumers Store company will be held on Saturday, February 15 at the store. Election of officers and discussion of the building program laid over from last year will be among the chief subjects to be presented.

*(from the Marshfield News Herald, Marshfield, Wisconsin, 03 Feb 1927, Thursday, Page 1)*



*Marshfield News-Herald, Marshfield, Wisconsin, 20 May 1926, Thursday, Page 8*

### **Holds Secretarial Offices in Three Local Organizations**

One o'clock in the afternoon February 19, has been set as the time for the opening of the annual stockholders meeting of the Marshfield Equity Livestock Shipping association, to be held in the city hall in this city.

Charles P. Radlinger, town of Lincoln, is the secretary of this organization. He holds like offices in two other organizations, the Farmer's Cooperative Produce company and the Consumers Store company. The store company meets in annual session at 9:30 a.m. February 15. Ben Lang is the president of this company. The other officers aside from the secretary are Pat Lyons, city, vice-president, and F. X. Schneider, city, treasurer. *(from the Marshfield News Herald, Marshfield, Wisconsin, 05 Feb 1927, Saturday, Page 1)*

### **Consumers Store To Hold Annual Meeting**

Election of two directors to succeed those whose term expires will be one of the chief matters of business at the annual meeting of the stockholders of the Consumers Store company. The meeting will be held at the store building Tuesday, February 21, starting at 10 o'clock.

*(from the Marshfield News-Herald, Marshfield, Wisconsin, 14 Feb 1928, Tuesday, Page 5)*

### **Complete Plan For Addition to Store**

**Consumers Company Ready To Begin Building First Part Of April**

Plans for an 87 foot addition to the Consumers store on North Central avenue have been completed and the contract for its construction was awarded today to Krasin Bros. A public rest room will be located on the second floor.

Construction work is to begin in April. The addition will correspond with the width of the present building, and extend to the alley, giving the enlarged structure a total length of 157 feet.

The west 40 feet of the addition will be two stories in height with a basement, the walls of which will be of concrete. The rest of the addition will be one story high without a basement. The superstructure will be of brick backed with tile, the roof of built-up composition roofing.

The basement will be for the rubberwear and crockery and China-ware departments, the first story for groceries, shoes, and ladies ready-to-wear stock, the second story for the rugs department in addition to the rest room.

The one story part will be divided into warehouse, garage, and quarters for horses.

A new front for the store is included in the plans. The specifications call for a change from the present two entrances at the front to one center entrance and large display windows at each side.

When the improvement is completed the contents of the old part will undergo a general rearrangement. This will include a change in the location of the office, now occupying elevated quarters in the rear of the store. *(from the Marshfield News-Herald, Marshfield, Wisconsin, 26 Mar 1928, Monday, Page 2 )*

The Consumers Store company, whose permit provides for the construction of an addition to their store led with \$9,000 as the estimated cost of their improvement. Another permit authorized the company to wreck an old building to clear the site for the new structure. *(from Marshfield News-Herald, Marshfield, Wisconsin, 07 Apr 1928, Saturday, Page 3)*

Brick work was begun Tuesday on the addition to the Consumers store building. It was calculated this part of the work will be completed in two weeks. The entire structure is expected to be ready for occupancy about July 1. *(from the Marshfield News-Herald, Marshfield, Wisconsin, 28 Apr 1928, Saturday, Page 9)*

The brick work on the addition to the Consumers store has been completed and the roof is now being constructed. The brick work included the reconstruction of the chimney and adding about 10 feet to its height. After the roof has been completed, the work will be diverted to finishing the interior. The building is expected to be ready for occupancy about July 1. *(from the Marshfield News-Herald, Marshfield, Wisconsin, 12 May 1928, Saturday, Page 7 )*

### **Tar Fire Creates Huge Smoke Clouds Blaze Occurs Near Consumers Store Monday**

A leak in a tankful of tar, permitting some to flow into the firebox, was the cause of a big tar fire on the East A street side of the Consumers store late Monday afternoon. For a time the flames leaped high in the air and smoke arose in such volumes that visibility was obscured

over a wide radius from the tank. The fire was extinguished by the fire department with the chemical apparatus. The tar was used in finishing the roof on the new addition to the Consumers store building. The damage consisted principally of ruined tar boiling equipment and the destruction of a quantity of tar. *(from the Marshfield News-Herald, Marshfield, Wisconsin, 05 Jun 1928, Tuesday, Page 3)*

### **Consumers Stores Will Install New Entrance**

The work of installing the new front for the Consumers store is expected to begin in about three weeks, by which time the addition to the store is expected to be ready for occupancy. The work at present is centered largely in finishing the second story of the addition and removing the east wall of the original part of the building to connect the old and new parts. The new front will have only one entrance. The present front has two entrances. *(from the Marshfield News-Herald, Marshfield, Wisconsin, 16 Jun 1928, Saturday, Page 3)*

Work on the installation of the new front for the Consumers store, enlarged recently by means of an addition to the rear, is in progress. The new front will have one entrance, which will be in the middle. The old front had two entrances. Moving of stock into the new part has been in progress for a short time past. *(from the Marshfield News-Herald, Marshfield, Wisconsin, 28 Jul 1928, Saturday, Page 6)*

Some painting is all that the improvements at the Consumers' store need of being entirely finished. The last improvement consisted of installing a new front. The main improvements consisted of an addition to the rear for the enlargement of the store. *(from the Marshfield News-Herald, Marshfield, Wisconsin, 25 Aug 1928, Saturday, Page 3 )*

### **Store Stockholders to Meet in City Tuesday**

The annual meeting of the stockholders of the Consumers Store company will be held at the store Tuesday, Feb. 19, beginning at 9:30 o'clock in the morning. *(from the Marshfield News-Herald, Marshfield, Wisconsin, 09 Feb 1929, Saturday, Page 1 )*

### **Consumers Company Will Enlarge Store Proposed Alterations Approved By Stockholders At Meeting Tuesday**

Decision was made at the annual meeting of the stockholders of the Consumers Store company at the store Tuesday to enlarge the store by adding about one-third of the space of the warehouse to the grocery department, work on the alterations to begin within 10 days, Arthur Merkel, manager, announced. This means moving the east wall of the store back 22 feet.

Joseph See was elected to succeed himself on the board of directors.



The officers also were re-elected. They are Ben Lang, president; Pat Lyons, vice-president; Charles P. Radlinger, secretary, and F. X. Schneider, treasurer. *(from the Marshfield News-Herald, Marshfield, Wisconsin, 20 Feb 1929, Wednesday, Page 2 )*

The work of extending the grocery department of the Consumers store, done under the direction of Contractor F. A. Felhofer, has been finished except the painting. The space added, 17 x 24 feet, is of the warehouse. *(from the Marshfield News-Herald, Marshfield, Wisconsin, 30 Mar 1929, Saturday, Page 3)*

### **Rural Teams To Be Well Accommodated Consumers Store Barn Has Space For 28 Horses**

Within the next few days, all barns to house farm teams will be in readiness, it was announced today by George S. Wood, secretary of the Marshfield Commercial club, who expects to post on each barn door the list of barns in the city that are available for this purpose.

The list published in yesterday's News-Herald was not complete, it was learned today. The Consumers Store barn which will house 28 horses was inadvertently omitted from the list. This barn, erected at the rear of the Consumers Store, was used last winter for the first time. It is a new structure and designed especially for the accommodation of farm teams.

Arrangements are being made for keeping the barns in good order. Two of the barns will be known as "pay barns" and the remainder will be free. The list which will be posted on each barn will designate which are free and which are pay barns.

A number of the barns, arranged for by the Commercial club, are now in use and the others will be ready by the end of the week. Because there has been little snow, few farm teams are being driven to the city, farmers preferring to come by automobiles and trucks. *(from the Marshfield News-Herald, Marshfield, Wisconsin, 18 Dec 1929, Wednesday, Page 1)*

### **Consumers Store to Hold Annual Meeting**

Stockholders of the Consumers Store company will meet in annual session at the store at 10 o'clock Tuesday morning, Feb. 18. Among the business will be the election of two directors. After the stockholders meeting the directors will meet to elect officers. The present officers are Ben Lang, president; Pat. Lyons, vice-president; C. P. Radlinger, secretary, and F. X. Schneider, treasurer. The board of directors is composed of the officers and Joseph See. *(from the Marshfield News-Herald, Marshfield, Wisconsin, 29 Jan 1930, Wednesday, Page 7 )*

### **Ban On Substitutes Swells Sale Of Butter And Cheese**

The agitation for increased consumption of dairy products in central Wisconsin has had its effect, according to local merchants, who report that the butter and cheese sales had taken a substantial spurt in the last three weeks.



Prices, however, have remained quite stationary. A campaign for better prices began a month or two ago with a big drop in the price of dairy products. Various claims were advanced as to the reason, for the slump, one being that there was an enormous surplus of butter, due to under-consumption, and the use of butter substitutes. Farm organizations went into action to improve the situation by urging the public to eat more cheese and butter and to refrain from the use of butter imitations. Local independent merchants joined the campaign as a unit a short time ago by resolving to ban the sale of substitutes.

"Our cheese sales have increased at least 300 per cent," declared Hub Weber, co-owner of the Weber Bros. stores, owners of four groceries and two meat markets. "Butter sales increased about 20 per cent. Butter substitutes sales fell off in the last three years from 200 pounds a week to about 40 pounds a week January 1 last, when we discontinued handling this product.

Herb Baer of Baer Bros., noted an increase of about 35 per cent in butter sales and 25 per cent in cheese sales.

Ed Haebig, manager of the grocery department of the Consumers store, estimated their increase in butter sales at over 40 per cent and the increase in cheese sales at 60 per cent.

Chain store managers also reported good increases in butter and cheese sales. They added that there is a possibility that they also will discontinue the sale of butter substitutes. (from the *Marshfield News-Herald*, Marshfield, Wisconsin, 13 Feb 1930, Thursday, Page 1)

# CONSUMERS STORE

We Deliver      Specials for Fri. and Sat.      Tel. 117  
**QUALITY FOODS AT LOWEST PRICES**  
 QUALITY COOKIES and HOSTESS COFFEE Demonstration ALL DAY SATURDAY. Come in and get a lunch. Free Shopping Bags and Balloons for the Kiddies. Extra Specials for Wisconsin Products Week.

<b>SUGAR</b>	Pure Granulated in cloth bags	<b>10 lbs. 49c</b>
<b>BUTTER</b>	Colby or Greenwood. Made from Sweet Cream. Lb. ....	<b>21c</b>
<b>HONEY</b>	Wisconsin Extracted No. 1 Pure	<b>5 Lb. 45c</b> No. 1 Pure
<b>MILK</b>	Van Camps Tall 14½ oz. can	<b>6 Cans 29c</b>
<b>PEAS</b>	Anytime Brand No. 3 sieve	<b>3 No. 2 29c</b> Cans
Loyal Canning Co. Product		
<b>SOAP</b>	Crystal White. Finest for laundering. 10 bars ....	<b>29c</b>
<b>TISSUE</b>	Wisc. Made. O. K. Brand, 1000 sheets	<b>6 10c 29c</b> Rolls
<b>Brown Sugar</b>	Medium Light No Lumps	<b>4 Lbs. 22c</b>
<b>MUSTARD</b>	Hostess Brand, German or Horseradish style, qt. jar ..	<b>15c</b>
<b>Corn Flakes</b>	Fairway Brand Large pkg. ....	<b>9c</b>
<b>SYRUP</b>	Deerwood Golden. Gal. pall .....	<b>44c</b>
<b>Pancake Flour</b>	Boyd—Self Rising All Wheat. 3½ lb. pkg. ....	<b>22c</b>
<b>CRACKERS</b>	Quality Biscuit Co—2 lbs. ....	<b>18c</b> Sodas-Grahams—2 lbs. ....21c
<b>OLO</b>	A Wisconsin Soap Product of 44 uses	<b>2 Lbs. 25c</b>
<b>PRUNES</b>	Medium size Sweet and Meaty	<b>3 Lbs. 19c</b>
<b>RICE</b>	Fancy Polished Blue Rose	<b>5 Lbs. 23c</b>
<b>Sweet Potatoes</b>	Extra Fancy Grade Texas	<b>5 Lbs. 13c</b>
<b>ONIONS</b>	Fancy Yellow Globes good keepers	<b>10 Lbs. 17c</b>
<b>APPLES</b>	Home grown Wolf River, nice for pies	<b>7 Lbs. 25c</b>

WOOD — 500 Cords of Dry Chunk Wood—\$2.00 per Cord plus hauling charges.  
 Head Lettuce, Celery, Cabbage, Peppers, canning Plums, Oranges, Bananas, Large and Small Basket Grapes—Lowest Prices.

*Marshfield News-Herald*. Marshfield, Wisconsin, 29 Sep 1932, Thursday, Page 5.

## Consumers Store Has Annual Meet Reports Read to Stockholders Reflect Successful Business Year

Business and financial reports reflecting a successful year were read to stockholders of The Consumers Store company at their annual meeting here yesterday. The meeting was attended by more than 300 people who, after listening to the splendid reports, extended a rising, vote of thanks to Arthur Merkel, store manager, and the directors, while also endorsing the standards of merchandising and the store management plans.

Henry Kalsched was elected a director of the company in place of P. J. Lyons who is spending the winter months in California. Joe See, another director, was re-elected to succeed himself.

Speakers at the meeting were J. L. McCorison, manager of the Marshfield Grocer company, who spoke on the "Trend of Times With Relation to the Consumers Store," and Sigel Mayer, advertising manager for the News-Herald, whose talk was on advertising. A noon luncheon was served. *(from the Marshfield News-Herald, Marshfield, Wisconsin, 17 Feb 1932, Wednesday, Page 2)*

### Consumers Store Has Meeting on Tuesday

Officers were elected and reports for 1932 were approved at the annual meeting yesterday of stockholders in the Consumers store cooperative. The meeting was held all day yesterday at the store on North Central avenue and was attended by a large representation of stockholders.

Ben Lang was elected president, Joseph See, vice-president; Frank X. Schneider, treasurer; Charles P. Radlinger, secretary; and Henry Weister, director.

Arthur Merkel is manager of the store. *(from the Marshfield News-Herald, Marshfield, Wisconsin, 22 Feb 1933, Wednesday, Page 2)*

**WE EXPECT**—Another load of good Minnesota farm horses at the Consumer's Store barn about Wed., March 15. These horses are all well broke, gentle and sound. H. Svirnoff sons.

*Marshfield News-Herald, Marshfield, Wisconsin, 11 Mar 1933, Saturday, Page 7.*

**YES!**  
—THE GREAT—  
**Marshfield  
FAIR**  
WILL BE HELD THIS YEAR AS USUAL, DATES  
**Sept. 4, 5, 6, 7, 8, 1933**  
*New Features—Better Displays  
Stronger Attractions!*  
Present Business Conditions will be met by lower priced admissions Sold in Advance. Single Admission Main Gate 25c.  
DAY OR EVENING  
**Season Tickets  
Now On Sale For \$1.00**  
Good for 10 admissions at Main Gate  
Equal to \$2.50 in Single Admissions  
A \$1.00 Certificate of Marshfield Fair Scrip Buys a \$1.00 Season Ticket  
**Pay In Scrip - Pay No Money!**  
Season Tickets on Sale at Consumer's Store, Marshfield Fair Store, Weber Bros., Merkel's Electric Shop, The Secretary's Office and other convenient Business Places.

*Marshfield News-Herald, Marshfield, Wisconsin, 29 Jun 1933, Thursday, Page 2.*



*Marshfield News-Herald, Marshfield, Wisconsin,  
27 Apr 1934, Friday, Page 8*

## **Consumers Co. Adds to Store**

Formal Opening of Enlarged and Remodeled Shop is Set for Friday Night

### **Facilities Increased**

The grand opening of its enlarged and remodeled store at N. Central avenue and Arnold street is announced for Friday evening, Oct. 14, by the Consumers Store Co.

An addition, 42 by 70 feet in size, has been built onto the second story of the store building during the past summer, and the entire interior remodeled, rearranged, and redecorated.

### **Is Modernistic**

Four thousand square feet of floor space have been added, bringing the total sales and display space to nearly 12,000 square feet, it is announced by the manager of the store.

In the renovating process, modernistic treatment has been followed throughout, and the interior is streamlined in every detail according to the latest style.

The new portion of the building, arranged as a mezzanine houses a modern ladies' ready-to-wear, millinery, and children's departments, in addition to office space.

### **Design Is Unique**

Transition from the main floor to the new mezzanine has been made easy by a wide stairway flanked on either side by display space visible from both levels.

A home furnishings department, located over a portion of the main floor, is reached by a few steps from the mezzanine. Adjoining this department is a new women's rest room, elaborately arranged as the newest and finest in the city.

A rotunda design about the stairways connecting the main, second, and mezzanine floors is said by salesmen to rival the beauty and convenience found in stores in metropolitan centers.

The main sales floor has been rearranged, most of the counters and fixtures are new and modern, and each department has been expanded to accommodate stocks triple the size of those formerly carried.

### **Use Roddis Plywood**

The added space has made possible complete departmentalization. Shoes, men's furnishings, dry goods, and grocery departments are located on the main floor, with the groceries at the rear, entirely separated from the remainder of the store except for the archway entrance.

Modernistic air cushion furniture in chrome steel and maroon leather has been added for the comfort and convenience of patrons.

Roddis plywood has been used extensively in finishing and building the fixtures. Walnut has been used principally, although the veneer includes many beautiful woods from Australia, South Africa, South America and Oriental countries.

All of the new portion of the building has been fitted with new modernistic lighting fixtures, and the new white neon lighting has been employed effectively in wall fixtures for display of dresses and coats. Five large fitting rooms have been included in the improvements.

### **Organized in 1922**

A special sales room for the fitting of rubber footwear has been arranged in the basement.

The heating system in the building has been expanded to take care of the additional space, and air conditioning equipment added.

The Consumers Store Co. was organized here in 1922 when the Kestel Bros. Stock Co. was dissolved. Arthur Merkel, one of its stockholders, has served continuously as manager, and the board of directors of the company has changed but little.

The officers have all served since the day of organization: Ben Lang, president, Charles Radlinger secretary, and Frank Schneider, treasurer. Henry Kalsched, another of the original directors, was succeeded at his death by Joe See, and Pat Lyons, who served until four years ago when he went to California, was succeeded by Henry Weister.

### **Plan Other Improvements**

The clerical staff in the store has been singularly constant, with but few changes in the 16 years of the store's existence. At present 21 persons are employed regularly. "No expense has been spared in giving this store one of the most modern, convenient shopping layouts known to modern merchandising," the manager said in announcing the formal opening Friday evening and inviting the public to attend. "The store itself is inviting and the personnel is friendly, fully trained, experienced, and impartial."

Plans of the company are to make the store a style center and to increase the sales volume from a quarter million dollars annually to twice that figure. Parking space for 300 cars is available.

One improvement yet to be made is the installation of a new front. Contracts have been let, but construction has been delayed until next year because of the lateness of the season. Structural glass will be employed in the new display front, show windows will be two feet deeper, and the north wall will be removed to the depth of the window to provide a corner display facing Arnold street. Two large display windows will also be created on the second floor facing Central avenue. *(from the Marshfield News-Herald, Marshfield, Wisconsin, 12 Oct 1938, Wednesday, Page 1)*

### **Ask Extension of 'White Way'**

#### **Numerous Petitions Heard by Council at Session Thursday**

Marshfield's Central avenue "white way" will be extended four blocks northward from Arnold street if the city acts favorably on a petition presented at the adjourned meeting of the Common Council held Thursday night at the City Hall.

The petition, signed by the Consumers Store and 41 others, asks that the ornamental lighting system be extended on both sides of N. Central avenue to the Boulevard Motor Company

garage, 508 N. Central avenue, and was referred to the Board of Public Works and Superintendent of the Electric and Water Department. Signers included owners of residences as well as businessmen in that area. (from the Marshfield News-Herald, Marshfield, Wisconsin, 05 Jul 1941, Saturday, Page 1)



Marshfield News-Herald, Marshfield, Wisconsin, 17 Dec 1942, Thursday, Page 11

### **Consumers Store Firm Boosts Capital Stock**

Capitalization of the Consumers Store Company was increased from \$35,000 to \$60,000 at the annual meeting of the stockholders here yesterday, and the additional stock will be pro-rated among the stockholders. Approximately 175 attended the meeting at which Ben Lang was elected president, F. X. Schneider vice-president, Charles Radlinger secretary, and Art Merkel manager. (from the Marshfield News-Herald, Marshfield, Wisconsin, 16 Feb 1944, Wednesday, Page 2).

### **Correction is Made in Stock Statement**

The management of the Consumers Store company, today issued the following statement regarding Wednesday's news report on the increase in the capitalization of the corporation: "The increase from \$35,000 to \$60,000 is for the purpose of paying the back dividend due stockholders in stock. The balance of unsubscribed stock remains in the treasury to be sold at some future date.

"For 1943 total capital stock distribution is \$3,800 to be divided among the 175 stockholders." (from the Marshfield News-Herald, Marshfield, Wisconsin, 17 Feb 1944, Thursday, Page 6).

### **Consumers Store Has Annual Meet 6 Speakers Address Stockholders; Officers Are Elected**

The annual meeting of the stockholders of the Consumers Store was held Tuesday in the company's building on N. Central avenue. Over 200 attended.

The meeting was opened with an address by T. F. McDonald, who emphasized the need of

the rationing programs, urged everyone to support the fighting forces by buying bonds and explained the need for unity and cooperation on the home front.

Clarence Mau, vice-president of the Central State Bank, the next speaker, warned that business should provide reserves to meet postwar problems. Explaining that he did not believe a depression would follow the war immediately, he nevertheless emphasized that business must be prepared for any eventualities. John L. Stauber, executive vice-president of the Citizens National Bank, also spoke.

The next speaker, L. A. Hartl complimented the stockholders and management for the excellent progress the store has made in the past 20 years. Mayor George J. Leonhard gave a short talk on finance and collection problems.

John G. Pinion, a stockholder of the firm, gave a talk on advertising costs and problems and quoted figures from the Harvard University School of Business Administration regarding costs of advertising in various groups of mercantile firms throughout the country.

During the business session which followed Ben Lang was elected president, Charles Radlinger secretary, Frank Schneider treasurer, Joseph See vice-president and Henry Weister director. A country style dinner and refreshments were served to all present at noon. The Griesbach orchestra of Rozellville furnished music. *(from Marshfield News-Herald, Marshfield, Wisconsin, 21 Feb 1945, Wednesday, Page 8)*

## **Consumers Store Hours**

Due to many requests of our patrons and stockholders . . . a meeting of the Board of Directors was called and decided on the following policy. . .

**THAT THE STORE FORCE WORK ON ALTERNATING EVENING SHIFTS AND THAT THE CONSUMERS STORE BE OPEN ON BOTH**

**FRIDAY AND SATURDAY EVENINGS**

The clerks to choose which evening they would prefer to work . . . so that they would not be required to work extra hours.

The CONSUMER Store's **BIG NIGHT** will be Saturday as usual. . . So if your favorite store is closed Saturday night . . . we welcome you to our complete department store.

**SHOP . . . SHOP . . . AND SAVE AT THE CONSUMERS**

# **CONSUMERS**

*Marshfield News-Herald, Marshfield, Wisconsin, 07 Jun 1945, Thursday, Page 11*

## **Consumers Store to Add 3rd Floor Stockholders Approve Project At Annual Meeting Yesterday**

Stockholders of the Consumers Store Company, N. Central avenue, yesterday unanimously approved preliminary plans calling for a third story addition to the present structure, according to an announcement made today by Arthur Merkel, the store's manager.

The plans which are in the formative stage, were presented to the 250 stockholders of the company at their annual meeting, held at the store yesterday.

The proposed addition will be an over-all structure of brick, designed in the latest fashion in order to eliminate roof supports. The roof will be a hanging type with the weight supported by the outside walls. Construction is scheduled to start when materials become available.

A full glass front on each floor is planned for display purposes and the installation of an electric automatic pushbutton passenger elevator is also contemplated. Special lighting will be used to accentuate the store front displays on each of the three floors.

Ben Lang and Frank Schneider were re-elected as president and treasurer, respectively, at yesterday's meeting, and the year's business was discussed by the 250 members in attendance.

The merits of Friday and Saturday store openings were reviewed at length yesterday and a protest against the change from Saturday to Friday night store shopping night was made. The stockholders, by unanimous vote, demanded that the Consumers Store remain open on both Friday and Saturday nights regardless of what action is taken by other stores. The new policy was placed in effect immediately, Merkel said.

Dinner was served to the stockholders at noon and five Marshfield businessmen. John L. Stauber, C. W. Mau, W. A. Uthmeier, Glenn D. Tinkham, and Louis Hartl, were the after-dinner speakers.

James Griesbach and his five-piece band furnished music. *(from the Marshfield News-Herald, Marshfield, Wisconsin, 20 Feb 1946, Wednesday, Page 6)*

### **Building Permits Issued This Week Involve Over \$700,000**

... Second in value is the contemplated third story addition, remodeling of the front, replacing of elevator and other repairs to present building by the Consumers Store Company, 169 N. Central avenue, at a cost of \$35,000. *(from the Marshfield News-Herald, Marshfield, Wisconsin, 30 Mar 1946, Saturday, Page 3)*

The local fire department was again called out this morning at 10:50 o'clock to extinguish burning

**NOW READY FOR  
MORE STORE HELP**

Our enlarged store, now being built, will require more salespeople in many departments. The Consumers is offering permanent places at good pay rates. Both men and women needed.

**Store Clerks**  
For piece-goods dept., ready-to-wear dept., juvenile dept., cosmetic dept., china dept., and others.

**Department Heads**  
Qualified men and women to head some of the departments of the enlarged Consumers Store.

**Make Application Now**  
Make application now in person or write. Our new store will have air-conditioning, elevator, lunchroom, modern rest rooms.

**Consumers**

*The Marshfield News-Herald, Marshfield, Wisconsin, 20 July 1946, Page 3.*



pitch in a barrel on the north side of the Consumers Store building, 116 (sic) N. Central avenue. (from the Marshfield News-Herald, Marshfield, Wisconsin, 4 December, 1946, page 6)

### Consumers Store Has Annual Meet

New Addition Is Featured in General Contractors' Yearbook

Ben Lang was re-elected president of the Consumers Store Company at its annual stockholders' meeting, held on the third floor in the new Consumers Store addition here yesterday.

Charles Radlinger and Frank Schneider were re-elected secretary and treasurer, respectively, and Joe See was re-elected as a director. Holdover directors are Frank Schneider, Henry Weister, Ben Lang, and Charles Radlinger. Art Merkel is manager of the store.

Approximately 250 stockholders attended the meeting and heard talks by John L. Stauber, Clarence W. Mau, W. A. Uthmeier, Glenn D. Tinkham, and L. A. Hartl. Music was furnished by the James Griesbach family orchestra of Rozellville and by the 'Sons of the Soil.' A dinner was served at noon and a luncheon was served at 4 p. m.

The stockholders were told that the new addition will be completed in from 60 to 90 days. The construction job, which has increased the height of the building to four stories, was featured in the current issue of the General Contractors' Yearbook.

The yearbook carried a picture of the local structure on its cover and contained an article regarding the project, which is being completed by the Thomsen-Abbott Construction Co., with G A. Krasin as architect. (from the Marshfield News-Herald, Marshfield, Wisconsin, 19 Feb 1947, Wednesday, Page 6)

### Consumers Store Uses Four Floors



Triple—Floor Display Arrangement  
Attracts Much Attention

Within the past 18 months, particularly during 1947, the Consumers Store Company, 169 N. Central avenue, has been undergoing extensive remodeling, with the result that it is now the largest mercantile store in Marshfield.

Beginning In April 1946, the building has been renovated to add a fourth and fifth floor of brick, steel, and concrete construction, and providing a series of display windows from the first to the third floors, inclusive, across the entire width of the build-

Extensive remodeling has made the Consumers Store Marshfield's largest and most comprehensive retail establishment. Marshfield News Herald, 31 December 1947, page 1.

ing. The construction work was done by the Thomsen-Abbott Company of Marshfield.

According to Arthur Merkel, manager, the building is 158 feet long and 44 feet wide. The basement is given over to men's work shoes, rubber footwear, and refrigerated storage for fur coats. On the first floor are found men's ready-to-wear clothing, shoes, and piece goods, with a grocery department at the rear of the building.

A department of infants' and children's wear is located on the second floor, while the third floor is occupied by the ladies' ready-to-wear section. Home appliances, luggage, dishes, curtains and draperies, blankets and comforters are housed on the fourth floor, along with rugs and carpeting. Men's heavy furnishings, inlaid linoleum, plastic paints and varnishes, and moldings will be added to the fourth floor, Merkel announced.

The fifth floor, not yet completed, will be utilized for storage in the most part. Two rooms are being added to house electrical, plumbing, and heating supplies.

An elevator service has been installed connecting all the floors and basement, and two fire escapes have been added for the safety of employees and patrons. One is on the east side and the other on the north. *(from Marshfield News-Herald, Marshfield, Wisconsin, 31 Dec 1947, Wednesday, Page 8)*

### Officers Reelected at Consumers Store Meet

Officers and directors were reelected at the 25th annual meeting of Consumers Store Company Inc., held at the store at 169 N. Central avenue Tuesday.

The officers are Ben Lang, president; Charles Radlinger, secretary; F. X. Schneider, treasurer; Arthur Merkel, manager and Henry Weister and Joseph See, directors.

At the noon luncheon attended by more than 200 stockholders, C. W. Mau, J. L. Stauber, and W. A. Uthmeier spoke briefly on business trends and the progress achieved by the store, and Chief of Police Walter Wohlfahrt also addressed the gathering. *(from the Marshfield News-Herald, Marshfield, Wisconsin, 18 Feb 1948, Wednesday, Page 6)*

### Stockholder's Meeting



*Consumers Store Co., Board of Directors: (left to right seated) C.P. Radlinger, Ben Lang, H.G. Weister, and Frank Schneider; (left to right, standing) Art Merkel, manager, and Joe See.*

More than 200 persons attended the 25th annual stockholders' meeting of the Consumer Store Company yesterday afternoon. The main item of business was the declaration of a 25 per cent stock dividend. Shown here are the six members of the Board of Directors. From left to right seated are C. P. Radlinger, secretary; Ben Lang, president; H. G. Weister, treasurer, and Frank Schneider. Standing in the same order are Art Merkel, general manager; and Joe See, vice-president. *(from the Marshfield News-Herald, Marshfield, Wisconsin, 16 Feb 1949, Wednesday, Page 15)*



**Ginch Cake Mix**

Spice Cake, White, Golden, Devil's Fudge  
17-oz. pkg. **39c**

**SPRY**  
3 lb. can **85c**

**Adam's Orange Juice** 46-oz. can **29c**

**Libby's Tom. Juice** 2 46-oz. cans **45c**

**C & H BROWN SUGAR**  
2 lbs. **25c**

**Swansdown Cake Flour** 2 3/4-lb. pkg. **37c**

**Heinz Pork & Beans** 7 cans **99c**

**Libby's Sliced Pineapple** 20-oz. can **31c**

**Welch Grape Jelly** jar **25c**

**Whole Kernel Corn** 2 lge. cans **25c**

**Kant-Miss Peas** 3 cans **29c**

**Mott's Apple Cider** qt. **25c**

**Gold. Custard Pumpkin** 2 lge. cans **19c**

**GINGERSNAPS**

2 lbs. **29c**

**CRACKER JACKS**

6 boxes **25c**

**POPCORN BALLS**

Doz. **29c**

**CHRISTMAS CANDIES and NUTS**

**Orange Slices** lb. **19c**

**Xmas Broken Mix** lb. **25c**

**Peanut Brittle** lb. **25c**

**Coconut Bon Bons** lb. **39c**

**Chocolate Creams** 2 lbs. **49c**

**Diamond Walnuts** lb. **39c**

**Barcelona Filberts** lb. **33c**

**Lg. Washed Brazils** lb. **35c**

**Lg. Polished Pecans** lb. **35c**

**Fancy Mixed Nuts** lb. **35c**

**BAKE A TREAT... MINCE PIE!**



**Pillsbury's PIE CRUST MIX...**

2 for **35c**

**MINCE MEAT** 2 for **35c**

Fresh Roasted Jumbo

**PEANUTS**

5 lb. bag **\$1.19**

**Fruit Cake Mix** lb. **39c**

**Glazed Cherries** lb. **69c**

**Layer Figs** 8-oz. pkg. **29c**

**Fresh Pitted Dates** 2 lbs. **45c**

**Bleached Raisins** lb. pkg. **19c**

**Sunmaid Currants** 11 oz. **19c**

**Hershey Bake Choc.** 1/2 lb. **39c**

**Hershey Cocoa** lb. can **39c**

**Hershey Choc. Bits** pkg. **19c**

**Shelled Walnuts** 1/2 lb. **45c**

**Bakers Dot Choc.** 1/2 lb. **43c**

**Bakers Coconut** 1/2 lb. **29c**

Season's Greetings  
**CHOCOLATES**  
5 lb. box **\$1.89**

Assorted Merrill  
**CHOCOLATES**  
Lb. box **98c**

Brach's Chocolate  
**CHERRIES**  
Lb. box **49c**

**Pork Roast** lb. **39c**

**Spareribs** lb. **39c**

**Pork Chops** lb. **49c**

**Side Pork** lb. **39c**

**Sliced Bacon** lb. **49c**

**Age Longhorn** lb. **49c**

**Parkin Brick Cheese** lb. **49c**

**Wenzel Farm Bologna** lb. **53c**

**Slab Bacon** lb. **47c**

**Wenzel Farm Wieners** lb. **59c**

**Fresh Red Grapes** 2 lbs. **29c**

**Delicious Apples** 2 lbs. **25c**

**Jumbo Cranberries** 2 lbs. **33c**

**Hard Cabbage** 2 lbs. **9c**

**Calif. Carrots** 2 bchs. **19c**

**Pascal Celery** 1 lg. bch. **19c**

**Jumbo Lettuce** 2 hds. **25c**

**Idaho Bakers** 10 lbs. **59c**

**Nav. Juice Oranges** 2 doz. **49c**

**Tangerines** doz. **29c**

Large, Texas Seedless  
**Grapefruit** 10 for **49c**

Wis. No. 1, White Chippewa  
**Potatoes** 100 lbs. **\$2.69**

CONGRATULATIONS TO THE INTER TRANSIT CO.  
MARSHFIELD'S NEW CITY BUS LINE . . .

Use this convenient way to the Consumers Store. Bus stops at our door every 30 minutes and goes to every corner of the city.

**CONSUMERS**

FREE DELIVERY

PHONE 117

**Ben Lang**

President, Consumers Store Co. for over 30 years.



The president, board of directors and the management of Consumers have decreed that 1950 must be the biggest and best year in the history of the Consumers Store. With that in mind, we have purchased and arranged to purchase the largest stocks of quality merchandise ever offered and with the increased volume of business will be able to offer you greater savings than ever before. Shop Consumers in 1950 for history making savings! (Marshfield News-Herald Marshfield, Wisconsin, 30 Jan 1950, Monday, Page 5)

**Consumers Store Holds Annual Meet**

Approximately 160 stockholders of the Consumers Store Company were present when the 26th annual meeting of the firm opened this morning at the store.

Business problems were discussed and a report was given by the officers to the assembled stockholders.

John L. Stauber, executive vice-president of the Citizens National Bank, was the principal speaker at a dinner held this noon for the group. Robert Emery, local attorney, and Walter Wohlfahrt, chief of police, also were guest speakers. Music and entertainment was furnished by the James Griesbach family orchestra of Rozellville.

From the Marshfield News-Herald, Marshfield, Wisconsin, 8 December 1949, Thursday, Page 7.

The meeting was scheduled to continue this afternoon. Ben Lang, president of the company, and Arthur Merkel, manager, are co-chairmen of the meeting. *(from the Marshfield News-Herald, Marshfield, Wisconsin, 21 February 1950, Tuesday, Page 10)*

### **Consumers Store Will Conduct Annual Meet**

The annual meeting of stock holders of Consumers Store Company, Inc., 169 N. Central avenue, will be held in the Knights of Columbus Hall, W. Second and S. Chestnut streets, Tuesday, Feb. 20. The meeting will start at 10 a.m. Business before the gathering will include the election of officers. A noon luncheon will be served. *(from the Marshfield News-Herald, Marshfield, Wisconsin, 15 Feb 1951, Thursday, Page 18)*



**CONSUMERS STORE BOARD**—Officers and directors of the Consumers Store Company, 169 N. Central avenue, took time out at the 26th annual session of stockholders yesterday to pose for this picture. First row, left to right, are Arthur Merkel, manager; Ben Lang, re-elected president, and Charles Radlinger, re-elected secretary; second row, are Frank Schneider, director; Joseph See, vice-president, and Henry Weister, treasurer.

*From the Marshfield News-Herald, Marshfield, Wisconsin, 22 Feb 1950, Wednesday, Page 6*

### **Directors Re-elected For**

### **Consumers Store**

At the annual stockholders' meeting yesterday of the Consumers Store Company, 169 N. Central avenue, the board of directors and officers, were re-elected for the coming year.

Officers chosen include Ben Lang, president; Joseph See, vice-president; Henry G. Weister, treasurer; F. X. Schneider, director, and Art Merkel, manager.

A luncheon was served at noon in the Knights of Columbus Hall to about 125 persons. John L. Stauber and T. F. McDonald were the principal speakers. *(from the Marshfield News-Herald, Marshfield, Wisconsin, 21 Feb 1951, Wednesday, Page 16)*

### **Re-elected**

Charles P. Radlinger was re-elected secretary at the annual meeting of stockholders of the Consumers Store Company held here Tuesday. His name was unintentionally omitted from the report of the session. *(from the Marshfield News-Herald, Marshfield, Wisconsin, 22 Feb 1951, Thursday, Page 14)*

## Consumers Officers

Ben Lang was elected president, Joseph See vice-president, Henry Weister treasurer, Charles Radlinger secretary, and Edward Kaufmann director at the annual stockholders meeting of Consumers Store Inc.. in the Knights of Columbus Hall yesterday. *(from the Marshfield News-Herald, Marshfield, Wisconsin, 20 Feb 1952, Wednesday, Page 14)*

### Melvin Berg Named To Consumer Post

Melvin Berg, assistant manager of the Consumers Store here, has been named temporary manager during the illness of Manager Art Merkel, who is a patient at St. Joseph's Hospital, the board of directors of the store announced today.

Merkel's condition is reported by the board as improving, but he is not expected to resume his former activities for some time.

Berg, who with his wife and 3½-year-old son, Thomas, lives at 603A W. Blodgett St., has had 25 years of experience in merchandising.

He was assistant manager of the J. C. Penney Store here at one time and has since been engaged in similar activity at Marquette and Ishpeming, Mich.; Oshkosh, Wis.; and Pekin, Ill. He entered the employ of the Consumers Store last September. *(from the Marshfield News-Herald, Marshfield, Wisconsin, 03 Jun 1952, Tuesday, Page 12)*

## C. P. Radlinger Fatally Stricken

### Was Prominent in Many Organizations

Charles P. Radlinger, 73, a resident of Marshfield since retiring from farming in the Town of Lincoln six years ago, died of a heart ailment at home this morning at 10:30 o'clock. He was a director of the Consumer's Store at the time of his death.

Funeral services for Mr. Radlinger, who had ill only since yesterday, will be held Saturday morning at 10:15 o'clock at St John's Catholic Church. The

Very Rev. Hugh J. Deeny will be the officiating clergyman and interment will take place in Hill-



Charles P. Radlinger  
1878-1952



side cemetery.

Beginning Thursday evening the body will lie in state at the Rembs Funeral Home, where rosary services will be held Thursday and Friday evenings.

#### **Rosary Services**

The Altar and Missionary Societies, of which his wife is a member, will hold a combined rosary service Friday at 3 p. m. The Catholic Order of Foresters, of which he was the present chief ranger, will conduct its rosary service Thursday evening at 7:30 o'clock. The Knights of Columbus rosary service is scheduled for Friday evening at 7:30 o'clock and the general rosary service for Friday evening at 8 o'clock.

Besides being a member of the Foresters and the KCs, Mr. Radlinger also was a member of the Holy Name and St. Hubert's Societies.

Mr. Radlinger was born in Bohemia, Austria, Sept. 16, 1878, and came to the United States with his parents, the late Peter and Frances (Stauber) Radlinger, when he was six years old. The original Radlinger home was in the Town of Lincoln, Wood County.

#### **Married in 1901**

After his marriage June 25, 1901, at St. John's Church in Marshfield to the former Catherine Hortt, he lived on the home farm on route 3 for two years. The golden wedding was observed last year.

He and his wife first located at Neillsville, where he was an employe of the Reliable Furniture Company until it was destroyed by fire in June, 1910.

The next home was in Milwaukee, where he worked in a piano factory for nearly three years. In 1912 the Radlingers returned to the home farm, 2 miles west of Marshfield, which he operated for a period of 33 years. Six years ago he and his wife moved into their new home at 617 W. Blodgett St.

#### **Town, School Clerk**

While farming in the Town of Lincoln, Mr. Radlinger served as clerk of that township for 11 years. He also was a former clerk of Shady Lane School.

Surviving besides his widow are two sons, Walter and Lawrence, of Marshfield and Milwaukee, respectively. Two daughters and a son are dead.

Other survivors are two sisters, Mrs. Allie (Caroline) Cournoyer and Mrs. Frances Kohlbeck, both of Marshfield; a brother, Joseph Radlinger, Milwaukee; 12 grandchildren, and seven great-grandchildren. Three sisters, Rose, Mary, and Catherine, and a brother, Peter Jr., preceded him in death.

*Marshfield News-Herald, Marshfield, Wisconsin,  
11 Jun 1952, Wednesday, Page 1.*



Arthur A. Merkel  
1886-1952

# Arthur A. Merkel Victim of Stroke

## Rites Wednesday for Local Businessman

Arthur A. Merkel, 65,\* manager of the Consumers Store Company since its founding in 1924, died at St. Joseph's Hospital at 4:10 p. m. Sunday.

Death was due to a cerebral hemorrhage. He was stricken at his home at 600 N. Maple St. Saturday night and taken to the hospital.

Death was due to a cerebral hemorrhage. He was stricken at his home at 600 N. Maple St. Saturday night and taken to the hospital.

He had suffered a severe heart attack May 24 and was on leave from his duties at Consumers Store since that time.

A Solemn Requiem High Mass will be read at 10:30 a. m. Wednesday in St. John's Catholic Church. Burial will take place at Hillside cemetery.

The body will repose at the Rembs Funeral Home beginning this evening. The Altar and Missionary Societies of St. John's will conduct a rosary service at 3:30 p. m. Tuesday, followed by a general service with Holy Name members participating at 8:30 p. m.

### Native of Marshfield

Arthur A. Merkel was born Oct. 23, 1886, in Marshfield. After attending local schools, he studied at St. John's College, Collegeville, Minn., and a business college at Stevens Point.

He married the former Helen Ligman at St. Paul's Catholic Church in Mosinee Sept. 14, 1915, and the couple went to Colby, where he served as assistant manager of a bank. Later he founded the Security State Bank there and also operated the Farmers Equity Cooperative.

The family then moved to Mosinee where he owned and operated a general store, and later took over the operation of a similar store at Junction City.

### Organized Store Here

After the dissolution of Kestel Bros. Store here in 1923, Mr. Merkel was called in to reorganize the business which became Consumers Store at 169 N. Central Ave.



He was a member of the St. Joseph's Society and the Holy Name Society.

Survivors include his wife, three children, Jerome, Bayfield, Mrs. William (Lorraine) Catlin Corvallis, Ore., and Daniel, Milwaukee; two brothers, George and Ben, Marshfield; four sisters, Mrs. George Clemence Allenton, Mrs. Nora Brummer, Milwaukee, and Mrs. Anton Baumann and Mrs. Joseph Weigel, Marshfield; and four grandchildren.

A daughter, Irene, died in infancy.

*Marshfield News-Herald, Marshfield, Wisconsin, 06 Oct 1952, Monday, Page 1*

In Respect To The Memory  
Of

**Arthur Merkel**

We Will Be Closed All  
Morning And Until 1 P. M.  
On Wednesday, Oct. 8

**Consumers Store Co.**

*Marshfield News-Herald, Marshfield, Wisconsin, 06 Oct 1952, Monday, Page 12.*

**Consumers Store Safe Blown, \$3,000 Stolen  
Loss Discovered by Bookkeeper This Morning  
\$800 in Checks in Department Store Safe Undisturbed**



**LOOTED SAFE**—Lt. Gordon Earll (left) and Melvin Berg, manager of Consumers Store, are shown before the department store safe which was blown open and looted of nearly \$3,000 in cash over the week end. The dial of the safe was lying on an adjacent desk when the burglary was discovered this morning.

A weekend burglary at Consumers Store, 169 N. Central Ave., netted \$3,000 all in cash.

Entrance to the four-story department store building was apparently gained through a former coal chute opening on the north side of the building.

Police Lt. Gordon Earll said the dial of the large safe had been blown off. There were grease marks on the ceiling as well as a dent in the plaster. Fragments of the plaster lay before the safe.

Authorities believe that the job on the safe was "professional." No tools were found and the safe was wiped clean of fingerprints. The police investigation is continuing.

The burglary was discovered about 8 o'clock this morning by Lewis Harry, 65, 512 N. Central Ave., the bookkeeper, who found the safe's dial broken off and lying on an adjacent desk in the office. The safe was closed.

He called police, who after checking the surface for fingerprints, opened the safe without difficulty.

The actual loss, according to the bookkeeper, who completed his check about mid-morning, was \$2,986.96 in cash. A small amount of change and a \$5 bill in the safe were undisturbed, and \$819.27 in checks was also ignored. Funds had been distributed in various places in the safe. Only check taken was a personal one for \$25 drawn by Harry, who stopped payment on it this morning.

Several hundred dollars distributed in cash registers about the department store were untouched.

Melvin Berg, manager of the store, said the loss represented week-end receipts after regular deposits were made Saturday. The loss is covered by insurance.

The manager made a "fire check" of the store about 5 o'clock Sunday afternoon, but did not visit the office. It was not yet determined this morning whether the break-in occurred Saturday or Sunday night.

A fuel oil truck driver, making a delivery at the store this morning was first to discover that the two fuel lines leading from the coal chute to the storage tanks were spread apart, indicating that the burglar or burglars gained entry by that means. Dust on the sill was also disturbed.

The escape from the store was apparently made through the same opening, since there is no night lock arrangement on the doors, and a key is required to leave the building.

Fire escape doors were also bolted and hooked from the inside this morning.

The end of a long rod on which the hinges of the coal chute door were suspended was broken off making it easy to remove the rod and gain entrance that way. The simple catch on the chute door also springs easily.

A broken end of the rod holding the door in position was found, but police are still checking to determine if that was broken off some time ago when some work was done on the chute door. *(from the Marshfield News-Herald, Marshfield, Wisconsin, 15 Dec 1952, Monday, Page 1)*

### **Suspect Seen At Closing in Looted Store**

Investigating the \$3,000 Consumer Store burglary which occurred here last weekend, local police said today that a man may have hidden, in the store when it closed Saturday and escaped with the aid of an accomplice outside the building.

According to a statement given police by a clerk in the second floor dress department, a man loitered in the department about 5:30 p. m. Saturday, asking questions about the location of the office and elevator, and then bought two dresses which he picked off a rack without regard for color, size, or price.

The clerk related that the man walked over to the elevator and stairway while she was making change for the dresses and then left, walking in that direction.

Employees were leaving or getting ready to leave the store at the time.

The man was described as well dressed, wearing a white shirt, grey suit, pin-checked coat, and about 32 to 35 years old.

Police believe that the man could have stayed in the store, blown open the safe, and then left by the ground level coal chute, with the assistance of an accomplice outside. The \$2,986 loss was discovered at 8 a.m. Monday by a bookkeeper. The money was taken from a safe which was opened with the aid of explosives. *(from the Marshfield News-Herald, Marshfield, Wisconsin, 16 Dec 1952, Tuesday, Page 14)*

### **Two Elected At Consumers Store Meeting**

One new director and another appointed to fill a vacancy were elected at the annual meeting Tuesday of Consumers Store Company stockholders.

E. A. Kalsched succeeds Joseph See, who announced his intention to retire after 25 years on the board, and John G. Pinion was named to the post he has filled since the death of Charles P. Radlinger.

Holdover directors are Ben Lang, Edward Kaufman, and Henry Weister. Officers will be chosen at a forthcoming organization meeting of the board.

The meeting was held at Knights of Columbus Hall, where lunch was served at noon to 200 persons. During the meeting, a proposed 7 per cent dividend was ratified. *(from the Marshfield News-Herald, Marshfield, Wisconsin, 18 Feb 1953, Wednesday, Page 22)*

### **Ben Lang 82, Labors Long, Well for His Fellow Man**

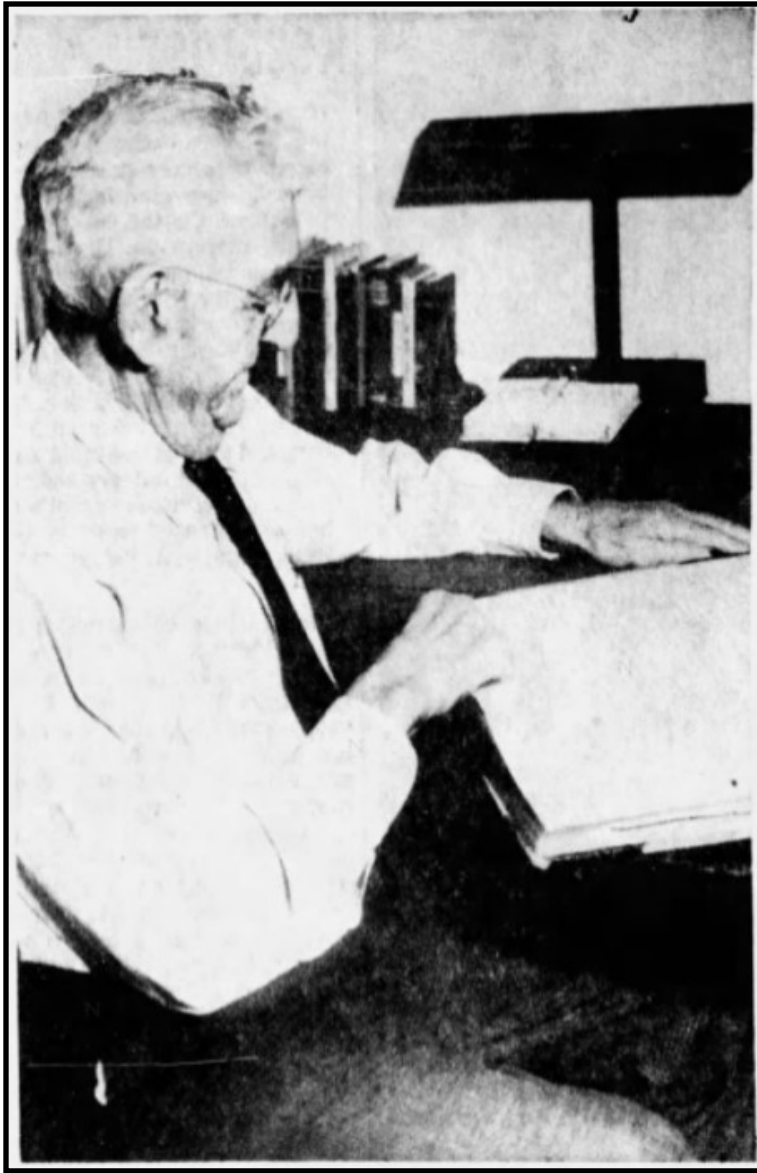
Occupying a favorite spot in Ben Lang's ample store of memories are those of the founding of the McMillan Grange Mutual Fire Insurance Co., which he helped organize in 1898 and which has progressed during the years from a \$171,000 business the first year to well over \$24 million recorded at the end of last year.

Mr. Lang, who resides with his son-in-law and daughter, Mr. and Mrs. Roman Schaefer, route 4, is the only surviving member of the 36 incorporators of the company and has served as its secretary ever since its organization 55 years ago. "At the end of the first year our books showed a balance of 44 cents," he recalled with a smile, "as compared to the more than \$253 thousand in reserve last year."

Born Nov. 11, 1870. in the Town of Hartford, Washington County, Mr. Lang at the age of eight made his first trip to this community with his sister, Anna, the late Mrs. Conrad Seubert, and their father. The long and arduous journey was made in a covered wagon. During their stay here a 10-acre tract of land a few miles north of Marshfield was cleared on the 160 acres which his father had bought in 1876 from W. L. Benedict, a pioneer lumber camp cook.

In the fall of 1884. "when Cleveland was elected," the Lang family took up residence in a shanty on the property. "I came up with the cattle and household goods on the freight train," Mr. Lang stated.

The first 40 acres of the 160-acre modern farm on which he now lives were purchased in 1899 — it was located across the road from the parental homestead. The tract boasted a 15-acre clearing which the pioneer stated had been cleared by a Methodist minister in turn "for the



*Progress Noted—Recollections crowd thick and fast upon Ben Lang, 82-year-old Town of McMillan pioneer, when he looks over the minutes of the first annual meeting of the McMillan Grange Mutual Fire Insurance Company, which he helped to organize in 1898. He has been its secretary ever since. Mr. Lang is assisted in his ever-increasing task by his daughter, Mrs. Roman Schaefer. The Schaefers operate the 160-acre farm which was developed through the years by the Lang family into a modern dairy farm.*

hand of the owner's daughter."

After acquiring the site, Mr. Lang erected buildings including the dwelling — the same home in which the Langs' seven children were reared and in which he still resides — which was completed in 1901. His marriage to Margretha Derfus was solemnized that same year on June 18 in St. John's Catholic Church by the Rev. John Eisen. Later 60 acres, a gift from his father, were added to the original 40 after which 60 more were purchased making his total holdings a quarter section. A major share of the clearing and tilling in the years to follow was done with oxen.

His family included the late Mrs. Mike (Amelia) Geiger, Dorchester, who died Dec. 7, 1948, and twins, Mrs. William (Rose) Murphy, Arlington St., and John Lang, route 4; Mrs. Roman (Margaret) Schaefer, route 4; Frank, St. Cloud; Mrs. Oscar (Christine) Ledden, Auburndale, and Joseph, route 4. Mr. Lang is grandfather to 36 and great-grandfather to four. Mrs. Lang's death occurred Nov. 9, 1944.

Besides being secretary of the insurance organization and president of the Consumers Store Co., he served as president of the Wisconsin Association of Mutual Insurance Companies several years as well as president of the Farmer's Co-operative Produce Co., which he helped to organize. In 1911 he joined the American Society of Equity and helped form the Eq-

uity Livestock Shipping Association serving 10 years as business manager.

"I got the idea for the need of a shipping association after butchers from town would come out and offer me a dollar or two for a nice calf—that would have been all right if I didn't happen to know what that same veal sold for over the counter," Mr. Lang explained.

His ability and fairness was also shared with his neighbors, having served as chairman of the Town of McMillan for seven years, as well as being a former president of the Marathon

County Agricultural School. Fraternally he is affiliated with St. Joseph's Society, the Third Order of St. Francis, and the Holy Name Society.

Among his ample store of reminiscences is one covering the disastrous fire which all but destroyed Marshfield shortly before noon on June 27, 1887. Mr. Lang, then a youth of 16, was on his way home that morning from taking a load of bolts to the mill. He heard whistles blowing and was intercepted at Butcher Creek, near the town's northern boundary by men who informed him the town "was on fire."

"I turned around and hurried back to town and was kept mighty busy hauling household goods and merchandise to the woods for safety." One of his cargoes consisted of a load of goods from Steinmetz' store "which they said was worth \$3,000."

Finally he stopped for a bite to eat and "when I came out my team was gone I was scared but I soon learned several men were loading goods onto the wagon from the nearby Rumenopp Hardware Store."

In late afternoon the fire was checked but "I was kept as busy as before hauling the stuff back to town from the woods," he said. "My folks were so worried about me, having had no word from me since I left at 5 a.m., that they walked to town looking for me." he recalled. "It was about 11 o'clock by the time I got home that night." *(from the Marshfield News-Herald, Marshfield, Wisconsin, 01 Aug 1953, Saturday, Page 6)*

### **Stockholders Meeting**

The annual stockholders meeting of the Consumers Store Company will be held in the Knights of Columbus Hall at 120 W. 2nd St., Tuesday beginning at 10 a.m. Two directors will be elected and other business will be transacted at the meeting. Dinner will be served at noon to stockholders in attendance. *(from the Marshfield News-Herald, Marshfield, Wisconsin, 19 Apr 1954, Monday, Page 12)*

### **Consumers Store Has Stockholders' Meet**

The annual meeting of stockholders of the Consumers Store Co. was held in the K of C Hall Tuesday. Reelected were Ben Lang, president; John J. Pinion, secretary; Ed Kaufmann, vice-president; and Ed Kalsched, treasurer. Leo Nikolai was named as a new member of the board of directors. A dinner was served to about 100 stockholders present at noon. *(from the Marshfield News-Herald, Marshfield, Wisconsin, 21 Apr 1954, Wednesday, Page 15)*

### **Melvin Berg Is Named President of Retailers**

Melvin Berg, manager of Consumers Store, was named president of the Retail Division of the Chamber of Commerce at a meeting of the board of directors in the Hotel Charles this morning. He succeeds Milton Malsin. John Morzinski of Jerrold's was elected vice president and Karl Schmidt, of Town and Country Shoe Mart, was chosen secretary. Selling events slated for the near future were discussed by the directors at the session. *(from the Marshfield News-Herald, Marshfield, Wisconsin, 10 May 1954, Monday, Page 1)*



# Death Comes to Henry Weister

## Funeral Service to Be Held Tuesday

Henry G. Weister, 1113 E. Doege St., a founder of Consumers Store of Marshfield, which he served for many years as treasurer and director, died at 10:45 o'clock Saturday night in St. Joseph's Hospital, where he had been a patient for two days. He had been in ill health the past two years. Mr. Weister was 77 years of age.

Funeral services will be held in St. John's Catholic Church at 9 o'clock Tuesday morning. The Very Rev. Hugh J. Deeny will officiate and burial will be made in Hillside cemetery.

The body is lying in state at the Rembs Funeral Home, where the Altar Society of St. John's Church held a rosary service at 3 o'clock this afternoon. A general rosary will be held there at 7:40 o'clock this evening.

Mr. Weister was born in Germany Sept. 1, 1876, and when five years of age he came to the United States with his parents. After living in Pittsburgh two years the



Henry G. Weister

family moved to Medford, where he received his education. He came to Marshfield in 1894 and lived here the rest of his life. On April 19, 1898, he was married to Theresa Petrack in St. John's Catholic Church. The late Rev. John Eisen performed the ceremony.

Since 1927 Mr. Weister was associated with his sons in general contracting and carpenter work. Before that time he was a millwright and carpenter for 10 years for the Roddis Plywood Corporation. He also worked 13 years for the former Marshfield Stave Company.

Mr. Weister was one of the founders of the Consumers Store, and continued to serve as a director of the store until last spring. He was a director of the McMillan Grange Insurance Company, and a member of the Catholic Order of Foresters.

Mr. Weister is survived by his widow, five sons, Fred, Frank and Edward, Marshfield; George, Wisconsin Rapids; Raymond, in California; seven daughters, Mrs. Al (Theresa) Eberhardy, Edgar; Mrs. Erwin (Kathryn) Muehlenbach, Mrs. Margaret Braatz and Mrs. Richard (Helen) Roidt, Milwaukee; Mrs. Carl (Anna) Paetzold, Wausau; Mrs. Martin (Laura) Gust, Waukegan, Ill.; Mrs. Gene (Agnes) Heintz, Kenosha; two brothers, August, Marshfield, Fred, Rockford, Ill.; 51 grandchildren and 25 great-grandchildren. One daughter and two brothers preceded him in death.

*Marshfield News-Herald, Marshfield, Wisconsin, 21 Jun 1954, Monday, Page 10*

**FOR SALE**

To comply with the terms of the will of P. N. Hanson, deceased, the following stock will be sold.

**Consumer's Store  
Company Stock**

680 Shares Common  
1360 Shares Preferred

C. W. Mau, Executor,  
P. N. Hanson Estate  
At  
Central State Bank, Marshfield, Wis.

*Marshfield News-Herald, Marshfield, Wisconsin, 18 Nov 1954, Thursday, Page 7*

**Business Opportunities 38**

FOR SALE — 427 shares common, 854 shares preferred Consumer Store Co. stock at \$1.50 per share. Write Box 251, News-Herald.

*Marshfield News-Herald, Marshfield, Wisconsin, 20 Jun 1955, Monday, Page 13*

## Purchased Lots

Consumers Store has purchased two lots immediately east of the store at 169 N. Central Ave. and also seeks a rezoning from residential to commercial use to enable the firm to use the lots for parking. (from the *Marshfield News-Herald, Marshfield, Wisconsin, 27 Mar 1957, Wednesday, Page 6*)

## Nikolai Succeeds Ben Lang As Head of Consumers Store

Ben Lang, president of Consumers Store Co., retired yesterday after 34 years in that office. Lang announced his retirement at the annual meeting of the store held yesterday in the K of C Hall.

Leo Nikolai, a director of the store since 1953, was elected president to succeed Lang. Joseph Lang, route 4, a son of the elder Lang, was elected to the board of directors. George Thomas, president of the Thomas Electric Service, was also elected to a directorship, succeeding Edward Weister.

Edward A. Kalsched was reelected vice-president and John G. Pinion was again named as secretary. Joseph Lang was elected treasurer.

The Consumers Store Co., a corporation formed in 1924, has been headed by Ben Lang since that time. Lang, now 86 years old, was named as honorary chairman of the board for life and will continue his association with the store in an advisory capacity. (from the *Marshfield News-Herald, Marshfield, Wisconsin, 09 Apr 1958, Wednesday, Page 1*)



## **Racine Man to Manage Store**

### **L. E. Durand Accepts Consumers Position**

Assuming his duties as new manager of the Consumers Store here today is L. E. (Larry) Durand, who came here yesterday from Racine, where he has been managing an exclusive men's store.

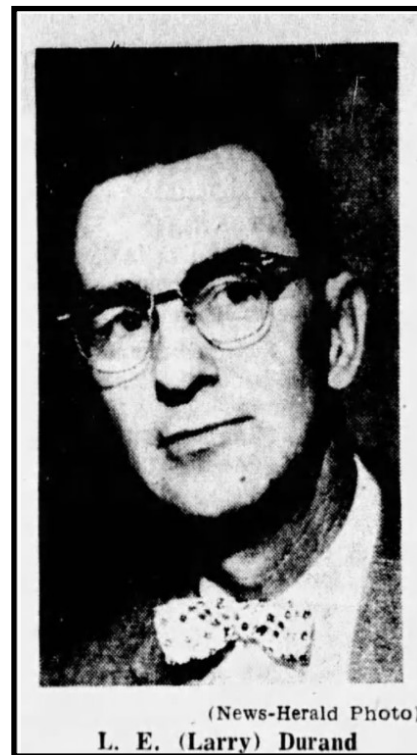
A native of South Milwaukee, Durand has spent his entire adult life in the mercantile field and has lived in Racine for about 22 years of that time.

His first job, a part-time endeavor, was with the J. C. Penney Co. at Kenosha. Later he served as assistant manager of Penney stores in Racine, Fond du Lac, and Winona, Minn., and from 1941 to 1945 was manager of a Penney store in Lake City, Minn.

Returning to Racine, he managed a large Army Surplus store there and later took charge of three departments in the Sears Roebuck store in that city for five years.

He then entered the wholesale specialty sales field, being employed by Armour and Co. for four years before assuming the assistant managership of the largest locally owned furniture store in Racine. He has been managing a men's store since last fall.

Mr. Durand and his wife, the former Julia Paulsen, a Racine native, have no children. She is a graduate of St. Luke's Hospital School of Nursing at Racine. Mr. Durand was a member of the Medical Corps of the Minnesota State Guard for two years and is a fishing, bowling and golfing enthusiast. (*Marshfield News-Herald, Marshfield, Wisconsin, 19 Jun 1958, Thursday, Page 5*)



### **Consumers Store Has Finished 4-Month Remodeling Program**

The Consumers Store, 169 N. Central Ave., has completed a store wide renovating project which began in mid-July.

Approximately \$35,000 was spent on the remodeling project, according to Larry Durand, store manager. This figure does not include the cost of new fixtures added throughout the building.

The remodeling project eliminated the Arnold street side entrance. A new rear entrance was constructed which leads from a 50-car customer parking lot at the rear of the building.

Perhaps the biggest change in the store was the extension of the basement which added about 960 square feet of floor space, making a total of about 23,500 square feet of selling space, according to Durand.

The men's and boy's department has been moved from the front to the rear of the main floor. The linoleum department, formerly located on the first floor, has been moved to the basement where a new paint department has been located. The toy department is now in the basement.

Also added to the store are a household drug department and a candy department, both on the first floor. Women's accessories are located on the first floor while the women's ready-to-wear department is on the second.

Major appliances and furniture are displayed on the third floor but during the Christmas shopping season smaller appliances can be found on the main floor, Durand said.

Another new feature of the store includes a luncheon counter located on the first floor for the convenience of shoppers.

The store has been re-painted and redecorated throughout. The fourth floor of the building is used as storage space.

The Consumers Store was incorporated in 1924 and has 28 employees. *(from Marshfield News-Herald, Marshfield, Wisconsin, 18 Nov 1958, Tuesday, Page 6)*



(News-Herald Photo)

Ben Lang

# Ben Lang Dies Here Tuesday

## Requiem Friday for Prominent Farmer

Ben (Benedict) Lang, 89, a prominent McMillan township farmer and co-op leader, who in addition to serving as a Progressive Republican in the State Assembly in 1931-32, had been active in many civic and fraternal organizations, died at 2:15 p.m. yesterday at the home of his son-in-law and daughter, Mr. and Mrs. Roman Schaefer, route 4, Marshfield.

The Schaefer farm is the property which he pioneered in 1899, directly across the road from his parents' homestead. Mr. Lang had enjoyed good health prior to his last six months' illness.

A Solemn Mass of Requiem is scheduled for 11:15 a.m. Friday at St. John's Catholic Church, of which the Rt. Rev. Msgr. A. N. Schuh is pastor. Interment will be made in Gate of Heaven cemetery.

Beginning at 7 o'clock this eve-

ning the body will repose at the Rembs Funeral Home, where the various rosary services will be conducted.

Tonight at 7:30 o'clock there will be a Knights of Columbus service; the Altar-Rosary and Missionary Societies will recite the rosary together at 3 o'clock Thursday afternoon; the Third Order of St. Francis rosary is scheduled for Thursday at 7 p.m. and the general rosary service will be held Thursday evening at 8 o'clock.

The deceased was a member of St. John's Church and the Third Order of St. Francis and St. Joseph's and Holy Name Societies.

★ ★ ★

Ben Lang was born at St. Lawrence in the town of Hartford, Washington County, Nov. 11, 1870, and received his education in the parochial schools in that county.

When he was eight years old he made his first trip to this community with his sister, the late Mrs. Conrad (Anna) Seubert, and their father, the trip being

made by covered wagon. During their stay here a 10-acre tract of land was cleared on the 160 acres his father bought in 1876 from W. L. Benedict, a pioneer lumber camp cook.

In the fall of 1884 when Ben was 14 years old the Lang family took up residence in a shanty on that property, the youth making the trip with the cattle and household goods on a freight train.

★ ★ ★

The first 40 acres of his 160-acre modern farm were purchased in 1899 and were located across the road from his parents' home. On this farm Mr. Lang began erecting the various farm buildings including the home, completed in 1901, in which the seven Lang children were reared. Later his father gave him 60 acres and he purchased another 60-acre tract.

The marriage of Ben Lang and Margretha Derfus of the town of Day was solemnized on June 18 of 1901 in St. John's Catholic Church, the late Rev. John Eisen officiating at the nuptials. Mrs. Lang died Nov. 9, 1944.

The Lang family included the late Mrs. Mike (Amelia) Geiger of Dorchester, who died Dec. 7, 1948; twins Mrs. William J. (Rose) Murphy, 910 Arlington St., and John C. Lang, route 4, Marshfield; Mrs. Roman (Margaret) Schaefer Sr., route 4, Marshfield; Frank Lang, St. Cloud, Wis.; Mrs. Oscar (Christine) Ledden, Auburndale, and Joseph Lang, route 4, Marshfield.

There are 42 grandchildren and 20 great-grandchildren. His four brothers and five sisters preceded him in death.

★ ★ ★

Mr. Lang was president of the Consumer's Store Co. for 34 years from the time of its foundation in 1924 until his retirement on April 8, 1958.

He served as secretary for the McMillan Grange Mutual Fire In-

insurance Co. from the time he helped organize the company on May 28, 1898. On Oct. 16, 1958, he was given a plaque for his 60 years of continuous service with the organization. Present at that ceremony were Rep. Melvin R. Laird, Marshfield, and Charles H. Kennedy, Madison, executive secretary of the Wisconsin Association of Town Mutuals.

In February, 1943, he was elected president of the Farmers Co-op Produce Co., which he helped found and for which he also served as a director.



He was a former member, director and president of the Marathon County American Society of Equity; founded, managed and

was a director of the Marshfield Shipping Association; was a former member of Equity Live-stock Sales of Wisconsin, and assisted in the foundation of the Seehafer Corner cheese factory, serving as its president and director during its operation.

On Feb. 5, 1948, he was elected president of the Wisconsin Association of Mutual Insurance Companies; he served as chairman of the town of McMillan for approximately 10 years; he was a former president of the Marathon County Agricultural School, and also served as a director of the American National Bank here.

*From the Marshfield News-Herald, Marshfield, Wisconsin, 20 Apr 1960, Wednesday, Page 15.*

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### **Choudoir New Manager of Consumers**

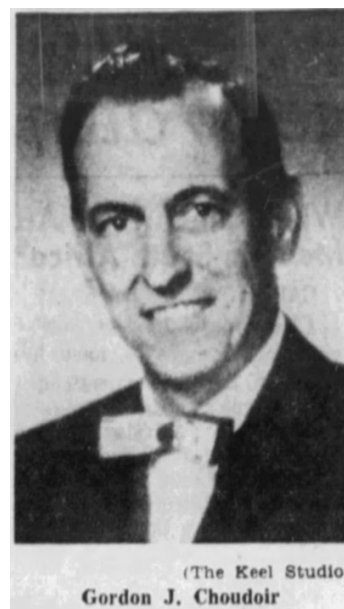
Gordon J. Choudoir, manager of Leath's Furniture Store here for the past five years, has accepted the managership of Consumers Store, one of Marshfield's largest retail businesses.

Choudoir will take over his new duties on Monday, April 25. His place as manager of Leath's will be taken by Vern Folz, assistant manager of the local branch of the store for the past 10 years. Joseph W. Wirkus has been acting manager of Consumers Store since January of 1959.

The new manager originally came from Appleton, where he was assistant manager of a Leath's store.

Choudoir, his wife, Ethelyn, and four daughters, Sandra 17, Susan 13, Patricia 12, and Pamela 6, make their home at 701 W. Limits Rd.

*(from the Marshfield News Herald, Marshfield, Wisconsin, 22 Apr 1960, Friday, Page 6)*



(The Keel Studio)

Gordon J. Choudoir



Scott Parks, 414 Magee St., Marshfield, says "My mommie says Consumer's Store has SUCH a complete line of pre-school and school clothes for girls and boys! See all the newest styles and colors for fall at Consumer's Back-to-School style show next Tuesday, Aug. 16, at Consumer's Store, starting at 7 p. m. I'll be there!"



"My dad says Consumer's has the finest choice of brand name back-to-school fashions to select from in all of Marshfield. To all mothers who have trouble finding 'sub-teen' clothes that really fit their teenagers, he says, try Consumer's Store and I'm sure you will be as satisfied as I am with mine! Man, do they fit!" says Patti Choudoir, 701 W. Limits Rd., Marshfield. "Be sure to see me in the big Consumer's Back-to-School style show Tuesday evening, Aug. 16, starting at 7 p. m. at Consumer's Store."





**G a r y F i n a m o r e, M a r s h f i e l d,** says, "Boy! I hope my mom chooses all of my back-to-school clothes at Consumer's Store. I'm sure she will because my dad says he has the finest selection of back-to-school clothes for boys of all ages you've ever seen. And, he says, Consumer's has the low prices, too! Come and see me in Consumer's big Back-to-School style show on Tuesday evening at 7 p. m. at the store. That's August 16."



"My mommie says she's going to buy all of my school clothes at Consumer's Store because Consumer's back-to-school fashions for little girls are so pretty and they wear a long time, too! Please come and see me model back-to-school fashions at Consumer's big Back-to-School style show Tuesday evening, Aug. 16, at 7 p. m. I'm Suzanne Burr of Marshfield."

## Johnson Hill's May Acquire Consumers

The sale of the Consumers Store Co. assets to Johnson Hill's Inc. is in process, according to an announcement made today by Leo Nikolai, president of the Consumers firm.

Nikolai said the sale has been completed, subject to approval by the stockholders.

He added that approval by the stockholders is expected within several weeks and that the sale, if consummated, should be completed on or before Oct. 1.

Officials of Johnson Hill's were not available today for comment on the sale.

The Johnson Hill's firm operates the former Marshfield Fair Store, 227 S. Central Ave., which it acquired Nov. 1, 1960.

The Consumers Store is located at 169 N. Central Ave.

According to Nikolai, negotiations for the sale have been underway for the past six weeks.

Johnson Hill's, with main office in Wisconsin Rapids, also operates stores in Wisconsin Rapids, Wausau, Oshkosh, Manitowoc, and Waukesha. *(From the Marshfield News-Herald, Marshfield, Wisconsin, 31 Aug 1961, Thursday, Page 1)*

## Sale of Consumers Store Is Completed

A retail establishment with roots deep in Marshfield history is under new ownership today.

In a joint statement, Chester O. Bell, president of Johnson Hill's, Inc., and Leo Nikolai, president of Consumers Store Co., Inc., announced that A. Landauer & Sons, Inc. (a wholly owned subsidiary of Johnson Hill's) has purchased the Consumers Store at 169 N. Central Ave.

The purchase price was not announced but was effected through cash and notes.

Action of the board of directors of Consumers was ratified by the stockholders of the company at a special meeting in the Citizens National Bank clubrooms Saturday.

Nikolai said about 50 stockholders attended the meeting and that all 158,000 shares were represented in person or by proxy. Of the total, 125,000 shares were voted in favor of the sale, 3,000 were against and 30,000 were not voted, according to Nikolai.

Consumers Store history goes back to 1891 when the original building, still-part of the



**TRANSFER OF OWNERSHIP**—Leo Nikolai (left), president of Consumers Store Co., Inc., formally presented the keys to the local department store this morning to Irving Moberg, Wisconsin Rapids, vice president and secretary of Johnson Hill's. Sale of the store to Johnson Hill's wholly owned subsidiary, A. Landauer & Sons, Inc., was announced today. *(News-Herald Photo)*



greatly enlarged property today, was constructed. This original Steinmetz Store was sold in 1911, after the death of the owner, to Kestel Bros., who operated the business until 1922.

The firm was reorganized in 1924 as Consumers Store Co., Inc.

Irving Moberg, Wisconsin Rapids, vice president and secretary of Johnson Hill's, said that announcement of the appointment of a new manager for this latest Johnson Hill's acquisition will be announced later this week.

The firm had previously purchased the Marshfield Fair department store here in October 1960.

"We plan on operating both stores for the present, but eventually the two stores will be combined at the Consumers site," Moberg said, "to make one good, big store of which the residents of Marshfield and the surrounding area will be proud."

Johnson Hill's was originally founded in 1887 in Wisconsin Rapids and purchased by a group headed by Bell in 1952.

Stores in Manitowoc and Oshkosh were purchased from the Boston Store in August 1959, and Fair Stores here and in Wausau the following year.

On July 21, 1961, Johnson Hill's acquired four Waukesha stores by way of a merger. Stores involved are McCoy's, Inc., Department Store, the Enterprise Department Store, the Style Shop (a women's specialty shop) and the Colonial Shop for men.

Group headquarters are maintained in Wisconsin Rapids.

Johnson Hill's, with this acquisition of Consumers Store, continue their program of aggressive growth and contribute to the overall purchasing power of the company, the joint announcement today pointed out.

The stock of Johnson Hill's is publicly owned, traded in the over-the-counter market, and has more than 1,000 stockholders. *(from the Marshfield News-Herald, Marshfield, Wisconsin, 25 Sep 1961, Monday, Page 1)*

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*If you have additional information or photographs regarding this business history or location, we would appreciate hearing from you. We will add information whenever possible.*

*For questions, or sharing information, please contact us at the North Wood County Historical Society, 715-387-3322 or by email [nwchs@uphammansion.com](mailto:nwchs@uphammansion.com) Please reference this story in your email and attach your text information. Photos in a jpeg format if possible are greatly appreciated..*

*This Marshfield Business Profile is a collaborative effort of the North Wood County Historical Society and the Everett Roehl Marshfield Public Library as part of the Marshfield's 150th Anniversary..*