

KOHLHOFF, KRUEGER AND MARKWORTH OPENED STORE AMID FLOODS IN 1911

Kohlhoff, Krueger & company, one of west Merrill's largest business houses, had its inception in Watertown, Wisconsin, in the year of Halley's comet.

That was 1910. L. J. Kohlhoff, farm-bred, had worked at various jobs such as bookkeeping and creamery work. Martin Markworth had gone into a ready-to-weigh and dry goods store at the age of 14, earning \$30 his first year and \$120 the second. Together they had saved up money and were thinking of investing it in a store of their own. In no great hurry, they nevertheless investigated most of the towns in their region and even made a few exploratory trips.

Charles A. Krueger, a friend of theirs, had left Watertown some time previously come to Merrill, where he worked first for A. B. Nelson and later in the Iron Works. In 1911 Mr. Kohlhoff's brother came up for a visit with the Kruegers and learned that the Nelson store building at 416 West Main street was vacant, since Mr. Nelson had retired a couple of years previously.

He told the two in Watertown. It was the sort of place they were looking for—a vacant building in a good location, with no old stock to buy. Before the year was up they were ready to open here, with Mr. Krueger as a third partner. The building was that now occupied by the Gruett Drug Company.

On their opening day one of two great floods that occurred within the year swamped the town and cut off communication with Wausau, where Mr. Kohlhoff's family and the load of souvenir carnations they had ordered were marooned. The Kohlhoff family came in by the old east river road in a horse and buggy the next day; the carnations had outlived their usefulness by the time they arrived.

The next summer the paper mill dam went out, logs floated through the streets, the library was inundated and the mounting waves reached the German Methodist church.

Nevertheless, by 1922 the firm, which now had Harold J. Plass in place of Mr. Krueger, who died in 1920, owned the former Nelson building and was ready to move into the location it now holds at 406-08 West Main street.

Both buildings had about the same amount of floor space, but in the older buildings they had to use two stories, whereas in the new location they could enable their customers to inspect the entire stock without using stairs. They sold the other building and bought the new one outright.

Since the beginning of the firm, they have handled practically the same line of goods and followed exactly the same policy. Ready-to-weigh, dry goods, and men's suits, shoes and over-coats are the main lines. They have consistently followed a policy of selling only the best of well-known branded and trade-marked merchandise, and their list of lines is a roll-call of the finest medium-priced merchandise in America.

The cardinal point in the policy of the firm is to avoid cheapness in its stock. Although mindful of the price necessities of their trade, they have sought to carry good lines and to choose the best available at the price. It was through this policy, aided by old-fashioned friendliness toward all customers, that the firm survived its early difficulties and became prominent.

Kleinschmidt and Klebenow Were Corning Leaders

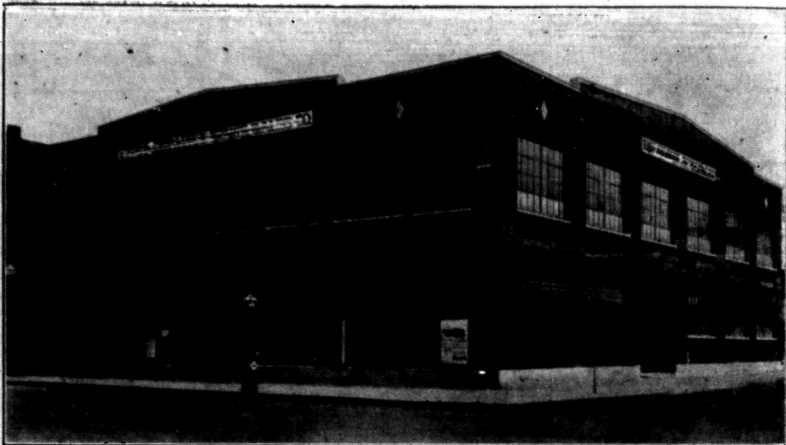
Robert Kleinschmidt and Carl Klebenow must be included with the early pioneers of Lincoln county. Messrs. Kleinschmidt and Klebenow settled in the town of Corning where they developed fine farms.

Mr. Kleinschmidt held many town offices in his life time, was a member of the county board, and was for one term a member of the state legislature.

Mr. Klebenow served his town in various offices. He was postmaster of the Corning post-office for more than thirty years and poor commissioner for four years.

NEW ARMORY

This fireproof structure on West Main and Genesee streets was purchased this summer by the city to house Battery F after the Third Ward frame building, formerly the oldest school building in the city, had been condemned. The new building was obtained for \$12,000 from A. H. Stange, though it has been valued at at least \$50,000. In the future it may be remodeled for auditorium and community hall uses. At present it houses all battery equipment and affords drill and instruction room.



Where...

FASTIDIOUS PEOPLE

Have Shopped for 23 Years



It has been our privilege to serve the people of this city and surrounding territory for the past 23 years with the best merchandise we can buy. We believe it is much better to buy quality at a price than to buy merchandise for price only, because if it isn't Good... it isn't Cheap.

We have been fortunate in our buying and are able to offer to you such well known brands of quality merchandise as

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|----------------------------|----------------------------------|
| Arrow Shirts | Chippewa Sportswear |
| Stetson Hats | Phoenix and Humming Bird Hosiery |
| Curlee Suits and Overcoats | Hansen Gloves |
| Munsingwear | Bedings Silks |

And still be able to offer them to you at remarkable bargains. Come in and see our new Fall and Winter lines. You will be pleased at the fine things we have to show and surprised at the low prices we are able to quote.



KOHLHOFF-KRUEGER & CO.

HEARTY CONGRATULATIONS TO THE MERRILL DAILY HERALD ON THIS SILVER ANNIVERSARY AND THE BEST OF GOOD WISHES FOR THE YEARS THAT ARE IN STORE FOR IT.