

BIXBY ENGAGES IN MERCANTILE BUSINESS

New Richmond (Wisconsin) News: The Ideal Store has changed hands. The new proprietors are Alderman M. E. Keefe, Jos. P. Higgins and Frank H. Bixby, who are doing business under the style, Keefe, Higgins & Bixby.

The deal includes the stock and fixtures and the new firm is in possession and on the job.

Messrs. Keefe and Higgins are veteran business men, having been engaged in trade in New Richmond for a number of years and are well and favorably known throughout the New Richmond territory.

Mr. Bixby is a younger man, a son of Vice President A. P. Bixby of the Bank of New Richmond. It is his first experience in business for himself, but for his new work he has had admirable preparation in both retail and wholesale establishments. The past two years he has taught school with marked success in North Dakota.

All three members of the new firm are hustlers and live wires and are determined to make good with their new responsibilities.

"The policies on which the Ideal store won such marked success will be continued," said Mr. Keefe. "We shall continue the strictly cash method of doing business. It's the only way in my opinion, and it is fair alike to town customers as well as to country customers, the only safe way of doing business, in fact. We shall greatly enlarge our stock in every department. We may add some new departments later on. But our first duty right now is to get settled and get squared around for business."