

The Store



Mary Ann Jost and Gerald Heiser

The First Sixty Years

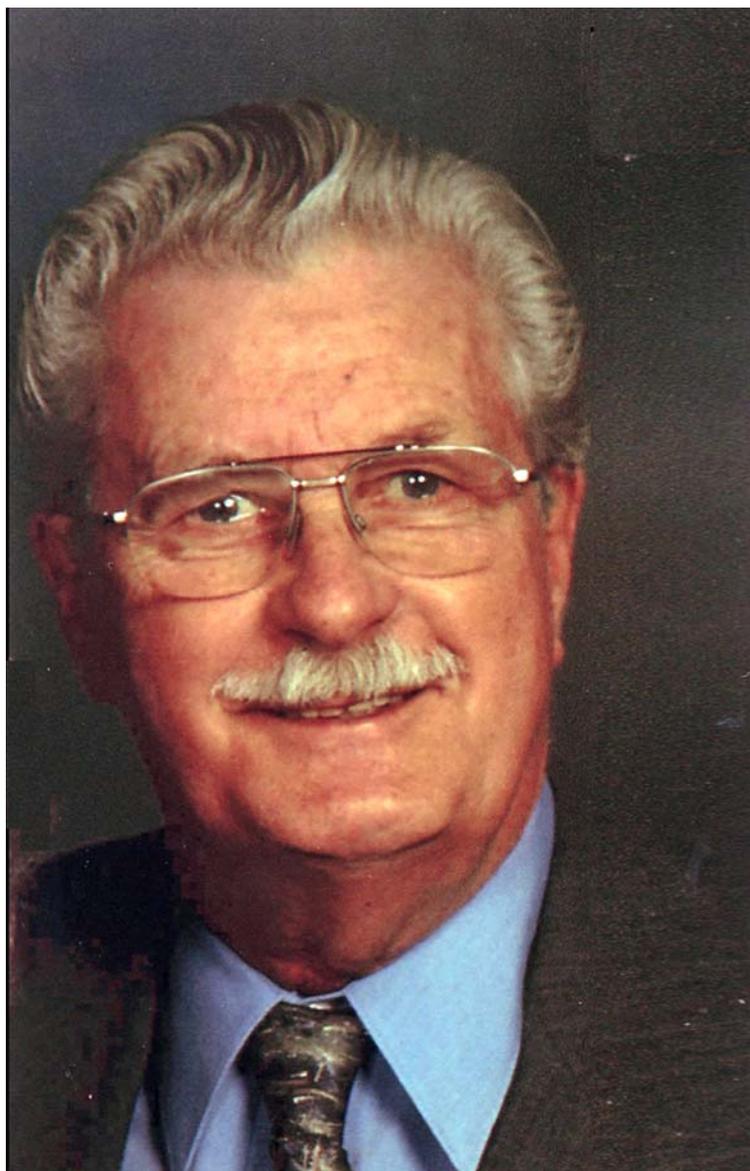
The Store: The First Sixty Years

By

Mary Ann Jost and Gerald Heiser

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In Memoriam



***Dedicated to Dale Ingold
(1930-2010)***

Preface

Our family simply referred to the Heiser & Ingold store as “the store.” Jerry and I began working on this history of “the store” several years ago—researching old letters, journals, and family history, digging through boxes of memorabilia and old pictures, taking pictures of artifacts, talking with family members and others, writing and rewriting. It has been a pleasure for me to work with him on this project. I’ve enjoyed the many phone conversations peppered with, “Do you remember...?” or “I just found... .” I’ve had fun opening packages of pictures and sending preliminary manuscripts back and forth. The shared memories have been invaluable.

Jerry gathered information, memorabilia, documents, clippings, journals. He provided the majority of the photographs. I wrote the manuscript, reread letters Jesse wrote to my family, and interviewed family members and others for this story. Thank you to Vivian Ingold for providing her memories of her father and of the store, as well as clippings her mother had saved in scrapbooks through the years. Thank you to Pat Heiser for carefully reading and fact checking the manuscript, and to Walter Jost for reading the manuscript for clarity of meaning. Thanks to our children and others for contributing their memories of their grandfather and of the store. Finally, a big thank you to Ray and Marilyn Huss for putting together the manuscript and pictures into book form.

I deeply regret that the idea to write this story didn’t come to us while Dale Ingold was able to contribute his insights. He could have provided a perspective and information that neither of us was able to give.

Mary Ann Jost

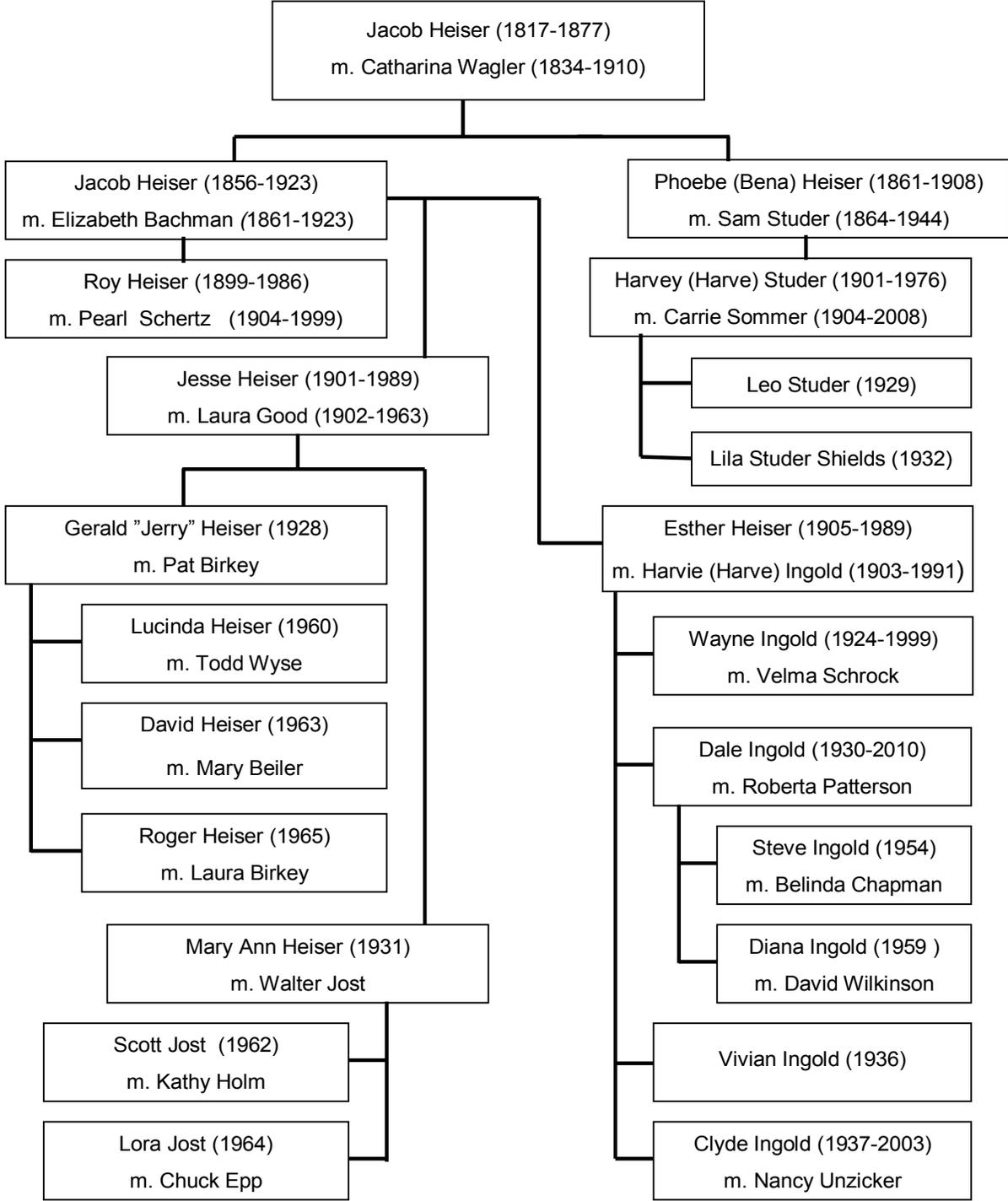
When Lucinda, our daughter, was recalling some of her memories of the store as a youth, she wrote, “Then there was Dale, Harve's son. I'm pretty sure he was very important.” Indeed Dale was a very important part of the Heiser and Ingold story. He knew the grocery business from the bottom up. When Dad and Harve finally decided to retire, Dad was very happy that Dale and Steve would take over the business and continue as Ingold’s Grocery. Mary Ann has expressed our regrets that this writing does not include Dale’s input. He could have added much. I’m grateful to Dale and Roberta for all the kind things they did for Dad when we were not around. My best to the Ingold family (this includes you, Dave Wilkinson). Thank you, Mary Ann, for all your work and dedication to this project. You've done a superb job.

Jerry Heiser

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The Store Families



NOTE: This is only a partial family tree depicting the families who have been a major part of the Heiser-Ingold Grocery Store history.

The Store: The First Sixty Years

Introduction

At the beginning, Jesse Heiser thought of the retail business as a temporary first job. Little did he know it would lead to a business partnership that would span nearly 60 years. Brothers Roy (1899-1986) and Jesse (1901-1989) grew up as Mennonite farm boys. In 1921, at the ages of 22 and 20 respectively, they bought a stock of merchandise, rented a building in the village of Fisher, Illinois, and went into business. They called their store Heiser Brothers.



Jesse Heiser (L) and Roy Heiser (R) in front of Heiser Bros. Store . (c.1921-22)

The next year, fire badly damaged the store and its stock on the east side of Third Street, but they restocked and stayed in business. Roy left the business in 1924. In 1926, Jesse's brother-in-law, Harvie (Harve) Ingold, became his partner. The store was renamed Heiser & Ingold and moved to a building on the west side of the street. The partnership between Harve and Jesse continued until both men retired on January 1, 1983, selling the business to Dale Ingold and Steve Ingold, Harve's son and grandson.

The store was renamed Ingold's Grocery. It has continued in the Ingold family where now, in 2014, it is owned and operated by Dale's son and daughter and their spouses, Steve and Belinda (Chapman) Ingold and Diana (Ingold) and David Wilkinson. Although the primary focus of this story is the partnership of Jesse Heiser and Harve Ingold, and the Heiser and Ingold years of 1926-1983, the Heiser brothers' years are included as an essential part of that history. The Ingold's Grocery years are still in the making and are another story.

Background

Why and how did the two young Heiser brothers decide to buy a store and go into the grocery business? In a column entitled "Serving The Lord As A Storekeeper," clipped from the East Bend Mennonite Church paper, *The Trumpet*, in the mid-1950's, Jesse Heiser wrote:

A few years after World War I, I was faced with the problem of deciding upon a vocation. I, like many other Christian men, desired to choose wisely. But I did not actually 'choose' to go into business. My father, being a thrifty, conscientious person, who believed that toil is noble and good for young fellows, decided to start his two youngest sons in business.



We will never know for sure why their father chose storekeeping rather than farming for his youngest sons, or what Jesse might rather have chosen to

Heiser Brothers Store window, early 1920's

do. In a hand-written paper describing some of his childhood memories, Jesse wrote:

I was about 12 when Sam [Jesse's brother] got married and moved away so I began helping with field work. Farming went pretty well until Jake [another brother] got married. I was about 14 when he left home. That fall, Dad decided to quit farming and had a sale in December. Man [oldest brother] moved on the home place while the folks came to town.

In *The Trumpet* article cited earlier, Jesse wrote:

There was one thing I was 'sure of' from the very beginning. That was, I would not make the retail business my life career. I considered it more or less a temporary affair. But certain events that followed made it almost impossible to make the change that I desired to make. But, [he continued] today I haven't the slightest doubt that we are where the Lord wants us.

In a letter to his daughter in 1969, when he was debating whether to sell the business and retire, he wrote:

I'm afraid I would be miserable without it. I like the business. I like people. I'm sure I would miss being around people. I just don't think I could take it.

In January, 1976, he wrote:

Did you know it will be 50 years in February that Harve and I have been in business together? It doesn't seem that long. I still enjoy working.

Jesse Heiser was born on a farm near the Sangamon River in East Bend Township, Champaign County, Illinois, on January 10, 1901. There is some question about the exact year he was born, since the family Bible record and a census document do not agree. He generally claimed his birth date as 1901. His parents, Jacob (1856-1923) and Elizabeth Bachman (1861-1923) Heiser, married in 1882 and were among the first Mennonite settlers in Champaign County, moving there from Morton, Illinois (Tazwell County) in 1888. In 1889, they helped establish and were charter members of what is

now the East Bend Mennonite Church, affiliated at that time with the Western District Amish Mennonite Conference. Jesse was the second youngest of 12 children, nine of whom lived to adulthood. His education consisted of eight years of schooling at Houstenville School where his favorite subjects were arithmetic, history and geography.

As a teenager, he worked on his older brother Al's farm. In 1919-1920 and again in 1920-1921, he was enrolled as a first year Academy (high school level) student at Goshen College, Goshen, Indiana. He was also enrolled in a six-week (January-February) Bible course at Goshen in 1920 and again in 1921.

In 1923 both his parents died, his father in February and his mother in December. On May 20, 1925, he married Laura Good (1902-1963), daughter of Peter (1863-1946) and Mary Nafziger (1871-1957) Good who had moved



Jesse and Laura Heiser wedding picture, May 20, 1925



Jesse Heiser (R) in Sioux Lookout, Ontario, Canada with his nephew M.P. Schaer

from Livingston County to a farm near Rantoul in 1898. Jesse and Laura had three children, Gerald (b.1928), Mary Ann Jost (b. 1931) and Delmar Dale (who died at birth on November 2, 1934).

The Heiser & Ingold Partnership

In "Serving the Lord As a Storekeeper," Jesse wrote:

After our first year, which was quite successful, we had our first major setback. Our stock of merchandise was all damaged by fire. While our insurance took care of most of our outstanding bills, we had to

begin all over with a small stock of goods and very limited capital. At this point my brother decided to go into other work, so I found it necessary to take in a new partner. My choice could not have been better.

Jesse's new partner was his brother-in-law, Harvey (Harve) Ingold. He was born November 7, 1903, in the Fooseland, Illinois, area, one of nine children. His father, David Ingold (1869-1958) was born in Livingston County, Illinois. We're not sure when he moved to the new Mennonite community near



Harve and Jesse in front of the Heiser & Ingold Grocery Store in the early years

Fisher. We know David married Phoebe Grieser in Hopedale, Illinois, and she died in the Fisher area in 1893. He then married Katherine (Katie) Grieser (1877-1968), who was Phoebe's younger sister and was born in Baden in southwest Germany. Harve was born to this union. From an undated clipping titled, "Grandma Ingold a Native of Baden, Germany," we know that the Grieser family was among the early Mennonite settlers in the Fisher area, moving there from Hopedale, Illinois, around 1890. David and Katie were married in 1894 in the newly formed Amish Mennonite Church which was meeting in the Hustenville Methodist Church building at that time.

In 1908 the David Ingold family moved to White Pigeon, Michigan, but moved back to Illinois a few years later. Harve Ingold married Esther Heiser (1905-1989) in 1924, when Harve was 20 years old and Esther, Jesse Heiser's youngest sister, was 19. They had four children: Wayne (1924-1999), Dale (1930-2010), Vivian (b. 1936) and Clyde (1937-2003).



Harve and Esther Ingold with son Wayne (c. 1925)

Jesse's and Harve's personalities complemented each other remarkably well. Harve was a hard worker, and he worked fast. He was reputed to have been the fastest corn picker around before his grocery store days. After grade school, his father declared that Harve was too valuable a worker to continue any further schooling. Harve was first to arrive at the store each morning—as early as 5:00 a.m.—to get ready for the day and to serve early customers. He went home for breakfast and a short break when Jesse came to work at about 7:00 a.m.

In the early years, one of Harve's tasks was to deliver groceries to customers' homes twice a day. Both he and Jesse worked at the everyday tasks of stocking shelves and waiting on customers. In the late 1940's Harve became the "Meat Man" and continued in this role until his retirement. Here, too, he was quick. He could cut up a chicken with just a few deft strokes of his razor-sharp knife. After his "retirement," he continued to help out at the store as long as his health permitted.

Harve served on the three-member Fisher Grade School Board of Directors from 1939 to 1948. (Mary Ann Jost's eighth grade diploma bears his signature.) After the advent of television, he enjoyed watching sports,

especially his favorite teams, the Chicago Bears, the Chicago Cubs and the “Fighting Illini.” He attended some local high school sporting events, particularly when his son Clyde participated. Harve enjoyed exchanging stories and jokes with the residents of his home town and is remembered for his characteristic grin and chuckle. He loved nothing better than working at the store and rarely wished for time off.



Harve and Esther Ingold in 1954

Jesse’s responsibilities included the “book work,” i.e. ordering groceries and other merchandise, keeping records, paying bills—managing the business aspect of storekeeping. It was not unusual for him to

do some of this work at home in the evenings. He made out each week’s



Jesse working at his desk in earlier years

“specials” to submit to the local newspaper and designed the week’s display in the front window. Jesse closed the store at the end of the work day—sometime after 6:00 p.m. on week days and later on Saturdays. In summer, when free

movies were shown in an empty downtown lot on Saturday evenings, the store was open as late as midnight to accommodate those who wanted to shop after the movie was over.

Although Jesse, like Harve, enjoyed his work and was devoted to the needs of his customers, he had many other interests as well. He loved being outdoors at his home on the west edge of town, helping care for a large

garden, milking the cow, feeding the chickens and rabbits, planting trees, tending his bee hives, feeding birds. He also loved to trudge about in the timber near Fisher.

In the later years, he did a good deal of reading. He sometimes kept a journal which, in addition to daily notes on the weather, included his own thoughts and quotes from others. On January 10, 1983, after his retirement, he wrote:

Today I'm either 82 or 83. So what? What's most important is in the words of the hymn writer:

Through many dangers toils and snares
I have already come
Tis Grace that brought me safe thus far
and Grace will lead me home.

Amazing Grace. John Newman (1725-1807)

On an undated slip of paper he noted:

Birthdays tell you how long you have been on the road. They do not tell you how far you have traveled.

—Robert Laidlaw

A January, 1986, journal entry read:

The surest way to convince anyone that you are honest is to actually be honest.

—Dr. A. E. Hertzler.



Fisher National Bank Board of Directors Jesse Heiser, Mr. Nelson, Ernest Minks, Roy Hicks, builder A.F. Birkey and his wife, Fannie

Jesse was church treasurer at the East Bend Mennonite Church for a time, and also taught a boys' Sunday School class. He was involved with founding the Fisher National Bank and he served on its board of directors for many years.

His attitude towards his work is summarized in the article, “Serving the Lord as a Storekeeper:”

The Apostle...admonishes man to ‘work with his hands the thing which is good, that he may have to give to him that needeth.’ In other words, what we do to provide for ourselves should be something that contributes to the needs of others, as well as to our own.

Harve and Jesse carefully recorded and paid for all the groceries their families used from the store. They paid themselves a weekly wage. Gerald Heiser remembers when that wage was \$12.50 per week per family. The only real point of friction between Harve and Jesse seemed to be in their attitudes towards taking vacations or days off. Jesse wanted time off, Harve didn’t. Harve felt that when one was gone, it placed too great a burden on the other. Although this issue was never really resolved, they somehow managed to work around it.

Jesse did take some trips—fishing trips to Wisconsin, Minnesota and Ontario, Canada; occasional weekends at Gerald’s home in Indiana or a few days at Mary Ann’s in Kansas. He went to Florida to visit his brother, Roy, and later, after retirement, visited a niece and her husband in Florida. In his letters he sometimes mentioned invitations and opportunities to travel to various places, adding that he wouldn’t be able to go because of work at the store.

At some point Harve and Jesse agreed to each take a half day off every week, an agreement that was only partially kept. On January 10, 1962, Laura Heiser wrote in her diary:

Dad’s birthday. We had steaks for dinner. It was his PM off, but he went back to work later in the PM.

On April 11, she wrote:

This was Dad’s ‘half day’ off. He took part of it.

And on November 7:

Jesse worked outside awhile this PM—his PM off, but he went up town about 4 o’clock.

Harve also reluctantly took some half days off but he seldom left Fisher. In 1952, Harve and Esther were among a group who withdrew their membership from the East Bend Mennonite Church to join Rev. J. A. Heiser, Jesse and Esther's double first cousin (their mothers were twin sisters and their fathers were brothers) in founding the Gibson City Bible Church. Jesse and Laura opted to keep their membership and attendance at the East Bend Mennonite church. Even this did not seem to affect the working relationship between these partners. In later years, their children marveled at how often the two families got together for visiting or dinner on Sundays in spite of their dads' working together six days a week. After their retirement, Harve and Jesse still enjoyed getting together, visiting and chuckling over happenings in the community.

The Store

In a book prepared for the Fisher Centennial in 1976, Mary K. Lammle describes the early years of the Heiser Brothers and the Heiser and Ingold store. At the beginning, the store sold groceries, shirts, work clothes and dry goods. There were four other stores in Fisher that sold groceries at that time. Merchandise was ordered from salesmen who came to the store and most of it arrived by train. Potatoes were sometimes shipped in boxcars where they were sold directly to customers. Flour was shipped in 48-pound bags, up to half a train car load at a time. Sugar, rice, corn meal, beans and other items came in 100-pound bags. Coffee was roasted at the wholesale house and shipped to stores in 100-pound bags to be ground at the store for customers.

At the beginning, the store did not sell fresh meat or fresh milk. Meat could be obtained from a meat market in Fisher. Powdered soaps were not yet available, but Procter and Gamble (P&G), Ivory, and Fels Naptha bar soaps were sold for laundry purposes to those who didn't make their own soap. The only refrigeration was a large wooden ice box. Farmers brought in butter, eggs and cream to trade for groceries.

An entry in a Heiser Brothers check stub book dated November 3, 1921, to March 31, 1922, shows a payment of \$28.64 to Arbuckle Bros. Coffee on 3-28-22. In 1865, the Arbuckle brothers had patented a new process for roasting coffee beans which sealed in flavor and aroma. This coffee was reputed to have been a chuck wagon staple during the old west cattle drive era. Arbuckle's Coffee is now available online as a gourmet coffee brand. Other 1921 entries include a payment of \$72.46 to Meyer-Leussler for groceries, \$20.59 to the Peters Shoe Company and \$42.48 for B. F. Goodrich overshoes. There was a check stub for \$6.20 to the Standard Oil Co. for kerosene on 2-17-22. Ninety dollars was paid to Simon Dreyfus for rent for February 1 to May 1, and \$2.00 was paid to the Fisher Telephone Co. One of the more curious entries was a \$26.00 payment to Prairie State Milling for pigeon food. A separate notebook contains a "Pigeon Record"—Roy and Jesse's expenses for pigeons—which apparently was a hobby at that time.

An undated (likely the mid-1920's) newspaper clipping titled, "Heiser-Ingold A Home-Owned Service Store Featuring 'Quality and Service'," seems to be introducing the store to the community. It's possible that Jesse and Harve had recently moved into the building just south of what was at that time the Fisher State Bank. The article states:

The store carries a full line of groceries, dried and smoked meats, work clothing, gents' furnishings, shoes, garden seeds, flour, and salt. All through the stocks we find quality items which bear price marks that indicate the store's ability to meet all competition.

The article goes on to give examples of the high quality merchandise sold at the store—Blue Ribbon canned goods, Tuscola bakery products, Sunshine biscuits, Peters shoes, Wolverine work shoes, America's Cup Coffee. It continues:

The proprietors know that good coffee is always one of the best store attractions, and of America's Cup they say 'we have found this coffee to be a good blend of unvarying quality that gives uniform satisfaction to the critical coffee drinker.' It is evident that this store has faith in its coffee for

as a special 'get acquainted' inducement, the Heiser-Ingold store supplies free coffee to local social gatherings and other special occasions.

The article goes on to explain that since this is strictly a home-owned business that buys and sells for cash, its proprietors are always interested in offering good products at reasonable prices and in promoting the general good of the community.



America's Cup Coffee can with lid

The First Store Building

Heiser Brothers first opened for business in a building owned by Simon Dryfus and located on the east side of Third Street in Fisher. Sometime after their successful first year, this store was badly damaged by fire. Steve Eichelberger, grandson of Jesse's brother, Al, remembers his grandmother's telling him that after the fire at the Heiser Brothers store she had her first taste of roasted peanuts! An undated newspaper clipping reports on the fire:

The stock of general merchandise belonging to Heiser Brothers was about totally destroyed by fire, smoke and water Sunday morning about 7 o'clock."

It goes on:

The fire was of a smouldering [sic] nature, which enabled the department after much hard work with the chemical engine to master it, but not until a large part of the stock was damaged by the fire and smoke. The windows of the building were broken by the heat and a large section of the floor was burned away allowing the stove to fall through.

The article reports that Heiser brothers said there was but little fire in the stove when they closed up between 10 and 11 o'clock the night before.

Indications seem to be that the fire might have originated from a cigar or cigarette stub that was thrown upon the floor and the fire probably smouldered [sic] until it was discovered. The stock was valued at \$6420 and was insured to the amount of \$4650. The building owned by S. Dreyfus, was also insured. The store is closed awaiting the insurance adjusters.

Although most of the merchandise was lost, the building was apparently salvageable. Records show that when Heiser Brothers first went into business in 1921, they rented the building from Simon Dreyfus who subsequently sold it to G. J. Huber who sold it to O. L. Gilmore. On May 29, 1923, Roy and Pearl



Heiser and Jesse and Laura Heiser bought the building from O. L. and Bessie Gilmore. On April 25, 1928, a second deed was issued from O. L. Gilmore to Roy and Jesse Heiser and their wives to correct an error on the original deed. On June 20, 1927, the lot was sold to J.W. Parker for \$79.83 "for the 1926 taxes" but was redeemed by Heiser Brothers May 7, 1928. One week later, on May 14, Jesse and Roy sold the property to Ervin Unzicker and Lester Oyer. Years later, on October 19, 1995, David and Roger



Dave Heiser (L) and Roger Heiser (R), Jesse's grandsons, in front of the original Heiser Brothers Grocery store which they purchased for their Praxsym business

Heiser, Jesse's grandsons, bought this same building from Robert and Kenneth Sparks. It is currently part of the site of their business, Praxsym, a measuring and controlling device manufacturer.

The Current Building

Jesse's and Harve's children's earliest memories are of the building on the west side of Third Street which Jesse and Harve moved into sometime after 1926, first rented and later purchased from Ernest Venum. It is still part of the present day Ingold's Grocery. The large front window bore the name "Heiser & Ingold" and under it, "Groceries and Meats. Men's Furnishings."



Heiser & Ingold Grocery Store front in the early 1980's

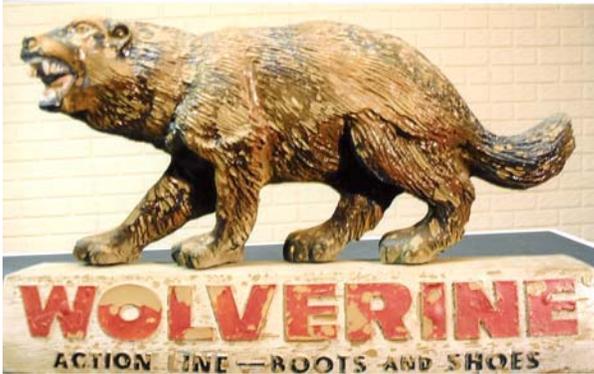
Inside the window was a display of cans and boxes of items on sale that week, neatly arranged in rows and pyramids. Sometimes Jesse painted a list of the weekly "specials" on the outside of the window

using a paintbrush and a mixture of lime and water for paint.



Jesse (L) and Harve (R) in the store in earlier years. Notice the embossed ceiling.

The store's ceiling was made of embossed tin, the floor of oiled wood. Two large electric light fixtures hung on chains from the ceiling, with long strings for turning on the lights. One former customer, Danny Zehr, remembers nailheads spelling out "America's Cup Coffee" pounded into the floor near the entrance. Along the entire south wall were tall white shelves which held men's work clothes, gloves, shoes and other dry goods. The north wall was lined with similar tall white shelves, stocked with



In-store promotion signs for Wolverine brand shoes and Lee clothing

canned goods, boxes of cereal and other grocery items. In the early years there was a large varnished counter in front of these shelves where customers stood to give their orders to the storekeeper, who got things from the shelves. The storekeeper scooped bulk items such as beans, flour, sugar, brown sugar and rice from large drawers on his side of the counter into brown paper bags, weighing them on a scale on the countertop. There was a wire basket of eggs on the counter, and sometimes glass

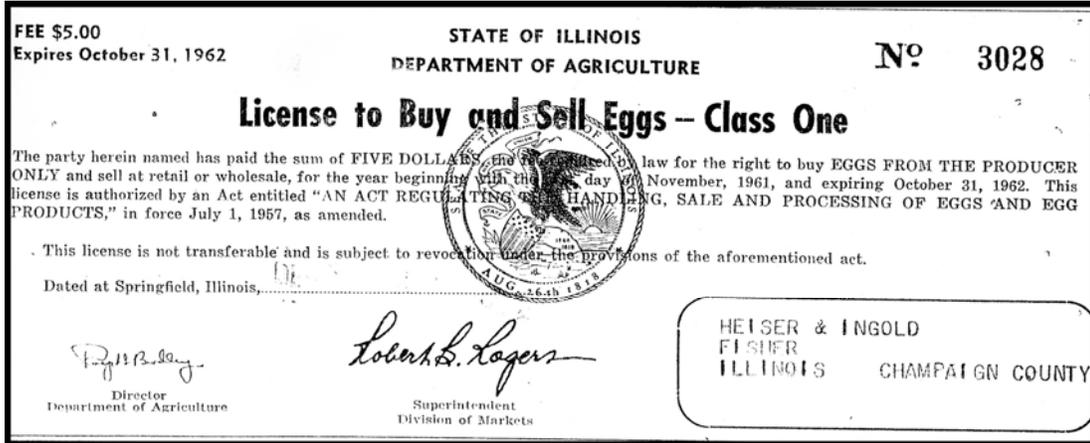
jars of horehound candies, peppermints or candy orange slices to be counted or weighed out into paper bags.

A large stalk of bananas hung by a rope from the ceiling. (Later, bananas came to the store in bunches packed in shredded paper in long wooden crates which were displayed next to the checkout counter.) In summer, a long strip of fly paper hung from the ceiling. Next to the counter there was a thick wooden cheese block which held a large round yellow cheese. The storekeeper estimated the amount of cheese the customer requested, sliced off a chunk, weighed it, wrapped it in butcher paper and tied it with string. Sometimes open gunny sacks containing potatoes or onions, or even dog biscuits, were propped next to the counter.

Cookies were displayed on a separate rack which held boxes fitted with hinged glass lids that could be opened to count out the cookies. In winter, a large coal-burning pot belly stove kept the store warm. Older men sat on benches near the stove and swapped stories or played checkers as they

passed the time of day. In summer they sat on a ledge outside in front of the store.

There was a “back room” where extra cardboard cases of canned goods and other supplies were stored and where the storekeepers candled eggs



Heiser & Ingold Grocery Store license to buy and sell eggs—1961-1962

brought in to be traded for groceries. Candling involved holding each egg up to a device with a light bulb to check it for freshness and quality. Extra eggs were sold to the nearby Fisher Produce Company. On one occasion, the part-time store cat—whose job it was to control the mouse population—gave birth to four kittens in a cozy nest of shredded paper in an empty banana crate in this room.

Near the back and to the north side of the store was the creamery, a separate room which also had a door to the outside. Farmers brought in cans



Floor scale kept in the back room for weighing cans of cream, potatoes and other items

of cream which Cecile Cook, who was in charge of the creamery, weighed on a large floor scale near the door. She took a small sample of each can of cream and put it in a centrifuge to test for butterfat content before

paying or giving the customer credit. When there were no customers, Cecile made crepe paper flowers.

The Meat Market

We aren't sure when Harvey (Harve) Studer (1901-1976) moved his meat market from the Charles Webster store, which was going out of business, into the Heiser and Ingold store. It was probably in the late 1920's or early 1930's. Harve Studer was Jesse's and Esther's first cousin. He was born to Sam (1864-1944) and Bena Heiser Studer (1867-1908) on September 11, 1901. Harve's father, Sam, was born in Berne, Switzerland, emigrating to America at the age of 19, living first near Olney, Illinois, and later moving to Morton and then Fisher. Harve's mother, Bena, died in 1908 when Harve was a young boy. In 1909, his father married Anna Sommer. Harve married Carrie Sommer (1904-2008), daughter of Christian and Frieda Sommer, in 1925. Their children are Leo Studer (b. 1929) and Lila Shields (b. 1932).

The meat market was at the back of the store. An enclosed refrigerated case displayed chunks of beef and pork, whole chickens, loaves of lunch



(L to R) Harve Studer, Harve Ingold and Jesse Heiser. Latticed area designates meat market.

meat and additional kinds of cheeses. The butcher sliced the lunch meat or cheese to order. He cut steaks, roasts, pork chops and other cuts of meat to

order on a heavy wooden meat block behind the meat case. He also cut up the chickens if the customer so desired. He wrapped the meat in butcher paper and tied it with string. Customers could watch him cut up chunks of beef for hamburger, feed them into the meat grinder, and place the ground meat in an enameled pan in the meat case to be sold as needed. Sometimes specialties such as fresh oysters were displayed, scooped into containers for individual customers. A large jar of pickled pigs feet stood on top of the meat case. During his time at the store, Harve Studer established a reputation for outstanding meat service which continues to this day.

Harve Studer's meat market thrived at the Heiser and Ingold store until the World War II years, when meat rationing, shortages and a flourishing black market made obtaining quality meats difficult and questionable. At that point, in the 1940's, Harve Studer left the meat business to pursue other lines of work. Harve Ingold subsequently became the "meat man," a role he filled until his retirement. Following the war, Harve Ingold continued in the tradition of offering quality meats at reasonable prices. Through the years, customers from other towns sometimes called in large meat orders. Even some salesmen for other companies purchased their meat at Heiser and Ingold's. Today Ingold's Grocery still specializes in high quality fresh meats, cut to order, never prepackaged. From a story in the *Rantoul Press*, January. 26, 2001:

All in the Family, Ingold's Grocery, A Community Mainstay in Fisher. Co-owner Dave Wilkinson says: 'It sets us apart. We get people from all over the place who come in just to buy meat.'

Changes

Jesse and Harve liked to keep the store up to date. Jesse studied newspaper ads from stores in larger towns to make sure their prices were competitive. He sometimes visited stores in Champaign to compare prices and learn about the latest trends, often buying a package of some kind of cheese as an excuse to be in their store. And so the Heiser & Ingold store



Harve Ingold (L) and Harve Studer (R) in the 1940's with innovations such as "gondola" floor displays and refrigerated produce case

changed from time to time as new ideas were incorporated. One of the first innovations was a free-standing shelf, or "gondola," built by a local carpenter, which featured "specials" and other items customers could select.

The floor plan changed. Gradually more self-service features were added. Letters from Jesse through the years mention painting, fixing shelves, putting in new shelves, putting in a new floor, remodeling the front, getting a new



Heiser & Ingold Grocery Store in the early 1950's—(L to R) Mary Ann Heiser (Jost) clerk, customer Jean Birkey, Jesse Heiser, Dale Ingold, Harve Ingold, Salesman, customer Mrs. Kelly with child Milton Kelly. (At the time of this writing, Milt Kelly is mayor of Fisher.)

cash register and numerous other upgrades. For a time in the 1940's and 1950's, the meat case was along the north wall of the store, men's clothing was located at the back and the check-out counter was near the front door. In 1961 the former bank building to the north was purchased, nearly doubling the store's floor space. At that time, new shelves were built, more refrigerated cases and freezers were added and the floor plan was completely revised. The meat department was moved to the back of the store once again and a walk-in refrigerator was added. The shoes, dry goods and men's furnishings were along the north wall.

In a 1966 letter Jesse wrote:

Gerald installed the radio at the store that I mentioned. We have 5 speakers so it can be heard all over the store without turning up the volume. I think our customers will like it. The Bloomington FM station has a very good selection of music.

Food Packaging

At first many of the products sold at the store arrived from the wholesalers in bulk and were bagged or packaged for the individual customer. Although



Coffee grinder used in the store in the earlier years

coffee was already roasted when it arrived, the retailer ground and packaged it at the store. Later, ground coffee arrived at the store in tins with reusable lids, opened by screwing off a thin metal strip with a key provided with each can. Cheese, which was cut to order by the grocer, came to the retailer in round wooden boxes.



Shipping box for large round cheese

Dried fruits and fresh apples and oranges came packed in wooden boxes. Grocers weighed out candies from large lidded glass jars and cookies from glass-lidded boxes. They sold Coke, 7 Up, Dr. Pepper and Nehi drinks in



Reusable glass soft drink bottles

glass bottles which could be returned to the store for a one or two-cent refund. Milk was sold in reusable glass bottles. Syrup and sorghum came in 2-quart or gallon size metal buckets with wire handles. Bread was wrapped in brightly printed wax paper. Meat was cut to order for individual customers. As

more products became available, many came prepackaged in various ways.

Much of the early packaging was reused by the



Perfection Syrup Bucket (A product of the Oakford Co.)

storekeepers' families and their customers. Wooden packing boxes, such as apple boxes and orange crates, were sturdy and had many uses ranging from building toys to bedroom dressing tables. The boards were just right for cutting into various shapes with a



Reusable glass milk bottles

copying saw or for making bird houses or any number of other projects. Children sometimes took their lunches to school in syrup buckets which served as lunch pails.

Housewives flattened bread wrappers to use as wax paper. Older children made spending money by collecting abandoned pop bottles and returning them to the store. Laura Heiser baked her annual Christmas "Date Cake" in



Wooden packing crates for fresh fruit



Hershey box reused as a cookie jar

one pound America's Cup Coffee cans. A large round lidded "Hershey Box" was her cookie jar. Empty tin cans were used for everything from children's games to nail holders to water dippers. Shoe boxes were perfect for saving letters and greeting cards and almost anything else one could

imagine. With minimal packaging and the reuse of packaging, the total trash accumulated by families was relatively small.

Gradually more and more new products were introduced. Many new laundry detergents were added. The number of available breakfast cereals expanded from corn flakes, shredded wheat and Rice Krispies to multiple shelves full of cereal offerings. With the proliferation of products, the advent of plastic packaging and the increase in amount of packaging, trash quantities have steadily increased, along with the amount of shelf space needed for all the many products.



Cousin Mike Birky in toy car he and Gerald Heiser built from wooden boxes

Family Involvement

"The store" was very much a family affair. Laura, Jesse's wife, worked there from time to time through the years, at first dusting, stocking shelves, unpacking clothing and, later, waiting on customers. A few times she stayed home to help at the store while Jesse and their children went on fishing trips with relatives, insisting that she actually didn't enjoy fishing that much anyway. She worked part-time until her death in 1963. As her children got older, Harve's wife, Esther, sometimes helped Harve in the meat department on Saturdays, washing up meat trays and keeping work spaces clean.

Dale Ingold, Harve's middle son, began working at the store full time after his high school graduation in 1948, and gradually took on more and more responsibilities. He, together with his son, Steve, purchased the store in 1983 and continued to manage it until his retirement in 2001. Jesse's daughter, Mary Ann (Jost), was employed full time for a couple of years in the early 1950's. Clyde, Harve's youngest son, began employment in about 1956 and worked for 13 or 14 years, assuming responsibilities such as buying the produce and frozen foods along with working at the check-out and in the meat department. Although Jesse and Harve had hoped and expected that Clyde would eventually operate the store in partnership with Dale, he instead left the store business to pursue the ministry.

Dale's wife, Roberta (Patterson), worked at the store for many years. In the 1980's, Harve's daughter, Vivian, began helping Jesse and then Dale with book keeping as regulations became more complex. Wayne Ingold and Gerald Heiser did a variety of odd jobs including taking bundles of checks for deposit to the Trevett-Mattis Bank in Champaign. Gerald and his wife, Pat (Birkey), helped take the annual January inventory for many years. Pat was also in charge of organizing manufacturers coupons to send to redemption centers, a job their daughter, Lucinda (Heiser) Wyse, took on later. Dale and Roberta Ingold's son, Steve, began working at the store part-time in about 1975 and eventually became a partner with his father and later his sister, Diana, in owning Ingold's Grocery. More recently the fourth generation has become involved. At the time of this writing, several of both Harve's and Jesse's great-grandchildren have been employed at some time by Ingold's Grocery.

Childhood Memories

Jesse and Harve's children, Gerald, Mary Ann and Vivian, have a variety of childhood memories. Gerald Heiser remembers working with Wayne Ingold, scooping potatoes into gunny sacks and selling them off a box car parked on the train tracks. He remembers helping his dad take crates of eggs

to the Fisher Produce Co. One of these trips ended in disaster when a full crate of eggs crashed to the ground as it was being lifted onto the loading dock.

Gerald remembers the grumpy teller who always waited on them when he and Wayne delivered large bundles of “Heiser and Ingold” endorsed paychecks to the Trevett-Mattis bank in Champaign. He also recalls the distinctive smell of kerosine, especially when Ervin “Squint” Heiser dragged a hose from his Standard Oil truck into the store to refill the square tank from which the kerosine was pumped into containers brought in by customers.

Mary Ann Heiser Jost remembers, as a very young child, “helping” her dad unpack boxes of corn flakes and then giggling as she climbed into the empty carton. Jesse always pretended not to notice as he picked up the box and exclaimed, “I wonder why this box is so heavy—we just emptied it.” She remembers often stopping at the store on the way home from school, sometimes waiting there while her mother helped out at the store or attended



Mimeograph machine like the one Jesse used to make weekly handbills

the church “Sewing Circle.” At these times she liked to listen in on the old men’s stories behind the stove, or play with the cat, or snack on cookies or lumps of brown sugar or even cakes of yeast or raw turnips. Sometimes she made crepe paper sweet peas with Cecile Cook in the creamery. Mrs. Mulvany and her granddaughter, Joann,

lived in an apartment directly above the store. Mary Ann often went upstairs to play with Joann, especially on long Saturday evenings when the store was open late.

Mary Ann also remembers being paid a small amount to deliver weekly “store bills” to every home in Fisher, a job she and her brother and probably their cousins held at various times. Both Gerald and Mary Ann partially paid for their new bikes with money earned delivering store bills.

HEISER & INGOLD
FISHER ILL.
PHONE 107
FREE DELIVERY

IVORY SOAP
Procter & Gamble
100% PURE... IT FLOATS
Ivory Soap has more uses and more friends than any other household soap. It can be used wherever soap is used around the house. Ask how to get the baby picture.

LARGE CAKE ... 10¢
MEDIUM CAKE ... 17¢

HOW TO GET A BABY PICTURE
MEDIUM CAKE 3 BARS ... 17¢

LAVA
TAKES THE DIRT
PROTECTS THE
Lava is a soap of 1001 households for its purpose: suds get grimy hands, feet—leave your pots and pans, tub and sink sparkling bright.

LARGE CAKE ... 9¢
MEDIUM CAKE 3 FOR ...

P AND G
THE MULTI-NAPHTHA SOAP
Easy on your hands and on clothes. P and G makes white clothes whiter and colored clothes brighter.

GIANT CAKE 5 FOR 19¢

MIXED CANS 10¢ PER POUND
FANCY ASS COOKIES 19¢ LB.
HONEY LARGE JAR

FRESH FRUIT VEGETABLES
FLORIDA ORANGES JUICY... DOZ. 32¢
GRAPE FRUIT SEEDLESS... DOZ. 39¢
CABBAGE... LB.. 3¢

BREAD
LARGE LOAF 3 FOR 25¢

Early mimeographed handbill made by Jesse and delivered to all homes in Fisher

HEISER & INGOLD
FISHER, ILLINOIS

We give a can of CHOW MEIN NOODLES to each purchaser of L.A. CHOY CHOP SUEY

CHINESE DINNER
CHOP SUEY, SUPPER, BLACK TEA

JIFFY DINNERS
SALMON PLATE
BOSTON DINNER

BOTH CANS FOR 29¢
L.A. CHOY Chinese Sauce 1/2 lb. 21¢
L.A. CHOY Bean Sprouts 1/2 lb. 10¢

Feb. 23rd and 24th

They're proud to save you money, so get a supply of these appetizing foods for jiffy dinners from your Blue Ribbon grocery today, and be prepared for any eventuality.

TOMATO JUICE Companion Brand Serve Tomato Cocktail	3 10-oz. Tins	25¢
TOMATO SOUP Blue Ribbon—Made from Whole Red Ripe Fruit	3 No. 1 Pkg.	23¢
EGG NOODLES Blue Ribbon—Finest Quality—Delicious in Tomato Soup	16-oz. Pkg.	14¢
OATS Blue Ribbon—A Piece of Gay Tableware in Each Package	1-Lb. Pkg.	25¢
MALT-O-MEAL Try This Delicious Hot Cereal—It's Hits the Spot	1-Lb. Pkg.	25¢
MACARONI OR SPAGHETTI COMPANION Ask Your Grocer for Macaroni or Spaghetti Recipe	3 7-oz. Pkg.	13¢
GRAF'S BEVERAGES ALL FLAVORS	3 1-Lb. Pkg.	23¢
FAIRY DELL COFFEE A Fine Vacuum Packed Coffee	1-lb. Tin	23¢

LENTEEN EXTRA! Better Crustier Pasteur for **Bisquick Salmon Crusty**
DELICIOUS—EASY TO MAKE
FRESHNESS—YOUR MOUTH
SMILES WITH CONTENT
A FAMILY SIZE **BISQUICK 27¢**

You will need the following items also:
SALMON Companion No. 1 Tin 18¢
BLUE RIBBON PEAS Selected E. V. 2 No. 303 Tins 23¢
Mayonnaise Blue Ribbon Van. Whipped 1-Lb. Jar 22¢

BUTTERFIELD JULIENNE
Potato Chips No. 303 Tin 10¢
Sweet Pickles WHITE OAK WHOLE 32-oz. Jar 24¢

Part of a professionally printed handbill delivered to all homes in Fisher

Vivian Ingold doesn't remember spending much time at the store as a young child since her mother was usually at home. She does remember often walking home from school and stopping at the store to ask her dad for a nickel to buy a popsicle at Mrs. Merritt's pool hall.

Vivian, Gerald and Mary Ann all vividly remember helping take inventory at the store, working in pairs, one person counting the items while the other wrote down on a sheet of notebook paper the name and brand of the item and the amount in stock. Both Harve's and Jesse's entire families spent each New Year's Day counting and itemizing everything in the store for the annual inventory. How many cans of each size of Blue Ribbon peaches or Gerber's strained carrots or America's Cup Coffee? How many nickel Hershey Bars? How many cans of cinnamon and ginger and nutmeg?

The children complained about this job but, at the same time, had fun working together. After the counting was completed, Harve and Jesse spent hours using these numbers to calculate the value of the entire inventory.

Harve's and Jesse's children often played together at one home or the other. Each home seemed to have its own special activities. At the Ingold home the children made elaborate outdoor farm or "state fair" scenes using iron toy horses, yards of string and small sticks for fences, and much creative ingenuity. Inside, they transformed an unfinished attic room variously into restaurants, "nightclubs,"



Dale Ingold, Mary Ann Heiser and Gerald Heiser at relative's farm c. 1934

hideouts or other venues. At the Heiser home the children often played in one or the other of two ditches that crossed the large in-town acreage, or played lawn games. During the time Harve Studer had his meat market in the store, the children of the three families sometimes did things together. The stairstep ages of several of the children made it possible to pass school books down from Gerald Heiser to Leo Studer to Dale Ingold to Mary Ann Heiser to Lila June Studer. Mary Ann remembers a day Harve Studer took the children swimming at the Sangamon River. On the way home he asked them if they had had a good time. When they answered "yes," he told them to roll down all the car windows and shout as loudly as they could as they drove back into town.

Grandchildren

Jesse's grandchildren have their own childhood experiences and memories of the store. Lora Jost, Jesse's granddaughter, remembers a "most amazing" candy counter that was right by the front door. Grandpa would buy candy for her and her brother from this display, but he hated bubble gum and refused to let them have any! They could have other kinds of gum though-- including such exotic varieties as Black Jack, Teaberry and Beemans Pepsin.

Lora's other memories from her family's twice-a-year trips to Fisher include a time Grandpa employed her to swat flies at a penny a fly. She remembers Grandpa's little office with its adding machine and watching Roberta candle eggs. She also remembers Grandpa fitting her with new Keds tennis shoes. (Conversation with Lora Jost, July 4, 2010.)

In September, 1965, when Jesse's grandson, Scott Jost, was not quite three years old, Mary Ann wrote to Jesse:

A couple of days ago Scott started talking about when we were at your place last summer... . He especially remembers the 'book work' he did at the store with the adding machine. That really made an impression on him.

As an adult, Scott still remembers the fun of playing with the hand-lever-operated adding machine in Grandpa's small office at the front of the store. He also remembers little jobs Grandpa would pay him to do. One of these was helping sweep the floor using a "sweeping compound." Scott was fascinated with watching Uncle Harve and "Zeke" Zook cut up meat on their big butcher table and watching them grind meat into hamburger. Other memories include watching Grandpa candle eggs, the "back room" stacked high with cardboard boxes, and the "strange and wonderful" candy on the candy counter. (Conversation with Scott Jost August 4, 2010)



Glass candy jar (It originally had a glass lid and was full of candy.)

Jesse's grandson, David Heiser, would have been about 12 in January, 1976, when Jesse wrote to Mary Ann:

David came home with me on the train after Christmas and stayed a week. He helped at the store every day. I thought he would get tired being there so much but he didn't. I enjoyed having him. He is a fine boy.

Another grandson, Roger Heiser, was with Jesse at closing time one evening. Just after Jesse had locked up, a scruffy looking man wearing a bloody white tee shirt came by and asked Jesse for something from the store. Jesse unlocked, took the man inside and took care of his needs. Roger also recalls a time he and Dave were crawling on top of the false ceiling above the meat market. Roger was scared when Dave stepped through the ceiling—he was wearing Roger’s cowboy boots! He remembers being paid a few pennies for swatting flies. Sometimes he stood on the paper sack space under the counter to help sack groceries. Later, he helped stamp checks for deposit. He often watched his grandpa and other employees trim lettuce, candle eggs and such tasks. As an adult, he’s amazed that no one ever told him he was in the way. Roger remembers that one time the safe was broken into, the door ripped off the hinges by someone who got into the store through the upstairs. He says he never really knew Uncle Harve very well. He remembers him as a rather quiet person. When Roger was a young man deciding upon a career, Jesse discouraged him from starting his own business. (Conversation with Roger Heiser, August 4, 2011)

Jesse’s granddaughter, Lucinda Heiser Wyse has the following memories:

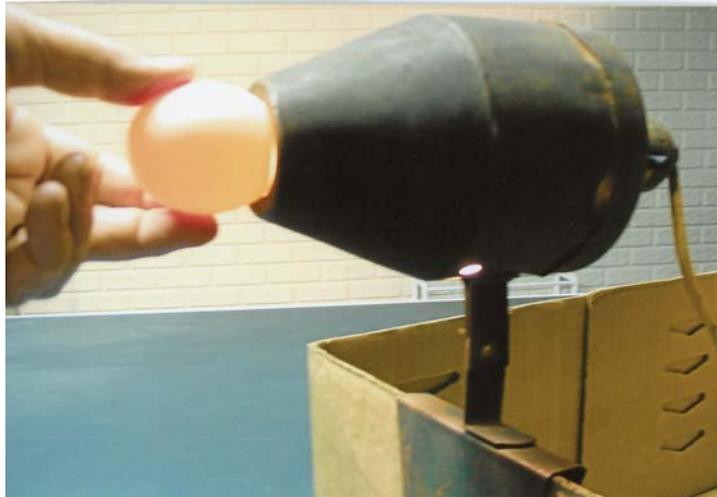
I grew up at the grocery store. Yes, there was a period of my youth when Dad, Mom, my two younger brothers, the dog, and I all piled into the car and drove two and a half hours to Fisher, Illinois, every weekend, and stayed in Grandpa Heiser’s house.

Heiser & Ingold’s grocery store was just a ten minute walk from the house. Since Grandpa was half owner, I, as his family, got to enter through the back door. I entered a two-story high back room where there was the tiniest of bathrooms and all the other stuff a store carries.

The impressive thing about the back room was the mountain of empty boxes that met you as you came through the back door. Believe me when I tell you the boxes almost reached the ceiling. I don’t think Grandpa ever threw any of them away. My brothers and I spent many hours conquering the box mountain. There did come a day, I was much older, when I walked in the back door and the mountain was gone,

completely cleaned out. I couldn't believe how heartbroken it made me feel.

There were about six key players at the store. Harve, the other half owner. I called him the 'meat man'. Esther was Harve's wife, and the 'egg lady'. The eggs came in large boxes that needed to be 'checked' and 'sorted'. I liked to go back into her little egg room next to the meat counter. She would pick up an egg and place it up to the light. The light was shaped like a beehive with a hole at one end where you would place the egg. You could see right



The mysterious and fascinating egg candler

through that egg, and if it was clear, the egg was placed on the 'sorter'. The egg rolled down a little track and depending on how much that egg weighed, sections of the track would collapse 'sorting' the eggs into small, medium, and large. The egg cartons were then filled and put on the shelf for customers.

Then there was Dale, Harve's son. I'm pretty sure he was very important, ordering and stocking all the food for the store, but every night he became the 'sweeper man'. Dale would sprinkle what looked like saw dust, the color burnt sienna, all over the store's floor. It seemed like he was making more of a mess. The 'sweeper man' had a broom three or four feet wide that he would start sweeping up all that saw dust. I don't think that sawdust smelled all that refreshing, but the floors were clean.

The front of the store was Grandpa's domain, that is where I hung out most of the time. Grandpa had a small desk and chair up front, almost hidden from customers, where the paper work was done. There was a large rack of candy as you came in the front door. My delight was Bazooka gum for a penny and candy cigarettes. By the way, I've never smoked!

The major furnishing up front of the store was the cash register. It even had a conveyer belt which occasionally Grandpa let me play with. There were two people up front with Grandpa, the 'cash register person' and a 'bagger.' I didn't get to run the cash register until I could add real good. There were no scanners, you punched in the price and the numbers popped up like a toaster in a big window on the top of the register.

Tax was figured by little tiny numbers on the bottom corner of those big numbers. These little numbers you added in your head first then you added that to your total. I thought being a cashier was a lot of pressure so I liked to help bag.

We 'baggers' were trained professionals. Cold items together, cans on the bottom, produce separate from meat, some of the rules of bagging. I asked the bagger at Kroger one day if he was trained for his job. His answer was 'no', my thought was, 'I can tell'.

There were a couple of times a year I got paid for working at the store. During summer vacation, I spent a whole week at Grandpa's, by myself, no brothers, doing odd jobs at the store. Then he paid me. I also got paid for the 'coupon' job. This job actually got passed to me from my mom. It was a lot of work. Grandpa saved all the coupons customers gave him in shoe boxes and once a year there were hundreds of coupons laid out on my bedroom floor, all sorted by manufacturer name, then their value totaled. Grandpa paid five cents a coupon, so I was happy to sort them.

The store is still there, new owners, new name, and now I walk through the front door of the store. Thankfully 'change' doesn't take away the happy memories I have of spending time with Grandpa at the store.

—Lucinda, April, 2013

Employees

In addition to members of the Heiser and the Ingold families, quite a number of others were employed at the store. Employees were often casually mentioned in diaries and letters. Some were high school or college students who worked summers or after school. Others were Fisher residents, community members or Air Force families stationed at Chanute Field in

Rantoul. Some worked for just a short time while others were there for several years. There is some reason to believe that on at least one or two occasions a person was hired in order to provide employment for that individual rather than a need for another employee. The following names were mentioned—there were undoubtedly many others: George Phillips; Mrs. Phillips (1960); Anna Kay Emerson (1965); Dean (1965); Ken (referred to as “my right hand man”) (1965); Greg Springer; Terry Zahnd (1968); Dorothy Springer; Verle (Zeke) Zook (meat department); Mary; “some high school kids” (1969); Mrs. Robbins; two high school boys (1974); Mike Ingold; Mary Ann Morgan (1974); Oscar Baylor (1974?); Mary Weinell (1975); Mike Baylor (high school student) (1979); Darin (Hennigh and/or Kaiser) (1980?).

In an email correspondence with Anna Emerson Friesen of Huntington Beach, California, she reflected on her time working at the store:

My first stint as an employee began the summer of 1963, just after [high school] graduation and went until late summer of 1964. I returned the spring of 1965 to work during that summertime, between my freshman and sophomore years at Hesston College.

Anna had chosen to go to Hesston College to study art, but stayed out of college for one year to work and earn money for school.

I don't remember asking [Jesse] for work, and it's quite possible Pop ran interference for me since I had not learned to be assertive, or ask for what I wanted.

Before her employment there, she had known Uncle Jesse as “grandpa's younger brother and grocery store owner who bought our eggs.” She had been familiar with the store since she was in second grade in 1952 when her family moved to Fisher. An early memory is riding her bicycle to the store with her sisters to buy candy. She also remembers going to the store with her father who would “joke with Uncle Jesse or Uncle Harve or Dale or Clyde.” After Anna's family moved to the farm, she said:

We used the back entrance to the store and delivered the square wire case of eggs to the room across from the meat counter where produce was prepared, and [Jesse] candled eggs. It always seemed as though we were part of the 'secret club' who could use the back door—walking through the sawdust that had spread from the meat cutting area.

Anna went on to say:

. . . duties as an employee at H&I included bagging groceries, stocking and dusting in the main store area and in the dry goods section. I had, what I now recognize, a profound sense of underemployment when I wasn't taught how to check out customers. I did write up people's 'credit' purchases.

She remembers Thursdays as the day shelves were stocked:

Prices were on a printout sheet. The price stampers and ink remover were kept in the tray up by the cart handle. Yes, I miss-priced things. I have a vague memory of pricing something very cheaply and someone bought a lot of it.

One of the first times Anna sacked groceries she commented:

I was very pleased to have fit all the purchases into one bag. [Jesse] pointed out that the customer needed to be able to carry the bag—an aspect I'd not considered! To this day I 'micromanage' proper bagging of groceries at the checkout—cold items together, eggs and bread on top.

Although Anna's memory of her time as an employee at Heiser and Ingold contains some disappointment at not being given as much responsibility as she felt she was capable of, she concludes:

Personally, it was a unique experience to shop and work in a grocery owned by relatives. It has served as a benchmark for other experiences in my life...Thank you, Uncle Jesse, and, Uncle Harve!

Customers

Jesse's and Harve's customers were both farmers and townspeople. Some were long-time friends and neighbors. The headline of an undated (probably 1950's) clipping from the *Courier* declares, "Early Settlers Lingered;

Fisher Folks Shop Where Grandma Did.” A picture shows Jesse and Harve posing with customers Floyd Fairfield and Mrs. Lyle Drennan and her daughter, Judy. In the article, the Fairfield family is cited as an example of four generations who had shopped at Heiser & Ingold’s:

First of the clan to trade with Heiser, when he was across the street from his present location, was Charlie Fairfield, one of the original settlers of the country around Fisher. Since then Charlie’s three sons—Roy, Emmett and Floyd—have been customers. They were followed by Roy’s children, Russell, Lowell, Darrell, Mrs. Joe Deorio and Mrs. Lyle Drennan.



(L to R) Customer Floyd Fairfield, Jesse, Harve, customer Lenore (Fairfield) Drennan and her daughter, Judy

At the time of this writing, descendants of the Fairfield family still shop at Ingold’s Grocery.

Other customers were newcomers to town. Among the more unusual customers were a group of farm laborers from the Bahamas. In an article in the November 4, 2007 issue of *The News-Gazette*, Dale Ingold remembered when, in the 1950’s, farmers in the area began growing lima beans for a nearby plant. The article continued:

The plant’s managers brought in Bahamians to labor in the lima bean fields, and Ingold remembers how some workers formed close bonds with Fisher residents. One former worker visited Fisher frequently and as recently as six or eight years ago, Ingold said. ‘The man would come into Ingold’s Grocery to visit.’

Pat Heiser also remembers this man whose name was Errol Rolle.

During the early 1940's, a young couple from Wisconsin, Herb and Loraine Heidtke, lived in Fisher while Herb was stationed at Chanute Air Force base in Rantoul. After getting acquainted at the store, the Jesse Heiser family became a kind of surrogate family for them while they were away from home. When the Heidtke's first child was born in Fisher, the couple named the baby Loralie Ann after Jesse's wife and daughter. After Herb and Loraine returned to Wisconsin, the friendship continued via letters, cards and some visits well into the 1960's when the "young couple" were grandparents.

Through the years, Jesse often mentioned customers in his letters. After Laura died in 1963, his customers provided an important source of social support. In one letter he mentioned a Sunday afternoon visit to a customer who was in the hospital in Champaign. In another letter he wrote:

We had a big turnover in teachers this year so we are trying to get acquainted with all the new people.

Another time he wrote:

We...had a lot of new teachers this year and some new Air Force personnel. It's sorta fun to meet all these new people.

In 1968, he wrote:

We had a bunch of federal employees move in last week. They completely filled Fleck's trailer court. There are about 20 on the payroll and will be here for several months.

In April, 1971, Jesse wrote:

The tulips...are lovely this year. I took some to the store for others to enjoy.

At the beginning, the store was apparently a cash-based business. At some point they began offering credit to customers. Purchases were written on pads with carbon copies for the customers. "Bills" were filed in a case with metal "pages" of wire clips—one clip for each person's account. Most customers paid their bills regularly, but a few had thick stacks of unpaid bills. Some bills were probably never paid.

At the Heiser & Ingold store, the customer was always right and the storekeepers aimed to please. During the early years the store provided home delivery twice a day. After customers phoned in their orders, Harve, or sometimes Jesse, delivered their groceries, leaving the store at 10:30 each morning and 4:30 every afternoon.

Mary Ann (Jost) remembers the shopping patterns of some of the regular customers during her time working at the store in the early 1950's. One farm family did their weekly shopping together every Saturday evening, purchasing as much as \$10.00 worth of groceries at one time. The grocer packed large orders such as this in cardboard boxes and helped carry them to the car. One man stopped at the store after work nearly every day for a loaf of bread or a quart of milk. He complained when the price of bread went up by one cent, requiring a penny along with the nickel and dime he plunked onto the counter. One woman called in her order so the storekeepers could have it ready for her husband to pick up on the way home from work. She often ordered $\frac{3}{4}$ lb. of hamburger, explaining that $\frac{1}{2}$ lb. wasn't quite enough for the two of them, but one pound was too much.

During the canning season, the store obtained truckloads of peaches from southern Illinois and/or from Michigan. Storekeepers made partyline calls to customers to let them know when the peaches had arrived. In an August, 1966, letter, Jesse wrote:

We are having some Red Haven peaches from Michigan. They are real nice but the price is high \$5.39 per bu. I told Pat [daughter in law] it will be better to buy canned peaches this year.

At Christmas time, they sold Christmas trees, cramming them into the back room until it was time to display them outside in front of the store.

The store was open every day, except Sundays, from 5:00 a.m. to 6:00 p.m. plus Saturday evenings, and sometimes on Wednesday evenings in the summer. It was closed on a few holidays such as Fourth of July and Christmas or half days on Memorial Day or Labor Day. It was closed for

inventory on New Year's Day. Still, to the annoyance of at least one of their children, when the store was closed it was not unusual for a customer to call Harve's or Jesse's home and ask if they could open the store and sell them milk for their baby or some such emergency. The storekeepers cheerfully obliged.

Product satisfaction was guaranteed. Watermelons were "plugged" by cutting a small triangular sample before purchase. Items could be returned if not satisfactory. A few incidents made the storekeepers and their families chuckle. A jar of dill pickles was returned because they were sour. A bottle of vanilla extract was returned by a teetotaler customer when she noticed that one of the ingredients was alcohol. These products did not often go to waste. It was not unusual for the storekeepers' families to use them at home along with food from cans that were dented or without labels, or produce that was about to spoil. Food was not for wasting in those frugal years.

After the Fisher State Bank closed in 1930, local businesses had to



Inside the Fisher National Bank

assume some of the functions of a bank. Workers often brought their paychecks to local stores to be cashed on Friday afternoons. This made it necessary for the businesses to keep worrisome amounts of cash on hand and also to make frequent trips to a bank in

Champaign. In 1954 the Fisher Businessmen's Association appointed a committee to work towards starting a bank in Fisher. The Fisher National Bank opened in 1955 with Jesse Heiser as one of the original board members. Jesse paid for and owned the building for the first ten years after

which the bank purchased it from him. He continued as a board member for many years. Dwight Shaw, the first CEO, and Jesse must have become good friends as evidenced by the many cards and letters Shaw sent to the Heisers detailing his fishing exploits and other events after he retired and moved to another state.

Most customers were appreciative of the services provided and the friendships offered. The proprietors received many greeting cards through the years—Christmas greetings, get-well and sympathy cards, even birthday cards. Some cards bore messages such as:

Thank you...for a fine grocery store and friendly personnel.

A former customer who had moved away wrote:

I sure miss those luscious chuck steaks, Harve. Meat is terrible out here.

When Jesse died in 1989, Susie Springer Kliwer, who grew up in Fisher, wrote to the family:

Having left Fisher 20 years ago, I remember him smiling behind the checkout counter at the grocery store. When I was quite young—probably 5 or 6—the store had a stuffed dog wearing Keds tennis shoes as a promotional. I bravely asked Jesse if I could have the dog when he was finished with it. Much to my delight, some time later he gave me the dog. I have no idea what happened to the dog, but I'll never forget his generosity. He made a friend for life!

In spite of their attempts to please their customers, Harve and Jesse were, of course, never 100% successful. Jesse was fond of paraphrasing a quote often attributed to Abraham Lincoln:

You can please some of the people all of the time and all of the people some of the time, but you can't please all of the people all of the time.

Wholesale Companies and Salesmen

At first, and continuing until at least the late 1950's, most foods and other merchandise were ordered from salesmen who came to the store on a regular

basis. Trace Hamann represented The Oakford Company, based in Peoria, Illinois, from which much of the grocery inventory was ordered. Jesse always seemed to look forward to “Trace’s Day” not only as a time to place an order, but also to enjoy a friendship. Trace’s route usually put him in Fisher some time before noon and, after the groceries were ordered, he and Jesse often had dinner together, sometimes at a local restaurant and occasionally at Jesse’s home. When Jesse brought Trace home for dinner, Laura cooked a big meal and served it in the dining room on her best china and the family thought of him as an important guest.

Oakford and Fahnestock Wholesalers opened in Peoria, Illinois, in 1868. In 1939 it became The Oakford Company and continued until 1957, when it went out of business. Its top-of-the-line canned fruits and vegetables and other items were labeled “Blue Ribbon.” The second-grade products, which had less uniform pieces and/or a lighter sugar syrup, were labeled “Companion.” The Oakford Company was especially known for its “America’s Cup Coffee,” created by Aaron Samuel Oakford in the early 1900’s. At first, the coffee beans were delivered to Peoria on barges on the Illinois River. They were picked up by wagon and taken to the company’s headquarters to be roasted and tested by special tasters to make sure every cup brewed from that brand tasted the same as every other cup. The coffee’s brand name was taken from the America’s Cup Race since the entire Oakford family had a fondness for sailing and especially enjoyed the race. The label showed two urns which were replicas of the race’s trophy. Its motto was “The Cup That Cheers.”



America’s Cup coffee can showing urns

Family members can still remember other salesmen who represented Sunshine Biscuits, National Biscuit Co, Curtis Candy Company and more.

They remember by name Joe Bradford who came to the store for several years as salesman for the Irwin Phillips Company, a dry goods manufacturing company in Keokuk, Iowa. They made Big Dam Rodeo Pants and other men's work clothing. Gerald Dewee represented the B.F. Goodrich Co.

The method of ordering and of shipment, as well as the wholesale companies themselves, changed through the years, making it necessary to adjust and learn new methods. For a time after The Oakford Company went out of business, groceries were purchased from Midwest Grocery Company. But in late 1964 or early 1965, Jesse wrote to Mary Ann:

We have been going through a period of adjustments. We found it necessary to change our source of supply. The company we were buying from ran into financial difficulty which resulted in so many 'outs.' We are buying from another company now but it will be a while before we learn their program. At first it looked quite complicated but I'm sure it will work out all right, because they are one of the largest in the business. But it's making a lot of extra work.

He did not mention the name of the new company, but it was likely Certified Grocers Midwest, a retailer's co-op located near Chicago, which served independent supermarkets in several midwest states. For a while after salesmen stopped coming to the store, orders were written out and mailed to the wholesale company. In 1976, The Fisher Centennial book stated that groceries were at that time ordered by IBM tape transmitted by telephone to the warehouse.

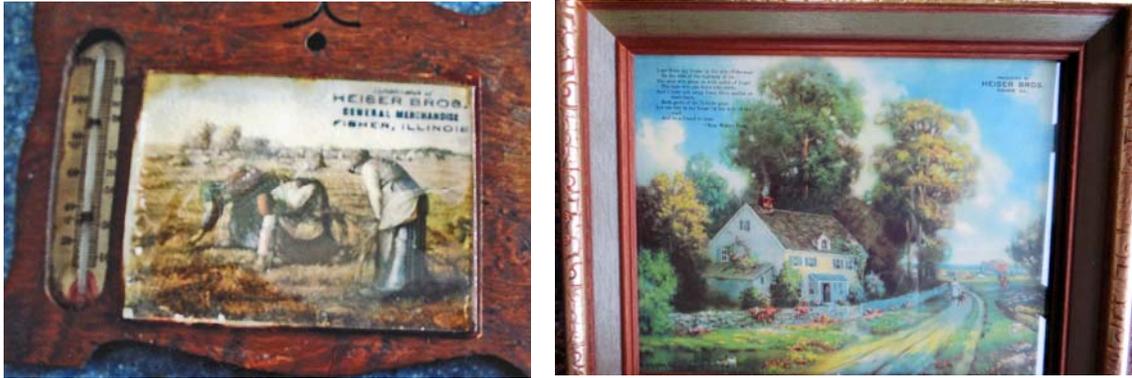
Gifts and Premiums

At Christmas time the store gave gifts to its customers. Several examples of these gifts are still in the family.

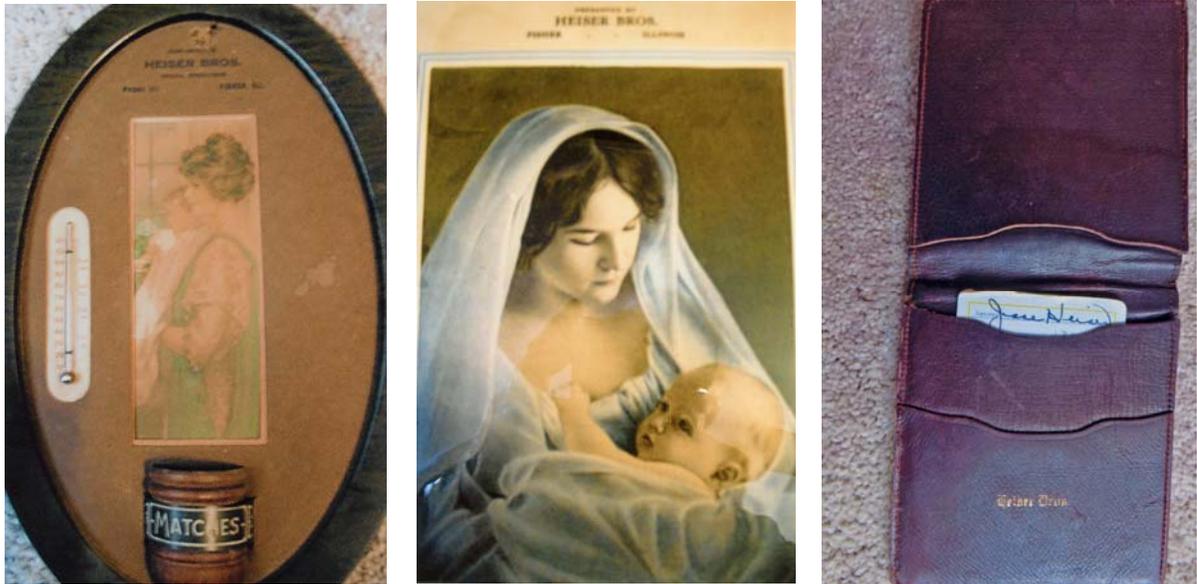


Blue Ribbon brand pencil

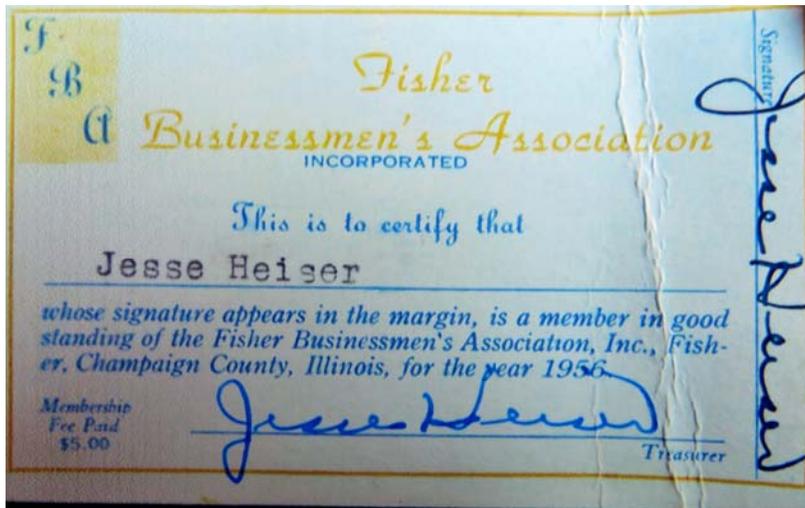
Holiday Gifts to Customers



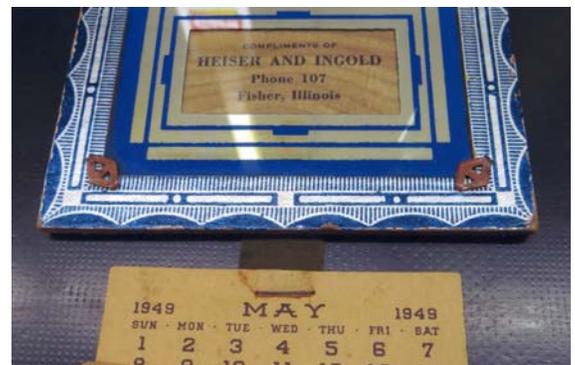
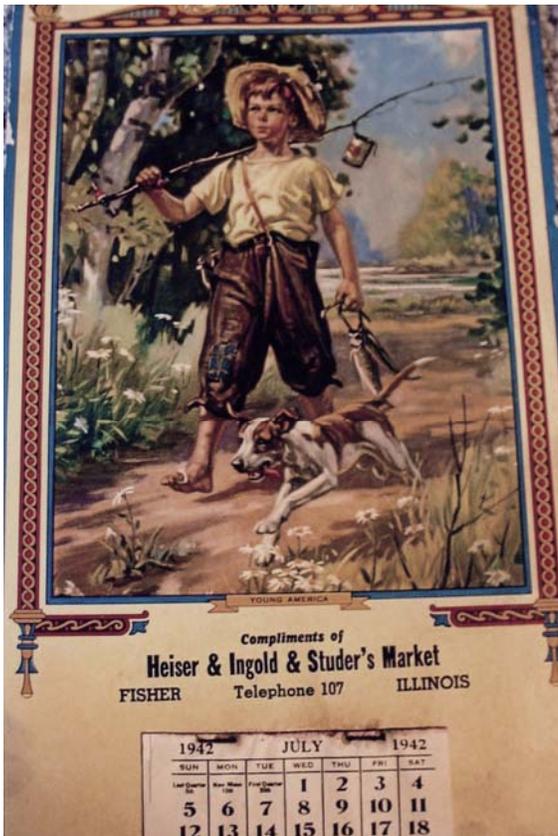
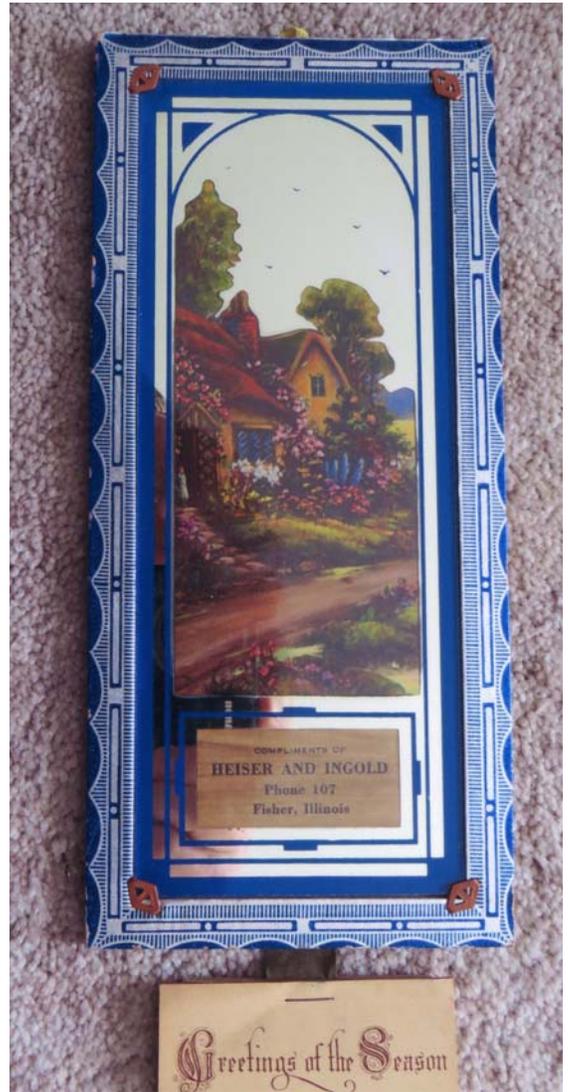
Wall hanging with thermometer and framed picture with inspirational quotation



Thermometer with match holder, Madonna and child picture and Heiser Bros. billfold used by Jesse Heiser



This 1956 certificate for membership in the Businessmen's Association was found in Jesse's "Heiser Bros." billfold pictured above.



Calendars

A popular holiday gift was a mirror mounted on a wooden backing. Under the mirror is a scenic picture printed with the words: “Presented by Heiser & Ingold General Merchandise. Fisher, Ill.” Hanging at the bottom is a 1927 calendar.

Other gifts were equally durable and useful—calendars, thermometers, match holders. Within the last several years Gerald has found one “Heiser & Ingold” item on eBay. He continues to search for others.

Wholesale companies frequently gave premiums of various kinds to their customers. Often these were dishes, but one company gave fresh frying oysters as its annual Christmas gift. Companies offered premiums to retail customers as well.



Tray given to customers with the purchase of Spic and Span



Dishes given as premiums

Sometimes they were enclosed in boxes of cereals or soaps, or were given with the purchase of certain products. Many of these also were dishes. An undated Heiser & Ingold store bill advertises a large box of Blue Ribbon

Oatmeal for 25 cents, with “A piece of Gay Tableware in Each Package.” Some premiums were a bit more unusual. In a letter to his grandchildren in 1970, Jesse told them:

Next week we are getting 300 goldfish at the store, and we will give all of them away. One with every box of soap.

National and Local Events

The Great Depression

The Great Depression years of the 1930's were hard for everyone. The Fisher State Bank as well as some local businesses closed. Corn prices dropped to 35 cents per bushel or lower. In “Serving the Lord as a Storekeeper,” Jesse wrote:

At the store, the money situation became critical. We made a large percent of our sales through the Illinois Emergency Relief and local relief agencies. Many people were not able to purchase even the most necessary things.

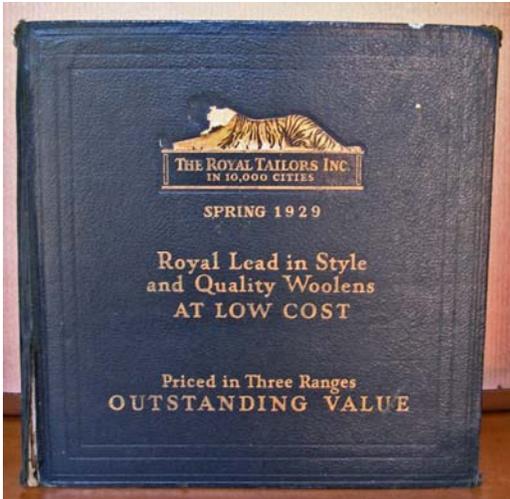
Jesse told his family of one woman who brought in a few eggs to trade for groceries. She began her order by saying:

First, I have to get the old man's chewin' tobacco. Now how much do I have left for food?

As a result of this incident, the Heiser & Ingold store stopped selling tobacco products until many years later.

Like most of their neighbors, the Heiser and the Ingold families had to live modestly. The Heiser home was heated by a coal-burning stove in the living room and a coal and corncob-burning kitchen stove which was used for all cooking and canning in summer and winter, as well as for winter heating. There was no refrigerator nor even an ice box. Milk was cooled in a crock on the cellar floor. Instead of a bathroom, there was an outhouse out back. Weekly baths were taken in the kitchen in a round galvanized tub using water heated in the reservoir attached to the kitchen stove.

The family always had enough food, but meals were basic and included many home-produced fruits, vegetables, dairy products and honey. An evening meal might consist of a bowl of corn meal mush with milk and sugar,



Children's scrapbook made from suit sample book

or potato soup made of potatoes, onions, and milk, thickened with chunks of bread. The Ingold lifestyle was similar to that of the Heisers.

Both Laura and Esther sewed together swatches of wool fabric taken out of suit sample books from the store to make heavy comforters. Using flour and water paste, they pasted magazine, calendar and Sunday school pictures onto the empty pages of these large sample books as giant

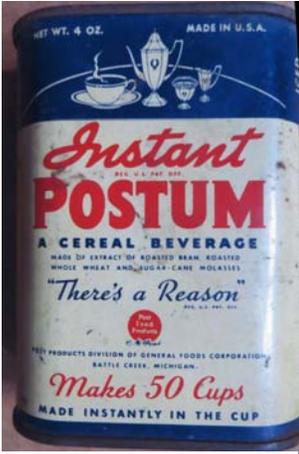
picture books for the children. Other items from the store were also reused in various ways at home.



Pages from scrapbook made from suit sample book

World War II

Rationing and food shortages during World War II were a burden for customers; they were even more trying for store owners. Sugar was rationed



Postum was a popular coffee substitute during the war

from 1942 to 1947. Coffee, processed foods, meats, canned fish, canned milk and many other items were rationed for shorter periods of time, but were in short supply much longer. Items containing sugar, such as Jello, were also hard to get. Rationing meant that each member of every family, including storekeepers' families, was issued a stamp book good for specific amounts of certain foods. The customer had to present the merchant with the appropriate kind and number of stamps for each rationed item. Stamps had to be torn

from the stamp book at the time of purchase. Storekeepers had to collect and organize and account for all of the stamps they collected. Red and blue tokens were also issued so change could be made.

Most stores put limits on the amounts of hard-to-get items a customer could buy at one time. A few frustrated people accused Jesse or Harve of saving back certain things for favored customers, which was untrue, but most were patient and found ways to do without. A few found ways to "hoard." Jesse told of one customer who drew him aside and asked

War ration stamp books and red token



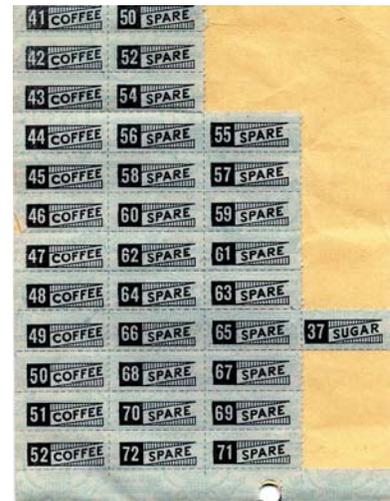
O. P. A. Form No. R-305
 Serial No. **c2850077**
 UNITED STATES OF AMERICA
 OFFICE OF PRICE ADMINISTRATION
SUGAR PURCHASE CERTIFICATE
 Not Valid Before July 28-42 Date

THIS IS TO CERTIFY THAT:
 Name: Jesse Wilson Address: _____
 City: Champaign County: Champaign State: Illinois
 is authorized to accept delivery of _____ (26) pounds of sugar pursuant to Rationing Order No. 3 (Sugar Rationing Regulations) of, and at a price not to exceed the maximum price established by, the Office of Price Administration.
 Date: July 28-42
 Local Rationing Board No. 10-1 By: Jessie Wilson Signature of issuing officer
 County: Champaign State: Illinois Title: _____
 This Certificate is not valid unless signed by an issuing officer authorized by the Office of Price Administration

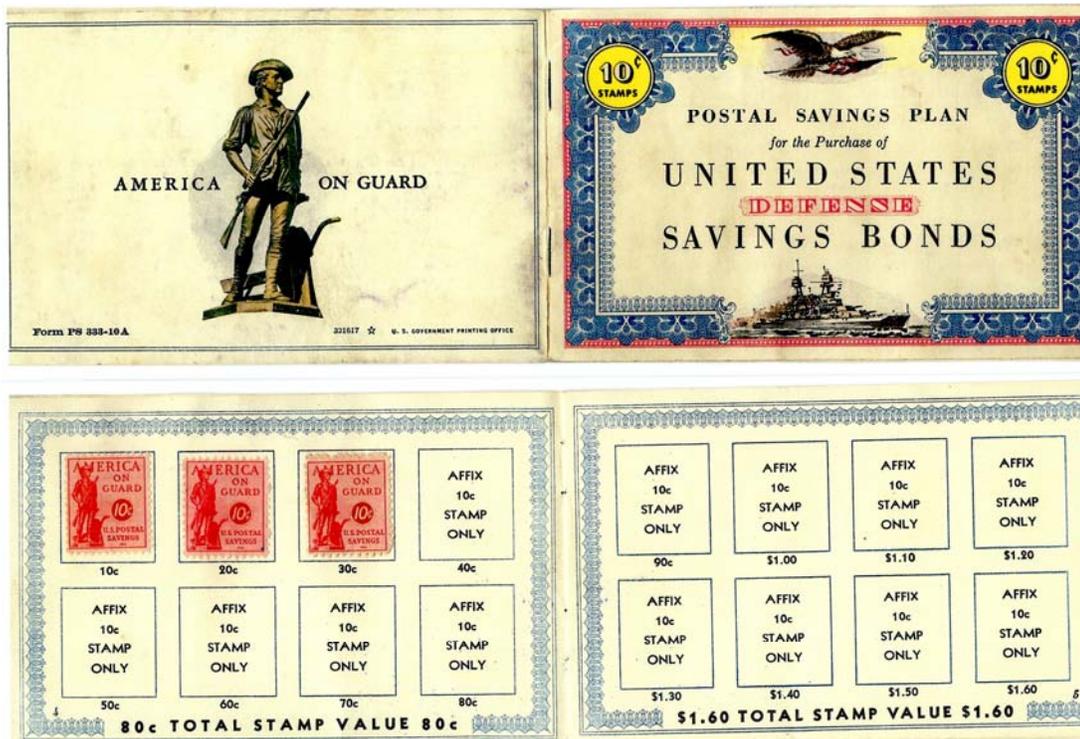
1942 certificate to purchase sugar

if he'd like to buy a case of Pet Milk. He and his family had purchased the limit at several stores, but then the doctor changed the baby's formula.

As businessmen who were members of a "peace church," the pressure to support the war effort must have been challenging for Harve and Jesse. The prevailing mood across the nation was unwavering support for the war. Mary Ann remembers being torn between her personal beliefs as a Mennonite youth and the pressure of peers and teachers to buy war savings stamps and to sing popular war songs in music classes at school. Businessmen were pressured to support the war efforts in various ways. Since a large portion of



Page from ration stamp book



United States savings stamps book used during World War II

Heiser & Ingold's most loyal customers were not pacifists, Harve and Jesse had to accommodate a variety of beliefs. Perhaps they experienced some criticism by some of their customers. If so, their children were not told of it.

Food Stamps

In a January 10, 1967, letter, Jesse wrote:

I went to Champaign after store hours to a grocers' meeting which had to do with 'food stamps.' The program will begin in Champaign Co. Feb. 6. It is specifically for persons on public aid or Social Security. As far as the grocer is concerned it's another 'necessary evil' but it will improve the diet for many people.

Warehouse Strike

In May of 1974, Jesse wrote:

Our company has a warehouse strike which has been going on for over 3 weeks now. We are getting our groceries from another Co. until the strike is ended. That means our order delivery schedule is all changed.

In June he hoped to be able to get groceries from their regular Chicago supplier in a couple of weeks. A settlement still needed to be approved by union members.

Food Shortages and High Prices

Several times during the first half of the 1970's there was an exchange of letters between Jesse and Mary Ann's family, comparing Illinois and Kansas food shortages and prices. Examples include a letter from Jesse in the spring of 1973 saying:

We too have been forced to raise our prices on many items. However, the price of meat advanced the most. We are getting \$.99 a pound for hamburger.

In September he added:

Things at the store are a little better in some ways. Harve is getting beef again.

A year later he wrote:

I'm sure you find the prices of groceries continue to rise. Sugar prices are going up like mad. We are getting \$3.99 for 10 lbs. Now, of course, everything else that has sugar is also advancing in price. Right now the big deal is a shortage of canning supplies. We haven't had any now the past week. Neither do other stores.

Weather

Even the weather impacted the store's business. On January 17, 1949, Jesse wrote in his diary:

Due to freezing weather in California, prices of fruit and vegetables went up.

On March 9, 1960, Laura noted in her diary:

Bread truck got stuck and didn't make it to Fisher.

And again on March 18:

Busy day for boys at store since grocery truck came in a day late because of snow in the north.

In a February 1965 letter, Jesse wrote:

Around Chicago and northern Ill. they had a severe ice storm with about 6" of snow. Our grocery truck was a day late this week on that account.

In December 1977, he described a 10-inch snow storm and below zero temperature.

This week by Friday we were out of bread, milk, eggs, and very little meat. We did have some bread again Saturday. One customer said she never saw our shelves so empty before. So this week we will have to stock up again.

In March 1967, there was a storm with a mixture of snow and dirt. Jesse commented in a letter:

Ken and I scrubbed and waxed the floor Wed. eve. You should see it now. It's a mess.

And after a snow storm in March 1980:

They dumped cinders on the streets when they were snow-packed. This created a real problem at the store. I've had to scrub the floor 3 or 4 times each week.

Even nice weather had an impact. In November, 1975, he wrote:

Except for just a few days we have been having lovely weather. . . so we are not selling as many overshoes as usual for this time of year.

Local Happenings

Through the years the Village of Fisher had its share of excitement. In 1919 an airplane from Chanute Field in Rantoul hit the town flag pole, killing the pilot, injuring another man and bending over the flagpole. In 1924 there was a large KKK meeting one and a half miles east of town which drew over 8,000 people from surrounding areas.

There were two bank robberies—in 1901 and in 1929. There were numerous fires in store buildings, including the one that damaged the Heiser Brothers' merchandise in the early '20's. In 1944 the building just south of the Heiser and Ingold store burned, causing some damage to the adjacent buildings. (from Fisher centennial book)

Fisher Centennial Celebration August 1976

Fisher celebrated its centennial in August 1976. Jesse described the celebration in a letter to Mary Ann's family:

Most people considered it a great success.. The event included 'Chitaqua Days,' with a cast of over 100 people,

which was performed each evening. The winner of the rocking chair contest rocked for about 76 hours, with seven minute breaks every two hours. There was a threshing demonstration which was rained out after the first load of bundles were threshed. All the stores had displays in their windows of old things which turned out to be an interesting attraction. There were 4 of us that got 2nd place.”

He described the parade on Saturday which brought the “biggest crowd.” He described it as “a nice climax.” Heiser & Ingold helped sponsor a 20-mule team from Iowa. Jesse commented:

There were a lot of old cars, and floats, Chanute marching band. Well I can’t mention everything. It lasted over 1½ hours.



Spectators watching centennial parade in front of Heiser & Ingold Grocery Store



Close-up of spectators at centennial parade



20-mule team parade exhibit co-sponsored by Heiser & Ingold Grocery Store



Detail of 20-mule team exhibit co-sponsored by Heiser & Ingold Grocery Store



Esther and Harve Ingold celebrating the Fisher centennial



Jesse at parade



Dale and Roberta Ingold



Jesse and Harve at centennial parade



Jesse with Lucinda, Pat, David and Roger Heiser

Annual Halloween pranks were considered part of small-town life. The morning following Halloween, after checking to see whether the home outhouse had been tipped over, Harve and Jesse and other businessmen checked up town. Farm machinery and junk were often hauled onto the main street, blocking traffic to businesses. Store windows were usually “soaped.” Storekeepers had to use a razor blade to scrape off the scribbling drawn with bars of soap on the large front windows. Jesse gave this account of another interesting event in a July, 1969, letter to his daughter:

Harve called early [this morning] to tell me about the big blast up town. Somebody, presumably drunk, went down both sides of the street and shot out almost all of the windows—25 in all. So it was sorta exciting today. Some came just to look and talk. We had ours replaced today. I’m

not sure how much it will cost but don't expect it to be less than \$400.

One woman said that she hopes the businessmen will prosecute the guilty person to the limit even if they were drunk. Well I said, 'Maybe the poor fellow had a fight with his wife or maybe things were a little too dull to suit him. I feel that way myself sometimes.' Did you know that regular insurance policies do not cover glass breakage? I asked my agent if it covers wood and brick damage. Ha."

Marketing

Through the years, Harve and Jesse advertised their store in a variety of ways. From the beginning they used attractive front window displays and hand-painted signs which featured the week's specials. They delivered a weekly handbill to every home in Fisher. They regularly placed ads in *The Fisher Reporter*, the town's weekly newspaper. At one time, these ads included pictures of sale items which the paper printed by pouring molten lead into papier-maché forms provided by the grocery company. At the summer downtown free movies, slides advertised local businesses including Heiser & Ingold. Companies provided in-store promotions of their products. Perhaps the best advertising was Jesse's and Harve's constant attempt to provide top quality goods and services at reasonable prices.

Competition

Four other stores in Fisher sold groceries when Heiser Brothers started: A.W. McJilton General Store, Webster Bros., Charley DuVall and Kenward's. Kenward's became Koyen's Cash Store in 1934 and continued for many years. Shuck's Meat Market, Rhoten's General Store and Taroff's General Store also sold foods during the 1920's and 1930's. (from Fisher centennial book)

Later, and for a number of years, the only other store in Fisher that sold groceries was Koyen's Cash Store. Koyen's also sold yard goods and other dry goods, dishes, knickknacks and many "dime store" type items, and the

Heiser and the Ingold families frequently shopped there. Henry and Amy Koyen and their daughter, "Little Amy," lived just across the street from the Jesse Heiser home, and the families enjoyed a neighborly friendship. Henry grew up on Washington Island in Wisconsin and still owned a cabin there which the Koyens let the Heisers use for vacations a couple of times.

Ralph's IGA Store opened in Fisher in 1953 and operated for several years. Eventually the business and later the building were sold. There may have been some satisfaction on the part of the Heiser & Ingold owners in knowing that their independent store could successfully compete for the town's business. But Jesse and Harve were basically supportive of other local businesses and tried to do as much of their shopping as possible in Fisher. Their children were also fiercely loyal to "The Store" and other hometown businesses. Mary Ann still shops at locally-owned stores in Kansas as much as possible.

Increasingly more difficult to compete with were the larger stores in surrounding towns. As people became more mobile they found the greater variety of products available at these larger stores attractive. Many also believed that prices were lower at the larger stores, a claim that Jesse maintained was true only for a few high-profile items. He liked to point out items that actually cost less at Heiser & Ingold's. He firmly believed that the gas saved by shopping locally would more than make up for any slight differences in prices. Nevertheless, the perception by many that "bigger is better" continued, and although most customers liked the convenience of a local food store, competition from stores in larger settings was a formidable challenge for the small town grocer. In a November 1976 letter, Jesse wrote:

We expect the grocery business to be a bit slow after Thanksgiving while people do their Christmas shopping. A new grocery store opened last week in the 'Market Place', a shopping center north side of Champaign. It will be interesting to see how it works out. They will not run specials but claim to have the lowest prices.

Business Recognition



Fisher Businessmen's Award given to Jesse Heiser for 61 years in business



Ball Band footwear company award

Into the Future



Harve and Jesse receiving 60-year award at the Fisher Community Fair. Harve is second from left. Jesse second from right.

Jesse and Harve were honored for 60 years in the grocery business at a special ceremony at the Fisher Community Fair in the summer of 1981. Jesse had started in business with his brother, Roy, in 1921 and was joined by Harve Ingold in 1926, at which time the store was renamed Heiser and Ingold.

Harve and Jesse were in business together for 57 years. They both retired January 1, 1983, selling the business to Harve's son, Dale Ingold, and Dale's son, Steve.

Greetings

As of Jan. 1, 1983, Heiser & Ingold will dissolve partnership. The business will then be taken over by Dale Ingold and be known as INGOLD'S GROCERY.

We wish to express our appreciation by means of this little note to our many friends and customers who have been so loyal for many years. Thanks! We want you to know it is sincerely appreciated.

To be sure we will be thinking of you many times with every good wish for good health, peace and joy. God bless you.

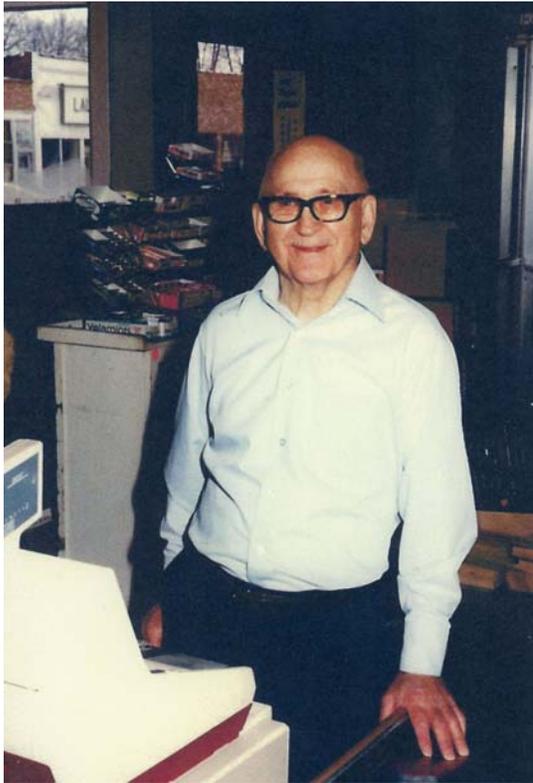
Harve & Jesse

Heiser & Ingold Grocery Store going-out-of-business notice in the Fisher Reporter after 57 years

Retirement Day



Harve on last day at work



Jesse on last day at work



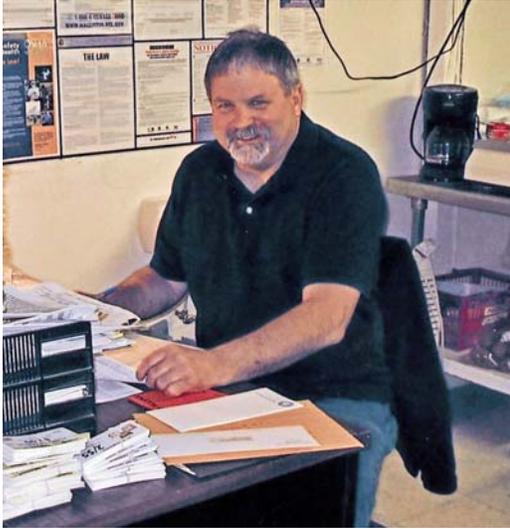
Jesse's final bookwork



Jesse and Harve together on the job one last time



Harve cutting meat for loyal customer



Steve Ingold in his office at Ingold's Grocery Store

After working for his father and uncle for 35 years, Dale was finally the owner of the business. The store was renamed once again—Ingold's Grocery. Dale retired on January 1, 2001, after 53 years in the grocery business. Although he had a number of other interests and hobbies, Dale, like his father, loved his home town and his work at the store. He was always friendly and kind to all, and he made many lifelong friends. When he died, in 2010, an exceptionally large

number of people attended the visitation, many of them customers and former customers.

After Dale's retirement, Dale's daughter, Diana, and her husband, David Wilkinson, became partners with her brother, Steve, and his wife, Belinda. Now, in 2014, this third generation brother-sister team continues to own and operate Ingold's Grocery.



Ingold's Grocery Store owners: (L to R) Dale Ingold, Steve Ingold, Roberta Ingold, Belinda Ingold, Diana Wilkinson and Dave Wilkinson

Since the Heiser and Ingold years, the store has again grown in square footage as it expanded into the building to the south, making it possible to offer a wider selection of products and services. Store hours have been expanded to 6:30 a.m. to 8 p.m. Monday through Friday, 6:30 a.m. to 6 p.m. Saturdays, and 8:00 a.m. to 1 p.m. Sundays. Other changes have continued to occur through the years. Ads, weekly sales, history, etc. of Ingold's Grocery can now be accessed at www.ingoldsgrocery.com.

But some things have not changed that much. Operating a small-town grocery store still requires long hours of hard work. Competition from larger stores in neighboring towns is an ever-increasing reality. And although the proprietors of Ingold's Grocery still "can't please all the people all the time," friendly service, quality products and reasonable prices are still key to their success.

Ingold's Grocery Store in 2011



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Roger Heiser
Lucinda Heiser Wyse
Anna Kay Emerson Friesen
Steve Eichelberger
Danny Zehr

Family-owned artifacts, pictures, greeting cards and letters

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