

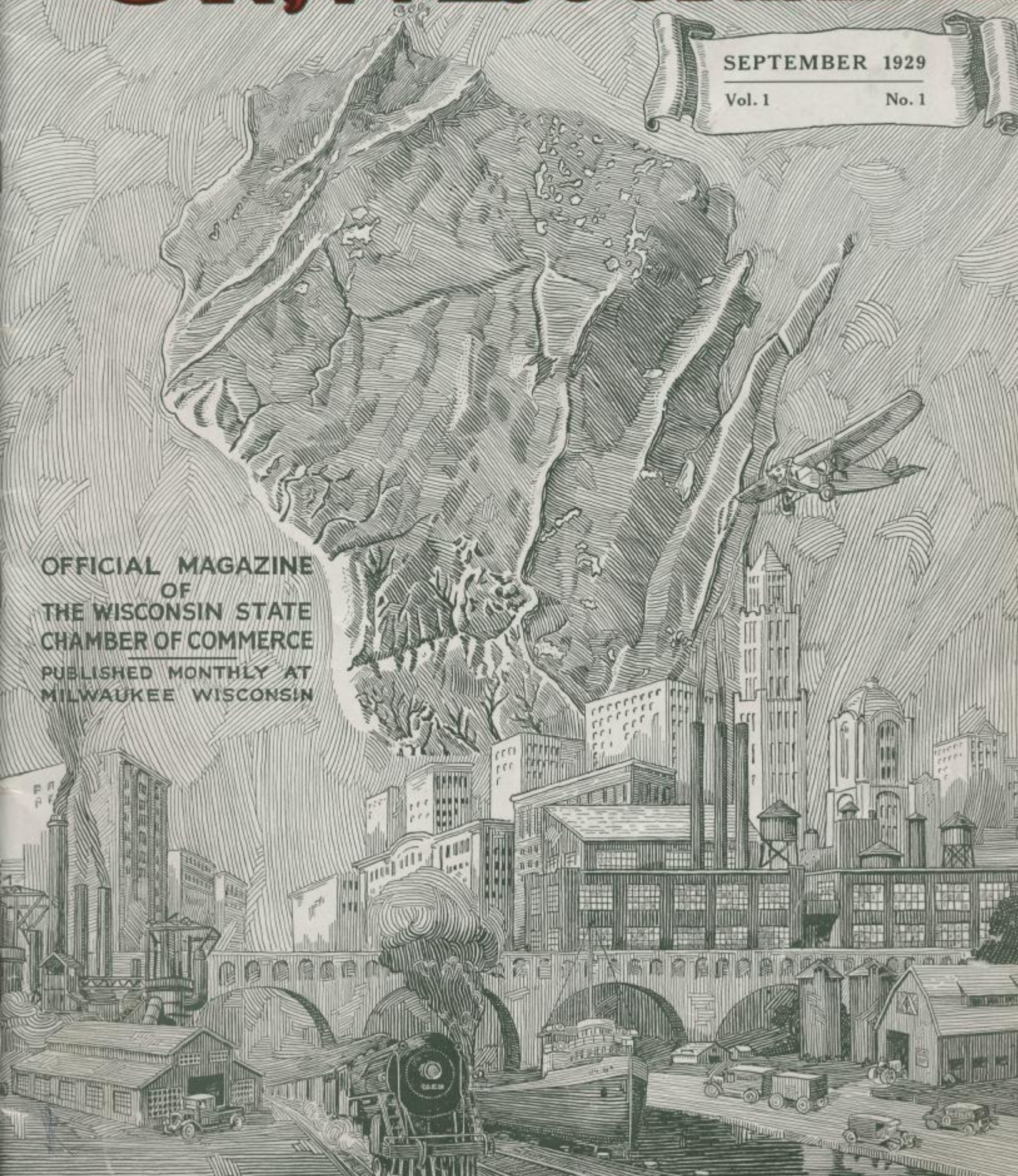
ON, WISCONSIN!

SEPTEMBER 1929

Vol. 1

No. 1

OFFICIAL MAGAZINE
OF
THE WISCONSIN STATE
CHAMBER OF COMMERCE
PUBLISHED MONTHLY AT
MILWAUKEE WISCONSIN



Official Magazine—Wisconsin State Chamber of Commerce

ON, WISCONSIN!

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WISCONSIN STATE CHAMBER OF COMMERCE

DECLARATION OF PURPOSE

To promote the welfare, prosperity and progress of Wisconsin.

To support legislation that will give security to business and stability to the social life of the State.

To encourage a good administration of the laws of the State.

To gather, analyze and disseminate accurate and helpful facts and statistics about the resources and opportunities of the State.

To develop a plan for the greater development of the natural resources of the State.

To promote the welfare of agriculture.

To encourage industrial development.

To encourage modern, ethical and efficient methods in all main lines of business.

To encourage the use of agricultural and industrial products of Wisconsin.

To render all possible aid through modernization, standardization and like methods in the marketing of Wisconsin products.

To encourage the development of all forms of transportation—highways, airways, waterways and railways.

To afford an agency through which all organized groups seeking a greater development of the State may coordinate their efforts, so as to produce

with the minimum of effort the maximum of result.

To aid local, trade, professional, commercial and other organizations in the development of their own organizations, thus strengthening the forces of the Commonwealth for their cooperative effort in upbuilding the State.

To furnish a non-political, non-sectarian organization, of state-wide scope, representing not a particular section, class or interest, but the whole State, and working for the best interests of all by concerning itself only with major state questions which will best promote the welfare of all.

To afford an agency through which all who do not care to serve the State through elective offices may contribute their voluntary service for the benefit of the State.

To have an organization available, when necessity or opportunity demands, that can reach to and speak for the organized forces of the State irrespective of political party, geographical location, or special interests.

To encourage trade and commerce within the State and with other states and with foreign countries.

To advertise the wonderful and varied resources of Wisconsin.

To attract more people and money to Wisconsin.



Service

to the

Entire State

Mission of the Wisconsin State Chamber of Commerce

By

E. H. KRUEGER
General Secretary.

FOR some years there has been a constantly growing sentiment in Wisconsin for an organization which might speak for the entire state on timely matters of general interest and importance. This sentiment gradually took the form of the state chamber of commerce idea. To crystallize this sentiment, the Kenosha Chamber of Commerce, supported by other organizations and many prominent individual business men, called a meeting at Kenosha, on Dec. 3, 1928, of representatives of chambers of commerce and trade organizations from all parts of Wisconsin.

At the Kenosha meeting, the presiding officer, Ralph S. Kingsley, president of the Kenosha Chamber of Commerce, was authorized to appoint a committee to draft plans and recommend a structure for a state chamber of commerce and to have such a committee make a report at a future meeting.

The committee was appointed, and a second meeting was held in Milwaukee on January 23, 1929, at which a constitution and by-laws were presented and adopted. At this meeting a nominating committee was appointed.

KENOSHA PUBLISHER ELECTED FIRST PRESIDENT

ON April 15, 1929, in Milwaukee, the nominating committee made its report to a third meeting, and the officers were elected. The meeting also decided to incorporate the material then in the constitution and by-laws into articles of organization and by-laws, so that the Wisconsin State Chamber of Commerce might incorporate under the laws of Wisconsin.

Officers elected are:

R. S. Kingsley, Kenosha..... President
Carl A. Rudquist, Ashland..... Vice-President
Charles Hawks, Horicon..... Treasurer
E. H. Krueger, Madison..... General Secretary

District Vice-Presidents—Oscar F. Stotzer, Milwaukee; Robert L. Rote, Monroe; E. W. Mackey, Manitowoc; Karl S. Reynolds, Sturgeon Bay; Guy Van Vuren, Chippewa Falls.

Directors—Harry W. Adams, Beloit; John L. Barchard, Milwaukee; M. E. Baumberger, Milwaukee; D. C. Everest, Rothschild; Harold L. Giesse, Wausau; A. J.

Glover, Fort Atkinson; Stanley C. Hanks, Madison; M. R. Jeffris, Rhineland; H. F. Johnson, Jr., Racine; W. H. Kiehofer, Madison; George W. Mead, Wisconsin Rapids; S. A. Oscar, Madison; A. L. Putman, Chippewa Falls; Harrison A. Smith, Madison; Farnk F. Stinn, Rice Lake; A. D. Sutherland, Fond du Lac; W. D. Thiede, Appleton; Hugo S. Wells, De Pere; C. H. Werden, Ashland.

GOVERNOR AND GLENN FRANK ASSURE SUPPORT

THE State Chamber of Commerce, at a special meeting called on July 10, at the Hotel Loraine, Madison, approved articles of organization and by-laws and filed them with the secretary of state for the purpose of incorporation. Articles of incorporation were immediately granted by Theodore Dammann, secretary of state.

At the luncheon meeting Gov. Walter J. Kohler and Dr. Glenn Frank, president of University of Wisconsin, were guests of honor. President Ralph S. Kingsley, in behalf of the Chamber, extended the co-operation of the organization to the governor, and departments and commissions under his jurisdiction.

Gov. Kohler graciously accepted the offer and pledged his support to the State Chamber in its work in behalf of Wisconsin.

President Kingsley's offer of co-operation to the University of Wisconsin, especially as it relates to research looking to the development of the state, met with favorable response from President Frank, who emphasized the fact that various groups of business men having special problems might well bring them to the University for research, through the agency of the State Chamber.

Changing the form of organization to a corporation necessitated the election of a board of directors according to its new status and directors elected by the membership at the organization meeting were re-elected by a unanimous vote.

The directors, in turn, re-elected all of the officials holding office under the original form of organization, so that the only change because of the incorporation was a matter of form and not of condition.

The Wisconsin State Chamber of Commerce, according to its original purpose, now proceeds as a state cor-



Gov. Walter J. Kohler and Dr. Glen Frank Meeting With State Chamber Directors.

poration to promote the welfare, progress and prosperity of Wisconsin.

ITS OBJECTIVE IS WELFARE OF ENTIRE STATE

THE Wisconsin State Chamber of Commerce has for its objective the best interests and welfare of the entire State of Wisconsin. It does not represent or speak for a particular group, class, interest, community or geographical section, but, the entire state.

Its organization plan provides for five geographical districts within the state, each with a vice-president and five directors. This group constitutes the governing body of the Wisconsin State Chamber of Commerce, so that all sections of the state are represented.

The declaration of purpose of the Wisconsin State Chamber of Commerce, is found on page two of this issue of "On, Wisconsin!" The organization, because it has as members local chambers of commerce and statewide trade organizations, already represents more than 11,000 Wisconsin business and professional men. It also has a large number of individual memberships.

PROGRAM OF SERVICE FOR THE IMMEDIATE FUTURE

THE tentative, immediate program of the State chamber includes, among others, these objectives:

Publicity—By means of special articles and items in newspapers, bulletins, pamphlets, paid newspaper and magazine advertising, the official journal of the State Chamber and the radio, to attract favorable attention to the State of Wisconsin, its exceptional location, varied natural resources, scenic beauty, healthful climate, wonderful advantages and splendid opportunities.

Legislation—Ninety per cent of all the laws affecting home or business is state enacted and state administered. It is therefore of the utmost importance to discourage undesirable legislation, to improve existing laws and in instances to initiate desirable legislation, and to this end offering our cooperation to the executive, legislative and administrative departments of the State.

TO IMPROVE TRANSPORTATION A MAJOR ACTIVITY

TRANSPORTATION—It is important that all forms of transportation be developed to the utmost, so that the resources and products of Wisconsin may be readily available to others and their resources and products readily available to Wisconsin. Every community on the

Mississippi should be an inland port, and every harbor on the Great Lakes should be an ocean port. Airport development is very essential now when air routes are being definitely established. More improved highways will shorten the distance between producer and consumer, assure a closer relationship between city and country, and attract a greater number of tourists to Wisconsin. Steam and electric railways should be encouraged to develop their passenger and freight facilities for the comfort and convenience of the traveling public and the efficient distribution and marketing of Wisconsin products.

State Development—To encourage the greater development of agriculture, commerce, finance, industry and trade.

Research—To carry on constant scientific research in connection with business and governmental problems of moment. A careful study and analysis of our method of taxation should be made at once and then such improvements as may be necessary and desirable should be sought and made.

Organization Service—To coordinate the efforts in so far as possible of all local, trade, professional, and commercial organizations of the State in a constructive development program for Wisconsin.

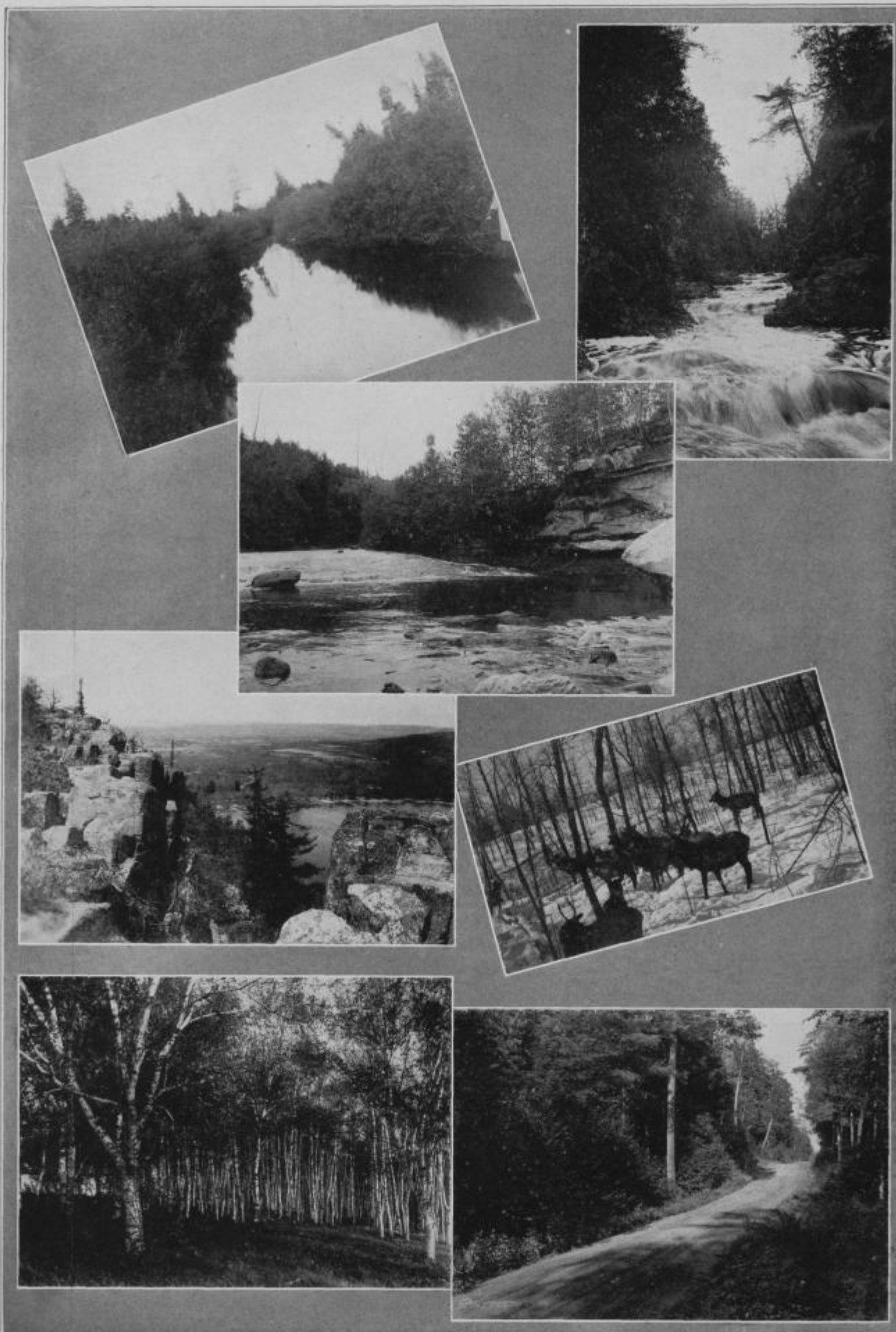
27 BODIES REPRESENTING 11,000, ON ROLLS

THE representative character of the membership of the Wisconsin State Chamber of Commerce is indicated by the nature of the organizations already affiliated with it at this early stage of its development.

Organizations already members are:

Appleton Chamber of Commerce
Beloit Commercial Club
Berlin Chamber of Commerce
Burlington Chamber of Commerce
Chippewa Falls Chamber of Commerce
Delavan Citizens' League
Door County Chamber of Commerce
Eau Claire Chamber of Commerce
Fond du Lac Association of Commerce
Horicon Advancement Association
Kenosha Chamber of Commerce
Madison Association of Commerce
Milwaukee Association of Commerce
Monroe Chamber of Commerce
Oconto Chamber of Commerce
Oshkosh Chamber of Commerce

(Continued on Page 37)



Here, There, Everywhere in Wisconsin



Officers and Directors of the State Chamber.

Reading left to right, first row: W. O. Thiede, Harry W. Adams, Karl S. Reynolds, Hugo S. Wells, Guy Van Vuren. Second row: Vice-President Carl Rudquist, President R. S. Kingsley, Secretary E. H. Krueger. Third row: M. E. Baumberger, C. H. Werden, Oscar F. Stotzer, Stanley C. Hanks, E. W. Mackey. Fourth row: John L. Barchard, D. C. Everest, Harold L. Geisse, M. R. Jeffries, A. L. Putnam. Fifth row: Frank F. Stinn, Robert L. Rote, George W. Mead, Harrison S. Smith, A. D. Sutherland.



WHO'S WHO AMONG CHAMBER OFFICIALS

GENERAL officers, district vice-presidents and directors of the Wisconsin State Chamber of Commerce are representative of the industrial, commercial and professional life of the Badger State. They also represent

every important geographical section of the state.

The following condensed biographies tell who they are and what they represent.

GENERAL OFFICERS

R. S. KINGSLEY, President—President of Kenosha News Publishing Co., Kenosha Chamber of Commerce, Wisconsin Daily Newspaper League, Kenosha Building and Loan Association and Kenosha Community Chest Association. National Councilor, Kenosha Chamber of Commerce.

CARL A. RUDQUIST, Vice-President—President of the Ashland National Bank.

CHARLES HAWKS, Treasurer—Vice-President of the Horicon State Bank.

E. H. KRUEGER, General Secretary—Graduate Oshkosh State Teachers college, principal and instructor in Wisconsin high schools for three years. Committee Secretary of Chicago Association of Commerce for four years; Secretary of Elgin, Ill., Commercial Club, then Secretary of Joliet, Ill., Association of Commerce, first Executive Secretary of the Illinois State Chamber of Commerce. During the war was organizer of two American Red Cross Chapters and Secretary-Manager of all the war drives for Liberty bonds, the Red Cross and other war services in Will County, Ill.; also Secretary of the regional War Industries Board. Later, President, Institutional Service, an organization conducting educational and financial campaigns for colleges, universities and hospitals. Campaigns under his direction have brought more than \$20,000,000.00 to institutions served.

DISTRICT VICE-PRESIDENTS

OSCAR F. STOTZER, Milwaukee—Vice-President and Secretary, Stotzer Granite Co., Milwaukee; President, Association of Commerce, Milwaukee; trustee, Milwaukee Art Institute; vice-president, Milwaukee Y. M. C. A.; board member, village of Whitefish Bay; Past President, Milwaukee Rotary Club and Wisconsin Memorial Dealers' Association. Helped build Stotzer Granite Co. into one of the outstanding monument firms in the United States. University of Wisconsin, 1907.

EDWARD W. MACKEY, Manitowish—Editor, Herald News Publishing Co., Manitowish. Past District Deputy Grand Exalted Ruler B. P. O. E.; seven years exalted ruler, Elks' officer, Lions' club; member, City Harbor Commission. Newspaper editor for thirty years.

GUY W. VAN VUREN, Chippewa Falls—Proprietor and Manager, Chippewa Printery; President, Chamber of Commerce, Chippewa Falls; Past President, Kiwanis Club.

KARL S. REYNOLDS, Sturgeon Bay—Vice-President and Secretary, Reynolds Preserving Co., Sturgeon Bay; President, Door County Chamber of Commerce; Secretary-Treasurer, Wisconsin's 1929 Good Will tour, University of Wisconsin, B. A.

R. L. ROTE, Monroe—President, The Alvin Rote Co., Monroe; Director, Monroe Chamber of Commerce. University of Wisconsin, Engineering.

DIRECTORS

H. W. ADAMS, Beloit—Adams & Clementson, attorneys, Beloit; Director, Beloit Commercial Club and National Board of Review of Motion Pictures; member, National Economic League, Rock County and American Bar Association; member, Commercial Law League of America; past president of the League of Wisconsin Municipalities and chairman of its Legislative Committee. Organizer, Beloit Sand and Gravel Co. and the Northwestern Molding Sand Co. Mayor of Beloit from 1914 to 1918. Member of the present city manager council and

of the Board of Public Affairs of the State of Wisconsin. Director for past eighteen years of Beavers Insurance Co., Madison, and also director of the Commonwealth Guaranty Co. Graduate of University of Wisconsin in 1900 (B.L.) and graduated in 1903 (LL.B.) from the Law School of the University.

JOHN L. BARCHARD, Milwaukee—President, Hummel-Dowling Co., Milwaukee; vice-president, director and member of Executive Committee and Finance Committees of the Milwaukee Association of Commerce. Member, Statistical Committee and Central Plan Committee, Paperboard Industries Association; past-president of National Container Association; member, Advisory Board of the Citizen's Military Training Camp; director of Stark hospital. Member, Committee of Milwaukee Transportation Survey and Trustee, Forest Home cemetery. Member, Advisory Board, Finance Committee and Publicity Committee, Family Welfare Association.

M. E. BAUMBERGER, Milwaukee—Past president, Wisconsin Bankers' Association; director, Merchants and Farmers Bank of Milwaukee; assistant vice-president of the First Wisconsin National Bank of Milwaukee, former chairman, Protective Committee of Wisconsin Bankers' Association.

D. C. EVEREST, Rothschild—Vice-president and general manager, Marathon Paper Mills, Rothschild. National Councilor, Wisconsin Chamber of Commerce. Member, Executive Committee, American Paper & Pulp Co.

HAROLD L. GEISSE, Wausau—Vice-president and general manager, Wisconsin Valley Electric Co., Wisconsin Valley Power Co., and Wausau Electric Service & Railway Co. President, Wausau Chamber of Commerce and Wisconsin Utilities Association. Former Secretary of Railroad Commission. Director of numerous companies. University of Wisconsin, A. B. and B. L.

A. J. GLOVER, Ft. Atkinson—Member of the executive staff of Board's Dairymen. Has been one of the leaders in promotion of dairying and agriculture in Wisconsin for many years.

STANLEY C. HANKS, Madison—President, The Stanley C. Hanks Co., Madison. Chairman, Industrial Commission, Madison Association of Commerce. Member, Advisory Council, Wisconsin Association of Real Estate Boards. Past President, Wisconsin Association of Real Estate Boards. Past President, Madison Real Estate Board and Madison Club. University of Wisconsin, A. B. degree.

MALCOLM R. JEFFERIS, Rhinelander—President, Nordland Lakes, Incorporated, Rhinelander. President, Rhinelander Chamber of Commerce. Brown University, A. B. 1910.

H. F. JOHNSON, JR., Racine—Managing partner, S. C. Johnson & Son, Racine. President, Racine Association of Commerce. Five years with Racine Community Welfare Union as a director. Cornell University—B. A.

WILLIAM HENRY KIEKHOFFER, Madison—Professor of Economics, University of Wisconsin. Northwestern College, Naperville, Ill., 1904; Universities of London, Berlin, Leipzig and Wisconsin, 1910-1913; Ph. D. University of Wisconsin, 1913. Instructor and professor at University since 1913. Chairman and speaker University of Wisconsin Patriotic Speaking campaign, 1917-18. Director, University of Wisconsin, Y. M. C. A. since 1912. Member, Executive Committee, In 1924, of American Economic Association; Wisconsin Academy of Sciences, Arts and Letters, American Association University Professors, Chi Phi and Arctus. Author: An Outline of Economics, 6th Edition, 1925; Syllabus of Economic The-

ory, 1925; Director, First National Bank, Central Wisconsin Trust Co., and University Avenue National Bank, all of Madison.

GEORGE W. MEAD, Wisconsin Rapids—President, Consolidated Water Power & Paper Co. of Wisconsin Rapids. Director, Wisconsin Rapids Chamber of Commerce, Mayor, Wisconsin Rapids; regent at the University of Wisconsin and trustee of Beloit College, University of Wisconsin B. A.

STEPHEN A. OSCAR, Madison—Secretary, Beavers' National Mutual Benefit, Madison. President, Madison Association of Commerce, Director, Bank of Wisconsin. President, General Insurance Co. (Automobile); former Superintendent of Schools, Washburn, Wis. University of Wisconsin, B. A.

A. L. PUTNAM, Chippewa Falls—Secretary-manager, Chamber of Commerce, Chippewa Falls. Manager, Northern Wisconsin State Fair; President, Wisconsin Association of Fairs and Past President, Wisconsin Association of Commercial Secretaries.

HARRISON A. SMITH, Madison—Manager, Industrial Development Department of Wisconsin Power & Light Co., Madison. Chairman, Industrial Survey Committee, Madison Association of Commerce. Past President, Madison Optimist Club. Pioneer work done in establishing rural electric service. Connected with the electric utility business for the past twenty-five years. University of Wisconsin, Degree of Electrical Engineering.

F. F. STINN, Rice Lake—President, Stinn Motor Co., Rice Lake and Past President, Kiwanis Club, of Rice Lake.

ALFRED D. SUTHERLAND, Fond du Lac—Sutherland, Hughes & Sutherland, Attorneys, Fond du Lac. Director and National Councilor of Fond du Lac Association of Commerce. Member, American Bar and State Bar Associations. Secretary, Fond du Lac County Bar Association, Past President, Fond du Lac Association of Commerce. Director in Commercial National Bank, Northern Casket Co., Standard Line and Stone Co., The Commercial Co. and Fond du Lac Acceptance Co., Ripon College. A. B. and Harvard, L. L. B.

W. H. THIEDE, Appleton—President and Treasurer, Thiede Good Clothes, Inc., Appleton. National Councilor, Appleton Chamber of Commerce. Past President, Appleton Chamber of Commerce and Rotary Club.

HUGO S. WELLS, De Pere—President, A. G. Wells Co. and Wells-Olsen Milling Co., De Pere. First Vice-President and member of Finance Committee of Green Bay Association of Commerce. Member, Mid-West Shippers Advisory Board and Field Seed Committee; member, Middle-West Foreign Trade Committee. Director, National Bank of De Pere, Associated Investors, Inc., and Green Bay Y. M. C. A. President of De Pere Harbor Commission, and Vice-President, Green Bay Citizens Loan and Investment Co. Director, National Rivers and Harbors Congress and Great Lakes Harbors Association. Active in securing government appropriations for harbor improvement projects for Green Bay and De Pere; also, securing cooperation of local factories to put over harbor improvements. University of Wisconsin, School of Commerce.

C. H. WERDEN, Ashland—President, C. H. Warden Lumber Co. Director, Ashland Chamber of Commerce and member of Executive Committee. Director, Wisconsin Real Estate Association. Past President, Ashland Chamber of Commerce. State Senator, for four years, representing twelfth senatorial district. President, Mason Wisconsin State Bank and President, B. C. Bruce Mills, Ltd., Lumberton, B. C. Had two years at Queen's University, Toronto, Canada.



WALTER J. KOHLER—GOVERNOR



"ON, WISCONSIN!", official magazine of the Wisconsin Chamber of Commerce, has, as it begins its career, the opportunity to become a constructive factor in making this state increasingly a good place to work and live.

To fulfill its possibilities for good, it should, as the name "On, Wisconsin!", implies, work to upbuild every part of the state and to improve the lot of all Wisconsin people.

Much can be done to inform our people and those of other states of the advantages and opportunities in Wisconsin, awakening a more just and lively appreciation of the great heritage that is ours.

The agricultural and industrial development of the state should be intelligently encouraged, to the end that all the people may benefit by steadily improving standards of living. This implies attention to questions of production, marketing, and transportation.

(Continued on Page 9)



FROM MANY STATES—A HELPING HAND

"ON Wisconsin" is sincerely appreciative of the many letters that have come to the editorial desk preliminary to our first issue of the new magazine. These letters, some of which are reproduced on this page, are encouraging and helpful. We have carefully refrained from following the usual custom of publishing an editorial platform and attempting to tell our readers what we hope to do and what we will do feeling that we would prefer

to show them that "On, Wisconsin!" is designed to further the interests and the prosperity of this great state in dignified and truthful manner.

In its humble way "On, Wisconsin!" becomes the travelling representative of the Wisconsin State Chamber of Commerce and each month will carry to its readers in many countries the true story of Wisconsin.

INDIANA STATE CHAMBER OF COMMERCE

Indianapolis, Indiana

July 18, 1929

"WISCONSIN is to be congratulated on the organization of a State Chamber of Commerce.

"In this highly competitive age it is necessary that each city, state and nation should be thoroughly organized in order that their interests may be properly safeguarded.

"The local Chamber of Commerce, the State Chamber of Commerce and the United States Chamber of Commerce is the machinery necessary for the different groups to meet the problems in each unit.

"Again we want to compliment the State of Wisconsin on its efforts to keep abreast with the times.

"With very best wishes for a strong, active Wisconsin Chamber of Commerce, we are

Very sincerely,

W. H. Arnold,
Managing Director."

MISSOURI STATE CHAMBER OF COMMERCE

Jefferson City, Mo.

"I NOTE with great deal of interest that the Wisconsin State Chamber of Commerce is to have an official magazine, which is to be launched in September of this year. I believe that a state organization can best serve the majority of its members through publishing monthly a representative magazine, telling of its work and giving information as to resources and advantages of the state. We have found our own magazine, which has been published but one year, to be a powerful influence in spreading the value of the State Chamber's work and also in educating Missouri citizens as to the agricultural and industrial possibilities of our own state.

"Accept our congratulations.

Very truly yours,

Geo. A. Pickens, General Secy."

KENTUCKY PROGRESS COMMISSION

Frankfort

July 23, 1929.

"WISCONSIN is to be congratulated upon its decision to publish a high-class magazine as the official spokesman for your progressive state. Kentucky attracted the attention of the nation when it came forth with its monthly rotogravure magazine 'Kentucky Progress', the first of last September, and by since maintaining the high standard set at that time has succeeded in focusing the attention of the entire country on a well-known but little understood state. Wisconsin being on the border needs such a publication more than Kentucky, and the Lord knows Kentucky needed it had enough, as we discovered immediately the publication appeared.

"More power to Wisconsin, and let us offer our help in any way we can to boost the efforts of your State Chamber of Commerce."

Yours very truly,

C. Frank Dunn,
Executive Secretary
Editor Kentucky Progress
Magazine.

OHIO CHAMBER OF COMMERCE

Huntington Bank Building
Columbus, Ohio

July 19, 1929

"I UNDERSTAND that on September 1 the Wisconsin State Chamber of Commerce will issue the first number of its official organ 'ON, WISCONSIN!' I wish to congratulate the Wisconsin State Chamber of Commerce, upon taking this forward step in the interest of Wisconsin business.

"Experience has taught that the activities of a state chamber of commerce contribute greatly to the business and economic stability and advancement of the state. The official organ plays a highly important part in these activities in giving voice to the aims of organized business."

Very truly yours,

GEO. B. CHANDLER,
Secretary."

GBC:KDS

PENNSYLVANIA STATE CHAMBER OF COMMERCE

July 20, 1929.

"ORGANIZED business in the Keystone state extends hearty greetings and best wishes to 'ON WISCONSIN!' and the new Wisconsin State Chamber of Commerce for which it speaks.

"Your organization like ours is patterned after the local chamber of commerce but operates on a state-wide scale. It provides a needed medium for concerted and informed action by business men upon state problems of vital concern to all.

"But such action, whether it be in the field of state legislation, industrial development, or state advertising, can be taken only when the way has been thoroughly prepared by effective publicity for the Chamber's program. Therefore, your magazine bears a large responsibility in the success of the Wisconsin State Chamber of Commerce.

"Profiting by our experience and that of other State Chambers, which is at your disposal, we trust that the Wisconsin State Chamber of Commerce will blaze a new trail for constructive achievements in the field of business organizations.

Very sincerely yours,

George B. Foss,
General Secretary."

ILLINOIS CHAMBER OF COMMERCE

Chicago

July 22, 1929.

"THE Illinois Chamber of Commerce wishes to extend its congratulations to 'ON WISCONSIN!' your state's new magazine, which will make its appearance on September 1st as the official magazine of the newly organized Wisconsin State Chamber of Commerce.

"A State Chamber of Commerce has tremendous possibilities for the development of your state, for the reason that its objectives are so broad and comprehensive. The membership of a State Chamber embraces all kinds and classes of business and it recognizes the principle of the interdependence of business in our economic life in the last two decades. In the unity of all business lies its greatest strength. This applies to almost every political, social and economic activity of your people.

"The title which you have chosen 'On Wisconsin!' is an inspiring one. It has been the slogan of your State University football team. No better one could be selected for the entire state.

"With every good wish for the success of the Wisconsin State Chamber and its official magazine, I am

Very truly yours,

C. G. FERRIS,
General Secy."

VIRGINIA STATE CHAMBER OF COMMERCE

Richmond

July 31, 1929.

"THE Virginia State Chamber of Commerce is delighted to learn that the Wisconsin State Chamber of Commerce, on September 1, 1929, will issue the first number of Wisconsin's new magazine, 'On Wisconsin'.

"Our quarterly periodical review, 'Virginia', which has been published for several years by the Virginia State Chamber of Commerce, has been an excellent medium of publicity for the Old Dominion, and we feel sure that far-reaching and real worthwhile results will accrue to Wisconsin through your new magazine.

"We wish you every possible success in this undertaking, and with congratulations upon the progressive steps that are being taken in Wisconsin under the leadership of the Wisconsin State Chamber of Commerce, I am

Very cordially yours,

LeRoy Hughes,
Managing Director."

KEARNEY CHAMBER OF COMMERCE

Kearney, Nebraska

July 30, 1929

"WE are certainly glad to know that Wisconsin's new magazine 'ON WISCONSIN!' will make its appearance September 1 and will be the official magazine of the newly organized Wisconsin State Chamber of Commerce.

"Unfortunately only a very few states in the entire United States advertise their advantages and resources to the world at large. Nebraska is one that does not and we have been hoping for years that a well-organized State Chamber of Commerce would take its place along with other State Chambers and do its part in advertising Nebraska.

"We congratulate the business interests and the commercial organizations throughout the state of Wisconsin for their foresight in organizing the Wisconsin State Chamber and making it possible to publish the proposed magazine. We feel confident that it will reap benefits.

"Naturally we would like to be placed upon your mailing list for copies of the magazine.

"Thank you.

Yours very truly,
Wallace Thornton, Secretary."

Kohler Endorses "On, Wisconsin!"

(Continued from Page 8)

One of the most useful purposes which this magazine can serve will be the stimulation of a sense of civic responsibility both in governmental relations and in private activities having a public significance. Whatever good comes to us as a state must be the work of citizens.

One of the aspects of good citizenship which should be encouraged is high ethical standards in all business and social relations.

All of these things are within the purview of "On, Wisconsin!" as I understand its declared purposes, and I therefore hope and believe that the magazine will be a force for good.



State Capitol As Seen From University of Wisconsin Administration Building.

WISCONSIN

6th IN AGRICULTURE

10th IN MANUFACTURE

Written by

OLIVER E. REMEY

Its Food Products Feed All Races—Its Factories Serve All Nations

RANKING thirteenth in population among states of the nation, with a population of 3,000,000, about equally divided between urban and rural, which is less than one-half the number of people residing in New York City, and over half a million less than the number residing in Chicago, Wisconsin achieved these remarkable records in 1928:

It ranked sixth in agriculture, the income of its 193,155 farms being \$431,000,000.00, the same as in 1927.

It ranked tenth in manufacturing, its 7,473 plants, with 247,722 industrial workers turning out products worth more than \$2,000,000,000.00. The actual value of manufactured products in 1927 was \$1,973,653,898.00.

In agriculture, Wisconsin ranks:—

- first in number and value of dairy cattle.
- first in production of milk.
- first in farm ownership in the middle west.
- first in dairy cattle sold out of the state.
- first in average acre yield for any crop produced.
- first in applied test for bovine tuberculosis.
- first in production of peas for canning.
- first in cigar leaf tobacco.

In manufactured agricultural products, Wisconsin ranks:

- first in cheese, producing three times as much as all other states combined, value of its annual output being about \$80,000,000.00.
- first in condensed and evaporated milk products, producing 30 per cent of the nation's entire output, or a yearly output worth \$56,000,000.00.
- third in creamery butter, Minnesota being first and Iowa second, and the value of its product each year being in excess of \$70,000,000.00.

In addition to dairy products as set forth, Wisconsin ranks first in manufacture of aluminum goods, malt, horse blankets and fly nets, excelsior products and hemp and flax products.

DOUBLES RESOURCES IN LESS THAN TEN YEARS

HERE are several outstanding facts which impressively show Wisconsin's sterling development:

- In the last ten years Wisconsin's resources have more than doubled.
- over 63 per cent of Wisconsin's families own their own homes.
- Wisconsin has the lowest record among states of commercial failures.
- a bank failure in Wisconsin is so unusual that it is a sensation.

—Wisconsin has only 15.5 per cent of farm tenancy.

—building and loan associations have shown their greatest growth in Wisconsin, their resources increasing over 900 per cent since 1915.

—Wisconsin has the lowest percentage of illiteracy east of the Mississippi; practically none.

—Wisconsin is one of three states without bonded debt.

—per capita debt of all governmental units in Wisconsin is less than one-half of that for the United States.

—two recent farm studies show that 90 per cent of farms have automobiles; 66 per cent, daily newspapers; 61 per cent, telephones; 48 per cent, phonographs; 29 per cent, pianos; 25 per cent, motor trucks; 20 per cent, radios; 17 per cent, electric lights.

"WISCONSIN" MEANS QUALITY IN ANY PRODUCT

EVER since human foot trod upon its soil, what is now Wisconsin began in agriculture. The Indian enjoyed, with little labor, its bounty for centuries. Centuries back of historical records, the Badger state has been one of the world's prolific garden spots.

Wisconsin became a state in 1848. Before that time manufacture had begun in it, its largest single manufacturing industry today having had its beginning, through its pioneer companies, before statehood came.

What has made Wisconsin great in its two leading industries, agriculture and manufacturing, and what is its future in these two industries?

Take manufacture—

Wisconsin has less advantage in nearness of markets for raw materials and in transportation than some of the other manufacturing states.

—But in these advantages it ranks second to none:

- 1—Excellence and abundance of labor supply.
- 2—Development of inventions increasing output and reducing costs.
- 3—Alertness of engineering skill.
- 4—Thorough organization, and co-ordination, of units of plants.
- 5—Efficiency of sales forces.
- 6—High standard of products manufactured, of many years standing.
- 7—Able direction by skilled leaders who place organization above individual prowess.

(Continued on Page 35)



L. R. Smith

Written By
OLIVER E. REMY

ABOUT \$2,000,000,000 worth of industrial products will be manufactured by, and shipped from, Wisconsin plants this year. Next year the value may be amazingly increased.

By way of practical application, this means that \$2,000,000,000 will come into the hands of Badger state manufacturers this year, to be passed on in wages, purchase of supplies and materials, additions to plants, and through various other channels, including the quite important item of taxes in support of government.

The large share of this mammoth fund that remains in Wisconsin will be transmitted into homes, necessities of life, luxuries and individual bank accounts, materially aiding Wisconsin to retain its position among the few exceptional states which pass through occasional worldwide depressions experiencing only the mildest forms of bad results.

Hundreds of manufacturing plants will help to bring this \$2,000,000,000 to Wisconsin. Among them are some that so amaze the world that engineers from many foreign countries come to Wisconsin to study their equipment and methods of production.

Some have thrived so magnificently that a dollar invested in them in the beginning has expanded a thousand-fold. In a number of them the romance of development from small beginnings reads like the thrilling stories of gold field riches.

Some have so mightily revolutionized methods of industry that production has been speeded up an hundred-fold, or more, with costs of operation correspondingly reduced.

MACHINES PERFORM WORK; MEN SUPERVISORS ONLY

THE A. O. Smith Corporation, of Milwaukee, as an example, started back in 1916 to make automobile frames by means of automatic machinery, and so well has it succeeded that it now turns out daily from 7,200 to 10,000 completed frames, which, if placed end to end would approximate nearly twenty miles in length, with less than 200 men-supervisors to watch machinery and processes.

This automatic plant is the only one of its kind in the world, and its capacity is greater than that of all other plants combined, making this product.

They Take the "T" Out of Genius of 500 A. O. Smith Plant

Again, with specially designed Smith processes and machinery, raw steel (skelp) is fed into a new plant, cost-

SMITH-WELDS

By L. R. Smith

WHATEVER your objective, if it has been set as a result of knowledge and experience, and based on long, careful and rational thought, you might better be about trying to attain it.

What a man will do with his own money and what he does or dares to do with the invested funds of his associates — his stockholders — are things apart.

It would be well for all of us in manufacturing and in merchandising to appreciate the limitations of a banker's service half as well as he appreciates these limitations himself.

An engineering success — just as a tactically military one — attains its objectives, geographically, on the minute, and with predetermined losses.

I would be astounded to find that any organization of almost any kind in this day and age should be without an adequate engineering research or development staff.

Incentive! That is back of organization success.

To halt — to pause even — is to lose ground. Socially, politically, economically, in this age, contentment even is the foundation of decadence.

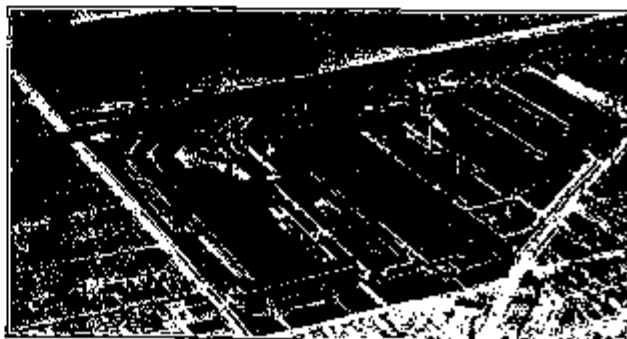
You who direct and who are responsible for your respective business enterprises are trustees of the future of mankind.

An organization that has been put to the test and wins will not rest on its laurels. Not if it is a real organization.

Individual proficiency is the foundation of any good organization. Leadership makes it an organization. But when leadership falters, disintegration sets in.

All is change, ceaseless, restless, relentless change. Meanwhile, leaders of thought and action, and their followers, as well, are beginning to realize that man was not born to suffer and die, but to enjoy life in its fullest by living it at its best.

ing over \$1,000,000, and comes out in form of pipe; sixteen miles of it a day, in uniform thirty-foot and forty-



Aeroplane View of the A. O. Smith Plant

"CAN'T BE DONE"

Engineers *Makes* *a World Marvel*

foot lengths, with the longitudinal seam joined by Smith-welding. By the addition of another mill, production of this pipe now has reached twenty-five miles a day.

Then, by the Smithwelding process, oil cracking stills are made in sizes limited only by transportation requirements. The world's largest oil cracking unit, weighing 700,000 pounds, was made in the A. O. Smith plant. It consists of two vessels, each 70 feet long, and with walls $3\frac{1}{2}$ to 7" in thickness, joined in the field by Smith-welding to form an inverted T.

No other plant can make vessels of this size. In one month 93 similar thick-walled vessels were built, more than all the other plants could make in an entire year.

Over 800 of these giant vessels are in service all over the world.

SPEEDING UP RESULTS IN GAS AND OIL FIELDS

SMITH-WELDING vessels for the process industries are built in sizes and shapes never before attained. Thus it is possible to utilize the higher temperatures and pressures that mark a new era now dawning in the chemical industries.

The building of thick-walled vessels by shaping and Smith-welding steel plates is again utilized in the manufacture of heavy rolls for rubber and other industries.

Smith-welded casing couplings have set new standards for roundness, lead, taper and thread.

Through use of the Smith-welding process, automobile rear axle housings are semi-automatically built.

The Smith-steel automobile frames have improved and speeded up the automobile industry, and the Smith-welded pipe, cracking stills and casing couplings have had outstanding effect in increasing development and production in the gas and oil fields.

DESPITE INVENTIONS, OVER 7,000 ON PAY ROLLS

THE A. O. Smith Corporation is as marvelous in contrasts as it is in magnitude.

Here are a few outstanding facts:

The value of its production in 1929 will greatly exceed last year's \$30,000,000.

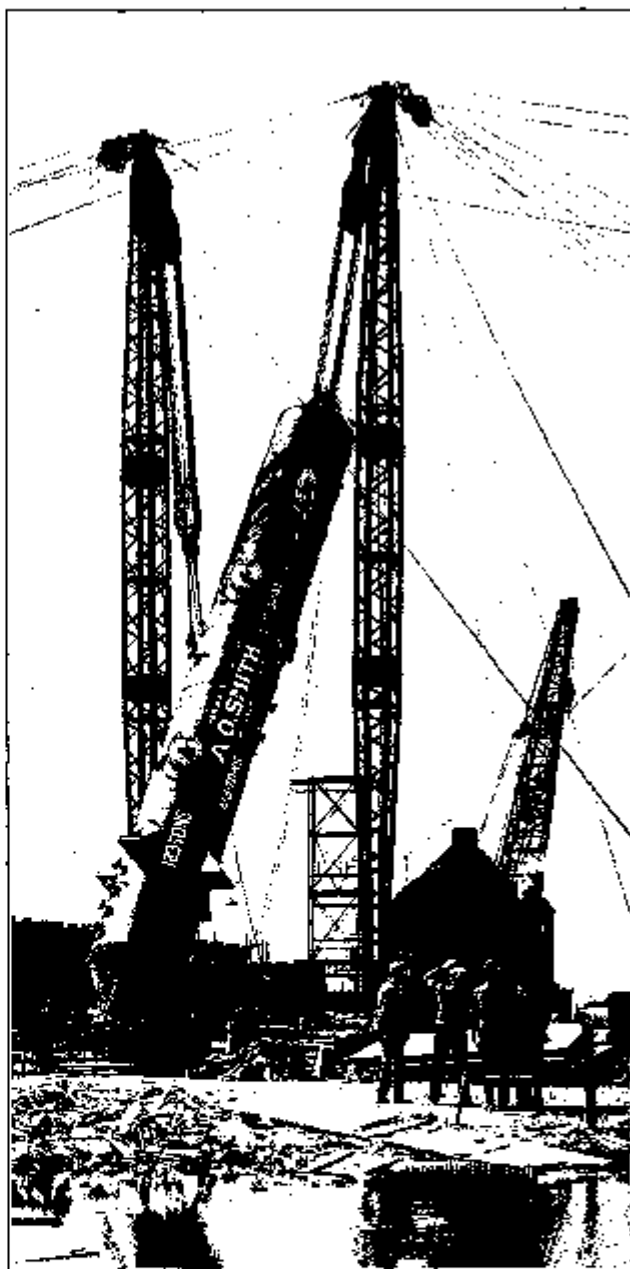
Value of its assets is about \$36,000,000, about half of which comprises land, buildings and equipment.

It owns in fee simple the 130 acres of land upon which its industry is housed, in nearly fifty buildings.

Its total floor space is about 2,000,000 square feet equivalent to 44 acres.

There are over 7,000 employees on its pay rolls.

Its present steel requirements are 100,000 tons per month.



*Erecting Smithwelded Cracking Still Weighing 123 Tons.
It Will Operate at Temperature of Nearly 1,000 Degrees*

Its monthly power consumption is 6,666,000 K.W.H. It is the Milwaukee road's largest shipper.

The number of cars handled a month exceeds 15,000, incoming and outgoing.

As to contrasts, here are a limited selection that will impress:

Special processes that welded missiles of victory in the world war are turned to as important uses in time of peace.

The industry began by making baby carriage parts, then bicycles, and now automobile frames, culminating in the mammoth products now produced.

While special machinery reduces the number of men required—in one instance from 2,500 to 200—the number of men actually employed is constantly going up, now being about 7,000.

The number of engineers employed is 500; salesmen eight. Usually it is eight engineers to 500 salesmen.

Although cost of production is kept at the lowest notch, and is being lessened wherever possible, if necessary to

BABY CARRIAGES TO CRACKING STILL

THE A. O. Smith Corporation bears the name of the father of L. R. Smith.

A. O. Smith, in the late eighties, engaged in the manufacture of baby carriage hardware and bicycle parts.

L. R. Smith became associated with his father in 1905, and succeeded to their industry when A. O. Smith died June 5, 1917.

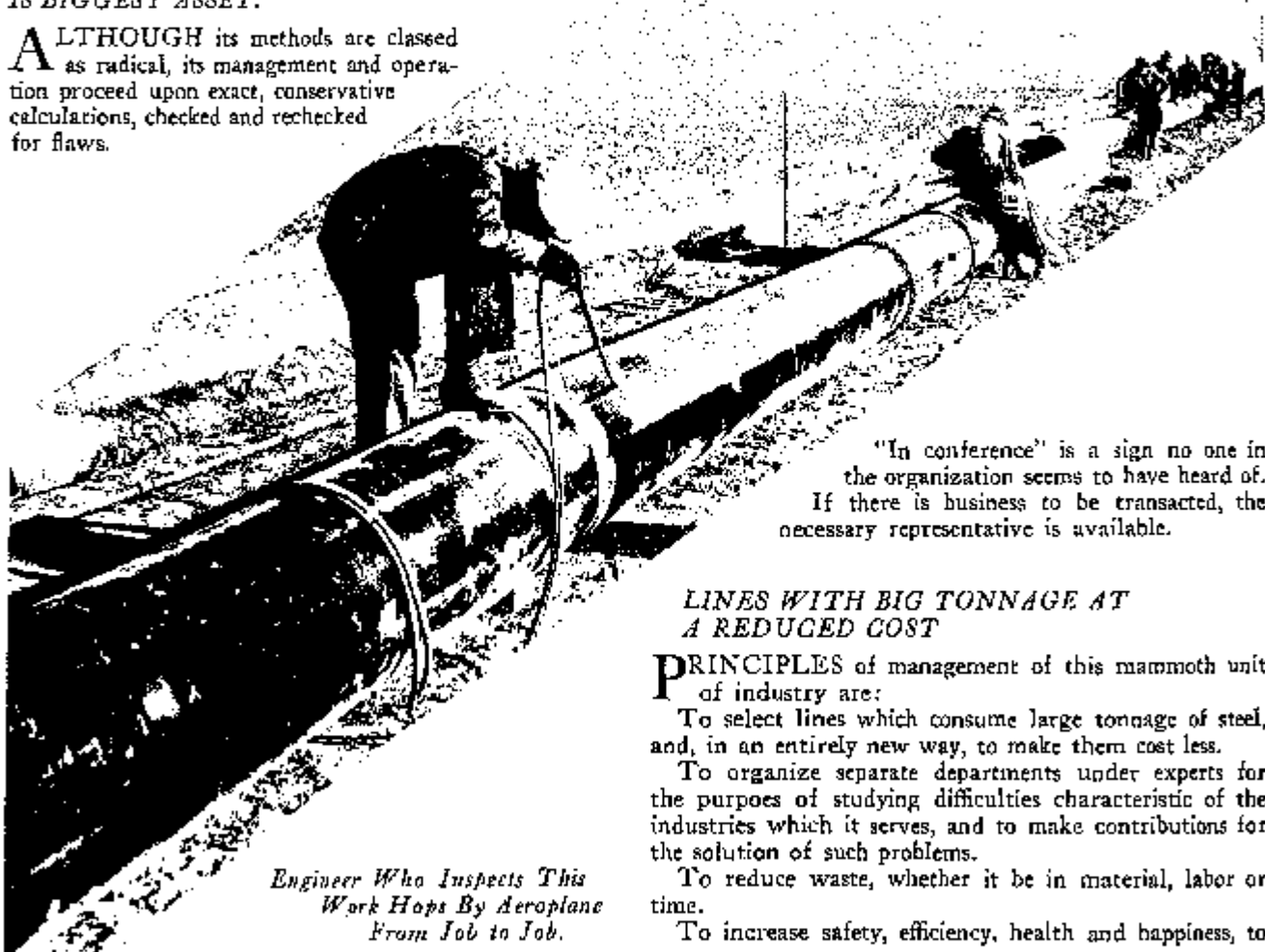
The A. O. Smith Corporation was formed Nov. 13, 1916 in New York, to take over the business of the A. O. Smith Co., incorporated in 1904.

*Welding A. O. Smith Made
Pipe in the Field—Hun-
dreds of Miles of It*

keep pace, machinery is scrapped before the tool marks are obliterated; in one case cost of changing one machine being \$300,000.

MAMMOTH ENGINEERING FORCE IS BIGGEST ASSET.

ALTHOUGH its methods are classed as radical, its management and operation proceed upon exact, conservative calculations, checked and rechecked for flaws.



*Engineer Who Inspects This
Work Hops By Aeroplane
From Job to Job.*

"In conference" is a sign no one in the organization seems to have heard of. If there is business to be transacted, the necessary representative is available.

LINES WITH BIG TONNAGE AT A REDUCED COST

PRINCIPLES of management of this mammoth unit of industry are:

To select lines which consume large tonnage of steel, and, in an entirely new way, to make them cost less.

To organize separate departments under experts for the purposes of studying difficulties characteristic of the industries which it serves, and to make contributions for the solution of such problems.

To reduce waste, whether it be in material, labor or time.

To increase safety, efficiency, health and happiness, to

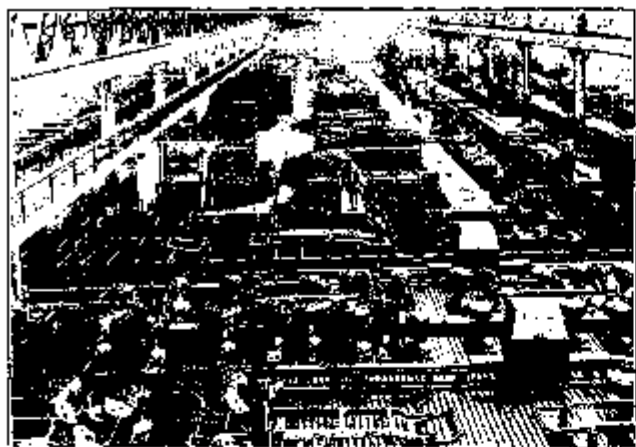
The management considers that its greatest accomplishment has been an organization of engineers and craftsmen possessing knowledge and experience that is worth more than plants, equipment and good will.

When a new activity is taken on, instead of searching the world for required machinery for manufacture, Smith engineers not only develop the product but design and superintend building of the machinery with which it is to be made.

Every day of its life this vast corporation is giving the lie to the age-old bugbear "It can't be done."



*Record Shipment of 225 Carloads of Pipe
This Was Made Sept. 15, 1927*



Interior View of Auto Frame Plant

employ the best men available for each line of work regardless of cost.

This corps of 500 engineers has a remarkable record of achievement.

They cover the many engineering phases in mechanical, electrical, chemical and hydraulic engineering. Each department contains a number of men of outstanding talents, who are authorities on their subjects.

To this highly developed engineering force is to be credited the A. O. Smith leadership in many industrial fields.

This engineering force is constantly carrying on research in many fields, resulting necessarily in valuable discoveries and accumulation of scientific data.

Every ounce of material used in A. O. Smith products is purchased under rigid inspection.

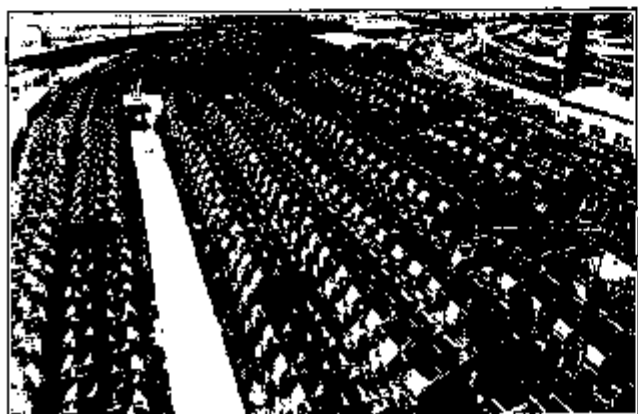
The corporation maintains a complete chemical and physical laboratory, business of which is to make certain that all materials comply with specifications. All incoming material is under strict supervision of the laboratory staff. An average of 10,000 tests are made per month.

Research and experimental work is being done constantly on steels, non-ferrous metals, lubricating and dipping oils, pickling compounds and many other products, all in search of better materials and better control of the quality of the corporation's products.

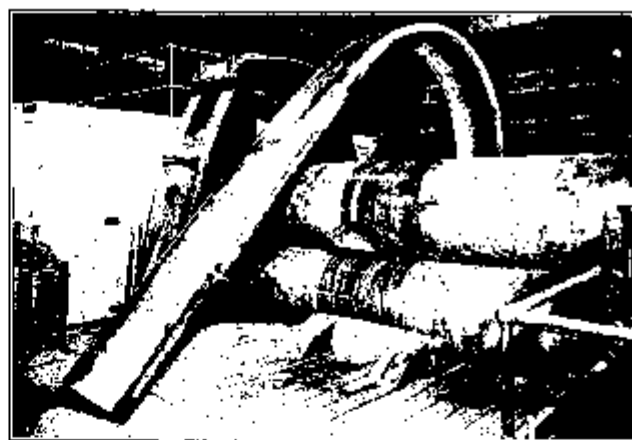
MEN ARE CAREFULLY CHOSEN, THEN ENCOURAGED

SO much for the high spots of mechanical accomplishments of this mammoth industrial leader.

How about the human side—the army of 7,000.



Just One of the Frame Storage Sections



Flattening Gas Line Pipe Without Fracture

Plant department heads receive a bonus determined upon the efficiency of their departments. The bonus markings are based on production, cost, and equality of the work. This creates a healthy competition among them and makes the job of foreman a very desirable one.

The result is that all departments are run in the most efficient and businesslike manner.

Foremen hold monthly meetings at the plant at which addresses are delivered, generally on industrial subjects. A large moving picture machine is available for illustrated lectures. Special efforts are made to foster a friendly feeling among foremen, and between foreman and workman.

ONE IN EIGHT APPLICANTS IS PUT ON PAY ROLLS

WORKMEN are so carefully selected that only about one in eight is accepted. Over 6,000 shopmen are employed, with an average age of 33 years. Over 46 per cent have been with the corporation two years or more. Over 62 per cent are married; over 26 per cent own their own homes, and over 43 per cent own automobiles.

The Foremen's club is sponsor of a goodfellowship fund, and it is ready to extend aid in time of trouble. All workmen have free legal advice.

Monthly major inspections are made by the safety department, and personal safety talks are given at intervals.

Whenever opportunity for advancement arrives, deserving employees are given first opportunity.

(Continued on Page 36)



Loading a Cracking Still for Export

Dairy Cow Production

Her Milk Represents 52 Per Cent of Gross Farm Income, of \$431,119,000.00

AREA of Wisconsin is 35,364,100 acres, 21,850,853 of which is included in the Badger state's 193,155 farms.

The total value of the 193,155 farms, with buildings, is \$1,898,766,206.00, the value of the land being \$1,209,877,522.00.

Total value of live stock on Wisconsin farms, including poultry, is \$312,255,000.00, and value estimate of equipment necessary to operate Wisconsin's farms is \$210,420,000.00.

TRIBUTE TO THE DAIRY COW

"THE cow is an uncrowned queen without a scepter, and her kingdom is all the land between the sea. Her motto is service, and she always gives more than she receives."

"Her milk is the one perfect food for young and old."

"She gives to men, women and children of all races and creeds—is kind to all and favors none above the rest."

"The cow is the poor man's chief reliance, his tried and trusted friend. She is true to him when all the world is cold."

"If all the cows in the world would die or dry up tomorrow, it would bring untold calamity upon mankind."

"Without the cow the races would sicken, decay and finally perish."

"May we honor and praise her as she deserves!"—

Ex-Gov. M. R. Patterson, Tenn.

This makes a total for farm values, live stock, machinery and equipment of \$2,421,441,206.00, about one-third of the real and personal property of the state, according to tax experts.

Number of farms cultivated by owners is 163,219, leaving 29,936 operated by tenants, a tenancy percentage of but 15.5.

The Wisconsin Department of Agriculture, in co-oper-

ation with the U. S. Department of Agriculture, maintains a co-operative crop and live stock reporting service, which, under direction of Walter H. Ebling, develops high efficiency.

According to Director Ebling, the gross farm income for Wisconsin farms in 1928 was about what it was in 1927, \$431,119,000.00.

CASH CROPS SATISFACTORY ON 1928 PRODUCTION

TO summarize conditions governing farm income in Wisconsin in 1928, according to Director Ebling, the year was very favorable for production of grain crops, but, due to an unfavorable winter and spring, the hay crop was small.

About ninety per cent of crop acreage of the state is devoted to production of grains, hay and other feed crops. Corn production last year is estimated at 91,000,000 bushels, compared to 68,000,000 bushels in 1927. Oat production exceeded 108,000,000 bushels, compared to 93,000,000 bushels in 1927. Rye and wheat production declined sharply, these crops having been severely injured by adverse winter and spring. Rye production was 2,171,000 bushels, compared to 4,046,000 produced in 1927. Spring wheat was slightly reduced because of a decrease in acreage, and winter wheat was very markedly cut, declining from 1,716,000 bushels in 1927 to 770,000 in 1928.

Hay production showed a marked decline, the production of clover and timothy hay dropping from 6,016,000 tons in 1927 to 4,243,000 tons in 1928. Alfalfa production declined from 780,000 to 548,000 tons.

Cash crops, however, created a favorable picture. The production of potatoes, leading cash crop, was slightly over 31,000,000 bushels, against 24,000,000 in 1927. Prices of potatoes, however, were very unsatisfactory, and in consequence the farm value of this crop declined from



Dairy Cows Grazing On Typical Wisconsin Pasture Land

Ace of State's 193,155 Farms



Wisconsin Is Studded With Scenes Like This

over \$20,000,000.00 in 1927 to \$13,000,000.00 in 1928. The tobacco production in 1928 was 49,000,000 pounds in 1928, as compared to 33,000,000 pounds in 1927.

The total farm value of crops in 1928 was slightly smaller than in 1927, it being estimated at \$256,746,000.00 in 1928, as compared with \$258,965,000.00 in 1927.

The year was a fairly good one for milk production, milk prices being somewhat higher than in 1927, but production was not quite equal to the 1927 level, owing to poor pasturage.

Marketing of live stock was slightly below 1927.

When figures for 1928 are compiled, it is anticipated, there will be but slight change either way from those of 1927 for gross farm income.

SHOWING USES MADE OF MILK IN DAIRY FOODS

MILK accounts for over fifty per cent of farm income in Wisconsin, it being exactly 52 per cent in 1927.

The total value of crop production in Wisconsin has averaged about \$460,000,000.00 the last three years, but only about 25 per cent of this production is sold under the cash crop classification. The remainder is held on the farms and goes largely into live stock industries.

The total value of milk sold from Wisconsin farms in 1927—figures for 1927 being used instead of 1928, because exact figures are available, the years being about equal in revenue—was \$223,842,354.00, and the products

developed from this milk were: creamery butter 158,050,145 pounds; all cheese, 330,877,327 pounds; evaporated, condensed and powdered milk, 722,600,966

STATUE TO THE DAIRY COW

NEAR the great city of Seattle, Wash., right beside a highway where it is readily seen, stands a statue to a dairy cow.

In milk production, she was the greatest in history, queen of all the dairy cows that have lived to date.

She was "Prospect", and the great statue does honor to her quiet demeanor and patient ways.

Every day for two years she gave for use of humanity forty-eight quarts of rich milk, milked four times a day.

There have been other great cows in milk production—hundreds of thousands of them—and there are cows today almost as great, but "Prospect" is accepted and honored as the queen of all.

Carleton farms, her owner, honored her with the statue.

pounds; ice cream, 7,313,860 gallons; milk shipped out of the state, 416,428,848 pounds; cream shipped out of the state, 96,499,413 pounds.

Although Wisconsin produces three times as much cheese as all other states combined, cheese production bids fair to substantially decrease, owing to production of market milk and cream, and use of milk for condensed and evaporated milk.

Wisconsin is the leader in condensed and evaporated



Harvesting a Grain Crop on Wisconsin Upland



milk, producing 30 per cent of the nation's entire products in this classification.

In butter production Wisconsin ranks third, Minnesota being first, and Iowa slightly ahead of Wisconsin.

Wisconsin milk flows to the following uses in percentages noted; evaporated, condensed and powdered milk, 16 per cent; creamery butter, 30 per cent; cheese, 31 per cent; market milk, cream and other uses, 23 per cent.

HAY IS STATE'S LEADING CROP; ALFALFA ON GAIN

FARM value of Wisconsin crops for 1927 were: Hay \$90,000,000.00; corn \$57,000,000.00; oats, \$44,000,000.00; potatoes, \$20,000,000.00; barley, \$16,000,000.00; tobacco, \$6,000,000.00; canning peas, \$5,000,000.00; rye \$4,000,000.00; wheat \$4,000,000.00; clover seed, \$4,000,000.00; apples, \$2,000,000.00; dry peas, \$1,000,000.00; cabbage, \$1,000,000.00; all other crops \$6,000,000.00.

Because of the live stock industry, hay is Wisconsin's leading crop, both in acreage and value of production. The acreage in 1901 was 1,500,000, and this had in-

credited not only the real beginnings of agriculture in the state but also the inception of the manufacturing industry.

THE POTATO RANKS HIGH ALL OVER THE STATE

POTATOES are grown all over the state, on eighty per cent of the farms, and occupy three per cent of the cropped land. Heaviest production centers in Portage, Waupaca, Langlade and Barron counties. In potatoes Wisconsin ranks in importance with Minnesota, Michigan, New York, Pennsylvania and Maine.

Commercial shipments of Wisconsin potatoes are largely from the northern and central sections.

The cigar type of tobacco is an important crop in Wisconsin, centering around Dane and Vernon counties. The acreage has never exceeded 50,000, the record for 1920, the year with the largest production.

Clover seed is an important source of farm income in Wisconsin, as it is in other states in the Great Lakes region.

Production of canning peas has been an important industry in Wisconsin for many years. The Badger state

The Gross Income of Wisconsin Farms for Seven Years.

These figures, excepting those for 1928, which are estimated, are used by the U. S. Department of Agriculture in computing farm incomes for all states.

	1928	1927	1926	1925	1924	1923	1922	1921
Milk.....	\$223,000,000	\$220,542,000	\$197,985,000	\$181,034,000	\$180,154,000	\$121,337,000	\$149,627,000	\$146,320,000
Cattle and Calves.....	47,000,000	47,418,000	45,451,000	35,034,000	29,537,000	20,411,000	29,880,000	25,783,000
Hogs.....	58,000,000	58,500,000	65,785,000	67,188,000	42,241,000	41,802,000	41,740,000	30,569,000
Eggs.....	28,000,000	28,191,000	31,468,000	28,202,000	23,957,000	23,110,000	21,525,000	23,040,000
Poultry.....	10,000,000	10,040,000	9,868,000	8,748,000	8,129,000	7,253,000	7,878,000	8,282,000
Sheep.....	8,000,000	2,712,000	1,536,000	1,795,000	1,494,000	1,000,000	1,715,000	2,198,000
Wool.....	1,000,000	916,000	908,000	877,000	780,000	810,000	638,000	479,000
Horses.....	1,000,000	845,000	806,000	1,221,000	388,000	957,000	878,000	400,000
Total of livestock products.....	\$371,000,000	\$370,553,000	\$351,848,000	\$325,967,000	\$276,125,000	\$226,299,000	\$252,106,000	\$246,525,000
Potatoes.....	\$ 13,000,000	\$ 12,290,000	\$ 27,632,000	\$ 29,540,000	\$ 9,400,000	\$ 13,960,000	\$ 13,492,000	\$ 20,206,000
Tobacco.....	7,000,000	5,316,000	4,802,000	7,260,000	4,644,000	5,290,000	6,168,000	7,048,000
Canning peas.....	6,000,000	4,800,000	8,701,000	6,337,000	7,643,000	4,707,000	4,858,000	3,272,000
Hay.....	8,000,000	8,080,000	7,157,000	5,374,000	6,704,000	3,833,000	7,827,000	9,117,000
Clover seed.....	5,000,000	4,081,000	2,781,000	3,387,000	957,000	2,266,000	2,723,000	1,865,000
Cabbage.....	1,500,000	1,031,000	1,189,000	1,147,000	870,000	1,246,000	908,000	1,511,000
Grains.....	11,000,000	10,835,000	11,353,000	11,541,000	12,324,000	11,894,000	15,603,000	9,335,000
Fruits.....	4,000,000	3,834,000	5,134,000	3,720,000	3,849,000	3,832,000	3,838,000	4,100,000
All other crops.....	5,500,000	4,447,000	5,603,000	7,024,000	5,256,000	5,733,000	4,381,000	4,000,000
Total of cash crops.....	\$ 60,000,000	\$ 60,546,000	\$ 72,114,000	\$ 79,040,000	\$ 53,754,000	\$ 51,547,000	\$ 59,574,000	\$ 58,451,000
Total gross income.....	\$431,000,000	\$431,099,000	\$423,962,000	\$405,007,000	\$329,879,000	\$277,846,000	\$311,680,000	\$304,976,000

The gross income as presented is made up of the total value of livestock products together with that portion of the value of crops that is not fed to livestock. It does not include changes in inventory or value of farm property. The prices used are yearly prices which the farmers received for the products sold. The portion of total crop production fed to livestock is computed on the 1927 income was: Corn 27 per cent, oats 22 per cent, barley 23 per cent, wheat 51 per cent, rye 51 per cent, hay 91 per cent.

*Estimated.

creased in 1927 to 3,500,000. Alfalfa production is rapidly increasing to proportions of clover and timothy.

Corn, the most important crop in the United States, is used largely in Wisconsin for silage purposes, one-half the 1927 crop going into the state's 112,000 silos. In the southern district of the state it is the leading crop in acreage.

In acreage, oats ranks next to hay in Wisconsin, over 25 per cent of the acreage being devoted to it in 1927. About 93 per cent of the entire crop is fed on the farms.

Barley, formerly devoted to other uses, is now a feed crop.

Rye has been gradually declining in total production since 1920.

Wheat, back in the early days the state's main crop, has been on a gradual decline, with few exceptional years, since 1890. Its greatest actual value as a Wisconsin crop was attained in 1867, when its value was \$27,893,983.00. Its value in 1927 was \$3,676,000.00. Spring wheat in 1927 brought \$1,668,432.00. However, to wheat can be

produces half the nation's output. New York ranks second, and together they have 65 per cent of the total acreage. The crop fits very nicely into Wisconsin's dairy farm rotation.

Wisconsin also ranks high in dry pea production.

Sugar beets is a declining crop.

Cabbage, raised practically only in a commercial way in Racine, Kenosha, Milwaukee, Outagamie, Brown and Fond du Lac counties, brings each year over a million dollars toward farm incomes.

All told, Wisconsin each year cultivates extensively twenty-six different crops. Its land, however, can prolifically raise any crop known to agriculture in a temperate climate.

IS FIRST IN DAIRY CATTLE; WHOLE WORLD BUYS

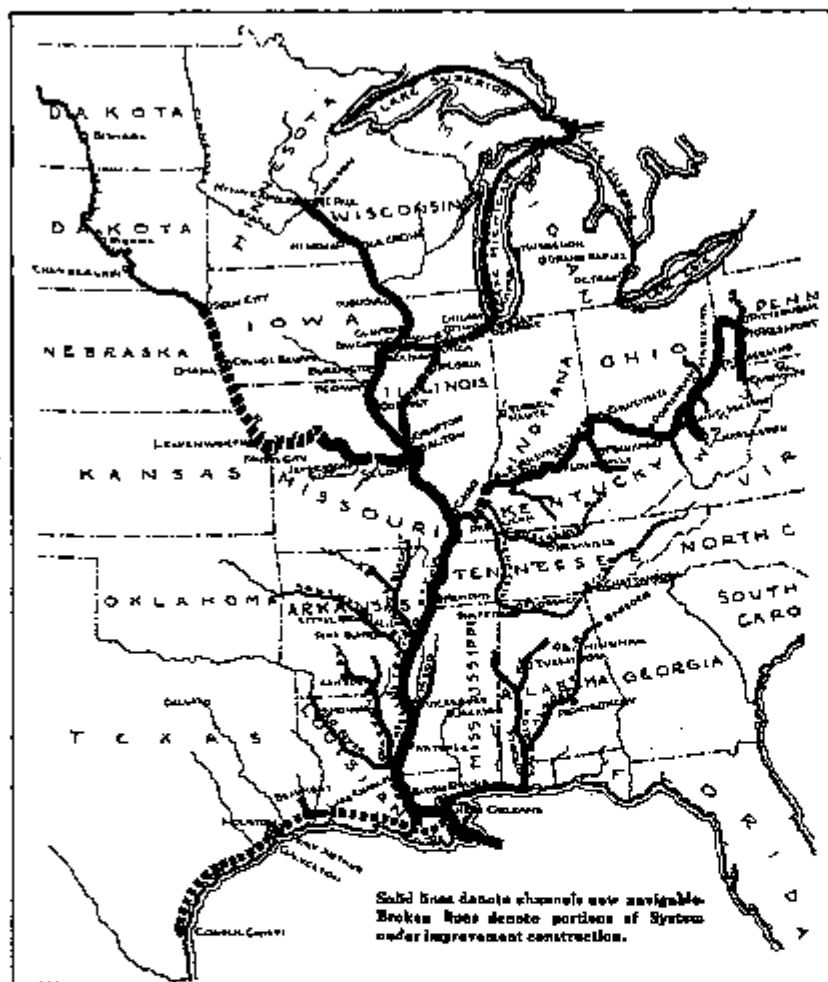
JAN. 1, 1928—and the figures will be found to apply quite closely for Jan. 1, 1929—the number and value of live stock and poultry on Wisconsin farms were:

(Continued on Page 36)

To Ship Freight By Barges

Mississippi River to be Carrier for the Badger State

Written By
A. H. WILKINSON
Collector Internal Revenue,
District of Wisconsin



Great Lakes and Mississippi River System

THERE are now two extensive waterway systems under construction by the Federal Government in which Wisconsin is vitally interested.

First, the Great Lakes system with its connection through the St. Lawrence waterway to tidewater.

Second, the Mississippi River system which I have been asked to discuss in this article.

The St. Lawrence waterway is, in my judgment, the most important to Wisconsin. However, the Mississippi River system, with its outlet to the southern part of United States and the Gulf of Mexico, is already an operating waterway. The question of taking advantage of it is one to which we should give thought and consideration at the present time.

The policy of improving the rivers and harbors of the United States under Federal direction and with Federal funds was inaugurated by congress about the year 1824. The work has been practically continuous since that time, but so far as river improvement is concerned was on isolated projects. Only recently have we begun the important task of completing a continuous waterway connecting the principal cities of the Mid-West. The pioneer settlement of the Middle West was due especially to its natural waterways. Then came the railways, more economic than the three-foot barges and packet boats which plied the unimproved rivers, and the rivers died out of importance in our economic life. The recent change in the country's attitude toward inland waterway transportation is due to three principal reasons:

First, the distortion of transportation rates resulting from the war.

Second, the Panama canal.

Third, the need of additional transportation facilities for bulk shipments due largely to an increasing population.



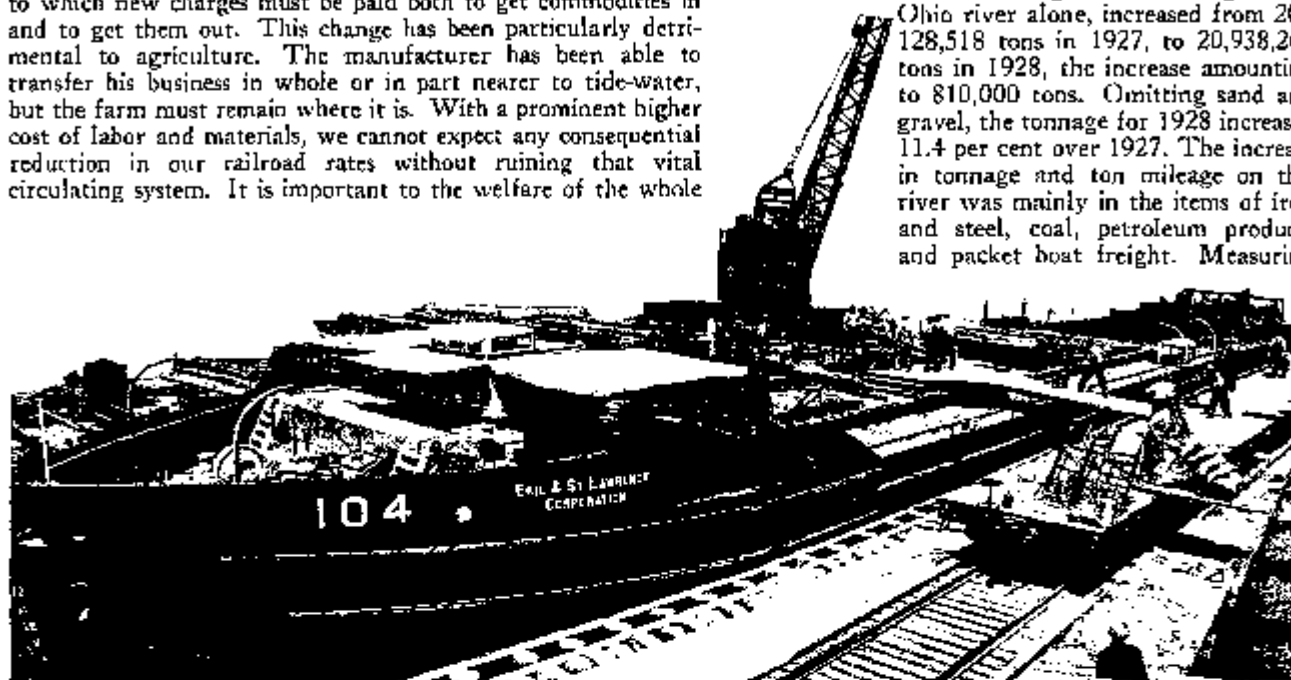
— Wisconsin News Photo

A. H. Wilkinson

WILL NOT INJURE RAILROADS; SHOULD HELP THEM

THE great changes in transportation cost have adversely affected the Middle West. It is as if a row of toll gates had been set around the area to which new charges must be paid both to get commodities in and to get them out. This change has been particularly detrimental to agriculture. The manufacturer has been able to transfer his business in whole or in part nearer to tide-water, but the farm must remain where it is. With a prominent higher cost of labor and materials, we cannot expect any consequential reduction in our railroad rates without ruining that vital circulating system. It is important to the welfare of the whole

valued at \$1,045,813,433, and, had sufficient equipment been available to handle more business, these figures, impressive as they are, would have been much larger. The tonnage of the Ohio river alone, increased from 20,128,518 tons in 1927, to 20,938,267 tons in 1928, the increase amounting to 810,000 tons. Omitting sand and gravel, the tonnage for 1928 increased 11.4 per cent over 1927. The increase in tonnage and ton mileage on this river was mainly in the items of iron and steel, coal, petroleum products and packet boat freight. Measuring



Milwaukee Journal Photo

FIRST BARGE BRINGS 1,500 TONS OF SUGAR

On July 19, the new All Water Route from New York to Milwaukee was realized by the arrival of the Barge I. L. I. 104 at the Jones Island Terminal, Milwaukee, with its cargo shipped direct from New York.

country to maintain them in at least as efficient a capacity as they are now, and to better the situation if possible. Some fear has been expressed that the opening of these waterways will injure our railroads. I am unable to find, however, that this statement can be supported by any set of facts now obtainable. At one time in our history, we practically abandoned the highways, as well as the waterways in favor of the railways. The invention of the gas engine has restored our highways and multiplied their traffic ten thousand fold, yet the total mileage of passengers and freight traffic on our railways has never been so great as now.

Railroads, now meeting river competition, are not decreasing their earnings. There will be some adjustment in the movement of traffic, but I have no fear that this will jeopardize the prosperity of our railroads.

HOW WATERWAYS WILL COVER THE MIDDLE WEST

WE are now building a consolidated system of waterways transversing twenty states. When completed, this will extend nine thousand miles back and forth throughout the Middle West. One of these is an east and west waterway from Pittsburgh to Kansas City along the Alleghany, the Ohio, the Mississippi and the Missouri rivers. This waterway, I am advised, will be completed to a nine foot channel depth this year. The other great north and south waterway across the whole nation reaches up the Mississippi river from the Gulf to the Twin Cities. One of its branches was an outlet into the Great Lakes system at Chicago, thus extending its service, by the lakes, to Milwaukee and Superior. Boats are now being operated all the way from the Gulf to the Twin Cities. The Chicago branch, although about ninety per cent completed, is waiting for a decision on the Lake Michigan drainage question before the work can be completed. It is also proposed to extend intra-coastal canals westward from New Orleans to Corpus Cristi and eastward to Florida. The Florida State Canal commission now suggests the building of a canal across Florida to connect the Mississippi Inland system with the Atlantic Canal Coast system.

The importance of these waterways, even in their incomplete and disconnected condition, is shown from the fact that during the calendar year 1927, the Mississippi Valley system carried 75,674,305 tons of commerce



Streams to be Studied

- A—St. Croix River.
- B—Chippewa River; Eau Claire.
- C—Wisconsin River to Portage. Fox River to Green Bay. Wolf River to New London.
- D—Rock River to Janesville.

in ton miles, coal ranked first, being 52 per cent of the total, and iron and steel second, with 26 per cent of the total.

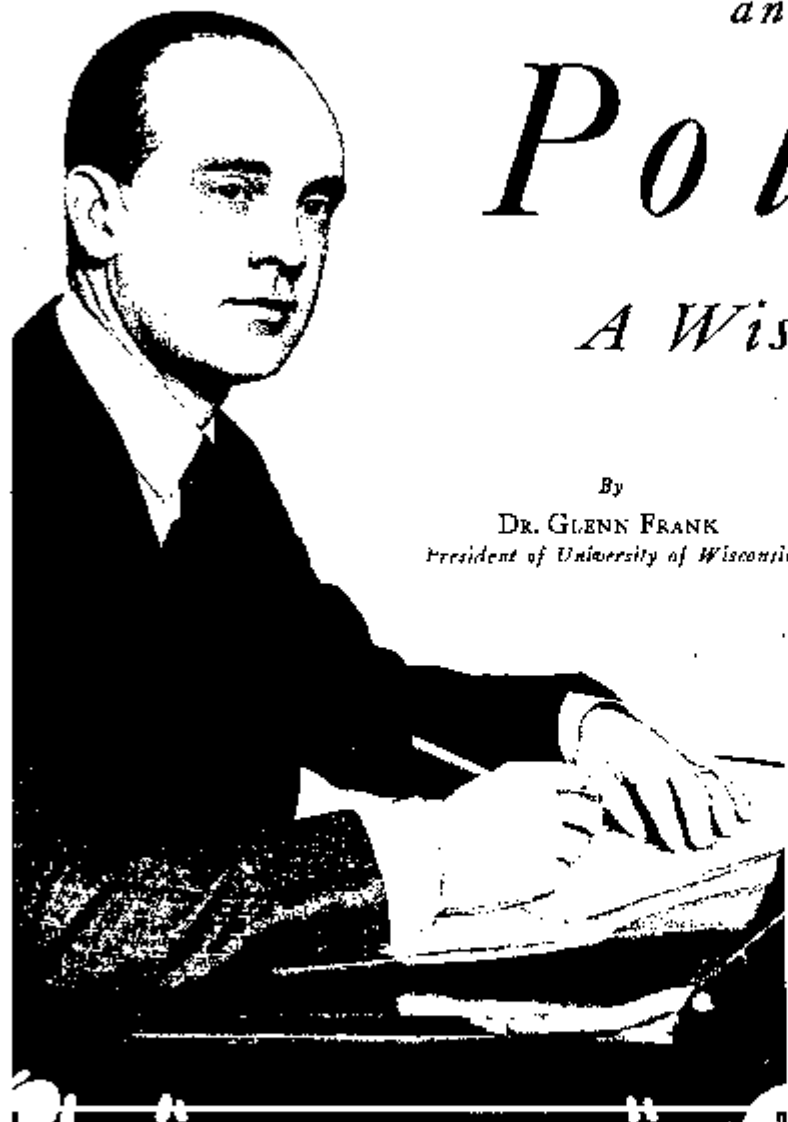
HOW WISCONSIN CAN EFFECT SERVICE CONTACT

THE progress of science and engineering has revolutionized the possibilities of our water resources.

(Continued on Page 37)

Business and Politics

A Wisconsin Idea



By
DR. GLENN FRANK
President of University of Wisconsin

Dr. Glenn Frank

Milwaukee Sentinel Photo

THE problem I purpose to discuss in this article is the interrelation of business and politics in the development of the American future. And I use the word business broadly as a covering term for all the factors immediately and indirectly involved in the processes of production and distribution—industry, labor agriculture, banking, merchandising, transportation, and so on.

We have blandly and blindly gone on the assumption that the philosophy and machinery of the American social order were settled once and for all when the Republic was founded and that modern business, which has come into the picture since, is simply a new form of power that must operate within this fixed and final scheme, and be adequately policed while it operates.

We have largely ignored the possibility that the rise of modern business and modern industry may make necessary profound and far-reaching changes in the whole philosophy and machinery of the American social order.

NEW AMERICAN SOCIAL ORDER HAS BEEN CREATED

IT may be that the New Business will make necessary a New Politics, a new conception of the American social order, a conception that will give us both a sounder business and a sounder politics. The problem of the control of power will, of course, always be with us. In any social order social safeguards against the abuse of power must be devised. The concentration of great power in the hands of any group—whether it be a group of

UNIVERSITY of WISCONSIN

OPENED in 1849, graduating its first class in 1854, University of Wisconsin holds high rank among the world's temples of higher education.

The student body numbers about 10,000, including representatives of thirty-five other nations.

Its Extension department daily serves thousands of citizens representing every section of the Badger State.

Its research work continuously helps to solve problems for business, farm and professional men and women, and laboring men and women.

It maintains numerous service agencies, such as the Hygienic Laboratory, the State Toxicologist and the Psychiatric Institute.

Its graduates are renowned in every creditable human activity.

business men, a group of laboring men, or a political party—will always carry with it the temptation to prostitute that power to narrow group interests.

But we would take a more effective step than has yet been taken toward safeguarding ourselves against the abnormal abuse of business power if we incorporated the normal use of business power, in a more statesmanlike manner, into the whole political, social, and economic scheme of the nation; that is to say, if we frankly recognized that modern business and modern industry have given us a social order that is radically different from the social order in terms of which the theories and technique of our politics and government were first formulated, and made whatever political and social readjustments the new facts make necessary in the interest of wisdom, justice, and efficiency.

(Continued on Page 22)



(Continued from Page 21)

DAYS PROBLEMS BEYOND OLD POLITICAL ORDER

ALL the main patterns of our politics were formed when we were a small nation, populating a relatively narrow band of territory along the eastern edge of the continent. Large-scale business and industry had not entered the picture. The social order was predominantly agricultural. Men's interests were simple and similar. It was not so difficult a matter to make representative government work in such a stage-setting.

Today we are a large nation, covering the continent. Our social order is both agricultural and industrial. Men's interests are no longer simple and similar; they are complex and conflicting. It is no easy matter to make representative government work in this new stage-setting. Every year the problems with which government must deal grow more technical and less political in the old sense of politics. Every year the honest and intelligent amateur, who would have been an ideal political representative in 1828, finds his equipment less and less adequate for the challenging job of statesmanship in the complex and technical civilization of 1928. His plight is becoming increasingly pathetic. His difficulty grows out of the fact that an old political order is trying to administer a new social order. And many of the old tools are not adjusted to the new tasks.

FUNDAMENTAL THEORIES MAY BE RE-ADJUSTED

SOONER or later, as a nation, we shall have to face the political implications of the following obvious facts:

We are no longer a small nation; we are a large nation.

We are no longer a simple civilization; we are an increasingly complex civilization.

We are no longer an agricultural nation alone; we are an industrial nation as well.

And I suspect that, when we tardily get around to the facing of the political implications of these facts, we shall discover ourselves forced to reconsider and reconstruct some of the fundamental theories and technique of representative government and the party system.

The evidence seems to me cumulative that modern society is passing out of the age of politics, and that the real centers of social authority, social power, and social control are rapidly shifting from politics to other fields—to business, to industry, to agriculture, to labor, to the professions, and other non-political functions and organizations of society.

FORCES OUTSIDE OF POLITICS CONTROL FUTURE

ONE of the most significant symptoms of the present status of politics in America is the growing army of non-voters. We are fast approaching the time when not more than half the adult citizens of the nation will exercise their right to vote.

How shall we project the political future of a nation in which half the citizens maintain a persistent boycott of the ballot box?

On the face of it, for the citizen of a democracy to throw away his ballot on election day is like a soldier's throwing away his sword on the day of battle. And yet I find myself less and less inclined to think that the failure of the average non-voter to vote is due to social irresponsibility. I suspect that the increasing mass of non-voters stay away from the polls

for a dimly felt rather than clearly conceived reason—a growing feeling that life flows along pretty much the same regardless of the party or the persons in power, that the real tone and temper of life are largely determined by forces outside the field of politics.

And this dim instinctive feeling of the non-voter is not without a foundation in reality. The future of the American social order is in the hands of non-political forces, which today represent the real sources of social authority and social power. My guess is that the greatest social progress in the next fifty years will come as a by-product of technical progress.

The most significant revolutionists of the next half century are likely to be the engineers, the inventors, and the business men who arise above the level of mere tradesmen and money lenders to the dignity of industrial and social statesmen.

IN TWILIGHT ZONE BETWEEN OLD AND THE NEW

FROM a technical point of view we are today in a twilight zone between an old machine industry that rested on steam power and a new machine industry that will rest on electric power. And between the two there is a difference as wide as the world.

In a machine industry resting on steam power, the worker must go to the power; in a machine industry resting on electric power, the power can be taken to the worker.

A machine industry resting on steam power must centralize; a machine industry resting on electric power may decentralize.

The political and social critics of machine industry have until recently assumed that we could not have mass production without centralization, and so they have said that we could not remedy the human evils of centralization without renouncing mass production. They knew that they would not renounce mass production and go back to cottage industries—except, perhaps, in the case of home brewing—and so they have, here and there, given up hope of correcting the human disadvantages of centralization save through a radical revolt against machine industry itself.

GIANT POWER ERA EFFECT ON SOCIAL PROBLEMS

And if the technical necessity for industrial centralization should remain, these political and social critics would be logically correct in their conclusions.

But the outlook is that technical developments in the generation, transmission, and sale of electric power will ultimately make possible the carrying on of mass production more profitably in a decentralized than in a centralized industry.

It is probably only a question of time until American industry will stop the complete manufacture and assembly of all the parts of complicated machines and of even simpler commodities in great industrial centers. The various parts will be manufactured in factories located at the varied sources of their raw materials. For a time great industrial centers will persist as points at which the parts, manufactured elsewhere, are assembled and from which they are shipped to local markets.

But in time it is probable that the great congested industrial centers will disappear even as points of assembly, for ultimately we shall ship parts to the very doorways of local markets for assembly.

In short, we are on the eve of an era of giant power that will make it possible

to put our factories at the sources of our raw material rather than at the sources of our motive power only. This will mean the decentralization of industry.

And when industry is decentralized, many of the ugly social problems that have followed in the wake of industrial centralization will automatically disappear, because their root cause has disappeared.

HOW MASS PRODUCTION MAY SPREAD BENEFITS

THE amazing fact of mass production and mass distribution is this—in the hands of really great industrial statesmen mass production and mass distribution make possible four seemingly contradictory things at one and the same time: Higher wages, shorter hours, lower prices, and larger total profits. These four things, taken together, afford a richer and more realistic foundation for sound social progress than has ever been provided by political or social proposals.

But in a system of centralized machine industry the immediate personal benefits of these four things come most richly to the great industrial centers, although, of course, they indirectly benefit even the most remote regions; but mass production in a decentralized industry will spread the immediate personal benefits of these four things throughout the nation.

A score of illustrations could be marshalled to show the way in which social benefits we have hitherto failed to secure through political and social action may yet be realized as the automatic by-products of technical progress and the socio-economic readjustments involved.

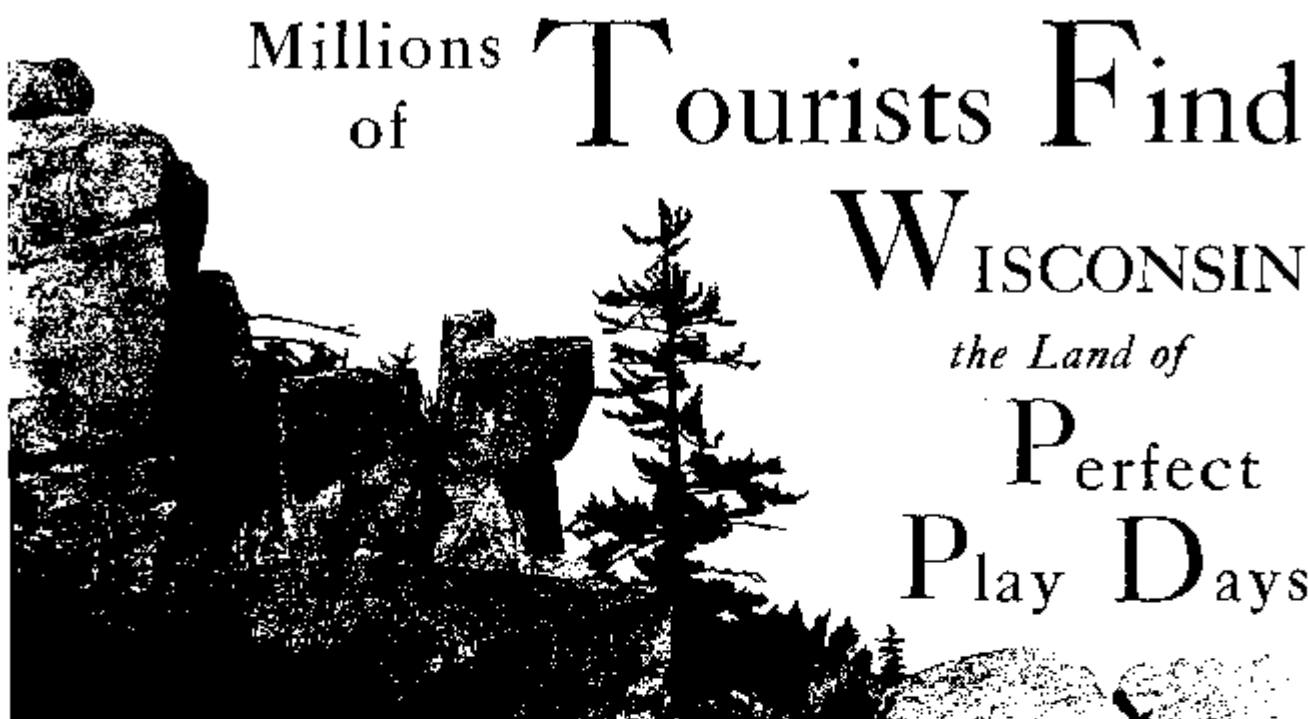
The virile forces of our new technical civilization are straining against the theories and techniques of our political order that were devised in terms of the old pastoral civilization with which the Republic began. A system of representative government that may be admirably adapted to a pastoral civilization may signify fail to function effectively in a technical civilization. At Washington one may see the beginnings of a definite contest between the forces of the old political order and the forces of the new social order born of technology and industry.

GOVERNMENT AT WASHINGTON BY THREE HOUSES

IN the little red covered text book on civil government, that I studied in a one room school in Missouri, I was told that the legislative branch of our government was bi-cameral, which, as the patient teacher explained, meant that the national legislature was made up of two chambers or two houses—the Senate and the House of Representatives. I believed this for a long time, so naive was I. But a few years ago I began to realize that our national legislature at Washington is not bi-cameral but tri-cameral, that it is made up, not of two houses, but of three houses—the Senate, the House of Representatives, and a third house that is not provided for in the Constitution. This third house is unofficial; its members are not assembled on the same principle of representation that holds in the Senate and in the House of Representatives; it represents the forces of our new technical civilization, sometimes blunderingly, sometimes selfishly, but nevertheless represents them.

This is the way I discovered the existence of this third house of congress. One hot summer evening I was driving about Washington with a veteran journalist who had been through the much-

(Continued on Page 39)



Millions of Tourists Find Wisconsin

the Land of

Perfect Play Days

VACATION time—rest from exacting tasks imposed by the swift pace of the present age; where to go?

The one complete answer is Wisconsin, land of wide, drooping forests, 9,000 shimmering lakes, unsurpassed scenery, mellow sunshine; health everywhere.

It is a sportsmen's paradise, its lakes and streams filled with fighting game fish, muskies, trout, bass, pickerel, pike, perch, all a true sportsman may seek, with the state employing a staff of scientists to assure that the supply shall never diminish.

There are hundreds upon hundreds of miles of wildest natural settings such as only nature can provide, in the midst of which rise palatial hotels and resorts providing all modern conveniences, with tennis courts, golf courses, motor boating, and dance orchestras of renown.

Good roads, well marked, lead everywhere; everybody is neighborly.

There is solitude, and there is vigorous life. Whichever you prefer is magically at your instant call.

Above all, there is health and recreation—a vast state-wide playground which rebuilds for tasks to be re-assumed when vacation days are memories.

Wisconsin is the wonderland of natural beauty, golden summers and crisp white winters, where the world comes, summer and winter, to play and to rest.

4,000,000 TOURISTS WILL COME BEFORE YEAR ENDS

PROOF of Wisconsin's real worth as a playland is found in the yearly increasing numbers of tourists who come under the Badger State's mystic spell.

This year over 4,000,000 will make up the various divisions of the tourist concourse.

The largest percentage of tourists, nearly 4,000,000, in fact, come in automobiles.

The remainder, and among them the highest class of tourists, travel by means of the steel trains provided by the railroads, the palatial steamers of the navigation companies and by aeroplane. Every lake is a landing field for amphibians.

Number of tourists enjoying the natural beauties and ideal vacation requisites in Wisconsin is quite accurately attained and by no means guess work.

Every second year the Wisconsin Highway commission conducts a tabulation of state line traffic of foreign cars covering fifty-five days. This check-up for 1929 is in progress.

According to the Highway commission, 2,439,800 tourists, traveling by auto, visited Wisconsin in 1923; 3,225,400 came here in 1925, and 4,009,500 were recorded in 1927.

It was estimated that automobile tourists spent \$111,956,823.00 while they were in the state in 1927.

GOOD HOTELS AND RESORTS ATTRACT ONE-HALF

THE Highway commission tabulation goes into several quite interesting features of tourist automobile traffic.

For instance, the commission found that in 1927 51.2 per cent of tourists were patrons of hotels; about one-fifth owned or rented summer homes, and that nearly one-quarter made use of camp sites.

The check-up also showed what attracted the visitors to Wisconsin.

In 1923 many were attracted by good roads. But in recent years Wisconsin good roads have become an old story. Tourists know they will find the roads good.



Highway Through Forest

(Continued on Page 40)

It IS SAFE To

Where To In and From Wisconsin



By **FRANK A. VAUGHN,**

who is a consulting engineer, and Vice-President of the School of Engineering of Milwaukee. He is Vice-Chairman of the Air Service committee of the Milwaukee Association of Commerce; chairman, sub-committee on New Aviation Developments; chairman, Mayor Hoan's Aeronautical Advisory committee; member, Civilian Advisory committee to the Wisconsin Legislative Interim committee on Aviation; chairman, Civic Advisory committee of Milwaukee Chapter National Aeronautic association; chairman, committee on Midland Airport Lighting and Equipment, past president, Aero Club of Wisconsin, (five years president); member of various Aeronautical, Electrical, Radio, Illuminating Engineering and Scientific societies.

"YES, I'll go up—as soon as it is safe." Would that be your reply Mrs. or Mr. U. S. Public, if you were invited by a congenial, generous, air-minded neighbor or plane-owner friend, with a pilot's license and licensed aircraft, to "take to the air" and experience the thrill of your lifetime, not by "stunting or dare-deviling" but by safe and sane flying over Mother Earth, whither you may please, over regulated and controlled airways, and to be entranced by the new vistas, unthought-of viewpoints and the broadening realization of the bigness and greatness of the handiworks of both nature and man?

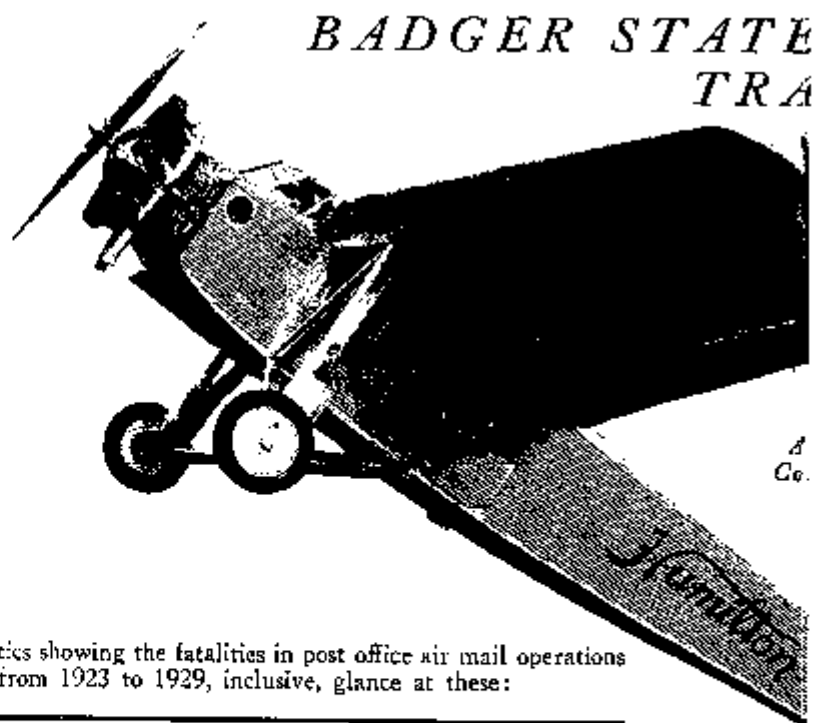
The "feel" of being in the air and, at last, "on a level" with the birds is thrill enough, when experienced and appreciated. But then, you may do more than this if you are so inclined, for no bird has ever, as the airplane has, approached the 40,000 foot "ceiling" of U. S. Army and Navy, or the newly-made 20,000-foot altitude record for commercial planes.

No bird has ever approached the 300-mile-an-hour—or even half that speed. What bird has ever flown continuously for 17½ days or 420-plus hours or made the equivalent non-stop flight around the world at least once?

For the first time, you will see Mother Earth as her Creator, and yours, intends you should; with all her embellishments, produced by nature or constructed by man, in their true and complete perspective.

MILLION AND HALF MILES FOR EVERY FATALITY

So, you'll go up—as soon as it's safe? If this is your answer, you're—I was going to say "all wet"—but I can say paradoxically, you're "up in the air",—at least, on the subject of aviation, because you can't "go up as soon as it's safe",—unless you've already been up. For it's already safe and has been for months. We talk only in short periods in aviation, so I won't stretch it far, but if you'd like to see the U. S. Government's figures on the progress of safety in aviation, as evidenced by the following statis-

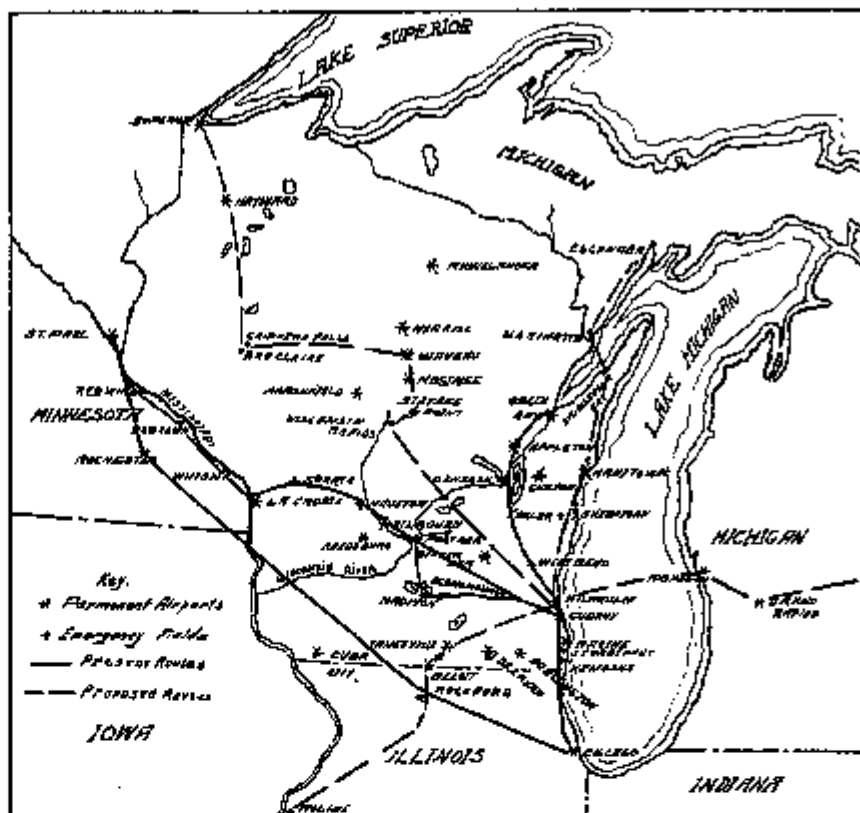


tics showing the fatalities in post office air mail operations from 1923 to 1929, inclusive, glance at these:

Year	Miles Flown	Pilots	Fatalities Passengers	Miles Per Fatality
1923	1,870,422	5	1	374,084
1924	2,161,077	3	0	720,359
1925	2,521,758	1	0	2,521,758
1926	2,583,056	1	0	2,583,056
1927	1,413,381	1	0	1,413,381
1928	8,270,081	—	—	—
1929	*15,000,000	—	—	—

* Estimated.

Fly to Go from Wisconsin



Budger State Landing Fields

ON IMPORTANT INSCONTINENTAL LINES

In 1927 the air mail was turned over to contractors, who also fly passengers and express, so segregated records of fatalities for postal flyers since 1927 are not available, but all transport flying, including mails, for this year will reach, it is estimated, 32,123,285 miles to be flown by thirty-two contractors.

"Oh, that's the air mail fliers", you say. "Of course, they're wonderful—Lindy was one of them".

Well then, here's a 1927 summary of scheduled air-transport flying operations:

Pilot-passenger miles flown... 8,485,980
Accidents, 5; fatalities, 6; injured, none.

Pilot-passenger miles per accident 1,697,196

Pilot-passenger miles per fatality 1,414,330

Almost the same record, isn't it? So, that we can probably venture that one and one-half million miles are now being flown per fatality, if we consider only the properly regulated and controlled flying with government licensed pilots and aircraft. Mr. Bucker, in Review of Reviews has figured out that "a man who flies with great frequency has perhaps 200 hours, or 20,000 miles, in the air in a year—then our continually-flying citizen could fly for 129 years before he would be killed, and private flying should be even safer than mail flying, which neither rain nor

snow nor gloom by night may halt.—And for purposes of comparison, it might be pointed out that grade-crossing accidents alone, last year, took 2,568 lives and injured 6,667 persons".

CHOOSE LICENSED PLANE AND A LICENSED PILOT

In 1928, air transport companies in this country flew a total of over 10,474,000 miles and mail fliers alone fly 28,000—some say 50,000 in 1929; in May it reached 36,344—or around the world with at least a three or four thousand mile overlap for good measure, every day, and if we count all regular time-table flying routes, by this month the grand total will reach 75,000 miles per day. And Mr. Brucker says that, during the last six months of last year, scheduled flying on regular airways caused only 7.7 per cent of the total number of deaths and injuries. So, when you do go up, be sure to choose a government-licensed plane and a government-licensed pilot. Then, if it be one of the many completely equipped cabin "sedan" jobs, you can step inside with your regular best "Sunday-go-to-meetin'" clothes on—light straw hat and all—no helmet, goggles or leather jacket necessary,—settle back in the most comfortable of arm-chair seats with head-rest, forget fear and enjoy the scenery, read, or—sleep, if you prefer. Speaking of sleeping, Mr. Fokker's new flying-pullman sleeps sixteen passengers for night flying, or dines 32 for day use, "embodying the utmost in safety, comfort and speed."

So, all plane designers are catering to passenger comfort, convenience and safety. "Passenger-psychology," they, and the air-line operators, call it, must be recognized and maintained.

Not safe enough yet! No? But, you don't hesitate to ride in autos—in the terrifying speed-jams of the main highways at week-ends! You must be riding; otherwise, so many of you wouldn't be there, and so many thou-

Wisconsin
Contribution to
Aviation

HAMILTON
META

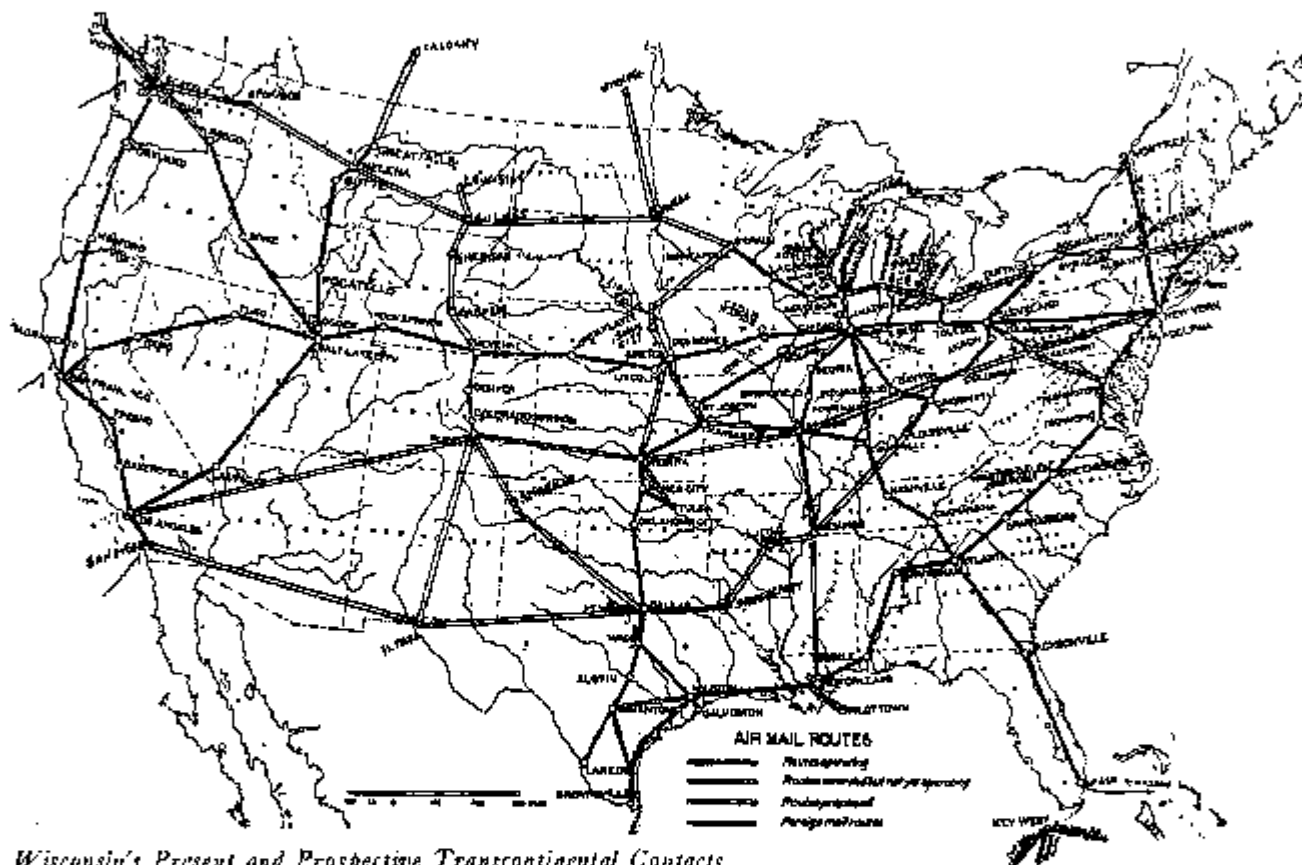
sands of you wouldn't be killed each year, increasingly, not decreasingly, as our air-travel figures show.

UNCLE SAM ASSURES PROPER FLYING IS SAFE

I'll tell you what your own Uncle Sam says about it, and you'll have to believe him because he knows you can check him up at Washington. The parentheses and comments are mine, though, and they're necessary to bring the statement of six months ago up to date:

"Using a (Government licensed) plane of proven worthiness (Uncle Sam's too modest to mention himself,

city is frantically scrambling to procure and equip one, as your Uncle Sam wants it, so that the city can be on the U. S. air-map—never mind the geography map now—some have already spent millions on theirs—at least \$500,000,000 on airports this year, and there are more serious claims to the honor of being the air-center of the universe than the proverbial cat had lives—and if your home-town is not on that air-map within the next two or three years—well, you know what happened to the tightwad towns that didn't get onto the railroad-map at the psychological time. Let's see them get on now! But to continue with your Uncle's statement,) *with known*



Wisconsin's Present and Prospective Transcontinental Contacts

evidently) flown by a (Government licensed) pilot of proven ability between well-equipped airports (every



Taking on Wisconsin Patrons

intermediate landing fields (averaging each and every 10 miles of airway) and beacon-lights at intervals along the route, (1352 of them, automatically turning on and off alternately with the sun, and Uncle Sam has since provided radiophone stations and radio-range beacons so that the receiving sets in planes get weather reports, radio-guidance, plane-dispatches from headquarters and any conversation can be transmitted between plane and plane or plane and ground enroute. Another safety-factor you don't have in your auto.) *the traveler not only enjoys a speedy and comfortable journey (see the airway-system map for places to go) but a safe one. Engineering standards are now more exacting in aircraft construction than in any other public vehicle."*

Furthermore, the 1928 Aircraft Yearbook, emphasizes the fact that "properly arranged, equipped and regulated air transportation service is now established in this country upon a basis of reliable operation and security to passenger and other traffic, comparable to the best systems of rapid surface transportation."

General Atterbury, great magnate of a great ground-transportation system, in discussing prophecies, admits that there is "one thing, and one thing only, we can



WISCONSIN A MIDWAY POINT ON AMERICA'S LONGEST AIR LINE

The new International Transcontinental Air Lines, which will be in operation before Jan. 1, 1930, will extend from Halifax, Nova Scotia, to Vancouver, B. C. Its chief points of contact between terminals will be Detroit, Milwaukee, St. Paul

and Minneapolis, Fargo and Winnipeg. Amphibians will operate between Detroit and Milwaukee, and tri-motored Fords will cover the route between other points.

definitely say: "Air-transportation is here to stay."

The Wright Aeronautical corporation says: "For aviation is a business. We know it. You know it. And the public is grasping it fast. For men will take their ways upon the air as now they take a taxi . . . men will sleep among the clouds as tonight they ride the Pullmans. And people who are asking themselves about a two-car garage will sometime worry about a hangar."

RADIO IS ALREADY INVALUABLE AID TO AVIATION

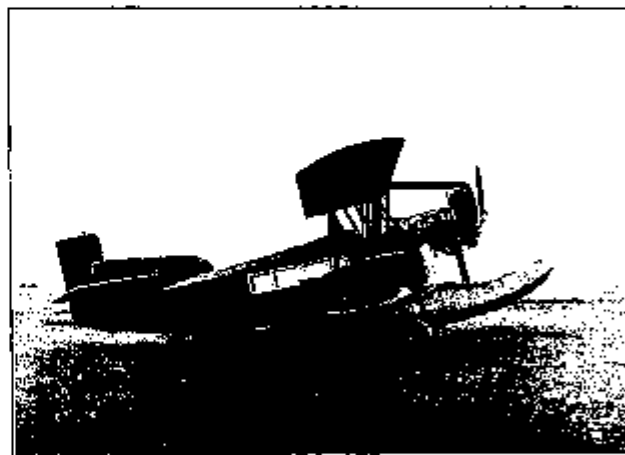
By the way, of the total 15,000 miles of plotted airways—"sky roads"—in this country, 13,805 miles are lighted, and 4,000 miles are planned and supervised from headquarters right here in Milwaukee! On Wisconsin!

And this "radio-thing", I would like to tell you much more about that, but not at this time. It's the greatest aid to "aviation", and will be still more so when more

generally installed; it was the "magnet" which drew Maitland unerringly to his tiny-dot destination in the great Pacific; the "guiding star" of the Southern Cross to Australia; it is the coming already successfully-tested conqueror of the Demon Fog,—the last and greatest unconquered menace—for now, if equipped with proper radio service and the new radio altimeter, you can often fly over, under or around or, even through, a fog-bank



Lake Landing Fields in Vilas County.



An Amphibian for Wisconsin Use

or storm, not just around (maybe?) as with your auto, boat, horse and buggy, trains—no, not trains, for they have to stick to the rails and take it, as your highway vehicles also usually have to do. Of course, I'm just "hedge-hopping" this part of our subject now, because it's too big to stop to explain, but we can go into it deeper and more accurately if we talk again next month.

But, do you want more safety evidence? If so, I'll suggest we try some source less dogmatic or mathematic than dry governmental statistics.

WHAT PLANE MAKERS CLAIM IN LINE OF SAFETY.

Now, you certainly read ads—and believe them. Otherwise, it wouldn't pay to fill all the magazine and newspapers and automobile catalogues and what-not with them and, we would have neither—no ads, no magazines, or newspapers. That reminds me of the slogans I read the other day that cities which were becoming air-minded were adopting for the airport campaigns: "No Airport;

(Continued on Page 30)

Industry In Wisconsin

Complete Statistics
Covering Year of 1927.

by Bureau of Census,
U. S. Dept. of Commerce.

DURING the period from 1925 to 1927, inclusive, Wisconsin gained 211 industrial plants, according to the figures recently made public for 1927 by the Bureau of Census of the United States Department of Commerce.

The 1927 census shows that wages paid in 1927 exceeded 1925 by \$7,814,094.00; cost of material made into products in-

creased \$68,580,418.00, and the value of products increased \$114,409,331.00.

In presenting its figures for Wisconsin for 1927, the Bureau of Census said:

"This report presents statistics for all industries for which separate figures can be given out without disclosing the operations of individual establishments. Some

of the 'Other Industries', however, are of greater importance than certain industries which are shown separately.

"No data are included for establishments having products valued at less than \$5,000.00."

The 1927 figures for manufacture in the Badger State follow:

Industry	Number of establishments	Wage-earners average for the year	Wages	Cost of materials, fuel and power	Value of products
All industries:					
1927	7,473	247,722	\$322,697,105	\$1,153,327,898	\$1,973,653,261
1925	7,262	247,341	\$14,883,011	1,084,747,480	1,859,343,930
Agricultural implements	17	2,037	3,014,579	6,483,387	23,483,944
Aluminum manufactures	16	3,023	5,217,762	9,631,935	19,408,904
Awnings, tents, sails, canvas covers	22	133	152,102	402,051	888,990
Bags, paper, exclusive of those made in paper mills	5	365	357,439	2,080,348	3,030,332
Belted leather	4	17	34,403	185,986	292,409
Beverages	158	709	883,776	3,075,396	8,262,706
Blacking, stains, dressings	5	29	44,980	241,938	476,813
Bookbinding, blank-book making	20	460	537,506	814,974	2,217,970
Boot and shoe findings, not made in boot and shoe factories	6	236	244,160	994,256	1,532,741
Boots and shoes, other than rubber	63	11,029	11,404,101	31,620,823	57,315,001
Boxes, paper and other, not elsewhere classified	28	2,077	2,092,703	9,665,337	15,268,525
Boxes, wooden, except cigar boxes	53	2,166	2,005,801	3,894,243	7,288,634
Brass, bronze and other non-ferrous alloys, and manufactures of these alloys and of copper, not specifically classified	33	2,338	3,199,172	18,750,146	25,754,145
Bread and other bakery products	714	4,189	5,388,664	15,184,746	30,907,062
Brooms	11	65	63,041	157,940	286,381
Brushes, other than rubber	8	134	141,507	171,748	508,359
Butter	466	1,753	2,478,485	68,421,659	77,037,218
Canning and preserving: Fruits and vegetables, pickles, jellies, preserves, and sauces	155	3,821	2,764,155	14,077,055	23,907,057
Car and general construction and repairs, electric-railroad repair shops	14	729	1,094,520	1,147,027	2,438,092
Car and general construction and repairs, steam-railroad repair shops	50	9,709	14,720,430	9,375,858	26,229,573
Carpets and rugs, rag	3	26	26,362	9,191	56,432
Carriages and sleds, children's	7	713	694,246	1,088,149	2,292,678
Carriages, wagons, sleighs, and sleds	6	205	246,876	521,682	1,168,458
Caskets, coffins, burial cases, and mortician's goods	9	396	444,425	773,981	1,905,045
Cheese	2,055	1,971	2,829,538	71,578,955	82,515,023
Cigars and cigarettes	119	730	690,814	1,013,475	2,439,537
Clay products (other than pottery) and nonclay refractories	31	431	485,657	392,811	1,219,230
Cleaning and polishing preparations	8	45	49,628	219,250	580,213
Clothing (except work clothing), men's youths', and boys', not elsewhere classified	30	2,559	3,026,773	7,897,231	13,882,736
Clothing, women's exclusive of corsets and allied garments and garments made in knitting mills	24	930	759,887	2,832,307	5,145,913
Clothing, work (except shirts), men's	16	347	716,903	2,124,931	4,072,974
Coffee and spice, roasting and grinding	14	168	161,921	3,411,918	4,439,128
Compressed and liquefied gases	8	89	131,704	347,275	1,452,098
Concrete products	97	582	808,676	1,375,722	3,569,108
Condensed and evaporated milk	80	1,699	2,077,774	47,992,824	58,703,840
Confectionery	63	2,717	2,353,692	9,098,545	17,256,970
Cooperage	13	770	839,215	2,493,818	3,916,490
Copper, tin, and sheet-iron work, including galvanized-iron work, not elsewhere classified	90	1,015	1,414,701	6,530,557	10,842,966
Cutlery (not including silver and plated cutlery) and edge tools	8	192	250,890	254,545	832,963
Dairymen's supplies; creamery, cheese-factory, and butter-factory equipment; and poultrymen's and apiarists' supplies	19	437	577,746	1,586,095	3,499,903
Dental goods, including dental laboratory work	4	50	88,428	68,275	207,598
Electrical machinery, apparatus, and supplies	65	7,150	8,749,295	17,473,971	48,027,662
Electroplating	9	99	148,660	54,353	337,309
Engines, turbines, and water wheels	18	8,982	15,240,802	28,902,058	62,549,223
Engraving, steel and copperplate, and plate printing	5	63	67,951	104,663	311,111
Excelsior	8	299	295,225	736,381	1,332,329



Industry	Number of establishments	Wage earners average for the year	Wages	Cost of materials, fuel and power	Value of products
Fancy and miscellaneous articles, not elsewhere classified	9	219	197,884	451,800	925,640
Feeds, prepared, for animals and fowls	13	156	228,491	4,175,958	5,048,259
Flavoring extracts and flavoring sirups	23	692	1,053,381	3,628,159	8,712,527
Flax and hemp, dressed	4	34	26,316	71,627	178,128
Flour and other grain-mill products	98	527	637,623	13,467,517	15,702,027
Food preparations, not elsewhere classified	18	867	1,060,705	10,453,825	17,630,447
Forgings, iron and steel, not made in steel works or rolling mills	5	346	633,712	1,263,872	2,494,779
Foundry and machine-shop products, not elsewhere classified	324	21,081	31,888,882	53,438,109	127,357,554
Fur goods	37	427	506,196	2,106,639	3,515,887
Furniture, including store and office fixtures	116	11,103	14,345,703	23,564,902	49,150,009
Gas and electric fixtures; lamps, lanterns, and reflectors	15	393	469,303	1,639,990	3,247,434
Gas, manufactured, illuminating and heating	34	1,535	2,215,539	5,937,347	14,505,715
Glass cutting, staining, and ornamenting	14	95	140,766	165,072	550,472
Gloves and mittens, leather	25	1,645	1,318,210	3,236,033	6,059,792
Hardware, not elsewhere classified	16	616	804,043	945,981	2,876,154
Hats and caps, except felt and straw	10	93	125,970	231,884	516,365
Horse blankets, fly nets, and related products	5	210	162,360	546,585	1,036,269
House-furnishing goods, not elsewhere classified	8	178	167,354	426,428	803,336
Ice cream	66	539	876,556	4,304,275	7,943,707
Ice, manufactured	8	43	82,045	142,432	599,545
Iron and steel: Steel works and rolling mills	19	4,807	7,330,376	11,807,061	23,895,617
Jewelry	4	37	58,031	54,631	162,223
Knit goods	57	11,098	12,469,766	25,144,479	55,838,366
Leather: Tanned, curried and finished	19	4,322	5,542,776	22,328,166	35,077,010
Lime	19	522	540,815	844,457	1,862,793
Lithographing	11	513	961,066	1,259,857	3,506,928
Lumber and timber products, not elsewhere classified	128	15,457	15,860,425	17,297,776	45,714,935
Macaroni, spaghetti, vermicelli and noodles	4	99	84,321	564,375	828,321
Machine tools	19	1,711	2,567,572	2,159,734	7,450,790
Malt	8	219	402,902	7,908,376	9,097,849
Marble, granite, slate and other stone products	55	1,335	2,051,915	1,826,273	5,859,551
Mattresses and bed springs, not elsewhere classified	21	476	534,716	1,608,779	2,842,307
Millinery	3	1,000	951,878	1,862,731	3,878,988
Mirrors, framed and unframed	7	151	344,591	1,244,283	1,985,646
Models and patterns, not including paper patterns	36	375	610,170	167,981	1,090,588
Motor-vehicle bodies and motor-vehicle parts	43	11,204	18,244,594	50,539,837	87,691,426
Motor vehicles, not including motorcycles	15	8,786	12,854,868	121,967,497	177,452,567
Musical instruments: Organs	5	161	221,657	500,740	1,009,566
Musical instruments: Pianos	6	204	264,466	516,547	945,904
Paints and varnishes	17	657	832,178	6,359,243	12,647,881
Paper	51	9,414	11,472,092	60,331,646	90,173,655
Paper goods, not elsewhere classified	15	810	899,718	4,295,621	7,133,891
Patent and proprietary medicines and compounds	23	90	82,752	412,792	1,253,406
Paving materials, other than brick or granite	15	264	348,733	372,643	1,238,374
Perfumes, cosmetics and other toilet preparations	6	53	38,498	52,660	219,759
Phonographs	3	339	398,793	1,810,426	3,195,898
Photo-engraving, not done in printing establishments	17	281	650,633	187,241	1,563,777
Photographic apparatus and materials	3	23	31,698	32,736	117,650
Planing-mill products, not made in planing mills connected with sawmills	149	5,517	7,215,951	15,548,382	29,448,470
Printing and publishing, book and job	250	2,634	3,980,439	6,891,195	16,446,299
Printing and publishing, newspaper and periodical	319	2,395	4,208,151	5,794,657	24,383,211
Pulp (wood and other fiber)	33	1,722	4,946,262	24,383,418	34,876,945
Pumps (hand and power) and pumping equipment	4	347	523,525	795,588	2,049,734
Refrigerators and refrigerator cabinets, exclusive of mechanical refrigerating equipment	10	692	792,312	1,721,622	3,527,932
Rubber goods, other than tires, inner tubes, and boots and shoes	6	474	502,319	1,335,128	2,455,384
Rubber tires and inner tubes	4	1,638	5,238,911	24,954,558	43,823,143
Saddlery and harness	12	206	281,768	1,002,213	2,079,018
Sausage, meat puddings, headcheese, etc., and sausage casings, not made in slaughtering and meat-packing establishments	32	368	582,303	4,282,007	5,959,041
Screw-machine products	4	125	177,929	283,976	627,787
Ship and boat building, steel and wooden, including repair work	17	1,272	1,861,576	1,968,899	5,113,107
Shirts	7	495	399,386	989,361	1,887,949
Signs and advertising novelties	25	988	1,369,612	2,558,939	6,389,830
Slaughtering and meat packing, wholesale	19	2,639	3,514,499	70,120,536	75,793,912
Smelting and refining, metals other than gold, silver, or platinum, not from the ore	4	9	10,476	118,623	174,534
Sporting and athletic goods, not including firearms or ammunition	5	254	182,431	208,305	592,221
Stamped and enameled ware, not elsewhere classified	12	2,460	2,963,579	6,068,395	12,087,483
Stationery goods, not elsewhere classified	4	100	122,969	479,816	991,185
Statuary and art goods, factory product	5	116	264,899	94,698	503,802
Steam fittings and steam and hot-water heating apparatus	4	496	661,666	1,118,877	3,037,126

(Continued on Page 43)



IT IS SAFE TO FLY, RECORDS SHOW

(Continued from Page 27)

No Aviation". And it's too true. You read today the head-line, "Airports must prepare for 100 planes a day." But back to ads and so to the airports and to the air, later. (With apologies to Pepys). So let's skim through any up-to-date flying magazine. If you'll read the ads, attentively, you'll be sold on aviation, if not on aircraft. Just the ads; they will reflect the present status and, perhaps, the future of the airplane best. Take anyone off my rack there. There are dozens of both popular and engineering magazines published in the U. S.—let's take a popular one—not that either of us sells it, but it's here on the rack. Its last April number has 230 pages, of which it uses 49 pages to list the data, in fine type, on the then present 244 models of American airplanes and the 65 models of American engines, or "motors," if you prefer. Six months before, there were but 134 airplanes and 45 motors. Some of them you know about, like Lindy's single "Whirlwind"; its big brother wind-jammer, the "Cyclone"; the two air-stingers, "Wasp" and "Hornet" and the Curdiss-Chieftain which "could have stayed up 200 hours more, at least"; all in the 200 to 600 horse-power class. But, there are more than 60 more, small and large, that perhaps you haven't met, but many of which you will be ready to admit, with the advertised records at hand, do make truly dependable support for the properly-designed fuselage.

But that's getting too technical, except that it reminds us that the old transcontinental prairie-schooner of only yesterday, with its two-ox power, looks more remotely past than ever, when we count up the 225 horses on the single "Whirlwind" job, or the 525 or 625, respectively, on the "Wasp" or "Chieftain" present transcontinental one-motored air-schooner. Or three times these figures—sometimes 2,000 horses and up, if we're looking at the tri-motor class—which pull or push the latter across the continent almost between sundown and sundown—the record, you know, is about 19 hours, but with scheduled stops you lost from seaboard to seaboard but one business day by utilizing two nights. The air-rail trip even does it in 48 hours. Of course, you know the big 12-motored, 100-passenger Dornier Do X in Germany has the equivalent of 6,000 horses rugging at its wings, six pairs of 500 horse-power, paired in tandem.

THE TAIL-SKID ELIMINATED; TWO-WHEEL BRAKES.

Let's look at the ads written just to sell you and me airplanes—same as the automobile, furniture or golfstick ads. First, we notice the "lines": beautiful, smooth curves—stream-lining—which helps aerodynamically and artistically as well. Look the models over—244 of them, like beautiful open and closed autos except that the planes have wings, a vast difference to us. The planes only have three wheels and tires, too—two big ones and one little one. Oh, I see, you didn't realize that the "tail-skid" has been eliminated in the new models and a nice little pneumatic-tired wheel substituted. Tail-skidding isn't being done now in airplane circles. How do they stop, now? Oh, two-wheel brakes, of course. That's easy, with the slow 35 or 40 miles or even higher landing speeds. After touching the ground, (I should now say concrete or

bituminized runways), it's practically the same old worked-out plan of stopping your auto at moderate speeds, plus the precaution of not applying them too fast and the advantage of separately-acting brakes on each front wheel which means you can turn around on the proverbial dime with one wheel practically still. But that's another recent advance to chat about further later. Now, the ads say things like this:

"The Moth . . . with the Handley Page Slotted Wing. This feature prevents involuntary tail-spins."

I should here tell you this that you can't enter an aircraft in the Safe Aircraft Competition for the \$150,000.00 in prizes, in the Guggenheim contest without complying with the following (and others) specification requirement: "(1) Non-stalling and non-spinning. (2) Sufficiently stable (a) to fly level in gusty air by itself for about 5 minutes, and (b) to recover by itself, all controls released, from any abnormal position in which an amateur pilot might place it."

In July, twelve entries had qualified, according to Harry F. Guggenheim, and besides you see by the ads that "it is already 'being done'."

Hamilton Metalplane, made in Milwaukee, (ON, WISCONSIN) "if driven to a stalling position will right itself. Due to its inherent stability—may be flown 'hands off'."

"The Pheasant may be flown 'hands off' for indefinite periods."

The Aristocrat airplane ad says: "Involuntary 'tail spinning,' most frequent cause of air accidents, has been eliminated. It is impossible to hold the Aristocrat in a voluntary 'tail spin'. At stalling speed, with the engine cut off, the Aristocrat simply assumes its natural gliding angle. You can fly the Aristocrat 'hands off' under the normal weather conditions, using only the rudder and throttle for control."

Another ad on the De Havilland Gipsy Moth says: "It's impossible to put a Moth into an unintentional spin. Capt. de Havilland deliberately stalled a Moth at 220 feet and let it sink to the ground with the stick full back. He landed safe and unhurt. No one has ever been injured in a Slotted Moth."

ELIMINATE POSSIBILITY OF GOING INTO SPIN

The Whittelsey Avian ads read practically the same as the Moth, being designed with slotted wings, nearly alike. Both these small designs have, like the Fairchild, and some others, folding-back wings. "With the wings folded, the Whittelsey Avian can be housed in a small shed." "Width when folded, 9½ ft."

The ad says: "Spins are out. Equipment includes one of the greatest achievements of modern aerodynamics—the Handley-Page automatic slotted wing. The slotted wing accomplishes the following: Permits stalled turns without falling into a spin—enables ship to regain flying speed after stall with less loss of altitude than usual—materially improves lateral control by decreasing the counter-acting yawing moment—decreases landing speed—practically eliminates possibility of ship going into spin in clouds or fog."

The Fairchild also calls attention to its "7½ to 1 safety factor". And I know

it will "fly alone", for, like the Hamilton, I have been in it when it did.

The Boeing ad says: "Model 95 is the plane that 3½ million miles of flying developed. It is adapted for any route in the country because the Boeing System had to build a plane for its own use which would operate equally well at sea level or 12,000 feet, at sub-zero or tropical temperatures."

The Davis open-cockpit monoplane has "quick take-off, exceptional stability in rough weather, and conservative landing speed all which contribute to safety in the hands of the student pilot."

The Stearman (an open-cockpit biplane—nearly all the rest are cabin jobs) ad says: "Its perfect balance, inbuilt stability, and rugged construction will say more to you than any advertisement we could print."

One more! Look at the Bellanca, the make which Clarence Chamberlain flew to Germany: "Stability—fly the Bellanca 'hands off', fly it up, down, level on the throttle alone—turn it on the rudder without the ailerons, on the ailerons without the rudder—stall the Bellanca and note its instant recovery!"

No, we still should look at Lindy's ship, at least, at "the new Ryan which comes back smoothly, automatically, and with certainty after being deliberately forced out of normal flight."

Did I hear you say enough?

Here's a little story out of this month's "Aeronautics" magazine on this point. Mr.—no, not Mr., for he doesn't like that. But—Fokker made the tri-motored plane Josephine Ford, which Byrd and Bennett flew over the North pole (we won't go there on our first trip) and was proving it at McCook field. Says his private secretary, Miss Schenk:

"The cabin was full of girls, most of them up for the first time, and nothing delighted Fokker quite as much as leaving the wheel to step down into the cabin, allowing the ship to fly itself, which proceeding was greeted with screams of terror from the majority of the occupants of the cabin, even though the big ship would only gracefully glide downward, straighten itself out, glide, straighten,—until he again took the wheel."

That is enough.

IN FACT, "TAIL SPINS" ARE NOW OUT OF STYLE

So "tail-spins" have gone out of fashion, too—and like the pins that babies don't swallow, and which thus save many of our lives, the tail-spins we don't have in the future will save many future fliers' lives, and would have saved quite a few in the past. Of course, we still need pilots—need them badly—don't misinterpret this point—and we're tremendously short of good ones in this country right now because they can't be trained fast enough, and you have been told to choose only well qualified licensed pilots as well as planes. If you live in Wisconsin, none but Government-licensed pilots or planes can leave the ground, so as a guide to your judgment, you're limited in your choice to only Government-licensed men and equipment since the passage of the new uniform state aviation law.

Wisconsin is one of about fifteen states which now have uniform flying laws and air-traffic regulations, so that when you whizz by the state boundaries, you don't

(Continued on Page 41)



RESIDENTS of Wisconsin Take Pride In INDIVIDUAL Ownership

Conditions in State's Metropolis

STANDARDS of living in Wisconsin cities are as satisfactory as those of its rural communities.

Many of the sordid features of cities of other states and nations are missing in Wisconsin.

Take the metropolis of the state, Milwaukee, which because of its size would have more undesirable features than any other city of the state, and what are its living standards?

Milwaukee's population, including its suburbs, is about 800,000.

In Milwaukee proper, according to a recent survey, 43.6 per cent of families, 74,120, own their own homes.

Seven out of every ten families have savings accounts in banks.

Of families having savings accounts

34.7 per cent have one account, 36.9 per cent have two accounts and 16.9 per cent have three.

There are 63,410 families interested as members of building and loan associations.

In insurance, 80 per cent of men in families carry insurance, and 70 per cent of women have insurance.

A survey of Jan. 15, 1928, showed that 50.7 Milwaukee families owned one automobile, and over 2,500 families have more than one car.

That Milwaukee has its car out for the news of the world is indicated by the fact that 81,260 families have radio sets.

As many families own washing machines.

Vacuum cleaners are owned by 111,860 families.

Police records show that Milwaukee has been one of the world's most orderly cities during all of its history.

Records show desirable sanitary and health conditions, with little poverty, which is scientifically taken care of.

A great, intensive manufacturing center, yet Milwaukee county is one of the state's important agricultural counties.

About 60 per cent of its total area is devoted to farms, and last year the county ranked first in the state in production of butter, its output being 8,000,000 pounds.

In market milk it ranked second to Kenosha county, 58 per cent of its farms yielding this product.

The county ranked third in production of onions, and fourth in cabbage.

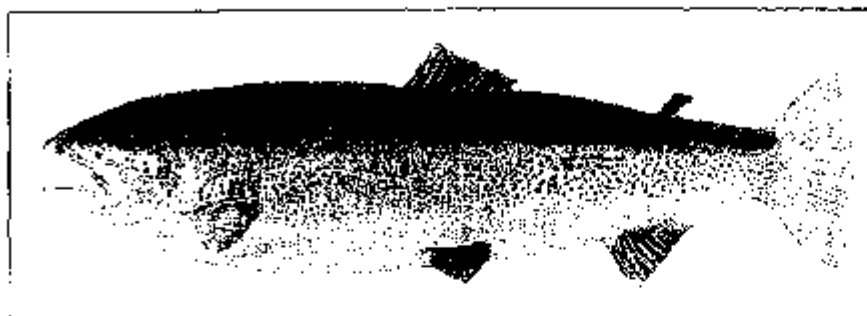
Where Industrial Workers Build Their Homes



In the Northwestern Section of Milwaukee, Showing Capital Drive, which extends from the Shore of Lake Michigan to Madison, a distance of 95 Miles

Bigger, Better Fish,

is the
Slogan
of
Wisconsin
State
Scientists



19¼ Pound Rainbow Trout Caught in Brule River

IN its campaign to produce "bigger and better" fish, and to make it possible for Wisconsin anglers to have "less time between bites," the department of fisheries of the state conservation commission has called in the aid of scientists, who have, by their thorough and painstaking work, made it possible in Wisconsin to propagate many kinds of fish never propagated before, and to maintain what is probably a higher standard of efficiency than any other fish commission in the United States.

successful year like 1929 the fisheries division of the Conservation commission hatched and planted more than 300,000 fish of one variety alone, is a long way, and it follows a path which is fraught with many obstacles caused by inexperience, politics, misunderstanding, and a dozen other causes. Today Wisconsin has twenty-seven fish hatcheries, which are being operated under the direction of B. O. Webster, superintendent of fisheries of the Conservation commission. In these twenty-seven hatcheries, practically every kind of fine food fish found in Wisconsin is propagated.

From the very first, the history of fish culture in Wisconsin has been made interesting by a spirit of experimentation. Early fish commissions in this state were composed, in part at least, of scientific men connected with the University of Wisconsin. It is to the work of men like former President E. A. Birge, Dr. Chaney Juday, and Dr. George Kennerly, the first two of whom are still working, that Wisconsin owes its thanks for scientific development in fish culture.

This spirit of investigation early developed into a scientific outlook. Men en-

gaged in fisheries work in the Badger state became accustomed to calling for and receiving scientific advice to help them in their work. This assistance from scientists continues, and now there is probably more scientific investigation for the benefit of fisheries work going on in Wisconsin than ever before.

A few examples will tend to show the nature of the research which has made Wisconsin famous among fish culturists, and the tremendous practical benefits that are derived from this work. Artificial propagation of fish is basically an absolutely natural process, which sounds paradoxical enough. All that has been done to make artificial propagation more efficient than nature is to eliminate some of the chances for error and loss in the scheme of nature.

Written By

D. H. Kipp

Supt. Education,
Conservation Commission



D. H. Kipp

Wisconsin's various fish commissions during the past 55 years that there has been state directed activity in fish culture have proved that man can, and has, improved on nature, in this line of endeavor at least. But man cannot substitute for nature, without natural beginnings and natural processes, man's efforts would be entirely in vain. Nature must provide the materials and nature must point the way—then man can go on.

EVERY KIND OF FINE FOOD FISH PROPAGATED

FROM the time in 1874 when there was a commissioner to receive spawn first appointed, to the present time when in a



State Fish Hatchery at Bayfield



Here Muskies Are Reared at Woodruff, Wisconsin

BETTER RESULTS BY SCIENCE THAN BY NATURE

NATURE'S method of fish propagation is a prolific and extravagant one. The female extrudes the eggs on a spawning bed, after which the male fish swims over the same bed, leaving behind him a cloud of milt which contains the fertilizing germs. Because it is such a chance proposition that the male germs come into contact with the female eggs, nature had to allow a wide margin of error if her species were to perpetuate themselves. It has been estimated by fisheries officials, and probably quite accurately, that less than one-half of one per cent of the eggs laid develop into fish.

Under natural conditions, eggs are laid in water and fertilization also takes place in water. Early fish culturists, in trying to adhere as strictly as possible to nature's methods, took eggs from fish into a dish or pan of water, and the milt which had been taken from male fish was introduced into this pan of water. The results, while much better than those obtained in nature, were not satisfactory, and Wisconsin fish culturists perfected a process called dry impregnation. This process is very simple. It consists of introducing the female eggs and the male milt into the same pan, which has been filled with water and then drained so that only a small amount of moisture clings to the bottom and sides. Because it takes longer for the eggs and milt to come in contact when immersed in water, this process increases the efficiency of egg fertilization.

Another discovery made at the Madison hatchery two years ago made possible still greater efficiency in hatchery operations. It was discovered that the male sperm remains active for only sixteen seconds after it comes in contact with water. With this knowledge, hatchery men can better time the mixing of eggs and milt so that a maximum fertilization will take place. With brown trout eggs at the Madison hatchery, there has been as high as ninety or ninety-one per cent of the eggs taken hatched. When this ninety per cent is contrasted with the less than one per cent which prevails in nature, the case of artificial propagation is proved.

SCALES TELL AGE OF FISH; COUNT THE RINGS

HOW old is a fish?

The natural answer to this question would seem to be, "You can't tell, and what good would it do if you could?"

Although for many, many years people have been able to determine quite accurately the ages of animals, both domesticated and wild, by many different means, the only way they have ever had of determining even approximately the age of fish has been by some sort of a rough estimate, based entirely on the size of the fish. Little thought has been given to this question by the great majority of people, because it has been thought that the age of a fish didn't make any particular difference anyhow, as long as it was of legal size. Quite recently, however, it has been discovered that the age of a fish can be definitely determined by a microscopic study of its scales.

This discovery seems destined to have a great effect upon fish culture practices of the future. With the age and weight of a fish known, its rate of growth can be

very easily computed, and by taking specimens of fish from various lakes and streams and comparing their rate of growth, the species of fish best adapted to each lake or stream can be readily determined. With such a scientific basis for fish planting, the already good results from artificial propagation of game fishes should be multiplied many times in years to come.

The method of telling the age of fish by a microscopic study of the scales is in many ways similar to the method used in telling the age of trees. To arrive at the age of a fish, we count the groups of rings on a scale. Each scale of a fish contains many concentric rings, and when these are studied under a powerful microscope the spaces between the rings are found to vary. When a fish lives in cold water, it breathes more slowly, eats less, and consequently grows more slowly than when in warmer water. The rings produced by growth during the winter months or cold season are therefore closer together than those produced during the faster growing summer season. By counting the groups of closely spaced rings, we have the number of winter seasons the fish has lived, or its age in years.

SELECT FISH BEST ADAPTED TO CERTAIN WATERS

BY a little more detailed study, it is possible to determine the rate of growth for a fish during any one particular season. It is also possible to tell at what time of year the fish was caught. Given the age of the fish and its weight, its average rate of growth per year can be readily calculated, and its rate of growth can then be compared with that of specimens of the same variety taken from other lakes and streams. From this data, scientists can easily determine which fish grow fastest in certain waters, and the kind of fish best adapted to those waters can be planted in them by the conservation departments of the different states.

These facts, proved by the results of preliminary surveys, were the basis for a call issued the summer before last to Wisconsin sportsmen to co-operate in a complete survey of the game fish in the state, which was made by the Wisconsin Geological and Natural History survey, the United States Bureau of Fisheries, and the Wisconsin Conservation commission.

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The Fish Hatchery at Woodruff



FOR BIGGER AND BETTER FISH

(Continued from Page 33)

Sportsmen of the state were asked to send in 50,000 samples of fish scales to be used in compiling the necessary data for this survey, and the sportsmen co-operated fully in the interests of fish production and conservation. Scale kits, prepared by the Bureau of Fisheries and the Geological and Natural History survey, were sent out to a great number of fishermen in Wisconsin to facilitate the handling of the scales. The directions for carrying on the work, which accompanied the kits, were simple to understand and complete in scope.

Each fisherman was to weigh and measure each fish he caught, and then enclose in one of the scale envelopes in the kit a few scales taken from the left side of the fish. He was asked to give the name of the lake or stream in which the fish was caught, the time of day it was caught, and the kind of bait used. This data and the scales were to be mailed immediately to the University of Wisconsin, where examination would be made.

By thus co-operating with the sportsmen, who were fishing in practically every lake and stream in the state, the Wisconsin Survey was able to get an excellent start in its work of determining just what kinds of fish are best adapted to each lake and stream in the Badger state.

HOW THOSE WHO FISH MAY HELP SCIENTISTS

THE work of the fish scale study of game fishes caught in Wisconsin lakes and streams makes an effective companion study for some research work which has been carried on for thirty years by the Wisconsin Biological and Natural History survey, acting under the direction of Dr. E. A. Birge, President Emeritus of the University of Wisconsin. During these thirty years, a minute study has been made of the lakes of the state, until today these lakes are known to limnologists, or persons who make scientific studies of lakes, as the most studied lakes in the world. The history of this work makes an interesting story, which has to do with the biology, the physics, and the chemistry of lake water. A great deal of data has been collected, which is very helpful in determining the fish best adapted to each lake. It has been found, for instance, that some lakes are especially adapted to trout, while in others trout cannot live at all, but bass or pike thrive.

The factors which enter into this differentiation of the lakes are too numerous and complicated to enter into here, and they are mentioned merely to show the relation between the two branches of research work which are being carried on in these lakes. After all the conditions of the lake have been carefully studied, and the kind and amount of fish food in it determined, it is still necessary to study the fish themselves, in order to know the approximate number present and the rate of their growth.

In order to carry on this research work, it is necessary that a large number of fish be caught for study. This can be done in either one of two ways—either by hiring scientists to catch the fish for this purpose, or by asking the co-opera-

tion of the fisherman in the state. The latter method is better, because these sportsmen are fishing almost daily in practically every lake and stream in which fish are found. If these fishermen will furnish the necessary information about their catches, the work will be facilitated and hastened much more than if scientific fishermen have to visit every body of water in the state.

400,000 MUSKIES HATCHED; PLANTED AS FRY

PROPAGATION activities in Wisconsin have been extended in recent years to fish which people had formerly considered impossible to propagate artificially, for which reason these fish had been thought doomed to an early extinction. One of the kinds of fish which early fish culturists thought impossible to propagate is the muskellunge. This year Wisconsin had its most successful season in the propagation of this famous fish, when more than 400,000 muskies were hatched at the Woodruff hatchery, a larger number than has ever been hatched in Wisconsin before, and probably larger than any other state had ever hatched. Most of these fish were planted immediately as fry, but about 20,000 of them were kept and are now being reared in outdoor holding ponds at the Woodruff hatchery.

NEW METHODS ARE USED TO PLANT PIKE FRY

ANOTHER improvement upon nature in the propagation of fish is shown in the new method recommended by the fisheries department of the conservation commission this year in planting pike fry. B. O. Webster, superintendent of fisheries, recommends that pike be planted, not along the shores of lakes, but out in the middle of the body of water, where they will have a better chance of surviving the voracious attacks of predatory fish.

This new practice comes from the observations of Dr. Channey Juday, of the University of Wisconsin, that the aquatic bug life upon which baby wall-eyed pike live is evenly distributed throughout our lakes. Consequently, pike planted in the middle of a lake will get food as readily as if they were planted close to the shore. Although in nature's method, baby pike live near the shore, it is only a happening, because they were hatched close to the shore line.

Mr. Webster also recommends that the fish be planted evenly over the surface of a lake by pouring them out of cans carried in a motor boat going at full speed. This, of course, should be done after the water in the cans has been tempered to the temperature of the water in the lake. The fish will not be injured by this method of planting, in the opinion of Mr. Webster, and he backs up his opinion by telling of the experiment the federal government made in the hatchery at Detroit. The hatchery there is in an old church building with a high steeple, and in this experiment a pailful of baby fish were dumped from the top of the steeple into a tub of water, with no injury to the fish whatsoever. A judicious planting from a motor boat will not harm the fish, and will probably aid greatly in the restocking of our lakes with wall-eyed pike.

TO ALMOST CATCHABLE SIZE BEFORE PLANTING

PERHAPS the most far reaching policy of the conservation commission in regard to fish culture today concerns the rearing of fish to a larger size before distribution. It is known that fingerling fish stand an infinitely better chance of survival when placed in streams or lakes than do fry. By the same line of reasoning, fish raised to an almost catchable size before planting should stand an even better chance. The commission would like to build and operate thousands of rearing ponds throughout the state to carry out this policy, but rearing ponds are expensive and the funds of the commission are so limited that a wide spread practice is impossible. To carry out this policy even a little way without money, the commission is encouraging the building and operation of rearing ponds by private groups such as rod and gun clubs, Izaak Walton League chapters, sportsmen's clubs, and the like. Today in Wisconsin, organizations such as these are operating 147 rearing ponds. Last year the state co-operated with but 39 groups. This tremendous increase can be taken as an expression of interest on the part of sportsmen of the state in the commission's policy.

Sportsmen of Wisconsin have indicated their willingness to co-operate with the conservation commission along another line. According to B. O. Webster, superintendent of fisheries, not enough attention has been paid in the past to helping in the natural propagation of fish. In order to protect natural propagation, fish refuges have been established this spring, closing to fishing the small tributary streams in which trout spawn and in which the baby trout lurk until they are large enough to venture into the main stream, and spawning beds in lakes. These refuges are permanent, and will be in effect year after year. Benefits from them should be noticed very soon, in two years at most, if the experience of eastern states follows in Wisconsin. There is every reason to believe that these fish refuges will be as effective in maintaining a supply of fish as the game refuges have been in protecting game.

The foundation is laid. Wisconsin now stands upon the threshold of the greatest possible efficiency in the fish propagation program. Sufficient money obtained, Wisconsin can go farther in fish propagation work than any state or nation has ever gone, and Wisconsin waters can abound with good fishing forever.

Power in the Dairy

In Wisconsin, on farms where about twenty cows are milked, milking machines can be operated at a cost of three cents per milking, or six cents a day for two milkings.

Herd Goes to Brazil

Six head of Red Polled cattle, selected from herds in Wisconsin, were shipped by H. A. Martin, Richland Center, widely known breeder to southern Brazil, a trip of 33 days.

Wisconsin—

(Continued from Page 11)

In a word, the name "Wisconsin" on a manufactured product, as upon an agricultural product, means dependency in every particular, and as near perfection as it is possible to attain.

INDUSTRY OF BADGER STATE TAKES NEW TREND

GREAT as Wisconsin stands today in both agriculture and manufacture, a new era has dawned.

The U. S. census figures for 1930 will again show agricultural accomplishments of amazing magnitude, but when the census figures deliver their message for Wisconsin manufactures, the world may be astonished at strides Badger state industries have taken.

During the past ten years, especially during the past five years, Wisconsin industries have taken new trends.

Outstanding individual effort and direction is giving way to development and production by organization.

Research has replaced guess work. Future development in many fields is as accurately forecast as mistakes and pitfalls of the past.

Operations of manufacturing industries, in every direction, are given the acid test daily, that mistakes may occur but once.

The owner-boss of the past, who planned and directed everything himself, has been replaced by the leader who develops an organization of experts and skilled workers, who share responsibility of production and development.

Hardly a day passes now without an engineering achievement in a Wisconsin plant, looked upon as an incident of the day only, that a few years ago would have caused a furor of acclaim.

New methods of doing things, new machinery with increased output at less cost, continual cutting of costs despite growing pay rolls are daily incidents.

OTHER STATES, AND NATIONS, COME HERE TO BUY

WHETHER a product required ever has been made ceases to be a consideration.

Whatever the demands, Wisconsin plants will meet it, limited only by transportation requirements. Even that isn't a limit, for transportation enigmas are overcome as well as production problems.

Manufacturers of other states and nations have gazed with wonder on Wis-

consin products laid down at destination, at acceptable profit, for less than they can produce them.

Canada, South America, Mexico, Europe, Africa, Asia, Australia come not only to the United States but to Wisconsin for equipment for industry.

United States itself is coming more every day to see what Wisconsin has to meet its demands before going elsewhere.

In Wisconsin the manufacturing policy is high standard of production at reduced costs, through newly developed methods and machinery, with deliveries on the minute.

Although new machinery steadily replaces workers, payrolls are constantly going up, for the world has more to do day upon day.

Success of Wisconsin in the industrial field has placed at its command unlimited capital. Selected workers fill its plants. Power at proper cost is a problem nowhere.

Above all, inventive genius constantly functions.

The Wisconsin spirit is flaming in manufacture as it flares in agriculture.

TRAINING IS AVAILABLE FOR YOUTH OF STATE

THERE is practically no illiteracy in Wisconsin, its public school system being ideal, with many institutions, including University of Wisconsin, providing higher education.

In addition to its public schools, colleges, normal schools, it has an outstanding vocational school system.

There is no reason why a boy who is compelled to leave school before he reaches high school should not be trained in any calling, for there are night schools and extension courses for all.

Wisconsin's fine system of education in part answers the question of the reason for the Badger state's high place in the nation as an efficient state.

IN times of misfortune and war Wisconsin has never faltered when called upon, its military achievements being among the Nation's most memorable.

Its dead sleep on every battlefield on which blood of the Nation has been shed.

Its citizens take great interest in the government of the state, and they have fought many of the Nation's outstanding battles of ballots, and, despite its factions, Wisconsin is a well governed state.

Great as Wisconsin is today, what will be its measure of greatness even ten years hence?

hens on the game farm produced between 150 and 200 eggs daily.

About half of the eggs produced on the farm this year were distributed to organizations and individuals who are co-operating with the commission in its pheasant program. The remaining 5,000, plus a few thousands which were purchased from outside game farms, were set under 450 chickens. The first main hatch started on June 22, with a setting of 190 eggs.

Eighteen eggs are set under a hen, and it takes from twenty-two to twenty-six days for them to hatch. All kinds of light weight hens are used for setting, but Rhode Island Reds and Buff Orpingtons have been found the most satisfactory.

There are more than 5,000 baby pheasants on the farm.

COLLEGE AIM OF GOOD STUDENTS

E

Figures were compiled from answers to questions in psychological tests given for the first time this year on a statewide basis by Frank O. Holtz, registrar and director of the bureau of guidance of University of Wisconsin.

Among high school seniors who scored in the upper 25 per cent in the tests,

OUR COVER DESIGN

WHEN the question of publishing this magazine was first discussed it was President R. S. Kingsley who suggested the name of "On, Wisconsin!" Clearly indicative of the spirit that has made Wisconsin one of the foremost states in the Union, expressing the will to do and the determination to accomplish things, made popular in many lands as the marching song of the State University, the name was immediately accepted as indicative of the editorial platform of the new magazine.

It was only logical that a cover design should be obtained that would reflect not only the dignity and scope of the editorial contents but the industrial activity of the great State of Wisconsin.

Various designs were offered, the one accepted being prepared by Mr. A. L. Warner, of Milwaukee, an artist of national reputation. We will let Mr. Warner explain the cover in his own words:

"The foreground of the cover is a composite illustration of the industrial, agricultural and commercial activity of Wisconsin. In the background the tall buildings represent the future greatness of Wisconsin's commercial centers, while in the sky itself appears a relief map of Wisconsin.

"The whole is treated with pen and ink to reproduce in careful detail the artistry of the old time wood cut and is something unique and at the same time forceful as applied to a magazine cover of today."

62.3 per cent declared their intention of going to a four-year college. In the next 25 per cent, 45.6 per cent stated they are going on to such colleges. In the next 25 per cent, 38.4 propose to go on, and in the lowest 25 per cent, 30 per cent expressed an intention of going on to college.

These figures are based on tests given to practically all of the high school seniors in Wisconsin.

This evidence from Wisconsin is striking because it reveals so large a proportion of strong students among high school seniors who propose to go on to college, comments Mr. Holt.

HUNTERS WATCH NEW GAME FARM

TO the visitor at the state game farm in Peninsula State park, Door county, prospects for good pheasant hunting in the state in the not too far distant future look bright. Under direction of W. B. Grange, superintendent of game of the Wisconsin conservation commission, the game farm has been built up in just one year of operation so that it will produce more than 6,000 pheasants this year.

Altogether there were more than 10,000 eggs produced during the laying season last spring. The pheasants reached the height of the laying season about June 1, and for three weeks the 270 pheasant



TAKE 'T OUT OF CAN'T BE DONE

(Continued from Page 15)

MALE EMPLOYEES ARE INSURED AT COMPANY COST

THROUGH a department of preventive medicine, men are given a most thorough physical examination. Helpful advice is given those having defects of more serious nature. Whatever minor defects are found can frequently be corrected before serious damage has been done. Employees are then able to enjoy better health, and perform better work. This service is extended free to all employees and dependent members of their families.

This department is made up of an internist, an oral surgeon and bacteriologist together with eight assistants including dental hygienists, nurses, technicians, and stenographers. Research work is constantly under way, which, together with vast amount of data collected, has made it possible for heads of this department to contribute valuable information to the medical profession.

The shop hospital and first aid room is one of the best equipped and most thoroughly supervised industrial shop hospitals in Milwaukee. Supervision is maintained twenty-four hours a day.

A visiting nurse makes calls and gives assistance and advice to those who may be confined to their homes.

All male employees over twenty-one years of age are insured automatically. The premiums are paid by the corporation.

DOING SAME THING OVER-SET BRAINS AT WORK

IF the A. O. Smith Corporation were to have an ensign, it ought to be a red badge of courage on a gold shield of accomplishment.

Take its determination, back in 1916, to make automobile frames without men. It planned to spend \$3,000,000.00 in three years in this undertaking, but before the departure reached profitable production five years had passed and \$3,000,000.00 was spent. \$1,500,000.00 alone for pencil drawings for building ten times on paper.

Remember Hood's famous "Song of the Shirt", and in it these lines:

"Work, Work, Work
My labor never flags".

The idea to build automobile frames without men came from seeing, day after day, month after month, men doing the same thing over and over again in building frames.

Starting in 1916 on this project, there was interruption of the great World war, for which the Smith plant went into 100 per cent production.

Then, when the war ended, came the post-war slump. New York bankers advised to wait, but the decision was made to go ahead, because the project had been based on conservative calculation, with a true measure of what was before the automobile industry.

News that the project would be sent forward must have struck the industrial world with effect akin to that of Foch's famous message:

"My right is crushed. My left is in retreat. I am attacking with my center."

Still another example of determined purpose is furnished with reference to the manufacture of steel pipe.

L. R. Smith was enjoying a holiday in Florida when he had an idea about welded steel pipe.

Within ten days a new manufacturing plant costing over a million was ordered. Within four months the holiday idea was in production, and within a very short time a record shipment of six trainloads of the welded steel pipe was on the way.

ENGINEERS KEEP CLOSE CHECK ON ENTIRE WORLD

EVERY minute of every day the A. O. Smith Corporation, principally, through its corps of engineers, watches the entire world for opportunity to enter new worthwhile fields, in line with its policies.

Does it plan on getting into the making of airplanes, or any of their parts? Probably, but not yet, because it considers aviation has as yet to extend its development before it offers requisite attraction.

Speaking of aviation, here is an illustration of how the Smith way of doing things saves time, and probably expense.

It is operating quite largely in the west and southwest. Its pipe contracts require inspections in Texas, Arizona, Colorado, Utah and California.

Instead of traveling by automobile or train, the engineer who does the inspecting flies from job to job in an airplane, which he handles himself. He is thus able to cover the entire territory, thoroughly conduct his inspections, and without delay.

When a new line of activity develops, the entire corps of 500 engineers will be put on the job, and before some other plants have decided what they will do, the A. O. Smith Corporation will be in production, with its own specially designed equipment.

That's what is meant when the organization is more highly valued than plants, machinery and good will.

NOW, WHO DIRECTS THIS FAST INDUSTRIAL ARMY?

AN industrial army, such as the A. O. Smith Corporation, is like a military army, in so far that it does not develop of itself. Drill sergeants can whip into shape, but from some one above comes direction of organization and objectives.

Neither the literature nor the personnel of the A. O. Smith Corporation mention noticeably who is the source of this direction.

Early in January of this year, on a Sunday when the mercury registered twelve below zero, this writer had business with the contractor who was in charge of the construction of the new automatic pipe plant.

While we were talking to the contractor, with hundreds of men at work everywhere, the structure being heated by electricity, a man came through, looking critically at this, stopping to examine that, making his own personal inspection of everything that was being done, but quietly and without disturbing anybody.

"Know who that man is," asked the contractor, pointing him out.

"Not the slightest idea; never saw him before."

"Well, that's only L. R. Smith, himself, the head of the whole works. He knows what's going on everywhere around here, and all the time, and he himself is his chief agent in finding out."

That about tells who directs the organization.

Dairy Cow Ace of State Farms

(Continued from Page 18)

Cattle, 2,920,000, value \$212,284,000.00; horses, 572,000, value \$56,250,000.00; mules, 7,000, value \$663,000.00; swine, 1,863,000, value \$24,219,000.00; sheep, 430,000, value \$4,382,000.00; poultry, 15,020,000, value \$13,668,000.00; colonies of bees, 130,000, value \$780,000.00.

Included in the cattle classification are 1,984,000 dairy cows, two years or over. In dairy cattle Wisconsin ranks first in the nation, with Minnesota second, New York third and Iowa fourth. New York led in dairy cattle twenty years ago.

Wisconsin dairy cattle are in demand all over the world. In 1927 a total of \$1,000 were shipped to every state in the nation, Canada, Mexico, South America, Hawaii, Europe and other foreign lands. The 1928 shipments will exceed those of 1927. Shipments have been increasing

since 1921, when the number sold outside the state was 25,544.

Cattle are a source of 69 per cent of the value of live stock on Wisconsin farms, of which dairy cows represent 57 per cent.

Horses represent 18 per cent, swine 8 per cent, poultry, four per cent and sheep, one per cent.

The trend of both cattle and swine on Wisconsin farms is upward, but that for horses and sheep is downward. The sheep industry may go back to former proportions, but the motor is taking from the faithful horse many of its former useful occupations.

There are about 40,000 tractors on Wisconsin farms.

In swine production Wisconsin ranks tenth in the nation.

POULTRY AND EGG INDUSTRY GROWING RAPIDLY

THE poultry industry is growing rapidly in the Badger state, representing

eight and one-half per cent of the gross income in 1927.

Of the total poultry on farms Jan. 1, 1928, 13,518,000 were classified as hens and pullets of laying age, with an egg production of 104,888,000 dozens, valued at \$26,191,000.00.

Orders Five Day Week

The five-day work week, with pay for six days has been inaugurated at the plant of the Mos-Bridges Co., Milwaukee. It affects 325 employees. The company is a large manufacturer and distributor of lighting equipment.

Kohler Plant Expands

Improvements that will amount to \$1,000,000 and give employment to several hundred additional men in the Kohler plant, at Kohler, are announced by Gov. Walter J. Kohler, president.



THE MISSISSIPPI BARGE SYSTEM

(Continued from Page 20)

Inventions and construction methods enable us to economically deepen channels. This progress in development, together with improvement in water craft, has transformed the local packet boat into a transportation system of great trains of barges.

The Inland Waterways Corporation (Government owned) is operating a fleet of barges over the upper Mississippi river to St. Paul. Over that part of the Mississippi river in which Wisconsin is especially interested, extending from Dubuque, Iowa, to Hastings, Minn. on our western border, the government engineers have authorized a six foot channel. The government is, however, at this time, conducting a survey to determine the practicability of deepening this channel to a nine-foot depth. A recent press dispatch states that the Inland Waterway Corporation is contracting for sixty new barges and sufficient tug boats to handle them, to take care of present freight offerings. Freight is not being received or despatched from any city in Wisconsin.

WATERWAYS OF OLDEN DAYS NOT NOW IN USE

During the early settlement of Wisconsin, several of our rivers played an important part in carrying freight before the railroads were built. Principally among them are the St. Croix, Chippewa, Wisconsin, Wolf and Fox rivers. The St. Croix river has been authorized a six-foot channel depth from Hastings to Hudson, and a four-foot channel depth from Hudson to Taylor Falls. There is no standard channel depth on the Chippewa river, although the government does operate snag boats to keep the channels clear. The most important intra-state waterway which we have is up the Wisconsin river to Portage and down the Fox river to Green Bay. The government assumed control of this waterway from Green Bay to the Mississippi river in 1872. It abandoned the Wisconsin river improvement in 1886 but still operates snag boats to keep the channels clear. The Fox river from Montello to Green Bay is still being maintained and improved by the Federal Government. There is also authorized a four-foot channel depth on the Fox river from Montello to Portage and on the Wolf

river from New London to the Fox river. There is no authorized standard channel depth on the Rock river, although the engineers are authorized to operate snag boats. The Rock river is now supplying water for a nine foot canal across part of the state of Illinois which empties into the Mississippi river at Rock Island.

WOULD INCREASE OUTPUT OF QUARRYING, MINING

I AM not recommending that these rivers be made a part of the Mississippi System until it is determined that there is sufficient water for at least a six-foot channel depth, and until the commerce surrounding them is determined to be sufficient to warrant the improvement. We have in Wisconsin, immense sand and gravel deposits which can be drawn upon, to supply the markets of the Middle West for years to come, but cannot now be sold on account of the high cost of transportation. Just now, when concrete roads are being constructed over practically all of the states in the Middle West, it seems to make it highly important to determine this question at an early date. Our stone output is also very limited. We have large quantities of red, black and gray granites, as well as limestone, seeking the cheaper freight outlet. Our lead district from southwestern Wisconsin might be benefited by a cheaper outlet or by cheaper coal or water power. These mining properties are operated whenever the price of lead gets to a certain height, and are closed down whenever the price drops. This makes for an unstable condition and works an undue hardship on business and labor in that section of the state. We have glass and other products of the earth that might be sold in a profitable market if low cost transportation were available.

As early as 1921, the steel interests at Pittsburgh experimented in transporting steel products by river transportation. Since that time, they have found it profitable to haul at least a part of their output over shallow rivers, and I am informed that a substantial saving has been obtained on shipments to the southwest territory. With the completion of the Ohio river channel to a nine-foot depth from Pittsburgh south, we can well afford to give some time and thought to Wisconsin's position on this waterway.

Commodities moving north from New Orleans to Wisconsin, and routed by barge to St. Louis or Cairo, and thence by rail to Wisconsin points, are already receiving some benefit from this new arrangement. Sugar, routed in this manner to Wisconsin points, can be delivered at a saving of \$50 per car over the all-rail rates.

NEEDS IMMEDIATE STUDY BY TRAFFIC EXPERTS

THE St. Lawrence river question is being carefully looked after and Wisconsin's interests protected by the Great Lakes Tidewater association and I now suggest, and will attempt to create, a committee to carry on an exhaustive study of this river question. I believe that the committee should be made up principally of engineers, traffic experts, business men and representatives of the different commercial organizations.

The importance of transportation to Wisconsin as it affects our industrial development and continuing prosperity, is dependent largely upon rates and service. With the depletion of our forest resources, once thought of immeasurable extent and life, the age of steel and stone, of sand and cement and other bulks in commodity shipments, has produced new industry for Wisconsin. These newer uses of the material abundantly found in our state constitute resources of industrial wealth of untold value. Under fair and equitable transportation conditions, Wisconsin products could build the cities of the middle west and connect them with cement highways.

I have sought to outline the importance of waterway development to Wisconsin, in its relation to the future welfare of our state. It is a practical fact capable of being achieved because no great engineering barriers interpose to prevent the utilization of our rivers and lakes for the purposes of industry and commerce. Transportation, at fair rates, builds cities and stimulates industry. Its lack means industrial stagnation and loss.

That Wisconsin's greatest natural resource to be found in streams and waterways should remain undeveloped seems unthinkable in the light of present transportation problems which must be met.

Service for the Entire State

(Continued from Page 4)

Portage Chamber of Commerce
Racine Chamber of Commerce
Rhinelander Chamber of Commerce
Sheboygan Association of Commerce
Stanley Chamber of Commerce
Two Rivers Community Club
Wausau Chamber of Commerce
Winneconne Business Men's Association
Wisconsin Bankers' Association
Wisconsin Implement Dealers' Association
Wisconsin Utilities Association

The Wisconsin State Chamber of Commerce through its organization and individual members working cooperatively with the various state departments, with the Wisconsin Association of Commercial

Secretaries and with the daily and weekly newspapers of the state, who have pledged their support individually and collectively, hopes to work out plans toward the realization of which all Wisconsin may work to advantage. These plans will relate to such economic questions as taxation, transportation, agriculture and dairying, industry and commerce, finance, retailing, reforestation, and advertising the scenic, historic and other advantages of the state, all designed to make the state a still better place in which to live and to do business and thus also to bring more people and money to Wisconsin.

ALL ITS ACTIVITIES TO BE BASED ON FACTS

THE Wisconsin State Chamber of Commerce naturally must be a deliberate body. Through research, it must secure the facts and then, through careful study and analysis of the facts so dis-

covered, determine upon its line of action. Later, by informing the public and crystallizing public sentiment, it desires to bring to a successful conclusion the definite program which may be adopted. By having a definite plan and concentrating all of the forces of the state upon it, it is hoped that Wisconsin may so progress in every department of endeavor that it may to a still greater degree command the attention and the respect of mankind.

To this end the Wisconsin State Chamber of Commerce invites the cooperation of all the citizens of the great State of Wisconsin.

Equips Russian Plant

Smith Engineering works of Milwaukee has received an order for shipment to Russia of complete equipment for the largest gravel plant in the world outside the United States.



High Rank Among States

Where Wisconsin Stands in the Major Industries

BASED on statistics prepared by the U. S. Department of Commerce, Wisconsin statisticians have established the ranks of the Badger State among other states in various industries. Together with the production figures for 1927, the positions of Wisconsin in major production, compared to other states, are as follows:

RANK OF WISCONSIN

FIRST

Butter, Cheese, Condensed and Evaporated Milk.....	\$218,256,081
(Minnesota Second)	
Aluminum Manufacturers.....	19,403,904
(New York Second)	
Malt.....	9,097,849
(Illinois Second)	
Horse Blankets, Fly Nets and Related Products.....	1,036,269
(New York Second)	
Excelsior.....	1,332,339
(Virginia Second)	
Hemp and Flax (dressed).....	178,128

SECOND

Paper and Wood Pulp.....	\$125,050,600
(New York First)	
Engines and Water Wheels.....	62,549,223
(Michigan First)	
Rubber Tires and Inner Tubes.....	43,323,143
(Ohio First)	
Leather Gloves and Mittens.....	6,059,792
(New York First)	
Saddlery and Harness.....	2,079,018
(Illinois First)	

THIRD

Knit Goods.....	\$ 55,838,356
(Pennsylvania First)	
Plumbers' Supplies (not including porcelain sanitary ware).....	20,149,315
(Pennsylvania First)	
Agricultural Implements.....	23,483,944
(Illinois First)	
Dairymen's Supplies; Creamery, Cheese Factory and Butter Factory Equipment; Poultry and Apiary Supplies.....	3,499,903
(New York First)	
Carriages, Wagons, Sleighs and Sleds.....	2,292,678
(Illinois First)	

FOURTH

Motor Vehicles (not including motorcycles).....	\$177,452,567
(Michigan First)	
Furniture.....	49,150,009
(New York First)	
Leather; Tanned, Curried and Finished.....	35,077,010
(Pennsylvania First)	
Stamped and Enameled Ware.....	12,087,493
(Ohio First)	
Fur Goods.....	3,515,867
(New York First)	
Flavoring Extracts and Flavoring Syrups.....	2,712,527
(New York First)	

FIFTH

Motor Vehicle Bodies and Motor Vehicle Parts.....	\$ 87,691,426
Boots and Shoes (other than rubber).....	17,315,001
Boxes (paper).....	15,263,525
Trunks, Suitcases and Bags.....	5,373,582
Sausage and Sausage Casings.....	5,959,041
Bags (paper).....	3,030,532
Musical Instruments (organs, orchestral).....	1,009,566

SIXTH

Foundry and Machine Shop Products.....	\$127,357,554
Brass, Bronze and other Nonferrous Alloys.....	25,754,145
Stoves and Appliances (gas and oil).....	10,452,392
Cooperage.....	3,916,400
Refrigerators (ice).....	3,527,932
Phonographs.....	1,195,838
Lime.....	1,852,793
Waste.....	1,246,603

SEVENTH

Planing Mill Products.....	\$ 29,448,470
Beverages.....	8,262,706
Boxes (wooden).....	7,288,634
Copper, Tin, Sheet Iron and Galvanized Iron Work.....	10,842,966

Paper Goods.....	\$ 7,133,891
Gas and Electric Fixtures (except lamps and reflectors).....	3,247,434
Carriages and Sleds (children's).....	1,162,458
Statuary and Art Goods (factory produced).....	503,302
Suspenders, Garters and other Elastic Goods.....	100,625

EIGHTH

Canning and Preserving (fruits and vegetables).....	\$ 23,907,057
Confectionery.....	17,356,970
Metal Working Machinery and Machine Tools.....	7,450,790
Models and Patterns.....	1,090,583
Window Shades and Fixtures.....	1,030,744
Sporting and Athletic Goods (except firearms and ammunition).....	592,221
Screw Machine Products.....	627,727

NINTH

Lumber and Timber Products.....	\$ 45,714,935
Electrical Machinery, Apparatus and Supplies.....	48,027,662
Paints and Varnishes.....	12,647,881
Lithographing.....	3,506,928
Hardware Manufacturing.....	2,876,154
Photo Engraving.....	1,503,777
Book Binding.....	2,217,979
Cutlery and Edged Tools.....	832,963
Electroplating.....	337,309

TENTH

Gas (manufactured).....	\$ 14,505,715
Structural and Ornamental Iron Work.....	11,673,315
Ice Cream Manufacturing.....	7,943,707
Ship and Boat Building (steel and wooden).....	5,113,107
Millinery and Lace.....	3,878,988
Mattresses and Bed Springs.....	2,842,307
Pumps and Pumping Equipment.....	2,049,734
Steam Fixings and Steam and Hot Water Heating Apparatus.....	1,087,126
Brushes (other than rubber).....	508,359

ELEVENTH

Bread and Bakery Products.....	\$ 30,907,062
Iron and Steel (steel works and rolling mills).....	23,895,617
Marble, Slate and Stone Work.....	5,859,551
Concrete Products.....	3,569,108
Caskets, Coffins, Burial Cases and Mortician's Goods.....	1,905,045
Rubber Goods (not elsewhere classified).....	2,435,384
Toys, Games and Playground Equipment.....	529,312
Glass Cutting, Staining and Ornamenting.....	530,472
Cordage and Twine.....	364,953
Belting (leather).....	292,409
Dental Goods.....	207,593

TWELFTH

Clothing, Men's.....	\$ 13,882,736
Stoves and Warm Air Furnaces (other than gas, oil or electric).....	10,552,392
Clothing, Women's.....	5,145,913
Shirt Manufacturing.....	1,887,949
Signs and Advertising Novelties.....	6,389,830
Tools (not including edge tools, machine tools, files, or saws).....	3,456,172
Wirework.....	1,603,797
Mirrors.....	1,985,646
Hats and Caps (except felt and straw).....	516,365
House Furnishing Goods.....	803,336
Cleaning and Polishing Preparations.....	580,213

THIRTEENTH

Printing and Publishing (book and job).....	\$ 16,446,299
Stereotyping and Electrotyping.....	323,741
Wooden Goods.....	389,488

FOURTEENTH

Slaughtering and Meat Packing.....	\$ 75,793,912
Car and General Construction and Repairs.....	26,229,573
Paving Materials (other than brick).....	1,210,374
Census figures for 1928 will show many new important gains in several industries.	



BUSINESS AND POLITICS—A WISCONSIN IDEA

(Continued from Page 32)

making period that stirred the nation years before. We were talking about government as it is supposed to be and government as it really is. We talked about the old secret lobbies that played such a picturesque and powerful part in national legislation years ago. We talked of the way in which an enlightened public opinion had swung the sword of blame against these lobbies, driving them out of Washington—or further underground.

"THIRD HOUSE" PROVES REAL FACTOR IN EFFECT

AS we reached this point in our talk, our car passed a block in which excavation was going on. "What's going up here?" I asked. "This," said the veteran journalist, "is to be the new home of the Chamber of Commerce of the United States." A little later we passed the headquarters of the American Federation of Labor. And we fell to talking of the rapid development, during the last twenty-five years, of Washington headquarters for organizations representing such group interests as business, labor, agriculture, and so on. With the aid of a telephone and city directory, a little later in the evening, we succeeded in identifying fifty-one professional and occupational groups that were maintaining Washington headquarters, manned by more or less expert staffs. These expert staffs were not there as secret lobbies. They were there openly and above board to "represent" their constituencies. The senators and congressmen over at the Capitol were there to represent "geographical areas" such as states and congressional districts. The experts of these headquarters were there to represent "interests" such as wages, hours of labor, working conditions, railway rates, prices, profits, and so on.

If you could assemble all these professional and occupational headquarters staffs under one roof, you would have, in effect, a third house of congress. This third house is a very real factor in Washington today. It is gradually supplementing official representation by political representatives with an unofficial representation by professional representatives. No single group is responsible for this development. Business men, farmers, workmen, all alike share in the building of this third wing to the house of representative government.

FINDS NEW FORM OF CONGRESS FUTURE PROSPECT

BEYOND the purely selfish group interests that all of these headquarters frankly serve, their existence is one of the signs that our complicated technical civilization is instinctively feeling its way toward some newer forms of representation that will bring an expertness of information and interest to modern problems that the old pastoral political system does not guarantee.

As long as these expert representations of fundamental group interests are left lingering on the outskirts as merely more respectable forms of lobbying, their constant temptation will be to degenerate into nothing more significant than lobbies for limited group interests.

I suggest that some day we must seriously consider the wisdom of incorporating this principle of expert group and occupational interests into our official political procedure. The increasing complexity of our technical civilization cries aloud for it. What form such a new move should take no one can say off-hand. We might see fit to convert one of the present chambers of congress into a body elected to represent interests rather than areas. Or we might find it wisest to create a third house of congress—a House of Technologists, by which I mean simply a body to which we would elect men because they have wide and accurate knowledge of business, agriculture, labor, transportation, taxation, education, and other specialized interests, rather than because we think they are honest men with a knack for getting votes in the first congressional district; a house in which the conflicting groups of our technical civilization would be challenged to a cooperative consideration of their respective problems; a house that might be given no more than the limited right of proposing legislation; a house that would give the forces of our technical civilization the right of direct counsel instead of the necessity of indirect lobby.

Let me end as I began, by saying that the over-shadowing fact of contemporary America is the fact that we have side by side an old political order, fashioned by a pastoral civilization, and a new social order, fashioned by a technical civilization.

Their creative inter-relation is one of the big tasks ahead of American leadership.

when cheaper transportation to the seaboards is developed, as projected, who can estimate what the share of the North Central states, and especially Wisconsin, in manufacture will be?

Wisconsin is planning, through the wide vision of its industrial directors, to acquire its full share as it becomes available.

Despite the fact that the 1927 U. S. census shows that ten of the 7,473 Wisconsin industrial plants produce over a billion dollars worth of products annually, over one-half the total Wisconsin industrial production, the Badger State covers a widely diversified field.

The 7,473 plants represent 132 industries, 91 of which each year turn out products over a value in excess of a million dollars, 41 falling below the million dollar total.

A significant fact is presented when the census figures show that of the 247,722 industrially employed, 134,410 are employed in 3,804 medium sized or small plants and receive \$176,026,354.00 in wages, 54 per cent of the total industrial

BIG IN WISCONSIN

TODAY'S fish story is news, because the fish pulled the man into the water, instead of the man pulling the fish ashore.

It happened in Wisconsin, Abbie Olsen was the man. Both fish and man escaped.

Experienced fishermen will wonder what the fish told his friends about the size of the man that got away.—Arthur Brisbane, July 30.

wages paid by state plants.

The ten big industries are in the manufacture of dairy products, motor vehicles, foundry and machine shop and paper and wood pulp groups.

Of the 132 industries, eleven sell almost wholly to markets within the state, the remaining 121 competing in the national and world markets as well as the home markets.

Therefore, 92 per cent of Wisconsin industries are forging ahead in competition in national or world markets with manufactures of other states and other nations.

The 8 per cent confined almost entirely to Wisconsin markets meet as keen competition as their plants seeking business elsewhere, for the Badger state is regarded everywhere as a desirable market because of the purchasing power of the income and wealth of its citizens. Their competition comes chiefly from Illinois, Indiana, Michigan, Iowa and Minnesota manufacturers.

The "home" industries include bread and bakery supplies, printing and publishing, gas for cooking, railroad repair shops, ice cream, tents and awnings, manufactured ice, stereotyping, electrotyping and engraving.

That they are successfully meeting competition is shown by recent notable mergers because of growing patronage, and increasing receipts and net profits.

Wisconsin Plants Compete In All the Great Markets

WISCONSIN is the western terminus of this nation's intensified industrial section, which begins on the Atlantic coast, with New York about the center, Augusta, Me., at the northern edge and Dover, Del., the southern edge.

This great industrial producing section includes the North Atlantic states and Ohio, Illinois, Michigan, Indiana and Wisconsin of the North Central states. It follows the Great Lakes and carries its width until it ends in Wisconsin.

On a map it looks like a huge sack, with the opening on the Atlantic seaboards.

And this is what it really is—a huge sack, an industrial magician's sack.

Into it are poured raw materials of almost every nature, to come out in the form of manufactured products going to every corner of the world.

Add to the natural advantages, inventive genius and able direction and organization, and the continual, tremendous growth of this industrial section is explained.

Wisconsin, Michigan, Indiana and Ohio and the Chicago district of Illinois are gradually increasing their shares of manufacture of products of this district, and



THE LAND OF PERFECT PLAY DAYS

(Continued from Page 28)

In 1927, one-quarter of the auto travelers came to spend their vacations; one-fifth were attracted by the scenery, and another fifth by the fact that relatives and friends had picked this state for their outings—word of mouth advertising of Badger State advantages, in other words.

While quite a liberal percentage came to fish, that was secondary to other considerations, such as good accommodations at hotels and resorts.

STEEL TRAINS OF RAILROADS ADD THEIR QUOTA

SO many people of this day travel by automobile that other forms of transportation often do not get due credit for the volume of business they bring into the state in the way of tourists.

Railroads and navigation companies of Wisconsin "pioneered" the tourist industry in Wisconsin, and elsewhere.

While the railroads and navigation companies may not carry in over 100,000 tourists, the class of a vast majority of these patrons is of the highest.

On the regal steel trains of the railroads come many of the very wealthy, including a number of the nation's business leaders, who own costly summer homes in the Badger State, the annual upkeep of each of which totals many thousands of dollars.

Both the railroads and navigation companies have not only held their share of tourists traffic, but they are showing annual gains because of the excellence of their accommodations.

STATE CHAMBER TO PROVIDE A TOURIST SERVICE

ONE of the missions of the Wisconsin State Chamber of Commerce will be the establishment of a tourists bureau along new lines, which is intended to attract more tourists to Wisconsin by extending the fame of the Badger State as a vacation land to new population centers.

The American Automobile association has already established headquarters in Wisconsin, at 715 University avenue, Madison, for the purpose of attracting its members from other states and nations to Wisconsin to spend vacations.

The A. A. A. has 1,046 branch offices in America, and each of these branch offices will be provided with literature describing Wisconsin's advantages as a playground.

The A. A. A. also will render its members every required service in aiding them to make the trip to and from the Badger State, through eight branches of its Madison headquarters throughout the state.

TOURISTS WHO DEMAND BEST ROYALLY RECEIVED

THE tourist who demands the best of accommodations—hotel men say this class of traveler now represents a large majority—is royally received everywhere in the Badger State.

Highest type of accommodations have followed the good roads and improved railroad facilities, and this is reflected in the increasing numbers of visitors as the years pass.

Let's allow a man who owns one of Wisconsin's best resorts, who has been identified with catering to tourists for thirty-two consecutive years, be heard on this phase of caring for Wisconsin visitors.

Introducing Edward A. Everett, of Everett's resort, Eagle River. Mr. Everett says:

"During the years since 1897, when the Everett resort opened for business, I have had opportunity to closely observe development in this summer resort county, and in several others adjacent to Vilas county, and, while in the early days resorts were few and conditions primitive, there has been marked growth and improvement.

"In our early years here but one sleeping car a week from Chicago was provided for patrons of this resort section, but for several years we have had in service solid steel trains daily, some of them being operated in two or three sections.

"WASH BOWL AND PITCHER" DAYS HAVE PASSED

FROM oil lamps, wash bowls and pitchers, almost all of this entire region has graduated to use of modern equipment.

"In early days it was quite a common practice to place several stranger guests in one cottage, but this condition does not now prevail, because of class of the very representative people frequenting this district.

"Now all buildings have been material-

ly changed, and much thought has been given to types of cottages, dining rooms and service buildings.

"Most resorts now have water systems, electric lighting, modernly equipped baths and up-to-the-minute sanitary equipment.

"This resort region has always attracted a desirable class of people, and, now with our good roads and excellent train service, we enjoy patronage of the most representative type of families.

"Many most attractive golf courses are to be found all over this northern section, and fishing, while still a major attraction, is relegated to second place by the golf players who frequent the resorts.

"Much attention has been given to proper care of foods. Cold storage is to be found everywhere at resorts, enabling them to provide excellent cuisine. Kitchens are equipped with gas for cooking, and with electric machinery for handling routine of the kitchens.

HOTEL SERVICE OF THE CITY IN WILD SETTINGS

THERE are vast numbers of fine motor boats throughout this section, large number of patrons of resorts deriving pleasure from this form of amusement.

"In fact, this entire northern section is most acceptably modernized, in order to provide proper care of the excellent class of people coming here.

"Numerous civic societies take a deep interest in betterment of conditions, thus aiding materially the efforts of resort owners.

"Information bureaus are equipped to give all desired information to tourists. I observe that in most of our northern localities extreme courtesy to the traveler is the order of the day.

"It has been most gratifying to me to see this beautiful region recognized as the wonderful playground that it is for our vacation population, and to know that it is keeping pace with the demand for most modern accommodations."

* * *

Now if you know of anyone who hasn't decided where to spend a vacation, you will render them a service they will appreciate by telling them about Wisconsin, the land of perfect play days.

Those who have tried Wisconsin are never undecided as vacations again roll around.

Living Conditions on Farms of Wisconsin

THE general observer will find acceptable evidence showing that Wisconsin agriculture is satisfactory in its returns to those engaged in it, by looking into rural living standards.

The success or failure of any industry is reflected in the living standards of those engaged in it.

There is but 15.5 per cent of tenancy in the Badger state, leaving about 85 per cent of farms owned by those who operate them, or managed for owners.

Two recent studies have been made of rural living standards, one, in April 1927, covering 52,757 farms. The second

was made as of January 1, 1928.

These surveys showed the following percentages of use of conveniences and luxuries set forth:

Electric lights, 17; electric power, 13; home light plants, 9; running water in kitchen, 14; running water in barn, 30; hot running water in kitchen, 7; furnace heat, 24; power washing machines, 28; bath tubs, 11; radios, 20; automobiles, 90; trucks, 25; milking machines, 9; hard surface roads, 10; dirt roads, 50; gravel roads, 40; daily newspapers, 66; telephones, 61; pianos, 29; phonographs, 47; children taking music lessons, 11.

In this connection the item of farm labor comes in for further consideration. Statistics show that 69 per cent of farm labor is hired by the month, with board, seven per cent by the month without board, 21 per cent for labor by the day with board and three per cent by the day without board.

Also, 77 per cent of farm labor is family labor, only 22 per cent being hired labor.

As of January 1, 1928, rates of wage paid hired help per month were: With board, \$38.00; without board, \$56.75.

Way back in 1866, the hired man received \$14.00 with board, a month, and \$21.70 a month without board.

The farm worker has benefitted with his urban brother worker in the matter of improved living conditions and shorter hours.



IT IS SAFE TO FLY, RECORDS SHOW

(Continued from Page 30)

have to come down and get a passport, change your head-lights or slow down or speed up, or do the wrong thing because you don't know the change in the laws on the two sides of the state-line. We're proud of the fact that the Wisconsin legislature is one of the pioneers in this movement. (ON, WISCONSIN!)

Well, I see you're pretty well sold already, as \$2,934 of you flew 10,472,024 miles last year on regularly scheduled routes. At any rate, Mr. Johnson, who is president of the Boeing Airplane company, and who also heads the Boeing system, which were (at that time—all later mergers not counted, of course) the largest airplane factory and air-transport company in the nation (and Milwaukee's two Hamilton aero-industries are part of the system—On Wisconsin!) says that Mr. U. S. Public spent at least \$27,000,000 on airplanes and aviation last year.

Now, Washington statisticians tell us that you, Mrs. U. S. Public, do 75% of the buying, in this country. You see, if you'll only "come across", Mr. Johnson's figure should go up to \$100,000,000 without any increased "loosening up" of Dad himself, except for fairs, of course.

STATISTICS SHOW AMERICANS ARE FLYING MORE

That reminds me of a little incident that occurred on the tri-motored Ford when I was flying home along the lake-shore from Cleveland to Detroit the other day. Three average-type Mrs. Publics were on the plane, evidently to try it out. They thoroughly and intelligently enjoyed the experience and said so, and surely will tell and thus "sell" many more women as well as their male associates—fathers, sons or husbands. Some of our air-minded sympathetic American men have never been up—because you, Mrs. Public, demand or request or entreat them not to—because you're not sold—enough, and are still afraid.

I read this today: "Contrary to the notion that the United States is far behind the countries of Europe in commercial aviation, the Guaranty Trust's survey finds that our 37 air lines led the world in 1928 in the number of miles flown, and was second only to Germany in the number of passengers carried. The record for the year is tabulated as follows, which checks pretty well with what we just looked at:

	Miles Flown	Passengers Carried
United States	10,474,000	53,000
Germany	6,303,150	111,000
France	4,666,137	21,000
Britain	1,135,000	29,500

So, you see Mrs. Public, that it's all up to you to get—or shall I say "let"—daddy and the kids to fly more and then—our passenger-score will go over the top, too.

Well, anyway, where shall we go?

You just now heard the "microphone-landing" of the great dirigible ocean liner Graf Zeppelin, at Lakehurst—93 hours from Central Europe to Eastern United States, or 67½ hours coast to coast—and heard the passengers say how pleased they were with the journey. Sir Hubert Wilkins who flew from pilot to peerage, says "the journey was a song and dance". Everybody is safe and happy.

But we won't try that trip—"first". We have more airlines, more miles flown,

more pilots and machines and more to see than any other country, so we can gaze at the face of Mother Earth first here best. And we can start best, ON WISCONSIN.

OVER 50,000 MILES FLOWN EVERY 24 HOURS

Yesterday I stepped up to the time-table rack of the Air Passenger bureau, Consolidated ticket office, in Chicago, and picked off 21 airline folders (not all) from which we could select our trip. One "Consolidated Schedule and Fares" covers 32 air-transportation companies, using 148 airports, showing at least 50 regular daily scheduled trips, "touching at 152 different communities, the center of

KOHLER LINE READY

THE Kohler Air line across Lake Michigan between Wisconsin and Michigan will begin active service the first week in September, when additional amphibians will be delivered.

The terminals will be Milwaukee and Grand Rapids.

The number of travelers between Wisconsin and Michigan points each year, across Lake Michigan, exceeds 50,000.

an aggregate of population of more than 90,000,000 people". They say further, "Passenger and mail planes are flying more than 50,000 miles every 24 hours over an airway network of 20,000 miles". So, I am at least conservative, if not minutely accurate, in my suggestions. I can't be right long—next year, it will be entirely different.

Look at the air-map of the United States and see the present say 15,000 miles of airways. Ten years ago, the daily mail plane flight was 218 miles instead of 28,000 or more as now. In 1924, there was but one airway, the New York-Chicago-San Francisco transcontinental, now the longest airway in the world, lighted with beacons every 10 miles and the backbone of the network which serves 90,000,000 of you people. The dotted lines show the projected and anticipated air-map, which it was suggested your home town get on and you can easily see that five or six transcontinental airways are developing from east to west and numerous north and south connecting feeders will distribute the traffic between them. Just like the railroad coast to coast lines and connections. One of these coast to coast trunk-airways will pass through Wisconsin and Milwaukee—if we keep on developing it and the demand for it. On Wisconsin! By the time we finish this story, at least one air-line will be flying regular scheduled runs across Lake Michigan from Milwaukee to Muskegon and Grand Rapids, in Loening Amphibians, completing the chain from the Twin Cities to the New York airport.

EVERY WISCONSIN LAKE IS A "LANDING FIELD"

Let's make this trip short and "homey". But, "we should worry" here in Wisconsin, for a place to go! With two of the Great Lakes lapping our shores; one of the largest of inland lakes in the

world, Lake Winnebago, within our lines; with the great Green Bay for refuge; the Father of Waters and at least two full-grown offsprings, the Wisconsin and Fox Rivers, and—last but greatest—over 9,000, plotted and unplotted lakes within our state, not to mention that our neighbor states have hundreds more. We certainly should be able to develop maximum flying in this state with minimum expenditures for airports, if we promote the use of amphibian planes and lake airports, such as Meiland airport in Milwaukee.

Maybe you want an explanation of what an Amphibian plane is. That's easy to remember, if you recollect that an amphibian animal is one that can live on land or in water, like the frog or alligator, so, this type of plane has landing wheels for land and pontoons or a hull for water landing. The wheels generally are retracted into the fuselage when in the air or on the water. Of course, there are the other two types of planes; the land-plane with landing wheels or skis (in winter) and the sea-plane with pontoons instead and then the flying-boat or hydroplane, with no landing gear except the hull or fuselage designed for that purpose.

So, take a close-up view of your part of the state, like the one in Northern Wisconsin where there are at least 1200, lakes in Vilas county, with all of the greatest sport and vacation inducements that Mrs. and Mr. U. S. Public's—and the kids'—hearts could desire.

Wisconsin has besides these natural water landing fields, at least 40 airports and landing-fields and three intrastate airways now besides the "through-express" line which flies over us to the Northwest, and more contemplated. Within "an hour or two" of any Wisconsinite's home or business, many safe amphibian ports can be found, with no long hot, dusty ride in train or auto, but with a short inspiring, exhilarating, bird-flight through the air—with a complete weekend for recreation and a prompt and early arrival home on Monday—or next Monday—if you haven't had yours yet.

Yes, I know it isn't being done—yet—much—but it should and will be. So, let's select our lake-cluster or Great-Lakes air-harbor and—

LET'S GO ON, WISCONSIN!

BUILDING GAIN SHOWN IN JULY

DURING July a total of \$17,325,900 worth of building and engineering work was contracted for in Wisconsin, according to the F. W. Dodge corporation.

The July construction total for the state was 8 per cent greater than that for the preceding month and 30 per cent greater than the July, 1928, total.

Analysis of the Wisconsin construction record showed that \$5,844,800, or 40 per cent of the total, was for residential buildings; \$4,132,800, or 25 per cent, commercial; \$3,284,200, or 18 per cent, public works and utilities; \$355,200, or 6 per cent, industrial buildings.

The daily average of construction contracts awarded in Wisconsin for the first seven months of 1929 was \$581,100, compared with \$559,100, the daily average for the corresponding period last year.

Milwaukee World Leader

Seventeen Other
WISCONSIN
Cities

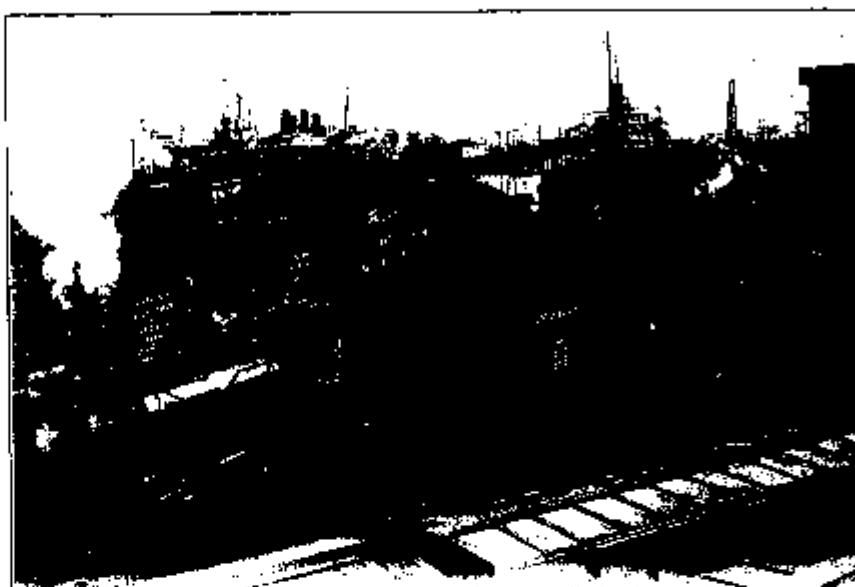
Make Products Worth
Over \$10,000,000.00
A Year

STATISTICS for the year 1928 show Milwaukee in the billion dollar industrial class. In addition to its rapidly expanding metropolis, Wisconsin has seventeen other industrial centers each year manufacturing products exceeding in value \$10,000,000.00, one passing the \$100,000,000.00 mark and a second coming very close to that value of annual product.

Three more state cities pass the million dollar mark annually.

Milwaukee is served by three railroads, eight steamships lines and two lines of carferries.

It ranks first on the Great Lakes in shipment and receipt of package freight.



Milwaukee Harbor—Railroad—Carferry Contact

It is twelfth in total tons of water borne commerce.

In manufacture it ranks first among cities in motorcycles and outboard motors, silk hosiery, auto parts, work shoes, heavy pumping machinery, large gas engines, heavy lubricating equipment, saw mill

It ranks second in soaps, packed meats, knit goods, candy, food products, chemical products, millinery, textiles, wood and pulp products.

One of its plants made the largest hydro-electric unit in use, of 7,500 horse power, installed at Niagara Falls.

STATISTICS FOR MILWAUKEE FOR THE YEAR 1928

Industries	No. of Firms	No. of Employees	Wages Paid	Capital Used	Product Value	Export Business
Metal Trades	422	60,269	\$109,317,323	\$274,803,363	\$360,862,014	\$ 28,917,090
Food	112	10,848	16,007,802	47,512,359	140,084,071	3,188,103
Leather	57	12,118	16,601,799	41,782,967	71,604,658	3,430,291
Textile	118	18,172	17,696,730	30,980,673	62,776,800	2,040,294
Wood Products, Allied Industries	111	11,810	17,990,836	20,348,051	68,711,270	14,642
Chemical, Allied Industries	87	4,744	7,972,186	34,804,084	84,302,722	83,060
Various Industries	261	7,400	12,303,731	20,088,101	53,120,590	39,810
Building Trades	183	7,066	11,967,020	14,030,440	41,022,558	48,157
Total Manufacturing	1,301	181,027	\$207,918,860	\$300,177,170	\$888,496,477	\$49,872,978
Jobbing and Wholesale	128	3,402	10,223,679	53,681,300	166,186,022	2,222,000
Grand Total	1,429	186,429	\$218,141,043	\$353,858,470	\$1,054,682,499	\$52,094,978

It is the second largest coal port on the Great Lakes.

It ranks third in total value of shipments.

machinery, cement making machinery, hydro-electric units, electrical control apparatus, rock crushers, trunks and wheelbarrows.

Its road machinery is used wherever roads are built the world over.

Its steam shovels shaped the Panama Canal.

In development of water supply, power and light its engines, pumps and electrical machinery serve more people than machinery made in any other city.

Every important industry in the universe is served by Milwaukee made equipment.

Milwaukee's progress during 1928 was shown by the fact that the value of products of that year exceeded the value of 1927 products by \$29,000,000.00.

In this gain the metal trades gained credit for 43.6 per cent of the increase. Food products ranked second in the year's gain.

The auto industry showed a growth of \$1,600,000.00, including bodies a growth of \$4,000,000.00.

Iron, steel and heavy machinery increased \$3,500,000.00, agricultural implements, \$1,000,000.00 and electrical supplies \$2,000,000.00.

TWENTY LEADING STATE INDUSTRIAL CENTERS.

City	Firms	Employees	Wages	Products
Kenosha	54	11,084	18,185,802	\$124,748,372
Bacine	182	11,102	18,280,492	80,108,283
Jacksonville	63	8,671	8,400,832	48,039,105
West Allis	43	7,164	10,771,968	45,515,467
Madison	100	4,280	5,941,234	33,236,839
Oshkosh	117	8,111	7,265,000	32,681,983
Sheboygan	108	8,624	7,224,931	30,780,885
Elkhart	34	5,022	6,220,386	28,304,614
Green Bay	89	8,580	4,979,594	25,328,405
Burlington	41	4,237	3,111,991	21,394,896
La Crosse	112	4,781	4,770,143	21,467,379
Manitowish	61	8,388	4,010,566	21,261,464
Pond du Lac	67	8,841	2,618,911	20,467,163
East Claire	64	2,830	2,180,866	18,980,764
Appleton	67	2,706	2,190,712	17,593,748
Wausau	46	1,877	2,390,080	14,570,786
Wauson	60	2,920	3,131,781	13,694,649
Marquette	38	1,638	1,806,408	8,743,280
Stevens Point	32	1,101	1,210,962	8,047,376
Ashland	20	678	715,237	1,296,287



Business Conditions at Home and Abroad

A PERMANENT feature of each month's issue of *On Wisconsin* will be a resume of business conditions all over the world.

This feature is made possible through arrangement with the United States Department of Commerce, which gathers the necessary information through the U. S. Consular representatives and various other equally reliable sources.

The information furnished by the United States Department of Commerce is accurate and carefully prepared for publication. It is designed for the use of business

interests of the United States in seeking markets for their products and fields for expansion.

Manufacturers of Wisconsin, and other business men of the state, will find this department worth while each month. The concise form in which information is presented in this department will enable busy men who are interested to inform themselves accurately with least expenditure of time.

Each month's presentation of world conditions will be right up to the minute of publication.

UNITED STATES:

Commercial transactions during the week ended August 17, as reflected by the volume of checks presented to the banks for payment, showed a decline from the previous week but were considerably greater than in the corresponding period of 1928. Steel-plant activity showed some recession from the preceding week but was still substantially above the level of last year. The production of bituminous coal during the latest reported week was greater than in either the preceding week or the corresponding period a year ago. The output of crude petroleum showed the first decline from the preceding week reported in about three months, but was still above a year ago. The receipts of cotton into sight were twice as large as at this time last year. Receipts of cattle

at primary markets showed a decline from a year ago, while hog receipts showed a gain. The distribution of commodities, through primary channels, as indicated by freight-car loadings, was running substantially higher than at this time last year.

The general index of wholesale prices showed a further decline from the preceding week and was about three per cent lower than in the same period of 1928. Cotton prices averaged higher than in the previous week but were lower than a year ago, while prices for iron and steel averaged lower than in the preceding week but were higher than last year. Bank loans and discounts were lower than in the previous week but showed a gain over last year. Interest rates on time funds showed no change from the preceding week but were higher than a year

ago. Call-money rates averaged lower than in the previous week but were higher than a year ago. The Federal reserve ratio showed no change from the preceding week but was higher than in the same period of 1928. Prices for stocks reached a new high level during the week, while bond prices showed declines from both the preceding week and the same period of last year.

Business failures were fewer in number than in either the previous week or the same period of 1928.

ARGENTINA:

Business for the week ending August 16 continued quiet. Considerable interest in good roads was developed in the Argentine National congress which closed a successful session on Saturday, August 17. Prices of carded yarns are lower, while

INDUSTRY IN WISCONSIN

(Continued from Page 29)

Industry	Number of establishments	Wages earned by workers for the year	Wages	Cost of materials fuel and power	Value of products
Stereotyping and electrotyping, not done in printing establishments	4	59	117,175	56,095	323,741
Stoves and ranges (other than electric) and warm-air furnaces	13	1,919	2,374,590	3,243,707	10,552,392
Structural and ornamental iron and steel work, not made in rolling mills	30	1,470	2,391,496	6,686,597	11,673,315
Suspenders, garters and other elastic woven goods, made from purchased webbing	5	12	9,240	61,712	100,623
Tin cans and other tinware, not elsewhere classified	4	230	243,958	3,850,626	4,205,640
Tools, not including edge tools, machine tools, files or saws	18	472	669,459	884,249	3,456,172
Toys (not including children's wheel goods or sleds), games and playground equipment	9	123	118,074	234,033	529,812
Trunks, suitcases and bags	19	865	932,963	2,474,405	5,375,582
Washing machines, wringers, driers and ironing machines, for household use	3	64	63,084	224,311	452,463
Waste	5	152	142,056	828,268	1,246,603
Windmills and windmill towers	4	193	299,553	301,837	721,731
Window shades and fixtures	12	146	142,168	526,400	1,030,744
Wirework, not elsewhere classified	15	341	426,446	729,097	1,603,797
Wood, turned and shaped, not elsewhere classified	9	61	53,523	121,705	224,512
Wooden goods, not elsewhere classified	5	64	74,561	188,046	389,483
Woolen goods	16	1,042	1,083,041	2,261,323	4,382,266
Other industries	236	18,004	22,939,732	81,550,354	143,029,770

The Bureau of Census is at work on figures for Wisconsin for 1928.



the demand, pending further price reductions, also remains slight. There was some demand for mercerized yarn with the result that prices were maintained. Some buyers look for reductions in the near future, but in general stocks are lower, and the outlook promising. A third official Argentine estimate lists wheat left over from last year at 346,000 metric tons and linseed at 50,900 metric tons with the estimated crop for 1928-29 at 2,103 metric tons; and the exportable surplus on August 16 at 671,000 metric tons.

AUSTRALIA:

While Australian business is maintaining the level of recent months, the improvement in trade anticipated from June inventories has failed to materialize. Fairly general rainfall in the eastern states has improved pastureage and saved the wheat crop from failure, though the yield has been affected by the drought. The western Australia wheat season is reported as excellent. Shearing is now general in New South Wales and fair quantities of wool are arriving, but prices are low. Bankers point to the probability of a reduction in credit for financing imports as compared with last year. London balances of Australian banks are reduced. Funds for investment purposes, however, appear to be ample. Industrial amalgamations featured the past month, and construction work showed improvement after settlement of the timber strike in New South Wales, although it is as yet subnormal. The coal deadlock continues, causing considerable restriction in the industry. Pig iron production on July by the largest company operating in Australia was 58 per cent below that of July, 1928, and the output 27 per cent lower. June exports from the commonwealth totaled £7,460,000 as compared with £10,250,000 for the corresponding month a year ago, the decrease being accounted for by lower shipments of mutton, apples and wheat. Imports were valued at £12,730,000, an increase of £2,014,000 over figures for June, 1929.

BELGIUM:

Industrial conditions in Belgium remained generally favorable during July, with textiles still constituting the most unfavorable element. A more optimistic tone prevails in the metallurgical market, prices are firmer, producers are booking orders, and longer delivery delays are required. The coal market continues firm, and the cement and glass industries are normal. Conditions in the leather trade are unstable and in the Brussels shoe factories a general lockout has been declared. The textile market continues calm, and the automobile business is facing a seasonal decline. Retail trade has been depressed during the vacation period and there are complaints that the tourist trade was distinctly below expectations. On July 31, the discount rate of the National bank was raised to 5 per cent. Excessive drought and heat during July and early August have damaged certain crops.

BRAZIL:

Money has been easier and credits much improved compared with recent weeks. Discounts for prime paper are averaging 10 per cent, as compared with 12 per cent, and higher, a few weeks ago. Exchange has had a tendency to weaken but is being held firm by the Bank of Brazil. Coffee is fairly firm, with exports somewhat reduced. Sugar prices are improving slightly. Textiles are still very dull, being depressed by extremely large stocks and the recent serious credit stringency. The Brazil nut crop has terminated

"HAPPIEST MAN"

IN a recent address, Dr. Glenn Frank, president of University of Wisconsin, gave the following formula for the "happiest man:"

"The happiest man in the world is the man who finds a job not only a means of self support but of self expression as well."

"Self support and self expression make a man wealthy, happy, and of service to society."

minated and that prices continue low. Brazil nut exports for the first six months of this year amounted to 11,420 long tons to the United States and 17,270 long tons to Europe. Exports of shelled nuts to the United States amounted to 129 tons and to Europe 24 tons. An important oil seed company has requested a composition with creditors and several minor bankruptcies are imminent. There are rumors of the establishment of a tire factory in Para. The American organization which is interested in developing rubber in Brazil is reported to have planted 400 hectares, thus fulfilling its contractual requirements for the first two years period. The road delegation reports satisfactory progress. Formal sessions of the American Road congress opened in Rio de Janeiro on August 16.

CANADA:

Wholesale and retail trade has been fair during the past week. Wearing apparel in the lighter weights has been moving well in Montreal and some fall lines are now on display. Fishing tackle and other supplies for tourists are in demand. Good business in radio equipment is reported from Hamilton, Ont. Manufacturing activity has been generally quiet in the Toronto district. Radio manufacturers, however, are busy. At Montreal, the footwear industry appears to be improving and fairly liberal orders are reported to have been booked for fall lines. The leather trade is also said to be experiencing an increased demand, with more stable prices. Many of the shingle mills in British Columbia are suspending production for an indefinite period, according to Trade Commissioner E. G. Babbitt, Vancouver. Overproduction and lessened building activity are said to be the causes. The crop report of the Dominion Bureau of Statistics, issued on August 17, indicates better conditions than were unofficially expected. It is stated that potatoes, corn and root crops in Prince Edward Island are above average. Fruit crop prospects in Nova Scotia are fairly good, although the weather has been extremely dry. Quebec grain has been improved by showers; apples and potatoes there are promising. Rain is badly needed in Ontario; the total of the fall wheat harvest is expected to be well above average, while the condition of the province's spring grain is said to be fair. A good yield of hay in Ontario has been made. Wheat cutting continues the report, is well advanced in many districts. Wheat on summer fallow in the Brandon district of Manitoba is yielding better than anticipated; the condition of the barley crop ranges from poor to good, that of oats and potatoes is generally poor. The Manitoba Department of Agriculture expects a wheat yield of about 75 per cent of the ten-year average provincial yield. Pastures, and the potato

and corn crops of Manitoba have been improved by recent showers, but no improvement has been reported within the last two weeks with respect to crops in Saskatchewan, where the wheat is expected locally to be very much below the average. Harvesting is general in the central and southern sections of Alberta; crops are fair in the Edmonton district and good northwest of that area and to some distance east. Conditions remain good in the Peace river section. A per-acre yield of from 10 to 35 bushels, grading chiefly Nos. 2 and 3, is expected for southern Alberta. July exports of wheat, amounting to 17,019,000 bushels, valued at \$20,373,000, were below the business of a year ago by 48 per cent in quantity and 58 per cent in value. Exports of flour reached 335,600 barrels valued at \$4,434,000, representing an increase of 7 per cent in quantity and a decrease of 11 per cent in total value as compared with the July, 1928, trade. Stocks of wheat in Canada on July 31 aggregated 104,426,000 bushels, a total greater by 35 per cent than that of a year ago. Lakehead stocks on August 9 amounted to 47,149,000 bushels. Storage stocks of creamery butter on August 1, at 20,339,000 pounds, were 8 per cent below the total a year previous. Cheese stocks, however, at 28,319,000 pounds were larger by 20 per cent. With mills operating at an average of 84.3 per cent of their rated capacity—or slightly below the June level—the July output of newsprint amounted to 229,045 tons. The price of sulphuric acid advanced by \$1 a net ton during July. Red lead increased by \$1 a hundred pounds.

INDIA:

The outstanding feature of India's economic situation in the past four weeks is the outbreak of a strike in the jute industry, involving nearly 40 mills and about 200,000 workers. Although mill owners are conciliatory the strikers obdurate, stirred on by their leaders, and the outcome is problematic. The situation, however, with regard to the Bombay cotton mill strike has greatly improved and but few mills remain idle. The Bombay Government introduced two measures designed to accelerate improvement, authorizing police authorities to deport undesirable from the city, and making intimidation a cognizable offense. Although incidental floods have occurred, drought conditions obtain in several areas. General progress of the season's monsoon, however, is considered favorable. Bazaar business continues seasonably dull, and not much improvement can be looked for until after termination of the monsoonal rains.

BRITISH MALAYA:

The automobile trade is the principal bright spot in British Malayan business conditions. The market has recently shown improvement and automotive dealers are optimistic regarding the future. Import lines in general, however, are overstocked and local prices are below replacement costs. Several failures among Chinese dealers have occurred. Except for continued activity in Japanese goods, the textile market is quiet. Chinese failures and slow collections tend to make importers cautious. Local opinion regarding the rubber market is somewhat bullish because of heavy consumption and light stocks. Foreign trade of British Malaya in July was larger than in the previous month and showed an increase of 16 per cent in exports and 15 per cent in imports compared with July a year ago.

NETHERLANDS:

July trade and industry in the Netherlands showed less than the usual summer slackness, while the weather was favorable to crop development. The condition of the fruit, vegetable and field crops is satisfactory, although some crops and pasture lands suffered from lack of rain. The commodity market turnover was moderate during July. The shoe output was seasonably low, textile mills were less active, but the electrical, radio, margarine and dairy products industries have operated at record capacity; while shipbuilding and ship repair yards as well supplied with domestic orders. Building activities are lively, the sawing and planing mills have large orders and the lumber trade is active. Unemployment showed a heavy decline and business failures during July were also much lower. The money market has been relatively firm, while stock exchange trading was seasonably quiet. A large increase occurred in the volume of capital issues.

NETHERLAND EAST INDIES:

The fact that the past month was marked by widespread interest on the part of importers in specialty and luxury lines, indicates greater confidence in the business future. Heavy sales of sugar at fairly profitable prices have had a favorable reaction. A number of textile importers, however, are taking losses, as prices show a downward tendency. The volume of automotive trade continues normal. The city of Semarang is anticipating establishing a motor bus service and information on American busses is desired. The air mail and passenger service between Batavia and Singapore was inaugurated on August 15 as far as Palembang, Sumatra.

PANAMA:

Business in Panama is experiencing its seasonal slump. The smaller merchants are feeling the effects of the 10 per cent cut in the salary of government employees. Government expenses during July amounted to \$847,000, of which \$391,000 represented current expenses. A general exposition of medical and surgical supplies is to be held in Panama by the Latin American Medical Congress from January 30 to February 5, 1930. The Republic of Mexico, Guatemala, Costa Rica and El Salvador have accepted the Government's invitation to participate in the Pan American Highway Conference during October.

PHILIPPINE ISLANDS:

The turnover of merchandise was fairly good in July, but sales profits were low and competition for the normally reduced rainy-season buying was very keen. Present conditions indicate a very slight improvement in undertone of the textile market which has been overstocked for several months. No improvement is anticipated until October in the automotive market which continued slow in July for all classes of cars and trucks. A revision in the estimate of abaca stocks which added about 23,000 bales to the former estimate, has rendered the current market dull. Recent accumulations at Cebu, together with heavy arrivals last week, brought total stocks at ports on August 12 to nearly 240,000 bales. There is little interest in the current market and price quotations are nominal. Heavy buying by local oil mills, due partly to improved London demand, has strengthened the copra market. Unless outside demand is greatly improved, however, anticipated future increased production of copra is expected to halt the present price ad-

SOURCES

MUCH valuable information concerning Wisconsin is presented in this initial issue of *On Wisconsin*. Among those from whom this information was obtained were:

La Ferne Brater, chief statistician for manufacturers, Bureau of Census, U. S. Department of Commerce; J. H. H. Alexander, Wisconsin Manufacturers' association; Walter H. Ebling, Division of Agriculture Statistics, Wisconsin Department of Agriculture; Edwin E. Witte, Wisconsin Legislative Reference Library; W. A. Anderson, Editor the Wisconsin Blue Book; The Milwaukee Sentinel, and The Milwaukee Journal.

Each issue of *On Wisconsin* will be a mine of information concerning the Badger State.

vance. Recent heavy rains have relieved the drought in sugar areas and also have improved the rice crop outlook.

SWEDEN:

There were 291 new companies registered in Sweden during the quarter ending June 30, 1929 and their total share capital amounted to 14,800,000 crowns. The increase in capital made during that quarter by the companies that were already in operation totaled 71,400,000 crowns. Of the latter amount, 60,000,000 crowns were in shares issued for subscription and 11,400,000 crowns were in bonus shares. Reductions of capital totaled 14,300,000 crowns.

UNITED KINGDOM:

A conference between cotton textile employers and operatives, held August 15, resulted in an official announcement to the effect that the mills would start operating again on August 19 and that the former rate of wages would be paid pending the result of arbitration. The conference announcement also stated that the employers and the operatives have agreed to create a joint consultative committee to discuss proposals for improvement of the cotton industry. July overseas trade figures, as published by the Government Board of

Trade, placed the value of imports at £93,551,000, exports of United Kingdom goods at £66,520,000, and re-exports at £7,970,000. As compared with the comparable values for July, 1928, last month's imports represent a decrease of 2 per cent; exports, on the other hand, were 9 per cent higher and were 33 per cent above the abnormally low export total for June. The value of re-exports was 6 per cent less than in July, 1928.

**TOURISTS HELP
BUILD FORESTS**

AS numbers of tourists who travel through the north Wisconsin country increase, interest in reforestation throughout the state increases.

People who see the need of reforestation and the progress which is being made in sections where fire protection is afforded usually become enthusiastic supporters of systematic reforestation programs. The conservation commission notices this increase in interest by the expressions of co-operation from people who have travelled through northern Wisconsin.

Reports to the commission indicate that, although numbers of people visiting northern Wisconsin are increasing every year, number of depredations committed in forests are not increasing in proportion to the number of people. This is attributed to increase in favorable sentiment toward the conservation program in Wisconsin.

Fewer fires are maliciously started; fewer camp fires are accidentally left burning; more people drop cigarettes into the road beds instead of flipping them into the brush by side of the road, and in every way people are becoming more co-operative.

One fact shows unerringly the increased support and co-operation of people throughout the state. A few years ago, when a fire started in the woods, very few who might notice it took enough interest to report the fire. Today that is changed. Throughout the protected areas in the north, the commission has placed placards bearing the slogan, "Report Fires. Call Central. She Knows," and as soon as a fire gets started in the woods, central receives call after call from people wishing to report the fire.

What Does It Cost to "Farm" In Wisconsin

HOW about the cost of Wisconsin agriculture? What of net profits?

One of the big problems in the United States is low net returns for agriculture, but there is less of this in Wisconsin than in any state.

This does not mean that agriculture in Wisconsin is making everybody engaged in it rich. But, because of unusually favorable conditions for which nature is responsible, coupled with the training and thrift of those engaged in it, agriculture is a substantial, successful industry, established on solid foundation, with nothing to fear in the future.

Investigators for several years have been trying to definitely determine what it "costs to farm" in Wisconsin. While they have gathered some important figures, they have not reached definite total results. But they have progressed far

enough to show that, while cost of agriculture in Wisconsin is high, gross revenues are not swept away by it, as in some other states.

In the light of these figures, the reverse side of the picture is not at all discouraging.

According to the investigators, \$132,000,000.00 of cost found during an average year were in round figures as follows: Taxes, \$26,000,000.00; threshing, \$10,000,000.00; feed bought from dealers, \$31,000,000.00; fertilizers, \$1,000,000.00; interest on indebtedness, \$37,000,000.00; farm labor, \$26,000,000.00.

This leaves about 69 per cent of gross farm income to meet other expenditures the investigators will find.

All agree, there will be a fair percentage left as net return.



STATE'S SHARE OF U. S. EXPORTS

ALTHOUGH Wisconsin aids materially in supplying the world with industrial products, it is a matter of almost pure guess work to estimate the Badger State's industrial export business.

The total value of exports of the United States in 1928 was \$5,128,809,378.00.

What was Wisconsin's share of this business?

According to the U. S. Department of Commerce figures for the second quarter of 1928, really the last quarter of that year, exports of merchandise from Wisconsin were valued at \$33,795,756. Wisconsin ranked tenth among the states in the value of its foreign shipments.

Wheat, valued at \$6,436,326, ranked first in order of value among the commodities sent from the state to foreign markets during the three-month period. Exports of tractors and parts were valued at \$6,016,569, followed in order by rye, \$3,868,866; passenger automobiles and chassis (except electrical), \$2,113,738; construction and conveying machinery, \$1,386,711; hams and shoulders, \$825,249; upper leather (except patent), \$744,802; parts of automobiles, \$743,251; motorcycles, \$652,364; milk and cream, \$566,209; silk hosiery, \$551,145; electrical machinery and apparatus, \$446,420; malt, \$420,185; lard, \$414,731; stationary

and portable engines, \$397,255; wood and paper, \$366,213; mining and quarrying machinery \$355,844; bacon, \$337,783; and threshers, \$301,001.

Patent upper leather, barley, corn, wheat flour, rubber and manufactures of rubber, field and garden seeds, rayon hosiery, non-metallic mineral products, iron ore, metal furniture and fixtures, drills and seeders, parts of cycles and accessories, and chemicals and related products were included among the commodities exported from the state during the three months.

That Wisconsin cannot possibly get full credit for what it manufactures in exports can be quite readily shown by the following illustrations.

A Wisconsin dairy product company sent a carload of Wisconsin dairy products to its New York agent for sale. While the car was en route he received an order from London, Eng., for the carload of dairy products. He rerouted the shipment to London, Eng., but New York got credit for the export.

A Milwaukee corporation makes automobile frames which are sold in Detroit, going into automobiles sold abroad.

Michigan gets credit for the export business, although a just share for the automobiles frames, belongs to Wisconsin.

If interested in Wisconsin's export business, make a guess. It will be as close as the next.

TELESCOPES TO BE UP TO DATE

THE big sixteen-inch telescope in Washburn observatory, University of Wisconsin, after years of service in astronomical research, is being completely overhauled to make its mechanism thoroughly modern.

Delicate parts of the instrument are being rebuilt, a new steel column to support the running parts of the telescope is being constructed and a new driving clock that turns the instrument automatically has already been completed. This task, under direction of O. E. Romare, university chief mechanic, is being undertaken to increase the ease with which observations are taken.

The telescope is twenty feet long, although the new photometer box, an invention of Prof. Joel Stebbins, director, and his associates, adds a few more feet to the length.

Preceding these improvements, the smaller six-inch telescope in the observatory was rebuilt and elaborately equipped as an experiment. This veteran explorer of the skies, famed for its service in important astronomical discoveries for more than half a century, has new equipment which is serving as a model for its big brother. It now has a ten-inch photographic lens, and is eight feet long.

New Wisconsin Corporations, July 20 to Aug. 20

Cassville Co-operative Creamery Co., Cassville.
Operation of a creamery and sale of dairy products; 130 sh. at \$50 each.
V. Junk, H. Okey, L. Oppen and others.
Laufer Chemical Co., Milwaukee.
500 sh. without par value. Deal in soaps, washing powders, etc.
J. Laufer, E. Laufer, D. J. Laufer.
Howard L. Lewis, Electrical Co., Milwaukee.
Carry on the business of electrical contractors, etc.
50 sh. at \$100 each.
H. Lewis, A. Kaun, M. A. Zeeman.
Grane Securities, Incorporated, Cuba City.
Buying and selling of stocks, bonds and real estate.
100 sh. at \$50 each.
C. Bartlett, K. Bartlett, A. J. Eustice.
Otter Creek Fur and Rabbit Industries, Inc., Milton Junction.
Operate fur farms, etc. 150 sh. at \$100 each.
G. Dekey, J. Siecht, B. Hrbman.
College Cleaners, Inc., Madison.
Laundering, cleaning, dyeing of clothes, rugs, etc.
150 sh. at \$100 each.
C. Vennanen, E. Schomberg, F. Blumfeld.
Burmeister-Kraus Co., Middleton.
500 sh. common stock at \$100 each.
Deal in carpets, rugs, notions, millinery, etc.
O. Burmeister, E. Kraus, E. Burmeister.
Westmore Realty Corporation, Inc., Milwaukee.
240 sh. at \$50 each.
Deal in real estate, etc.
J. Dunn, R. Deutsch, J. Morrissey.
Steth & Wisconsin Tower, Inc., Milwaukee.
Deal in real estate, etc. 25,000 sh. common at \$1.00 each.
W. Radke, E. Crusselle, H. Dreyer.
Kellersville Volunteer Fire Department.
Kellersville.
Non-stock. F. Blehnik, F. Skarda, C. Muench, and others.
Indoor Antenna Co., Green Bay.
90 sh. at \$100 each. Deal in indoor antenna for radios, etc.
A. Marcin, C. G. Gnelzer, G. W. Gnelzer.
Wagon Country Club, Waupun.
500 sh.—150 sh. p.v., 350 sh. at \$100 each.
Maintain a golf club, etc. A. Evans, L. Pratt, C. Ruder, A. Woodson.
Ericson's Progressive Farmers' Federation Corp. Oil & Produce Co., Galena.
260 sh. at \$25 each, 60 sh. at \$25.00 each.
Deal in petroleum products, etc. H. James, W. Gynn, R. Congdon and others.
Arcadia Silver Black Fox Ranch Incorporated, Porterfield.

Operate a fur farm, etc. 2500 sh. at \$10 each.
M. Meier, E. Studly, C. Kuechenberg.
Paul Riesen's Sons Co., Milwaukee.
2000 sh. at \$100 each. General building business.
F. Riesen, J. Riesen, P. Riesen, Jr. and others.
Franklin Investment Co., Milwaukee.
500 sh. no par value.
General investment business, etc.
M. Fromkin, I. Levin, E. Drewes.
Oliver Farm Equipment Co., La Crosse.
100 sh. at \$100 each. Deal in potato sprayers, planters, diggers, etc.
W. Aberg, C. H. Bell, E. H. Pett.
Hutter Building Co., Fond du Lac.
General building business, etc. 500 sh. pref. at \$100 each.
1000 sh. common stock n. p.v.
J. Hutter, Sr., L. Hutter, G. F. Hutter.
College Slipper Shop, Inc., Madison.
80 sh. at \$100 each.
Operate a shoe store, etc.
L. Morrison, E. Meunoz, C. L. Menigou.
The McGuigan Kibby Organization, Inc., Janesville.
500 sh. without par value. Deal in real estate, erection of buildings, etc.
A. McGulgan, L. Kibby, H. Maxfield.
Air Shares, Inc., Delaware.
Aut. cap. at 12,500 sh. n. p.v.
Pd. in \$22,666.67 (2,200 sh.)
Sale of stocks, bonds, securities, etc.
Propos. in Wisconsin 2,200 sh.
John Luckey.
French Shriner & Umer, Moline.
Auto. cap. at \$500,000. Pd. in \$484,000.
Retire sale of men's and boys'.
Prop. in Wis. \$4,250.
Schmitt Bros. Tobacco Works, Inc., Milwaukee.
To deal in tobacco, all forms, etc.
500 sh. without par value.
M. Levin, H. Kovonock, M. Lavendusky.
West Central Investment Co., Racine.
500 sh. common stock without par value.
General investment business, etc.
A. Peterson, C. Roudier, G. Dougherty.
Lanston Trucking Co., Lannon.
250 sh. common at \$100 each.
Engage in trucking for lime of sand, gravel, stone, etc.
R. McMahon, A. Nugent, D. Nugent.
J. H. Zellers, Inc., Kenosha.
500 sh. at \$100 each.
Deal in fruits, vegetables, butter, eggs, etc.
J. H. Zellers, W. E. Nield, J. E. Higgins.
Pardesville Oil Co., Pardesville.
Operate oil plants, sell petroleum products, etc.

240 sh. at \$50 each.
S. C. Chushman, L. J. Lintner, J. Lynch, F. Kruger, G. Spear.
Sixth Street Investment Co., Racine.
500 sh. at \$100 each.
General investment business, etc.
W. Feldner, G. Mastrol.
The Stoughton Clinic, Inc., Stoughton.
Operate hospitals, etc. 5 shares at \$1000 each.
A. Olson, A. S. Horn, V. S. Park.
Shorewood Theatre Co., Milwaukee.
Operate theatres, etc.
150 sh. without par value.
C. F. Puls, Jr., R. P. Hiller, M. Wozadlo.
Alex Dines Distributing Co., Madison.
50 sh. at \$100 each.
Sale of food products and beverages at wholesale.
A. M. Drives, G. Drives, S. A. Lucas.
The United Hardware Finance Corporation, Stevens Point.
Lending money, etc. 500 sh. at \$50 each.
E. Peterson, H. Lewis, B. Christianson.
The National Republic Co., Illinois.
Aut. cap. at \$500,000. Pd. in \$500,000.
Sale of high grade securities, etc.
Arcade Construction Co., Niles Center.
Aut. cap. at \$500,000. Pd. in \$496,500.
Prop. in Wis. \$50,000.
Manager, William Lyon, Milwaukee.
Transportation Oil Co., Milwaukee.
500 sh. common stock without par value.
Deal in gasoline, oil, etc.
J. F. Wagner, J. T. Pergande, A. A. Mueller.
Frances Realty Co., Milwaukee.
100 shares without par value.
General real estate business, etc.
J. Barry, J. L. Newman, W. Rosenbeiner.
Little Elkhart, Inc., Plymouth.
250 shares of no par value.
Buying and selling of real estate.
A. F. Schwaller, A. A. Schwaller, A. Matt Werner.
Waukesha County Farm Bureau Warehouse Association, Co-op.
750 sh. at \$20 each.
Operate warehouses for storage of products, etc.
F. Ruth, W. Swartz, E. Hause, A. Allen, W. Adams.
Valley Acceptance Co., Appleton.
1000 sh. at \$100 each.
Deal in notes, contracts, bonds, etc.
J. P. Frank, F. F. Wheeler, H. Pelkey.
E & L Grocery Co., Milwaukee.
Deal in all kinds of groceries, etc.
50 sh. at \$100 each.
F. Erwig, R. Laughlin, H. Laughlin.



Aviation Mechanics Association, Inc., Milw.
100 sh. at no par value.
H. Whittle, H. Eron, F. Eron.

Moderns Cosmetic, Inc., Milwaukee.
50 sh. at \$100 each.
Deal in cosmetics, etc.
P. Schultz, K. Schmitt, L. Weiss.

Chromium Corporation of America, Delaware.
Aut. cap. st. \$500,000 pref. and 30,000 sh. n. p.v.
Electroplating.
Prop. in Wis. \$30,000.
Pd. in \$407,701.

Viking Automatic Sprinkler Co., Illinois.
Aut. cap. st. \$10,000. Pd. in \$50,000.
Deal in and install automatic sprinkler devices, etc.
Prop. in Wis. \$3,450.
Harry Martel, Milwaukee.

Stone & Webster Engineering Corporation, Massachusetts.
Aut. cap. st. \$170,000 sh. no par value.
Pd. in \$9,500,000.
C. E. Blake, Madison.
Carry on engineering and construction work of all kinds, etc.

Bergs Manufacturing Co., Milwaukee.
300 sh. without par value.
Deal in metal goods, etc.
F. Bergs, E. Kastenholz, M. Bergs.

Chale System Service Corporation, Milwaukee.
500 sh. common stock without par value.
General automobile and radio service.
J. Carol, C. Riesing, F. S. Ber.

Walker Corporation, Milwaukee.
All forms of insurance, etc.
100 shares of no par value stock.
C. Hoke, J. Nelson, P. Rinze.

Wisconsin Radiator and Body Co., Milwaukee.
250 sh. at \$100 each common stock.
General repairing of automobiles, etc.
W. J. Condon, J. Costes, N. Costes.

Russell-Evans Co., Whitefish Bay.
500 sh. without par value.
Deal in real estate, etc.
W. Russell, A. Evans, E. Russell.

Polar Star Mink Ranches, Inc., Milwaukee.
300 shares of preferred stock at \$100 each.
Operate a fur farm, etc.
G. Weber, O. B. Howitt, K. Buscovitz, S. Corr.

Artistic Iron and Bronze Works, Inc., Milw.
250 sh. no par value.
Designing and casting of brass and iron and other metals.
F. Wichmann, E. Wichmann, J. J. Dolan.

Wager Bode Incorporated, Milwaukee.
To build, erect, equip, improve, remodel, operate, manage, use and maintain apartment buildings, dwelling houses, etc.
300 shares at \$100.00 each.
William F. Wager, Arthur P. Bode and Minnie G. Bode.

Wisconsin Refining Corporation, Two Rivers, Wis.
2500 shares at \$10.00 each.
To build, purchase, and operate a Petroleum Refinery, etc.
R. N. Check, A. F. Check, Helen Check.

First Finance Co. of Iowa, Wilmington, Delaware.
Aut. authorized capital stock—10,000 no par value.
Aut. paid in—\$111,873 or 11,132 no par shares.
Business—To engage in the finance and small loan business.
Prop. rep. in Wis.—\$100,000.00.
Wis. Agent—W. P. Weilly, 3rd and Wisconsin Avenues, Milwaukee, Wis.

The Cream City Scale Co., Milwaukee.
Deal in all types and specialties of scales, scale equipment, scale parts, etc.
250 shares of common stock without par value.
Leonard F. Reichow, Roy H. Cory, Peter J. Kammerer.

Dulcey Perfumery, Inc., Milwaukee.
Sell at wholesale and retail oils, vegetable oils, toilet articles, etc.
200 shares of stock of no par value.
A. Nordgaard, James G. Martin, J. D. Dreyer.

Horizon Fuel and Lumber Co., Horizon.
General dealing in lumber, fuel and building material, etc.
350 shares at \$100.00 each.
Anton Heitzberg, Ernest E. Marquart, E. R. Herlberg, Edwin Roach.

Mellen Country Club, Mellen.
To construct a Golf Course and kindred social activities.
600 shares at \$25.00 per share.
F. W. Kellar, L. K. Patterson, O. W. Pearson.

Natural Lagoon Stone Corporation, Milwaukee.
100 shares of common stock at \$100.00 per share.
400 shares of preferred stock at \$100.00 per share.
Operate stone quarries and gravel pits, etc.
A. J. Hochuli, H. Wiegert, M. M. Gneidner.

Powers Building Co., Madison.
To deal in all kinds of real property, either as principal, agent, or broker for a commission, etc.
150 shares of common stock without par value.

Gleason W. Stephens, Earl H. Canoe, Leon N. Isaacson.
United Mercantile Co., Mauston.
The operation of a store and general mercantile business including the buying of stocks, etc.
250 shares at \$100.00 each.
H. L. Chudacoff, L. Chamison, H. P. Chaimson, Hy. S. Chaimson.

West Main Co., Madison.
Deal in and dispose of real estate, buildings and improvements, etc.
1000 shares at \$100.00 each.
Sidney L. Gay, John W. Gay, Len B. Gay.

The Wisconsin Beaver & Silver Fox Farm, Inc., Granton.
To own and operate a scaled beaver, muskrat, mink and fox ranch or ranches, etc.
500 shares at \$100.00 each.
Anton Barten, Anna Barten, O. J. Schmiege.

Zingen & Braun Bond and Mortgage Corporation, Milwaukee.
To make loans on real estate, improved or unimproved, and to lend money upon notes, bonds, etc.
2000 shares of preferred stock at \$100.00 each.
4000 shares of common stock without par value.
Emil J. Zingen, John I. Braun, Robert J. Kuhn.

Dixon Oil Co., Inc., Dover, Delaware.
Wis. Agent—Geo. H. Dixon, 459 17th Ave., Milwaukee.
Aut. authorized capital stock—\$100,000.00.
Business—Making application to sell stock in Wisconsin.
Prop. rep. in Wis. not to exceed \$25,000.00.

Electric Household Stores, Inc., Wilmington, Del.
Wis. Agent—Mr. Chauncey E. Blake, Gay Bldg., Madison, Wis.
Aut. authorized capital stock—\$20,000.00.
Aut. paid in—\$10,000.00.
Generally dealing in washing machines, ironing machines, etc.
Prop. rep. in Wis.—Not to exceed \$25,000.00.

Goodall Always Co., Detroit.
250 shares of common stock at \$50.00 per share.
To engage in the business of constructing, leasing, equipping, operating, and maintaining public aviation fields and airports.
David H. Goodwell, E. J. McNeary, E. H. Crowley.

Manhardt Realty Co., Milwaukee.
100 shares of stock at \$100.00 each.
To conduct and carry on the business of builders and contractors for the purpose of building, erecting, altering, repairing or doing any other work in connection with any and all classes of buildings and improvements of any kind and nature whatsoever, etc.
A. A. Zachs, A. H. Hartman, Ella Schunauer.

Russell C. Evans Co., Fond du Lac.
250 shares at \$100.00 each.
General wholesale, cigar, tobacco and candy business including the purchase and sale of cigars, tobacco, cigarettes, etc.
Russell C. Evans, Ellen G. Evans, Howard H. Watson.

G. H. Ebberts & Sons, Inc., Oostburg.
Carry on a general store business, including the purchase and sale of all kinds of hardware, groceries, etc.
600 shares at \$100.00 each.
Garret H. Ebberts, Harvey J. Ebberts, Chester L. Ebberts, Paul Ebberts, Earl H. Ebberts.

Inland Fur Co., Inc., Detroit.
Dealing in furskins, including the purchase and sale of muskrats, and the by-products, etc.
350 shares of Class B Preferred stock at \$90.00 per share, 700 shares of Class B Common stock each share at \$10.00 each.
Thomas P. Diney, Charles M. Diney, Mary E. Diney.

T. R. Service Co., Milwaukee.
Conduct a letter service, an advertising service, and to own, hold, sell or otherwise acquire, or dispose of stocks, etc.
T. M. Bittker, Elizabeth Mock, Bruno V. Bittker.

500 shares of common stock without nominal or par value.
Washington County Investment Co., Town of Richfield.
Deal in real estate or any interest therein.
100 shares at \$100.00 per share.
Stanley J. Seeger, Lullington Patton, Walter J. Johnston.

Camrack, Clark & Co., Inc., Chicago.
Aut. authorized capital stock \$500,000.00 preferred and 2500 shares of common stock without par value.
Aut. paid in—\$67,500.00.
Business—Sale of only such specialties as have been accepted by the Railroad Commission.
Prop. rep. in Wis.—\$30,000.00.

Bocher Brothers, Inc., Gillett.
500 sh. at \$100 each.
Operate a general retail hardware, etc.
Geo. Bocher, H. Bocher, O. Neumann.

The Dole Manufacturing Co., Milwaukee.

Mfg. of rolls and instruments, etc.
1500 sh. n. p.v.
M. E. Tautz, I. Bessel Tautz, M. Doyle.

Manufacturers Acceptance Corporation, Racine.
1500 sh. common stock at \$1.00 each.
200 sh. pref. st. at \$10 each.
H. E. Tautz, I. Bessel Tautz, M. Doyle.

Robinson Motor Sales, Inc., Green Bay.
250 sh. at \$100 each. General automobile business.
G. W. Robinson, R. Robinson, J. E. Schumacher.

Tabbert Plastering Co., Milwaukee.
600 sh. without par value. Business of lathing and plastering.
A. Tabbert, H. Kuettnet, C. Mueller.

Empire Telephone Co., Delaware.
Auto. cap. st. 450,000 sh. no par value.
Pd. in \$800,421. Sale of securities, etc.
Prop. in Wis. \$1000.

Owen Felt Store Co., Owen.
General mercantile business, etc.
200 shares at \$100 each.
B. Simon, H. Simon, J. Ellegren.

Waterloo Nursery & Floral Co., Waterloo.
500 sh. no par value.
Deal in shrubs, plants, trees, etc.
W. G. McKay, W. E. Walker, W. H. Norman.

Glen Eagle Practice Golf Course, Inc., Milwaukee.
500 sh. common st. at \$3 each.
Operate practice golf course, etc.
F. Borch, O. Adams, W. Priebe.

Fred Luser, Inc., Milwaukee.
30 sh. at \$100 each.
Conduct a jewelry business.
Fred Luser, C. Luser, O. Luser.

The Olympic Confectioners & Restauranters Inc., Madison.
250 sh. at \$100 each.
Mfg. and sale of confectionery, etc.
P. Nilsen, N. Nilsen, V. Nilsen.

Pyorrhelgen, Inc., Milwaukee.
Mfg. Medicines and Medical preparations, etc.
5000 sh. of \$10 each.
M. Lettke, G. Daly, A. Rehner.

Pittsburgh-Kris Saw Corporation, South Dakota.
Aut. cap. st. \$10,000. Pd. in \$10,000.
Prop. in Wis. \$500.
Deal in butchers' and grocers' supplies.

The F. W. Miller Heating Co., Illinois.
Installation of a Miller Buier washing system.
Aut. cap. st. \$10,000. Pd. in \$10,000.
G. McCann, LaCrosse.

Dr. Kleinhans Farms, Inc., Herbster.
General farming business, etc. 1000 sh. at \$100 each.
R. J. Frittle, O. Seestrom, A. Pardee.

The Solace Corporation, Milwaukee.
500 sh. common stock without nominal or par value.
Mfg. and sale of medical appliances, apparatus, etc.
E. Frick, C. Warnhuis, F. Jenkins.

Western Newspaper Union, Delaware.
Aut. cap. st. 335,000 sh. Pd. in \$675,584.30.
Business of advertisers, publishers, etc.
Prop. in Wis. \$36,376.05. A. M. Smith, Milwaukee.

Great Western Paper Corporation, Delaware.
Aut. cap. st. 3000 sh. Pd. in \$1,000. Deal in paper, etc.
A. E. Smith, Milwaukee.

Standard Home Utilities, Inc., Delaware.
Aut. cap. st. \$5,000. Pd. in \$1000.
Deal in merchandise and articles of commerce, etc.
C. E. Blake, Madison.

Pederson and Hempe, Inc., Milwaukee.
10 sh. common stock at \$100 each.
Operate a planing mill, etc.
A. Pederson, J. Pederson, E. Hempe.

Embassy Realty Co., Milwaukee.
100 sh. at \$100 each. General real estate business, etc.
A. J. Schmitt, C. Reiter, J. Lieberman.

The Jayco Co., Cedarburg.
500 sh. without par value.
Deal in heavy, underwear, etc.
E. Rich, J. Hamann, P. Wirth.

Twin City Electric, Inc., Mich.
Auto cap. st. \$25,000.
Pd. in \$18,000.
Deal in radios, electrical appliances, etc.
Prop. in Wis. \$1,321.80.
J. Van Donkelen, Menominee.

Peabody Smith & Co., Inc., Illinois.
Deal in securities of every kind.
Prop. in Wis. less than \$25,000.
Aut. cap. st. 200 sh. n. p.v.
Pd. in \$20,000.

Eureka Tea Co., Illinois.
Aut. cap. st. \$500,000. Pd. in \$300,000.
Prop. in Wis. \$25,000.
Joseph John, Milwaukee.

Deal in coffee, tea, etc.
Ornamental Brass Shops, Illinois.
Aut. cap. st. \$250,000. Pd. in \$200,000.
Erection of ornamental iron work.
Prop. in Wis. \$20,000.
John Geist, West Allis.

Motor Accounting Co., Delaware.
Aut. cap. st. \$2000.
Pd. in \$2000.



- General auditing and accounting business.
Thorsten J. Albrecht, Milwaukee.
- Husting-Poeke Insurance Agency, Inc.,
Mayville.
To conduct and maintain an insurance agency, and to sell insurance of all descriptions, etc.
100 shares of common stock at \$100.00 per share.
Louis P. Poeke, Randal A. Husting, Berthold J. Husting, Gustav B. Husting.
The Ken Realty Co., Milwaukee.
Deal in real estate, etc.
600 shares without par value.
Richard R. Davis, Matilda Loren, Loreyne Plomer.
- Publishers, Incorporated, Milwaukee.
To carry on business as proprietors and publishers of newspapers, journals, magazines, etc.
25,000 shares at \$5.00 per share.
Matthew Horowitz, Lydia Will, Dorothy Steinerwald.
- Superior Collection Service, Inc., Milwaukee.
Dispose of real or personal property or any legal or equitable, estate, right, title or interest therein, etc.
100 shares of common stock at \$50.00 per share.
A. J. Sayden, Herbert Herzberg, Herbert I. Greenblatt.
- W. W. Sterling Co., Burlington, Wis.
To engage in and carry on, manage, conduct and generally operate the business of commissioning, merchandising, manipulating, buying, selling and generally dealing in worsted wool, cotton, silk and other fabrics and yarns, etc.
George Weller, C. B. Rasch, James K. Malcom.
- Thompson Beauty Shops, Inc., Milwaukee.
To engage in the business of permanent waving, hairdressing, bathing, etc.
Marshall Thompson, Gladys Janett, Helen H. Punzel.
100 shares at \$10.00 each.
- Wisconsin Cut Stone Service Bureau, Milwaukee.
Non-Stock Corporation.
To promote or to aid in any manner, financially, educationally or otherwise, the members of this corporation, and to do any other acts or things designed to protect, preserve, improve or enhance the natural stone industry, etc.
John Bonnett, Charles L. Crenge and P. J. Schmidt.
- The American Legion Boxing Club of Kenosha, Inc., Kenosha.
Deal in lands, premises and other real estate, or any interest therein together with the buildings thereon, etc.
50 shares at \$10.00 each.
C. J. Sadler, Herb Swanson, Edward A. Quinn.
- O. A. C. E. Investment Co., Milwaukee.
Disposing of real estate, personal property, and of real and personal securities, which may be desirable in the transaction of the business of the corporation.
100 shares at \$2,000.00 per share.
Flora D. Seefeld, Edward R. Steinman, Theodore H. Seefeld.
- Loveland-Hathaway Realty & Finance Corporation, Milwaukee.
To buy, sell, deal in, lease, hold or improve real estate, etc.
500 shares of common stock at \$100.00 each.
Charles H. Hathaway, Joseph H. Loveland, Edna M. Miller, Alice A. Loveland.
- Montague-Kramer Realty Co., Milwaukee.
To buy, sell, deal and exchange in all kinds of real property, either as principal, agent or broker for a commission.
1,000 shares of common stock without par value.
T. C. Montague, A. H. Kramer and Glenn W. Stephens.
- Schulz Shoe Box Co., Milwaukee.
Engaging in and carrying on the business of manufacturing, selling and dealing in paper boxes, folding paper boxes, etc.
2000 shares of common stock at \$100.00 each.
Willis B. Helmquist, Harry H. Davis, Richard Hallstrom.
- Shorewood Manor, Inc., Milwaukee.
To build, construct, erect, equip, improve, remodel, manage, use and maintain apartment buildings, dwelling houses, etc.
300 shares at \$100.00 each.
William E. Wager, Edward Schiffrucht, Albert H. Quant.
- City Company of Portage, Inc., Portage.
750 shares without par value.
Dealing in real estate, etc.
Wm. L. Breese, L. L. Breese, A. C. Taylor, H. B. Rogers.
- Samuel Ellis, Inc., Milwaukee.
100 shares of common stock at \$100.00 per share.
To conduct a wholesale and retail merchandising business in the city of Milwaukee, etc.
Samuel Ellis, R. Ellis, Ray Ellis.
- Marshville Reserve, Incorporated, West Bend.
200 shares of common stock without par value.
To preserve game, fish and all or any other form of wild life, animal or vegetable, etc.
A. J. Pick, John B. Pick, Carl Pick.
- National Waving System, Inc., Milwaukee.
200 shares of no par value stock.
To engage in the business of conducting, operating and managing beauty shops, etc.
Charles Swidler, Leo D. Swidler, Pearl E. Paul.
- Rosalie Gardens, Incorporated, Milwaukee.
100 shares of no par value stock.
Buying, selling, exchanging, owning and holding of mortgages, notes, bonds and securities of all kinds, etc.
H. M. Ellinger, R. C. Ellinger, S. Ellinger.
- Albert Miller & Co., Wilmington, Del.
Wis. Agent—Chauncey E. Blake, Day Bldg., Madison.
Apt. authorized capital stock—\$100,000 preferred stock, 25,000 shares.
Class A without par value, and 50,000 shares Class B without par value.
Amt. paid in, \$52,300 on Preferred, \$80,000.00 on Class A \$20,000.00 on Class B.
Business—To handle, distribute, buy and sell at wholesale or retail store in owned or leased warehouses, etc.
Prop. rep. in Wis. Not to exceed \$25,000.00.
Edwards-Rupert Co., Milwaukee.
100 shares at \$100.00 per share.
Buying, selling, mortgaging, leasing and exchanging real and personal property in this state and elsewhere, etc.
Mr. E. V. Edwards, L. J. Rupert, Carol Dahlberg.
- C. H. Halperin Co., Madison.
500 shares of common stock without par value.
To engage in the wholesale and retail manufacturing, sale and distribution of automobile accessories of all kinds, etc.
C. H. Halperin, Herman B. Halperin and Anna Halperin.
- Mack Tailoring Co., Madison.
200 shares at \$100.00 each.
To conduct a business for the buying, manufacturing and selling, at wholesale or retail, clothing and wearing apparel of every description, etc.
N. M. Massal, C. E. Mack, J. B. Head.
- Madison Log and Lumber Co., Madison.
500 shares without par value.
To purchase or otherwise acquire and to hold, lease, sell timber and other lands and the products thereof, etc.
Frank J. Gillette, Raymond A. Gillette, Lorena Gillette.
- Sharpe Stores, Inc., 7 West Tenth St., Wilmington, Del.
Wis. Agent—L. K. Sharpe, 26 & 28 So. Main St., Fond du Lac, Wis.
Amt. authorized capital stock—\$200,000.00.
Amt. paid in—\$125,000.00.
Business—Buying, selling and trading in at retail or wholesale, all kinds of goods, wares and merchandise.
Prop. rep. in Wis.—\$125,000.00.
- Browning Realty Co., Milwaukee.
1000 shares of common stock all of no par value.
To purchase, improve, develop, hold and enjoy real estate in fee simple upon ground, rent or lease and to lease, mortgage and sell the same in such parts or parcels, improved or unimproved, and upon such terms as to time and manner of payment as may be agreed upon, etc.
Matilda Allender, Chloe Judge, Rosnet J. Carrigan.
- Brown County Co-operative Cow Testing Association, Green Bay.
Operate a cow testing association and to make tests of milk for milk producers and as to determine the butterfat content of the milk, etc.
Joseph Schneider, Martin Van Lansen, H. C. Jacobsen, Math. C. Meiseraus, Walter A. Thlen.
- Flambeau Indian Base Ball Club, Inc., Village of Lac du Flambeau.
100 shares of no par value.
The conducting and management of an amusement park, the activities of which shall be the establishment of a base ball club, etc.
Louis St. Germaine, Frank Wilcox, W. B. Hall.
- Industrial Shares Corporation, Milwaukee.
500 shares without nominal or par value.
Dealing in all kinds of real property, or interest therein, etc.
Clifford A. Randall, Calvin Koelbling, W. M. Zimmers.
- Mickelson Lumber & Supply Co., Black Earth.
200 shares at \$100.00 per share.
To deal in lumber, fuel, feed and other supplies, etc.
J. C. Hopkins, A. Shower, Alfred Mickelson.
- Nebagamon Fur Co., Superior.
2,000 shares at \$10.00 each.
To dispose of lands and sites for the operation of fur farms, and develop the same, etc.
Zelmon E. Darrow, Edward L. Lurye, John M. Donahue.
- Sam Thompson Corporation, Waukesha.
500 shares at \$50.00 per share.
Engage in, carry on and manage any manufacturing industry and the sale of manufactured products.
- C. E. Tracy, T. C. Thompson, S. D. Thompson.
Badger Adjustment Co., Inc., Milwaukee.
General collection agency, etc.
500 sh. at no par value.
H. Rowe, G. C. Papenkopf, H. Waelcher.
- The Realty Bureau, Inc., Milwaukee.
500 sh. common stock no par value.
General real estate business, etc.
R. W. G. Kendler, J. S. Hess, M. W. Tobey.
- Two Rivers Loan & Investment Co., Two Rivers.
General loan and investment business.
4000 sh. at \$25 each.
F. Dicke, L. Fischer, E. Dicke.
- Tiffany Investment Co., Milwaukee.
1300 sh. common stock without par value.
General real estate and investment business.
F. T. Kern, Geo. W. Paine, A. A. Mueller.
- Rhymer Oil Company, Marshfield.
750 sh. at \$100 each. Deal in petroleum and other oil products, etc.
F. John, F. Hartmann, F. Warshutz.
- Solar Corporation, Delaware.
Principally the manufacturing of batteries, etc.
Aut. cap. st. 15,000 sh. no par.
Pd. in \$35,000.
Prop. in Wis. \$35,000.
C. Feldtkeller.
- Chapin Mining Company, Michigan.
Aut. cap. st. \$640,000.
Pd. in \$640,000.
Prop. in Wis. \$20,271.07.
Mining, selling and deal in iron, ore, etc.
J. A. Murphy, Superior, Wisconsin—Agt.
- North American Service Company, Illinois.
Aut. cap. st. \$235,000. Pd. in \$200,000.
Erection & Maintenance of Highway displays. Prop. in Wis. \$4,400.
W. Thauer, Watertown.
- Gray Knox Marble Company of Delaware.
Mkt. marble products, etc. Aut. cap. st. \$100,000. Pd. in \$50,000.
C. E. Blake, Madison.
- Inland Finance Corporation, Illinois.
Aut. cap. st. \$200,000. Pd. in \$200,000.
Discounting notes and buying and selling merchandise.
- International Security Management Company, Delaware.
Aut. cap. st. 1,250,000 sh. Pd. in 90,000 sh. Cl. A Common.
27,000 sh. Cl. B Common. Sale of securities.
S. J. Gates, Milwaukee.
- West Salem Holding Company, West Salem.
Deal in securities, etc.
100 sh. no par value. F. Rolles, L. Santer, F. Cobara, B. Mau.
- Riverside Paper Corporation, Appleton.
15,000 sh. common stock without par value.
General mkt. of paper, chemicals, lumber, etc.
E. Melzer, B. Heiss, F. Anderson.
- H. N. March and Associates, Inc., Milwaukee.
250 sh. common stock without par value.
Deal in real estate, etc.
K. Wiener, D. Christopher, A. Wiener.
- Ampere Electric Company, Milwaukee.
Deal in electrical hardware, etc.
200 sh. common stock at \$100 each.
W. Shuckton, F. Jacoby, N. Wisniewski, L. Shuckton.
- Paymont Radio Stores, Inc., Racine.
Deal in radios, etc. 150 sh. at \$100 each.
W. Saichek, M. Pikus, J. Shon, S. Pikus.
- Clippewa Aircraft Corporation, Chippewa Falls.
Deal in aeroplanes, aircrafts, etc.
50 sh. at \$100 each.
W. Ghartry, W. Crane, A. Wiley.
- Elmhurst Realty Company, Milwaukee.
General real estate business, etc. 800 sh. common stock n. p. v.
W. Winter, Jr., E. Muehlmeier, R. Stierman.
- Theo. Wolter Realty Co., Milwaukee.
500 sh. no par value.
General real estate business, etc.
R. Walter, C. Bendler, T. Walter.
- United Beauty Shops, Inc., Milwaukee.
100 sh. at \$100 each.
Operation of a beauty parlor, etc.
P. Koenig, C. H. Koenig, H. Koenig.
- U-Drive-It Company, Milwaukee.
500 sh. without par value.
Rent automobiles, etc. R. Hession, G. Mueller, H. Hadfield.
- Medical Finance Corporation, Milwaukee.
500 sh. common stock without par value.
250 sh. pref. st. at \$200 each.
Generally dealing in accounts receivable, notes, etc.
J. J. Wright, J. C. Mortenson, A. Weibracht, and others.
- East Wisconsin Storage Co., Chilton.
100 sh. at \$50 each. Storage of grain, pens, seeds, etc.
W. N. Krut, F. Testah, R. Tetsch, W. J. Knaut.
- Carens, Inc., Milwaukee.
100 sh. common stock without par value.
Deal in real estate, etc.
B. Brady, A. G. Schermeister, E. M. Mason.
- Memo Meter Gauge & Equipment Corporation, Delaware.
Aut. cap. st. 500,000 sh. without par value.
Pd. in 1000 sh. at \$1.00 each.
Mkt. gauges, meters, etc.
C. E. Blake, Madison.

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ON, WISCONSIN!

OCTOBER 1929

Vol. 1

No. 2

OFFICIAL MAGAZINE
OF
THE WISCONSIN STATE
CHAMBER OF COMMERCE
PUBLISHED MONTHLY AT
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Official Magazine—Wisconsin State Chamber of Commerce

ON, WISCONSIN!

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WISCONSIN STATE CHAMBER of COMMERCE

DECLARATION OF PURPOSE

To promote the welfare, prosperity and progress of Wisconsin.

To support legislation that will give security to business and stability to the social life of the State.

To encourage a good administration of the laws of the State.

To gather, analyze and disseminate accurate and helpful facts and statistics about the resources and opportunities of the State.

To develop a plan for the greater development of the natural resources of the State.

To promote the welfare of agriculture.

To encourage industrial development.

To encourage modern, ethical and efficient methods in all main lines of business.

To encourage the use of agricultural and industrial products of Wisconsin.

To render all possible aid through modernization, standardization and like methods in the marketing of Wisconsin products.

To encourage the development of all forms of transportation — highways, airways, waterways and railways.

To afford an agency through which all organized groups seeking a greater development of the State may co-ordinate their efforts, so as to produce

with the minimum of effort the maximum of result.

To aid local, trade, professional, commercial and other organizations in the development of their own organizations, thus strengthening the forces of the Commonwealth for their co-operative effort in upbuilding the State.

To furnish a non-political, non-sectarian organization, of state-wide scope, representing not a particular section, class or interest, but the whole State, and working for the best interests of all by concerning itself only with major state questions which will best promote the welfare of all.

To afford an agency through which all who do not care to serve the State through elective offices may contribute their voluntary service for the benefit of the State.

To have an organization available, when necessity or opportunity demands, that can reach to and speak for the organized forces of the State irrespective of political party, geographical location, or special interests.

To encourage trade and commerce within the State and with other states and with foreign countries.

To advertise the wonderful and varied resources of Wisconsin.

To attract more people and money to Wisconsin.



State as Good as Citizens Make It

By

WALTER J. KOHLER



Governor of Wisconsin, who was selected from the ranks of the State's industrial leaders to serve as Chief Executive, and who has shown in his official actions that qualifications of real service are given first consideration.

CITIZENSHIP, under our form of government, carries with it certain rights and privileges, and imposes certain duties.

The value of the rights and privileges conferred, depends, to a large extent, upon how well the duties of citizenship are discharged.

and employment relations, provision for the care and rehabilitation of socially unfortunate people, construction of great highway systems and regulation of fast moving traffic on them and in the air, education, and protection of public health by both preventive and curative measures.

Government has always needed the services of experts in certain kinds of activity, such as law and military affairs. Today, in its multifarious activities, it needs to draw upon the best available talent in the medical pro-



Mrs. Kohler Speaking on University of Wisconsin Farm Demonstration Day, 1929

A government such as ours is just as good as the citizens make it, and can be no better.

Modern life has grown very complex, and as a result government is no longer the comparatively simple matter it once was, of affording protection from enemies without our borders, preserving order within, providing for the adjudication of disputes between man and man, and carrying on public improvements on a comparatively simple and inexpensive scale.

IS NEED OF EXPERTS IN ALL LINES OF SERVICE

THE emphasis today is far more upon economic and social problems. Typical activities are the regulation of common carriers, public utilities, insurance, banking

profession, in business, banking, insurance, farming, and a variety of other fields of endeavor.

THE MOTIVE MUST BE LARGELY A SENSE OF DUTY

THIS means that qualified people are needed. It requires not only academic training, but practical experience and understanding. That experience must necessarily, in a large number of cases, have been acquired in private life, and in successful, rather than unsuccessful, endeavor.

To the man or woman who is successfully pursuing any calling requiring trained intelligence, public service often involves a considerable element of sacrifice. The

(Continued on page 34)

Less Organization but Better Organization

By

Ralph S. Kingsley

Kenosha

President of the Wisconsin State
Chamber of Commerce

Also

President of the Kenosha Chamber
of Commerce and the Kenosha
News Publishing Co.



A FREQUENT remark among business men is, "We are over-organized." This does not mean that we have more than a perfect system of organization, but that we have more organizations than are necessary; in other words, that we have too many organizations but not enough organization.

Of course, many organizations are flashes in the pan. An idea is seized upon by some man or group of individuals and it is made the basis for a new organization. Certain other movements have a vogue for a short period and die out as rapidly as they are begun because they have no real, lasting purpose. Such transient organizations are unnecessary. They hardly ever serve their purpose because usually they cannot grow strong enough, due to necessary organization effort, to pay their way and also do the task for which they are organized.

On the other hand, there are certain types of organizations which may be called permanent organizations. Among these are the trade and professional associations and the chambers of commerce. Such organizations have general, broad purposes in harmony with the needs of the trade, profession or community which they serve and their problems usually are problems common to all their members. Therefore they have a common interest which assures permanency and support.

STATE PROBLEMS A CHAMBER'S PARTICULAR FIELD

A STATE chamber of commerce secures its power not so much from a large collection of individual members, as do these permanent trade, professional and community organizations, but because it has as members permanent groups of organizations with very definite purposes restricted to their particular group, and combine them into a state organization to give consideration to state problems of timely importance and of general interest to the members of all of these groups, irrespective of whether they are representative of a trade, a profession, or a community.

The state is our most important unit of government. Ninety per cent of all the laws affecting the home or business are state enacted and state administered. Having state problems, as such, as its particular field, a state chamber of commerce obtains, and is entitled to, the support of such smaller organized groups as we have mentioned earlier, because the problems are usually too large for them to undertake by themselves and also because, no matter how unselfish they may be in their advocacy of any cause, they nevertheless are accused of

selfishness because of representing a single class, trade, section or community. On the other hand, a state chamber of commerce is so representative in character, being really a cross-section of the business and professional life of the state, and confining itself to state questions, that it naturally passes into another classification, namely, an organization for the good of the state.

The sole test whether a given subject qualifies as one meriting the attention of a state chamber of commerce is whether the subject is timely and important to the entire state. If it promotes the interest, welfare or progress of the state, then it is entitled to a place in the program of the state chamber of commerce. This means that a state chamber of commerce must work only with basic, fundamental questions and at the opportune time. Because this is so, a new organization cannot be created rapidly enough and with enough strength to solve these questions and a permanent organization like a state chamber of commerce is necessary.

IT MEANS LESS EXPENSE WITH GREATER RETURNS

A STATE is not completely organized until it has its various permanent organizations organized to work collectively and effectively on those problems which are common to such organizations. The problems must be state-wide and basic. For this reason the Wisconsin State Chamber of Commerce has on its program questions relating to transportation, legislation, taxation, research, development of trade, commerce, industry and finance, publicity for the state and a service to help build strong and more useful permanent trade, professional and community organizations.

In other words, the State Chamber of Commerce is not really a new organization but a joining of the forces of the already existing permanent organizations, working collectively for the best interest of the entire state—a sort of community chest idea applied to the business of the state.

The Wisconsin State Chamber of Commerce, therefore, means not more organizations but better organization. It means less organizations but more effective organization; less expense with greater returns; less effort with better results. The Wisconsin State Chamber of Commerce means a new force in the life of the state which, because of the power and strength of its affiliated forces, commands the respect and consideration of all those who are honestly seeking for the greatest welfare of the greatest number of the citizens of this state.



Wisconsin State Chamber

Organizes to Carry Forward its State Program

By



E. H. Krueger
Madison

General Secretary
of the
Wisconsin
State Chamber
of Commerce

TO discover the facts looking toward the greatest possible development of Wisconsin and to form plans for such development toward which all may work in promoting the greatest welfare and prosperity of Wisconsin is the purpose of the Wisconsin State Chamber of Commerce.

Just as the local chamber of commerce deals with local questions and the national chamber of commerce with national questions so does the Wisconsin State Chamber of Commerce deal with state questions.

To carry out its purpose the state organization has enlisted the co-operation of chambers of commerce and trade organizations and is inviting the co-operation of other permanently organized groups.

The state organization is now forming its committees to carry out its general purpose which, earlier in the year, was given to the public in the form of a tentative program, after it had the approval of its member organizations.

ORGANIZATIONS SUGGEST FOR COMMITTEE SERVICE

THE committees of the Wisconsin State Chamber of Commerce will concern themselves with state-wide questions of timeliness and importance. To carry out this purpose the personnel of the committees will be drawn from all parts of the state.

The Chamber of Commerce has asked the various trade and commercial organizations of the state, to make recommendations for the various committees. It has requested these organizations to bear in mind that committee service must be by persons with a state-wide viewpoint, sufficiently civic-minded to desire to serve the state without remuneration, and successful enough in their trade, business or profession to enable them to pay their own expenses when attending committee meetings.

DIRECTORS TO FIX POLICIES TO BE FOLLOWED

THE committees will be appointed by the President with the approval of the Board of Directors. The committees will make their recommendations to the Board of Directors, who, in turn, will establish the policy of the organization. When the Board believes it necessary it will ascertain the wishes of its individual and organization members by referendum.

This sets up the machinery for carrying out the pro-

gram of the Wisconsin State Chamber of Commerce.

The committees that have been definitely determined upon are:

Advertising Wisconsin, Research, Taxation, Organization Service, Agriculture, Legislation, Highways, Aeronautics, Waterways, Railways, Industrial Development, Trade Development, Conservation.

Advertising Wisconsin—The Wisconsin State Chamber of Commerce believes that thousands of additional tourists and many people, industries and institutions, and much capital might be brought permanently to Wisconsin if its attractions, advantages and opportunities were more widely known. So it has arranged for a Committee on Advertising Wisconsin to make the attractions, advantages and opportunities of Wisconsin better known at home and abroad.

Research—This is a scientific age and we shall probably so go down in history. That means a fact-finding age. The great research departments and laboratories which the large and most successful corporations, institutions and organizations have established during the past ten years clearly show the necessity to business of a fact-finding body.

A fact-finding body is just as essential to the proper development of programs of endeavor for the Wisconsin State Chamber of Commerce, especially in the field of taxation, agriculture, commerce, finance, industry and legislation, as it is to a private corporation. To direct the gathering of the necessary facts, to systematize and analyze them and to make the conclusions available to the citizens of the state, to the governmental divisions of the state and to the Wisconsin State Chamber of Commerce is to be the purpose of our Committee on Research.

Taxation—Constantly growing demands upon the local, state and national units of government have meant growing tax rates.

Economy and efficiency in government and an equitable distribution of the cost of government, therefore, are becoming matters of constantly increasing importance because they influence the kind of competition we can offer out sister states in attracting additional people and money to Wisconsin. Modern business is attracted by a conservative, safe, economical and efficient government. The latter are characteristics of the government of Wisconsin.

(Continued on page 6.)



STATE CHAMBER ORGANIZES

(Continued from page 5)

Because Wisconsin has been characterized by a conservative, safe, economic and efficient government it has made rapid progress. Modern business is attracted by such advantages.

The Committee on Taxation is to make a careful study of our system of taxation, including a comparative study of our system and of those of our principal competing sister states, so that our strong points may be discovered and broadcasted to the world as favorable to business. Should any weaknesses be discovered in such a study, it will be the purpose of the Committee on Taxation to make recommendations for improvements.

A CLEARING HOUSE FOR ALL ORGANIZED GROUPS.

ORGANIZATION Service—The Wisconsin State Chamber of Commerce believes that strong trade, professional and community organizations of much usefulness to their own membership will mean strong, permanent organized groups as organization members of the State Chamber of Commerce. It believes in all the permanently organized groups of the state working collectively to a common purpose for the good of the state, and it offers itself as a clearing house for this purpose. Its organization membership testifies to the thought of business men along this line and their willingness to co-operate.

The State Chamber of Commerce therefore is appointing a Committee on Organization Service to aid in the upbuilding of trade, professional and commercial organizations along the lines of membership, finance and programs so that these organizations may be made as useful as possible to their own membership in their own lines of business and in state and community matters. The committee is to have the secondary purpose of co-ordinating the efforts of these various organizations in connection with state questions of common interest and benefit to them all, so that all groups may prosper and expand in harmony with the others and thus make for the greatest economic and civic development of the state.

AGRICULTURE, LAW, HIGHWAYS AND AERONAUTICS

AGRICULTURE—The welfare of agriculture is so closely allied with the welfare of the state that a Committee on Agriculture is being formed to determine ways and means of helping agricultural and allied interests along the road to greater prosperity and contentment. The importance of agriculture is well indicated by the fact that about one-half of the population of Wisconsin is engaged in the various agricultural pursuits, with the commonwealth taking first place in rank as a dairy state.

Legislation—Ninety per cent of all the laws affecting the home or business is state enacted and state administered. Protection of person and property, and, in fact, the life, liberty and happiness of the citizenship is largely determined and safeguarded by the laws of the state.

To discourage undesirable legislation, to improve existing laws, and, in instances

to initiate desirable legislation, is the purpose of the Committee on Legislation which is now in formation.

Highways—Wisconsin has built many miles of good roads. However, there is urgent need of more through routes from north to south, and, east to west, which are the most useful to tourists and travel from outside of the state as well as avenues of travel for comfort, economy and convenience to the people within the state. More through routes of hard surfaced highways will attract a greater number of tourists, aid business and bring the various sections of the state into a closer unity of mind and purpose. More good roads everywhere will mean economy in transportation, shorten the distance between producer and consumer and assure a closer and better relationship between city or country.

Recognizing this situation, the Wisconsin State Chamber of Commerce has in formation a Committee on Highways to study the problem and to recommend ways and means for the greater development and use of our system of highways.

Aeronautics—Rapid transportation of mail, newspapers, express and passengers is necessary to the progress of a modern community.

To aid the development of rapid transportation by making the state air-minded, by encouraging the use of licensed pilots and planes, by providing safe air-ports—well marked, manned and conducted; by assuring safe guidance to the ships of the air by means of well marked cities and well lighted air-routes, and by encouraging the use of the air as a means of rapid transportation, will be the purpose of the Committee on Aeronautics.

WATERWAYS, THE RAILWAYS AND AID OF INDUSTRY

WATERWAYS—In competition with other states, those states affording lowest transportation for heavy, perishable products will enjoy the greatest development, other factors being equal.

Wisconsin is nearly surrounded by navigable waters, or, by waters which can be made navigable. It also has navigable waters within its boundaries.

To encourage the development of waterways so that an economical distribution of Wisconsin resources and products may be had at home and elsewhere and so that the products of others may be readily available to Wisconsin is the purpose of our Committee on Waterways.

Railways—Steam and electric railways are still the principal carriers of freight and express and play a most important part in the carrying of passengers.

To encourage the greater development by the railways of their passenger and freight facilities for the greater comfort and convenience of the traveling public and the more efficient distribution and marketing of products, will be the purpose of a Committee on Railways.

Industrial Development—Wisconsin is an industrial as well as an agricultural state. It is aided in its industrial development by its many kinds of raw materials, its cheap and abundant power, its excel-

lent and efficient labor, its nearness to the center of population and markets, its strategic location, and its advantageous system of airways, waterways, highways and railways for the efficient and economical distribution of products.

To better realize upon present opportunities and to assure additional industrial advantages to Wisconsin will be the purpose of a Committee on Industrial Development.

TO AID TRADE DEVELOPMENT AND CONSERVATION

TRADE Development—The efficient distribution and marketing of goods at retail and wholesale is a direct service to the buyer which means convenience and economy to him. Their greater development will bring a greater prestige to Wisconsin as a trade center.

To aid the development of trade by improving methods of merchandising, marketing, classifying, grading, trade-marking, financing, standardizing, and the like will be the purpose of a Committee on Trade Development.

Conservation—To encourage the greatest development of our natural resources with an eye to the future is simply realizing upon our natural inheritance.

To conserve our natural advantages is simply protecting those advantages into the future. The proper solution of such problems as those on reforestation and forest fires are therefore most important to the welfare of Wisconsin.

To develop plans looking toward the proper use, development and conservation of our natural resources will be the purpose of the Committee on Conservation.

TO CONDUCT WORK CAREFULLY ON A FACT BASIS

THERE is no intention of having all these committees go into action at once. Much progress, however, already has been made. The advertising fund is in process of formation. Tentative arrangements for carrying on research work have been made. A foundation has been laid for the work on taxation, and the organization service work for the time being is in the hands of the secretaries of the Wisconsin Association of Commercial Organization Secretaries.

A state chamber of commerce must be a deliberate body. It must first ascertain the facts, next analyze them and then base its action upon the findings. Because this is so, many activities are begun at once and then forwarded just as rapidly as the preliminary work is completed.

The social, governmental and economic problems with which the Wisconsin State Chamber of Commerce concerns itself are of such importance and magnitude that they can not be solved in a day. The first requirement is a plan for the solution of each problem upon which there is a reasonable expectation that all Wisconsin may unite, after publicity, hearings, and conferences, all of which, of course, will help to make known the facts, crystallize sentiment and make possible intelligent, concerted effort by all of Wisconsin in behalf of all of Wisconsin.



Wisconsin Legislature Invites Cooperation of Wisconsin State Chamber of Commerce

THE INVITATION IS ACCEPTED

THE Wisconsin Legislature of 1929, desiring to secure comprehensive data about Wisconsin, passed the following resolution and forwarded a copy of it to the Wisconsin State Chamber of Commerce.

Relating to the future economic, agricultural and industrial development of the state.

WHEREAS, There has been considerable discussion at this 1929 session of the Wisconsin legislature with reference to the future development of the state from an economic, agricultural and industrial standpoint, both on the floor of the legislature and in various committee rooms; and

WHEREAS, It has been stated on numerous occasions that what is greatly desired is an approach to the state's problems on a basis that will tend to increase the number of taxpayers, advertise the advantages of the state, and pave the way for a larger development; and

WHEREAS, It is believed that all interests of the state are vitally concerned in such a program and have facilities for massing information that would be of extreme value to the legislature of 1931; now, therefore, be it

Resolved by the Senate, the Assembly concurring, That the agricultural and industrial organizations, together with other interests desiring to participate, be respectfully requested to submit to the legislature of 1931 their views with reference to what steps they believe should be taken to increase the economic, agricultural and industrial welfare of the state, bearing in mind that the question of taxation is most important and was of first consideration at the session of the 1929 legislature, just closing. Be it further

Resolved, That copies of this resolution be transmitted to the various civic, commercial, industrial and agricultural organizations herein mentioned and a copy be spread upon the journals of both houses.

Charles B. Perry,
Speaker of the Assembly.
Henry A. Huber,
President of the Senate.
C. E. Shaffer,
Chief Clerk of the Assembly.
O. G. Munson,
Chief Clerk of the Senate.

The Wisconsin State Chamber of Com-

STATE OF WISCONSIN

[Jt. Res. No. 126, S.] No. _____, 1929.

JOINT RESOLUTION

Relating to the future economic, agricultural and industrial development of the state.

WHEREAS, There has been considerable discussion at this 1929 session of the Wisconsin legislature with reference to the future development of the state from an economic, agricultural and industrial standpoint, both on the floor of the legislature and in various committee rooms; and

WHEREAS, It has been stated on numerous occasions that what is greatly desired is an approach to the state's problems on a basis that will tend to increase the number of taxpayers, advertise the advantages of the state, and pave the way for a larger development; and

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Charles B. Perry
SPEAKER OF THE ASSEMBLY.

Henry A. Huber
PRESIDENT OF THE SENATE.

C. E. Shaffer
CHIEF CLERK OF THE ASSEMBLY.

O. G. Munson
CHIEF CLERK OF THE SENATE.

merce accepted the invitation of the Legislature by action of its Administrative Committee, meeting at the Hotel Pöster, Milwaukee, on Sept. 4, 1929.

The Administrative Committee, through R. S. Kingsley, President of the Wisconsin State Chamber of Commerce, because the Legislature had adjourned, forwarded copies of the invitation and the letter of acceptance to the members of the Senate and the Assembly at their homes.

The open letter of acceptance:

The Wisconsin State Chamber of Commerce through this open letter desires to

compliment the Legislature of Wisconsin upon the foresight and constructive action reflected in its Joint Resolution No. 126, S., having for its purpose the securing of data along economic, agricultural and industrial lines that may be used as a basis for plans seeking to increase the number of taxpayers, advertise the many advantages of the state and pave the way for an even greater development of Wisconsin resources.

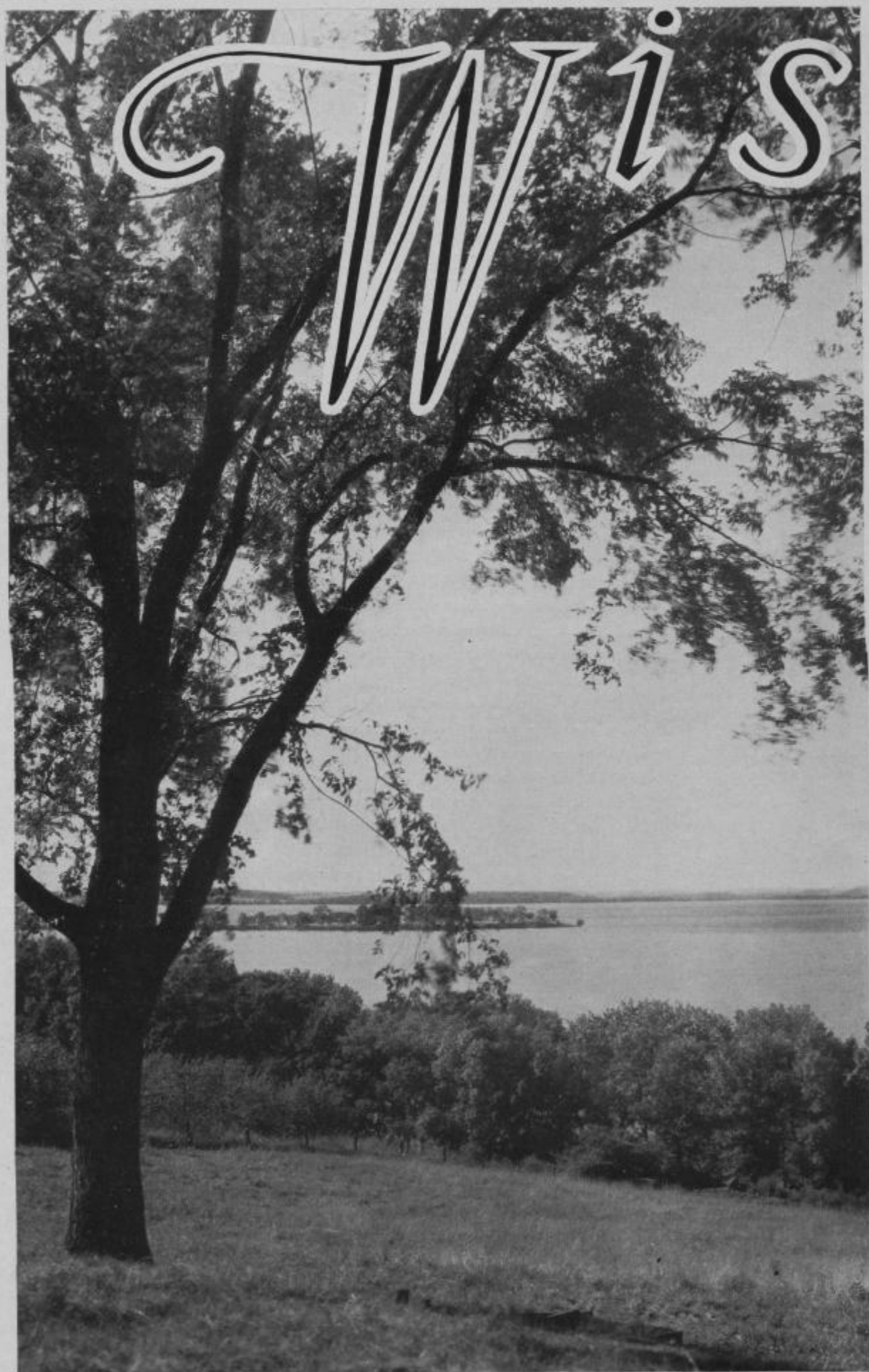
The declared purpose of the Wisconsin State Chamber of Commerce is to co-ordinate the efforts in so far as possible of all local, trade, professional and commercial organizations of the state so that the various branches of industry, agriculture and commerce which they represent may each prosper and expand in harmony with the others and so that they may bring about a unity of mind and plan, looking to the greatest possible development of Wisconsin.

Since the Wisconsin State Chamber of Commerce does not represent any particular class, group, trade, section, party or geographical division, but is a cross section of all of these and now has in formation committees looking toward the end earlier expressed, it, therefore, probably can be of distinct service to the Legislature.

Because the Wisconsin State Chamber of Commerce believes in first securing the facts, next making a careful analysis of them, and then building a constructive program in accordance with the findings, it has carefully refrained from making any suggestions to the present Legislature or to any of its committees or to any official of the state before it could have its committees do this preliminary work.

The Wisconsin State Chamber of Commerce, now being organized sufficiently and in harmony with the intent of the Joint Resolution and having already so expressed itself in its declaration of purpose, through its Administrative Committee offers to the Governor and to the Legislature of Wisconsin its wholehearted cooperation and desires to assure all interested that it will direct its committees toward the end which has been expressed in the Joint Resolution.

(Continued on page 39)



MOST ANYWHERE IN WISCONSIN

M. E. Diemer, Photo.

pioneer



CONSIDER

By



C. P. NORGORD

Assistant Commissioner of Agriculture and Markets of New York State; Commissioner of Agriculture of Wisconsin from 1915 to 1922; Superintendent of Farmers Institutes of Wisconsin and former member of the faculty of the Wisconsin College of Agriculture. For many years nationally known in agriculture

A Native Son Honored By Another State Looks Back on and Pays Tribute to "The Old Home State"

AS AN epoch in history is most clearly evaluated at a time somewhat distant from its period, so the fine points in Wisconsin stand out more clearly and impress themselves most emphatically, with the greatest appreciation by the observer, when he is looking back on the "Old Home State" from a distance in point of place and time.

From such a vantage point, an outstanding impression of the state is its stability and its opportunities for the future from the standpoint of its agriculture, its industry and its government.

The outstanding advantage of the state agriculturally, lies in the stability of its fundamental industry, dairying. Statistics show that during the past decade of agricultural depression, Wisconsin, New York and Minnesota, the leading dairy states, have suffered but little in comparison with the wheat, cotton and other one crop areas.

BUTTER, CHEESE PRODUCTION THRIFTY FARMING

WISCONSIN stands first in the production of cheese, furnishing over 70 per cent of the nation's product; third in butter production, and is already one of the leading states in fluid milk production.

An industry like butter or cheese production demands a soil building crop rotation, with legumes, and a high percentage of purchased feeds, which in addition to their primary use, also serve to build up the soil in essential elements. It permits raising calves and building up one's own herd. It supplies additional income beyond that furnished by the primary products, butter and cheese, in the form of extra cattle and hogs sold each year. A butter and cheese producing section is, indeed, a land of thrifty, stable agriculture.

Such a land is the Badger State.

On my last visit to the state, it was very evident to me that prosperity has returned to Wisconsin farmers earlier than in other sections of the nation which I have visited. My experience in and out of the state, has convinced me that this is caused largely by the smaller

cost of production, and the consequent larger returns from dairy products than elsewhere, particularly in the east. The cost of concentrates is a large factor in the cost of production. Wisconsin dairy farmers produce a large share of their feed, and without the resulting expenditures for fertilizers elsewhere. They are also in close proximity to the great corn, grain and cotton regions of the middle west, the western prairies and the south, all affording the purchase of concentrates at low prices and low freight charges.

My contact in the east has strongly impressed upon me the high cost of producing milk from feeds that must be shipped in from long distances. It is true that the mid-west must to quite an extent market its dairy products at a distance. It is, however, a vital and impressive fact that the shipment of concentrated dairy products from the mid-west to the eastern markets, is and always will be much less expensive than shipping the bulky, heavy raw products to eastern producing areas.

Proximity to feed producing sections, the consequent low cost of purchased and home grown feed, and the shipment of the concentrated product at a low cost to market, is therefore one of Wisconsin's advantages.

FLUID MILK OPPORTUNITIES IN CITY MARKETS

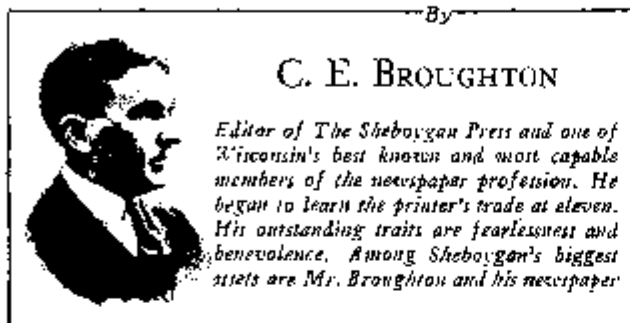
THE proximity of growing markets for fluid milk, such as Chicago, Milwaukee and the Twin Cities, has forced great wedges of fluid milk producing territory into the state in the areas adjacent to these cities.

Fluid milk, with its higher prices, will with certainty make such inroads on other types of dairying, wherever great population centers exist. New York state, once the foremost state in cheese and butter production, is now producing fluid milk only, practically throughout its entire area, and it is with difficulty that it can furnish an ample and constant supply for the ten million consumers in the Metropolitan area, and the many large cities up-state.

The large city markets on the borders of Wisconsin, have but made a beginning in the development and accumulation of the great populations of the future, if

(Continued on page 36)

On, Wisconsin!



C. E. BROUGHTON

Editor of The Sheboygan Press and one of Wisconsin's best known and most capable members of the newspaper profession. He began to learn the printer's trade at eleven. His outstanding traits are fearlessness and benevolence. Among Sheboygan's biggest assets are Mr. Broughton and his newspaper.

NO state in the Union has greater opportunities than Wisconsin, but we must bring these facts to the outside world.

If it pays to advertise industry, and the full-page advertisements that are carried in periodicals testify to this, then a commonwealth can well afford to follow along the lines that industry pursues.

For more than thirty years it has been my pleasure to read our own exchanges, Wisconsin mediums, and to comment editorially upon them. I know of no other state that has a finer group of newspaper writers, but telling the story here at home serves but a limited number. We want the people to become imbued with those traits of character that have made a California and a Florida.

"ON, WISCONSIN" SPIRIT IN PROMOTING STATE

I RECALL an incident out in Tacoma, Wash., this summer. We were taken for a drive about the city, and the owner of the car, acting as the chauffeur, pointed out many things of interest. He was a salesman himself, for he had been sold upon the state and the city in which he lived. He had learned to know his own state, and while some might call it boasting, he was imparting the kind of information that we so frequently overlook here in Wisconsin. When we got back to the hotel, I said to a member of our party,

"If the people of the Badger State were to put forth one-half the effort that the citizens of Tacoma are manifesting, we would be the best known state in the Union."

Recently I wrote an editorial headed: "Advertising a Great State". It was a tribute to the publishers of "On, Wisconsin!" a magazine that has set out to impart some of the reasons why Wisconsin occupies such a proud position.

Do you know that practically every state in the U. S. is drawing upon Wisconsin for blooded stock, and for no other reason than that we rank first in the number and value of dairy cattle, and first in the production of milk? Proved successes are always interesting to one who wants to achieve results. Prospective dairy men are not coming to Wisconsin, miles and miles away from their homes, for dairy cattle just for the novelty of it. They are coming here because we have demonstrated the fact that our dairy herds are the best that can be procured the country over.

Let the World Hear the Wonderful Story of the Badger State ITS INDUSTRIES and ITS RESOURCES

Do you know that we lead in the manufacture of cheese, producing three times the amount of all other states combined? It isn't the herds alone that do this; it is the productiveness of the soil; it is the thrift of the farmers, and it is the manner in which the cheese is manufactured. To maintain this proud position in the dairy world means that we must have productive soil, a good strain of cattle, and the foresight of talented farmers. We have all of these, and those are some of the reasons why Wisconsin is known as a great dairying center, in fact, the greatest dairying center of the world.

HOLD GROUND GAINED BY HARDY PIONEERS

WHILE Wisconsin ranks thirteenth in population, it ranks tenth in manufacturing, and this an important factor in the success of the rural sections. The two go hand in hand. One cannot succeed without the other. That good, old sturdy stock that hewed away the forests, supplanted them with productive farms, and made possible the thriving cities, deserves a lot of credit. That same degree of credit belongs to the men who founded industrial institutions, small at first, but which have grown into gigantic institutions which are towers of strength in the industrial world. It took foresight—yes, it took courage to build in the early days when there was lack of transportation. The pioneers had both foresight and courage, and also perseverance, and they were willing to match their wits with the keenest of competition as the nation grew. Today our commodities are shipped to all parts of the globe, and being of a diversified nature, they have brought success to the state.

Let me bring this thought to you readers:—

"We cannot sell Wisconsin to the nation until we have sold it to ourselves."

We must become imbued with the things that have contributed to our well-being, and then we must go out and advertise Wisconsin's advantages, talk them in season and out, just the same as that fellow out at Tacoma, who had a mission and was performing it every time he was called upon to use his car in showing visitors about the city.

WISCONSIN MUST TELL WORLD ITS THRIFT STORY

NOT until the last few years have we fully realized the wonderful possibilities we have for the development of our state. We have been reluctant to "blow our own horn." It is characteristic of the people of Wisconsin to build and not shout. Now that we have built so well, a little encouraging talk will not be amiss.

(Continued on page 30)



MILWAUKEE FROM AN AIR CABIN—(top to bottom) Harbor Entrance, Maitland Flying Field and Sewerage plant. The New Sixteenth Street Viaduct, Crossing the Menominee River Valley. Palatial Homes of the East Side, Bordering on Lake Michigan. County Air Port. Down Town Business Section. (See page 20)



STATE *Takes Stock* *of its Natural* RESOURCES

the OBJECT

By



WILLIAM W. MORRIS

Forestry expert, graduate of University of Michigan with degree of Master of Science of Forestry. Honor man in Forest service. Forest valuation and landscape expert and versed in mensuration, silviculture and engineering.



Typical Wisconsin Trout Stream.

A CAREFUL inventory of stock in hand is one of the necessary features in running a successful business, in order to determine the amount and value, the amount sold or damaged, and that having no market value.

The great State of Wisconsin, which has always ranked as a leader of the states of this great Commonwealth, is taking just such an inventory of its natural resources, not only to present to its citizens the present value of these resources, but to emphasize their great potential worth. This is being done with one great purpose in mind, namely, a full, complete and efficient land utilization.

It has awakened to the fact that within the state,

especially in the northern part, are hundreds of thousands of acres of idle land of great potential value that must be put to work at once, which when done, will bring greatly increased prosperity.

It will offer added facilities for recreational enjoyment, and clothe with greater beauty its ancient hills, its myriad crystal lakes and sparkling streams.

The state is beginning to realize that prosperity for the farmer can only come when agricultural endeavors are confined to agricultural lands; that thousands of acres of non-agricultural lands now nearly barren are capable of producing vast forests to meet the increasing demands of the paper pulp manufacturer and the lumberman, and that the forests, lakes and streams are a great health-giving playground to the nation, and a cover for its wild game.

INVENTORY NEW, CARRIED ON IN THREE DIVISIONS

THE Wisconsin Land Economic inventory has been in progress only about a year and a half, this being the second field season. It is being sponsored by the State Department of Agriculture, with the co-operation of the Soils Division of the Geological and Natural History survey, the Department of Agricultural Economics of the College of Agriculture, the Conservation commission and other state agencies.

Already Bayfield county has been completed, and the field work for Vilas county will be finished it is hoped



Jack Pine Logs at Drummond, for Pulp Mills



by this fall, so that complete soil and cover maps can be prepared, and a bulletin issued setting forth the data obtained.

One of the objectives of the inventory is to get the data to the people at once, and not to collect a fund of valuable facts that will be forever hidden from the general public.

The work of the Inventory is divided into three parts, first the study and classification of the soils to determine the best cover crop which is suited to them, and which will yield the greatest financial return; second, the mapping of the various forest and cover types, including the open land, lakes, swamps, farms, etc., with a detailed growth study of the timber; third, an economic study of the ownership of the land, its value, the value of improvements, taxes paid, and tax delinquency. The correlation of all three of these maps furnishes a wealth of valuable material.

COLORED MAPS SHOW RESULTS OF SOIL SURVEYS

A KNOWLEDGE of the soil and what it will produce is one of the first essentials in the attainment of proper land utilization. One of the chief considerations which determines its productivity is its texture or fineness of grain. The fine texture soil such as clay loams



Making Stem Analysis of 44-inch Jack Pine.

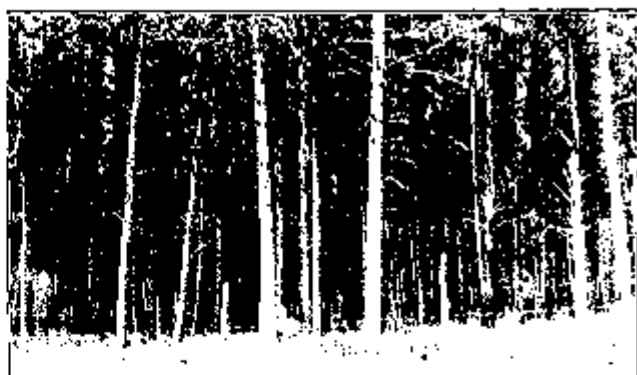
or silt loams have good water holding capacity, so that the shallow rooted crops such as small grains, pasture grasses, clover and other hay crops do well, while coarser or sandy soil will support the growth of trees, which can go deeper for water.

Soils may be divided into twelve classes as shown by their average mechanical analysis as follows:

- | | |
|----------------------|----------------|
| 1. Coarse sand | 7. Loam |
| 2. Medium sand | 8. Silt loam |
| 3. Fine sand | 9. Clay loam |
| 4. Coarse sandy loam | 10. Sandy clay |
| 5. Medium sandy loam | 11. Silty clay |
| 6. Fine sandy loam | 12. Clay |

In general, agricultural soil begins with the fine sandy loam, and extends through the clays. The first five soils are light for agriculture, but most of them will support excellent pine timber.

The topography or lay of the land is also an important feature of the soil inventory, because this affects farming as to the use of machinery, erosion, etc. The land is divided into four classes according to topography from (A) to (D), (A) being the level land, or just slightly



Stand of Jack Pine to be Cut for Pulp Material

sloping, and (D) land so steep and rough it is untillable.

The stoniness of the land is also of great importance in determining whether it is agricultural or forest land. Large tracts of land covered with twenty or more loads of stone per acre are not considered suitable for agricultural purposes at present, and therefore should probably be utilized for forests.

The soil maps which are prepared in colors show all the above features, and a large part of the bulletin on the inventory is devoted to discussion of the soils.

FOREST AND LAND COVER TO BE OF GREAT VALUE

ONE of the most valuable purposes of the inventory is the mapping of the forest and land cover types, from which the area of these types is obtained. The mapping of the forest cover is done not only for the large timber which may have some present value, but also for the young growth now coming on, which will be the forest of the future. From the areas of the forest types and a knowledge of the size and density or stocking of the trees on these types, an estimate of the timber is obtained. Wisconsin is one of the first states to make any systematic estimate of its standing timber over a complete county by a detailed measurement of its timber types.

In mapping the country the cover mappers run systematically on compass lines one-half mile apart, and make frequent offsets on either side of these lines to obtain the cover type boundaries. The forest mapper may also map the forest soil or may be accompanied by a soil expert who does this or checks on the work of the former. In this cover mapping, however, not only are the various cover types drawn in, but the large open

(Continued on page 29)



Plantation of Norway Pine at Star Lake.



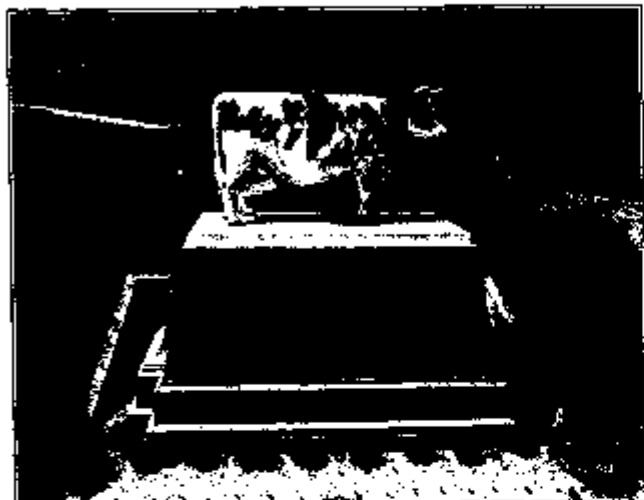
22 Years Ago
a Carload of

WISCONSIN

founded

Carnation Holsteins

Written by
OLIVER E.
REMEY



*Monument to World's Greatest Cow,
Prospect, A Carnation Holstein*

TWENTY-TWO years ago a carload of pure-bred Wisconsin Holstein bulls rumbled across the American continent from the Badger State to the Pacific coast where the bulls were placed in the herds of the dairy farmers.

If people along the route travelled by this little pioneer herd of Holstein royalty had known what was to have resulted from that Wisconsin invasion of the great far west and north-

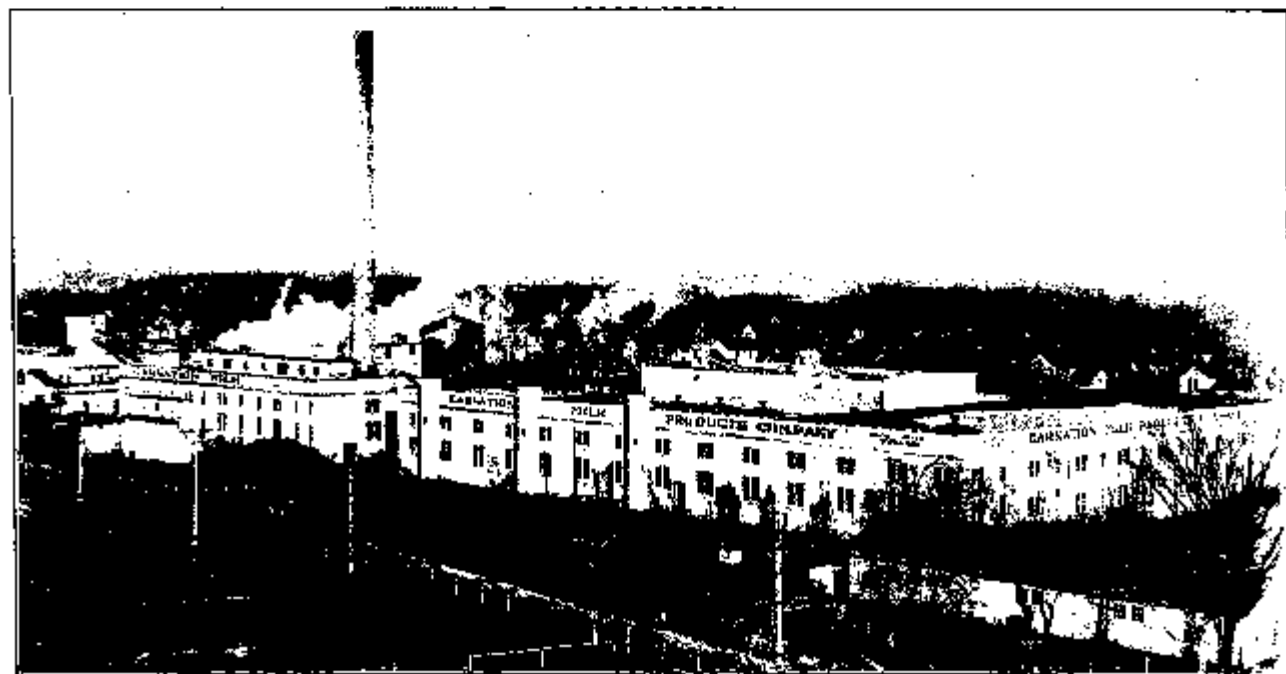
west, no doubt they would have bared their heads as the carload passed.

For, from that carload of Wisconsin bulls has developed the Carnation herds of pure-bred Holsteins, the greatest the sun ever has shown upon.

From those pioneer Wisconsin Holsteins 3,500 sons, and no one knows how many daughters, have gone forth to every continent, in-



E. A. Stuart, President



Carnation Milk Products Co. Plant at Oconomowoc, Wis.

BULLS

"ON, WISCONSIN!"

TO show how other states look to Wisconsin in the projects of developing outstanding dairy cattle and preparing milk and its products for the market, this reference is made to state news of September.

On September 6, sixty farmers and dairymen of Marshall, Mo., visited Merrill, Wis., as guests of the Page Milk Co., of that city.

These Missouri farmers have turned from beef to dairy cattle. They represented an investment of \$10,000,000 in 30,000 acres of land, split up into farms of 700 acres each.

They have planned to spend \$1,000,000 in cattle and barns, and to buy 2,000 Wisconsin cattle, if they have not already done so.

By their cattle investment they expect to have an annual income in excess of \$2,000,000 from milk.

They will follow Wisconsin's methods in providing sanitary and ventilated barns, use of the tuberculosis test and the organization of dairymen and breed associations.

They favor the Holstein and Guernsey breeds of dairy cattle.

creasing milk production the world over, and thus serving every race.

From these bulls, more than from any other, has come concrete evidence showing that proper breeding

*Thousands of
Royal Sons and
Daughters on
Every Conti-
nent Have
Raised the
World's Milk
Production.*

has increased the average milk production from 3,000 pounds of milk a year per cow to 4,500 pounds of milk a year per cow.

When these particular bulls started on their journey, the world had never seen a cow that had produced

Typical Carnation Holstein Royalty.

1,000 pounds of butter a year.

In a test of seventeen daughters descending from one of those bulls fifteen have produced over 1,000 pounds of butter a year, and the average production of the entire seventeen was 1,099 pounds of butter, and in excess of 26,000 pounds of milk per year.

GREATEST DAIRY COW OF ALL TIME IS INCLUDED

A RECORD of 902 pounds of butter from 23,189.6 pounds of milk was made in 1897, and it stood for ten years.

Now, the entire list of daughters of one Carnation Holstein bull, Segis Walker Matador, averaged over 26,000 pounds of milk, and one-quarter of them averaged 29,786 pounds of milk and 1,294.88 pounds of butter a year.

And still better, Segis Pietertje Prospect, the greatest dairy cow of all time, a sister of the famous bull named, produced 37,381 pounds of

(Continued on page 31)



Carnation Bull Starting on Aeroplane Ride from Oronotowor to Texas



GLORIFY UNIVERSITY



Col. Charles A. Lindbergh

*Thousands of
72,000 Sons
and Daughters
Gain Fame.*

WHAT STUDENTS ATTAIN THE TRUE MEASURE

ON June 24, 1929, the university granted degrees to 1,542 persons. The contrast between that large body of graduates and the two lone degree winners in 1854 epitomizes the vast growth of the university. Its students, its faculty, its buildings and items of equipment have increased many times over. It has added department upon department, function upon function, until it has become huge, complex, modern, as it should be,—like the society which maintains it.

Despite all this growth and change, however, one fact is as true in 1929 as it was in 1854. That fact is this: The university must find its ultimate justification for existence in the lives and achievements of its former students. All other criteria of worth and usefulness are secondary. Research work and numerous services

IN the year 1854, staffed with a faculty of three, equipped with one small building, "already in debt, with its patrimony wasted,"* the University of Wisconsin boldly and optimistically sent forth into the world of serious affairs its first graduating class, two in number. In these two men, Levi Booth and Charles T. Wakeley, were centered temporarily the hopes, the dreams, the ambitions of all those—legislators, regents, faculty, and citizens—who had helped to bring into existence and to foster the infant educational institution.

How keenly these first graduates must have felt their responsibility to their teachers, to the state, to a Wisconsin idea of higher education! It must have been clear to Booth and Wakeley, because of their personal intimacy with the university staff members and the desperate financial struggles of those early years, that to survive the university had to justify itself in the eyes of a hard-headed and relatively impoverished legislature. It must have been equally evident to them that in their own lives, by useful deeds, unselfish thinking, and intelligent leadership, would this justification be found. That was the noble challenge which Booth and Wakeley faced in 1854; and it is the ringing challenge which has been issued to every man and woman who has ever attended the University of Wisconsin during its eighty years of existence.

* *Reuben Gold Thwaites.*



Zona Gale
A GIFTED WRITER



of WISCONSIN

By
JOHN BERGSTRESSER
Recorder of Graduate Records

Over 10,000 Fought in Three Great Wars!

to agriculture, industry, and government are useful, vital, almost indispensable; but even these important functions must yield precedence to the primary function of training individuals for lives of increased usefulness, happiness, and intelligence. The state university, like all genuine institutions of the American social order, does (or should) exist for the individual. The corollary to this, the individual's responsibility to the institution created and maintained for his benefit, is equally important.

To put it another way, the worth of an educational institution like the university to the society which maintains it is, most of all, dependent upon the good effects, physical, mental, and spiritual, which it produces upon its students. These effects are for the most part gradual, subtle, not subject to quantitative measurement. That they are real and potent, however, is acknowledged quite generally



T. J. Walsh
UNITED STATES SENATOR



John Muir
This famous author and naturalist worked way through college as teacher and farm hand.

by former students of the university.

So great and famous an alumnus as Robert M. LaFollette, Sr. has written in his autobiography, "For myself, I owe what I am and what I have done largely to the inspiration I received while there (the university at Madison)." Inspiration is a subtle effect indeed, but it is loaded with a powerful charge of mental dynamite.

29,680 GRADUATES ARMY SEEKING SUCCESS

JUST how and to what degree the university has shaped the minds of its former students can never be exactly calculated, to be sure. There are too many other powerful influences brought to bear upon the individual during his life, to attribute his



S. W. Gilman
A NOTED TEACHER

relative success or failure to any single, though extended, experience or episode, such as a university career. Nevertheless, the lives and achievements of former students provide the best, even if an imperfect criterion of the university's worth to the state and social order.

What, then, of the lives and accomplishments of the alumni of Wisconsin? Degrees have been granted to 29,689 individuals; while 42,101 more persons have successfully completed a minimum of one semester's academic work at the university. These individuals, nearly 72,000 in number, (but more particularly the 30,000 graduates) have written collectively the record which reflects either credit or discredit, glory or disgrace, on the university which was created to give them knowledge, wisdom, enlightenment, understanding.

To faithfully keep that ever changing and growing record, the board of regents of the university maintains a bureau of graduate records and reference. To write that record with any degree of completeness would require several years of work and several volumes of material. The



B. H. Meyer
FORMER FEDERAL OFFICIAL

most we can hope to accomplish here is to cite a few facts and choose a few examples, more or less at random, which illustrate the meritorious nature of that record; and of the honorable character of the record, no one who has made even a casual examination can be in doubt.

**IN FIFTY-TWO FOREIGN LANDS;
STATE HOLDS HALF**

OF ALL the living alumni (both degree holders and other former students) of the University of Wisconsin, addresses, occupations, and some biographical data are available for approximately 30,000. Biographical records for many of the deceased alumni have also been compiled.

Although almost fifty per cent of them lived within the boundaries of this state, the alumni of Wisconsin today are scattered throughout all the states of the United States and among fifty-two foreign countries. They are participating in almost every kind of legitimate human enterprise. Among the thousands whose



John J. Esch
FORMER MEMBER OF CONGRESS

whereabouts and status are on record, only two are known to be serving prison sentences. A mere handful, a negligible minimum, are living in a state of penury and dependency. On the other hand, university alumni occupy positions of responsibility and authority in practically all Wisconsin communities, and many hundreds of alumni have achieved success and prominence in this and other states, and abroad.

As is quite natural in the case of an institution of higher learning, more alumni of the university have entered the teaching profession than have gone into any one other occupation or profession. In all phases of educational work, from the kindergarten to the graduate school, in teaching, research, and administration, alumni of the university have achieved distinction.

Seventeen alumni have become presidents of leading colleges and universities. Charles R. Van Hise, holder of four degrees from Wisconsin, internationally noted as a geologist, became president of the University of Wisconsin in 1903.



Robert (Bob) Zuppke
FAMOUS ILLINOIS FOOTBALL COACH



H. L. Russell
DEAN AGRICULTURAL COLLEGE



Berton Braley
POET AND WRITER

David Kinley, who received a Ph. D. at Wisconsin in 1893, is having a long and successful career at the University of Illinois. In 1921 the University of Chicago called to the president's chair Max Mason '98, the brilliant scientist, inventor of the submarine detector, who had for a number of years been an outstanding teacher and scholar at Wisconsin. Ralph Dorn Hetzel '06, subsequent to a successful administration at New Hampshire College of Agriculture, was made president of Penn. State in 1927. William Edwards Huntington '70, served for years as president of Boston University. This names just a few of those who became chief executives of large universities. Incidentally, the youngest business manager of a Big Ten university, Robert Stewart at Purdue, graduated from Wisconsin in 1923.

PARKINSON FIGURE IN THE GROWTH OF STATE

To merely enumerate the alumni who have won distinction in the service of their Alma Mater as teachers and scholars, would require too much space to be



Florence Bascom
NOTED GEOLOGIST

course in journalism and has made it one of the three outstanding journalism schools in the country.

Among the most inspiring teachers that Wisconsin has produced, the kind of men who make a profound and lasting impression on the minds of undergraduates, are men like Stephen W. Gilman '99 (now retired), and Max Otto '06, both graduates of this institution. These two men took widely differing fields of study, commerce and philosophy, and made them vitally interesting and genuinely popular through their own stimulating personalities and the vividness of their presentation of ideas.

Alumni of Wisconsin have also contributed valuable research results at the university. To recall one notable contemporary example, there is the work of Harry Steenbock, '08, a member of the department of agricultural chemistry and a pupil of Dr. Stephen Babcock, whose original contributions to the dairy industry are familiar to everyone. Not only did Steenbock make valuable discoveries in the chemistry of foodstuffs which are of direct practical application, but with

characteristic unselfishness he made the financial benefits of his discoveries available to the university for furthering scientific research.

FLORENCE BASCOM GAINS FAME AS A GEOLOGIST

WHAT some alumni have accomplished in the educational activities of their Alma Mater, others have duplicated in dozens of other institutions of higher learning throughout the country. Frederick Jackson Turner, '84, made his name great as a teacher and research historian at Harvard and then went to the famous Huntington Library in San Marino, Calif., as a research expert. Florence Bascom, '82, as professor of geology at Bryn Mawr, and member of the United States Geological survey, lived up to the name which has been so prominent in Wisconsin educational circles. One of the greatest butanists in the country, Louis Hermann Pammel, of Iowa State College, received his undergraduate training here. He graduated with the class of 1885 and was the third man to receive a degree in the college of agriculture.

characteristic unselfishness he made the financial benefits of his discoveries available to the university for furthering scientific research.



G. F. Burgess
AN INDUSTRIAL LEADER

possible here. We think of John B. Parkinson, class of '60, whose life for three-quarters of a century was closely interwoven with the growth and development of Wisconsin. At the time of his death, at the age of 92, Prof. Parkinson was Vice-President Emeritus of the university.

Two of the university departments which have turned out hundreds of well-trained students and rendered services directly to the state, have long been directed and supervised by graduates of this university. The college of agriculture, which has attracted students and visitors from all parts of the world, has for its dean, Harry L. Russell who graduated with the class of 1888. Willard G. Beyer '96, one of the early editors of the student newspaper at the university, is director of the



Judge E. A. Evans
WELL KNOWN JURIST



Elizabeth Waters
TEACHER AND ADMINISTRATOR

There is a Wisconsin graduate at the University of California whose popularity and effectiveness as a teacher rivals that of Gilman and Otto at Wisconsin. He is Ira B. Cross, '01, an able economist and brilliant lecturer. His first training in public speaking was gained at the university as a member of Hesperia Literary Society. Our neighboring state university at Minneapolis has upon its staff a competent educator who serves in the dual capacity of dean of the graduate school and chairman of the history department. He also has written a number of history texts and edited Compton's Picture Encyclopedia. This gentleman, Guy Stanton Ford, '95, began demonstrating his versatility in his student days at Madison when he performed ably both as a debater and a "W" winner in baseball.

These individuals and their achievements
(Continued on page 33)

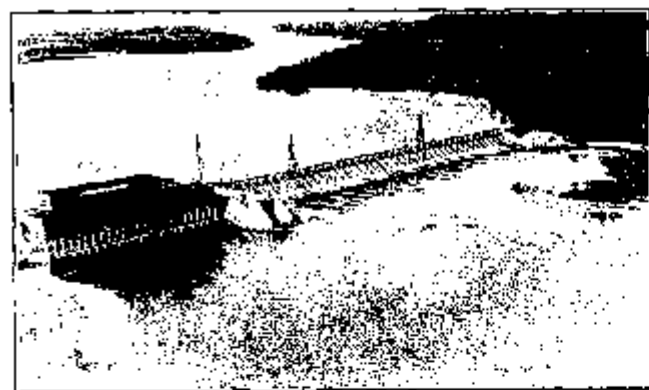


WISCONSIN *from an* Air Cabin *W*INDOW

WELL, Mr. U. S. Public, you're "up", at last! Or you will be as soon as you pick up your reservations and pass through the gates out onto the dustless concrete "taxi apron" at the passenger-station edge of the airport and step into the amphibian cabin-plane out there warming-up and waiting for its load and the signal to go—right on the schedule "dot".

How "much up" you are I mentioned the last time we talked aviation together, but there are some new figures out since then and I'll quote them to you while they weigh our luggage and either "scale" us, or size us up individually, so as to give us each our just allotment of say 25 pounds of tooth-brushes and collars to take along; nighties and lingerie don't weigh anything nowadays anyway, so they don't count.

"Basing its data on government data, Boeing system,



Journal Photo

Prairie du Sac, Power Dam in Wisconsin River

estimates that during the first six months of this year 40,000 persons had flown as paid passengers.

In 1926 only 9,782 people paid to ride in airplanes.

Commercial airplanes in this country are flying 70,000 miles daily on schedule transport operations, as com-



Journal Photo

Kohler, Residence of Gov. Walter J. Kohler

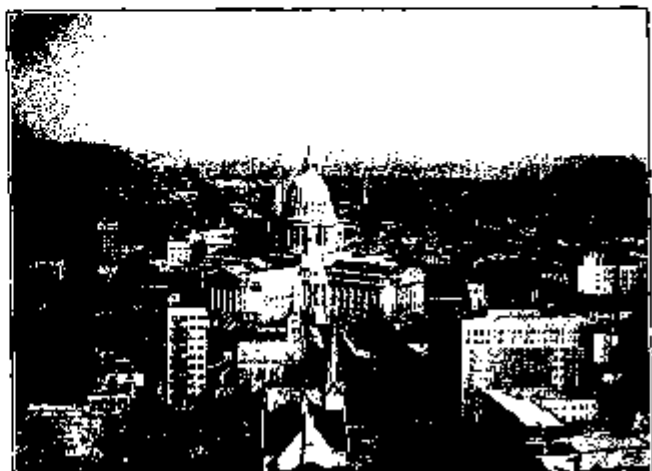


**By
FRANK A. VAUGHN**
Consulting engineer and member of various committees on aviation in Wisconsin; member of numerous Aeronautical, Electrical, Radio, Illuminating Engineering and Scientific societies. His first article on aviation in Wisconsin appeared in the September issue of "On, Wisconsin!"

pared with approximately 26,000 miles six months ago, and 10,000 miles in 1926."

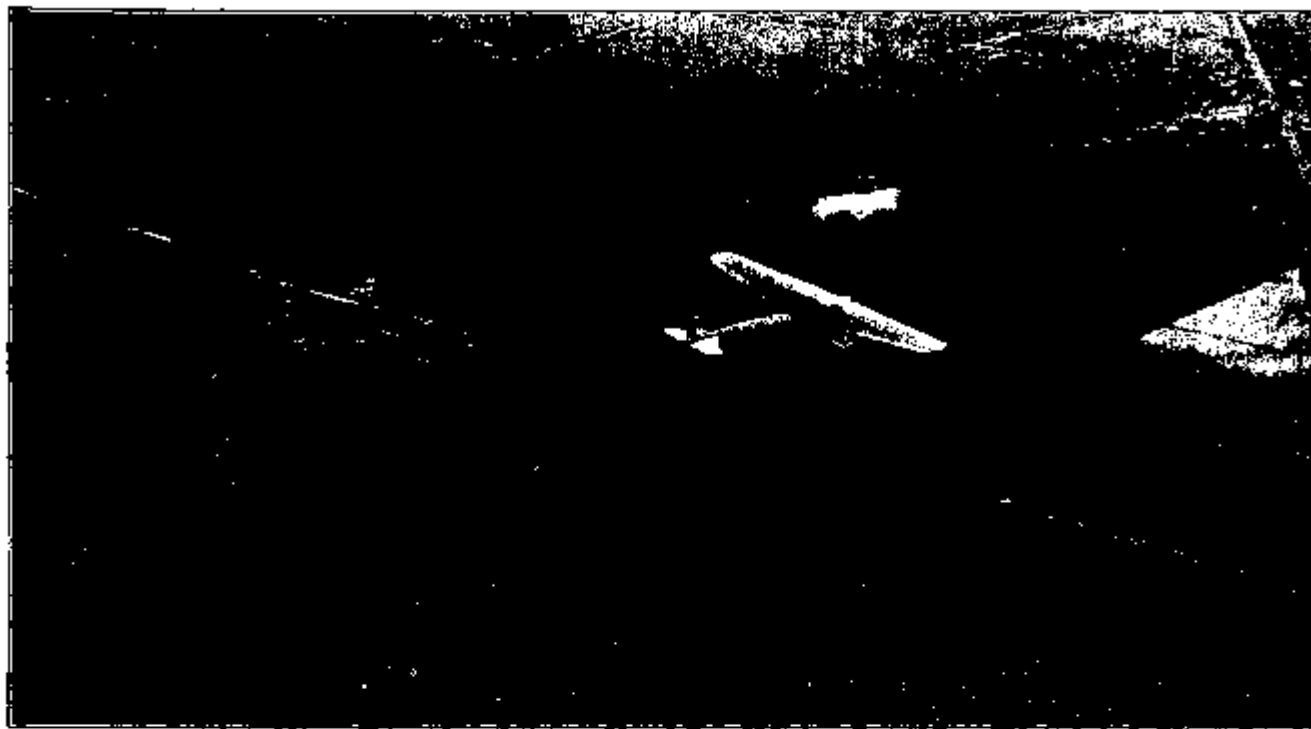
SEE THAT U. S. HAS O. K'D PLANE AND PILOT

BY the way, "scale" is an appropos expression to use in connection with this trip because we're amphibians now, since you agree with me that we would "amphibianize" our first "wing" over Wisconsin on account of our thousands of beautiful lakes which will not only thrill us by the grandeur of their classical settings but will also calm your still somewhat timid hearts by that comfortable feeling that we are equipped to make use of their conveniently close proximity if we desire to "stop-over" or have to come down to—oh, tie our shoe or what not, or to take on some gas that we didn't take along at the last filling station; but unexpected, serious things practically never happen on the lines of our 40 or so American transport companies; that's why I tell you to "wing" only with Governmentally approved planes and pilots. I've been checking the news reports on



M. E. Diermer Photo

Madison State Capitol and Surrounding Business Section

*Look Down, and Nature's Marvelous Pageant Unfolds Everywhere*

J. A. Russell Photo

accidents and find an exceptionally small number of "licensed" accidents. Try checking it yourself. The newspaper generally tells and should always do so.

Speaking or coining new words, what do you think of saying "winging" instead of "flying"? When we, in a boat, imitate a fish traveling through the water, we don't call it "swimming", but "sailing," because we use a sail and don't swim, so in the air when imitating birds, we don't fly, but use wings and so we go "winging". And then again, in connection with "going", I want to remind you of the latest air-speed dash when the British Army pilot made a spurt of 368-8/10 miles per hour, a few days ago which is merely something to think about, and of the increase from 95 miles per hour cruising speed of the big Pacific Air Transport planes to 105 miles accomplished by increasing the engine-power to 525 horsepower. Now compare these with the speed of a husky carrier-pigeon, which I found out "in calm weath-

er is 1,200 yards a minute", or, as I figure it, about 7/10 of a mile a minute, or about 42 miles per hour.

ALL BIG CITIES LINKED BY SHIPS OF THE AIR

STILL quoting from the Boeing Air-graph: "Officials of the transport company report that during the month of August, 62 trips, involving a mileage of 70,000 miles, were made and in no case did the pilots fail to land and take off on scheduled time."

I wonder if you took advantage of the opportunity to see, at the Milwaukee County airport, that Boeing 18-passenger, three-Wasp motored, three-bladed propellered, biplane that has been testing-out the relative advantages of the three-blade and two-blade types for this plane. They're using Hamilton-made props anyway, but you missed a sight if you didn't see the plane.

I picked up a copy of an air-travel magazine at the
(Continued on page 41)

*Madison, Governor's Island, Landing Field for all Styles of Planes*

Journal Photo

*Prairie du Chien, Looking up Mississippi from Pontoon Bridge*

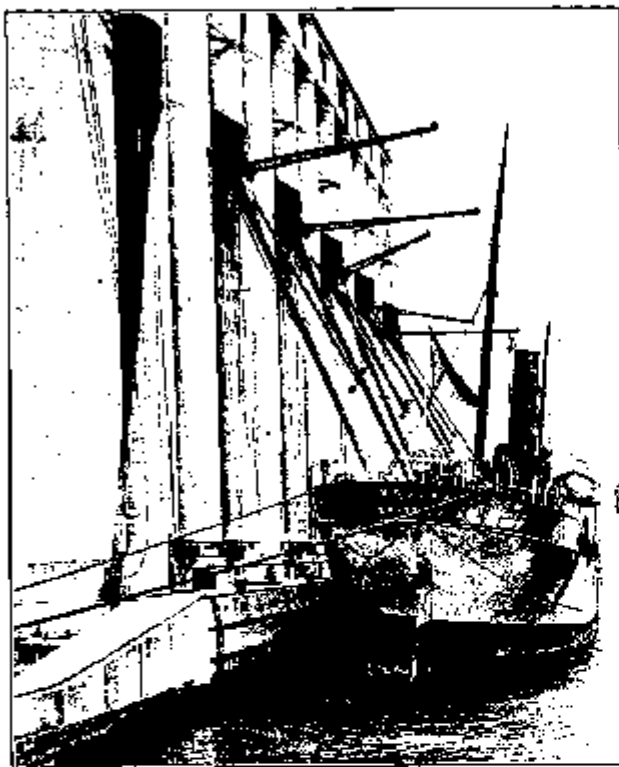
Journal Photo

Grain Shipments

from

Wisconsin

ADVANCE



Loading a Grain Cargo for a Foreign Port

IN the spring of the year 1841 a cargo of grain was shipped from Milwaukee to a Canadian port on the Great Lakes, this shipment marking the beginning of grain marketing activities at this point.

The "cargo" consisted of 4,000 bushels of spring wheat in bags—120 tons. The vessel was, of course, a

"wind jammer," the schooner "Illinois." The shipper was E. D. Holton, a prominent citizen of Milwaukee, and a member of the firm of Holton & Goodell.



Chamber's Grain Grading Room

STORAGE CAPACITY TESTED

DURING August shipments of grain into Milwaukee for reshipment east were so heavy that there was some talk of an embargo to prevent congestion.

However, the storage capacity of Milwaukee elevators proved equal to the unusual demand, and an embargo was unnecessary.

While shipments of grain from the Duluth-Superior port for the present year are not available in satisfactory form, shipments of grain from that port in 1928 were 148,027,184 bushels, with a total value of \$153,525,952.



H. A. PLUMB

Secretary of the Milwaukee Chamber of Commerce. He became secretary in 1909. He joined the Chamber as an employee in 1893.

Mr. Plumb ranks high among executives furnishing contacts between producers, buyers, shippers and consumers of grain.

Eighty-eight years later, or just a week or so before this is written, a great steam freighter, the "Michigan," pulled up alongside of one of the elevators here and took on a load of 414,000 bushels of bulk wheat, or 12,420 tons—one hundred times the cargo of the "Illinois." The loading was accomplished in seven hours.

What has happened in this space of almost ninety years?

PRIMARY GRAIN MARKET NEED DEVELOPS CHAMBER.

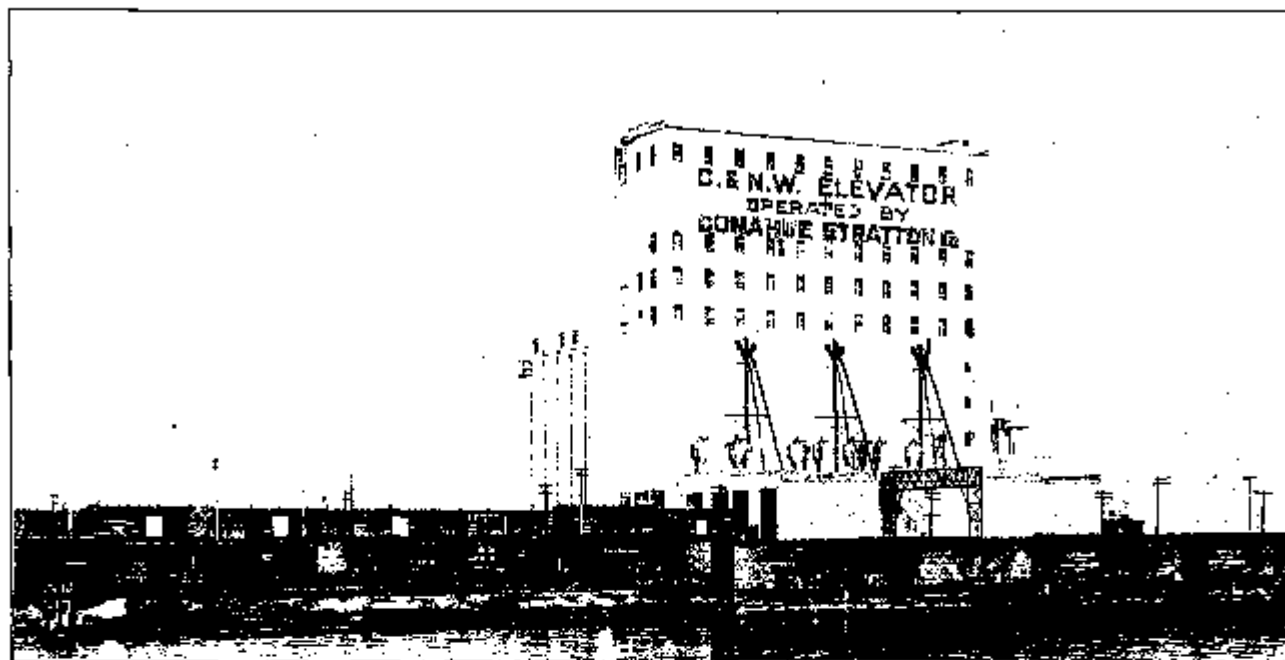
WE have just noted what has happened in the matter of water transportation. The same degree of progress and development is to be seen in the rail transportation, and Milwaukee as a grain market has grown correspondingly as the facilities for transportation by water and by rail have increased.

In the long years that stretch between the "Illinois"

and the "Michigan" we can see a steady and continued development of the business of handling grain, and a gradual improvement in the marketing methods employed. In 1848 the



Testing Grain for Moisture



Typical Contact Between the Golden Grain West and Rest of the World

FIRST SAILING VESSEL

ALTHOUGH the first shipment of grain was made from Milwaukee in 1847, that was a long time after the first sailing vessel plowed waters of the Great Lakes.

Green Bay shares honors with this record.

The first sailing vessel on the Great Lakes was the Griffin of forty-five tons. It was built on the Niagara river by the famous explorer Robert Cavellier LaSalle, in 1679.

The same year the Griffin sailed from the Niagara river to what is now Green Bay. The same year the Griffin, laden with furs, started back to the Niagara river.

What became of it is one of the first deep mysteries of the Great Lakes.

commerce in grain had reached proportions which made it seem advisable to the men engaged in that particular line of trade to form themselves into some sort of an association, with a place where they could meet daily and conveniently transact their business of buying and selling, under rules and regulations fair to all concerned. The Chamber of Commerce, a voluntary association, was accordingly organized, with 99 members.

The Wisconsin legislature, ten years later, deemed the organization to be of such importance, and to be of so

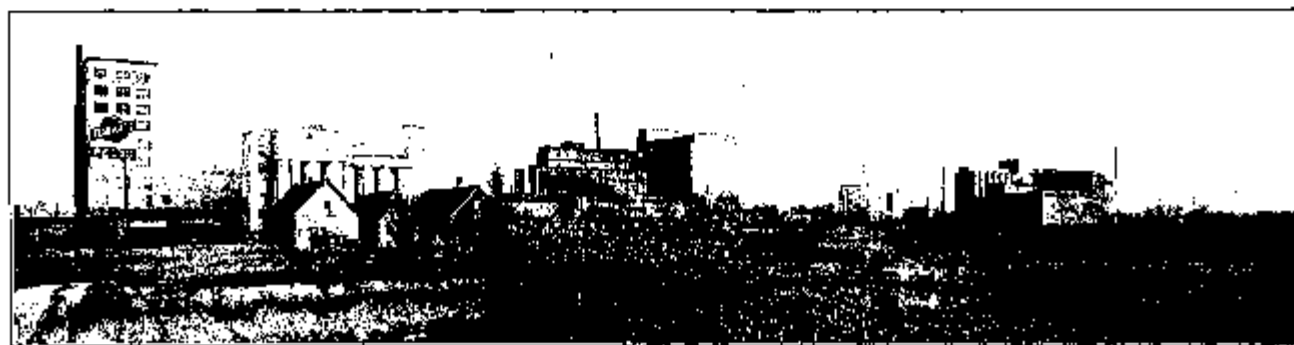
great a benefit to the interests of Milwaukee and the state at large that it granted the Chamber a special charter, and under this charter the Chamber of Commerce operates today as a commodity exchange—a primary grain market where grain is received from the fields of production, part of it consumed here, and the rest distributed wherever there is a demand for it, either domestic or foreign.

HELPED BUILD MILLING AND MALTING INDUSTRIES

THE real value of the Chamber, as an organized market place, to the agricultural interests of our State in those earlier years—the '50s, the '60s, the '70s, cannot be over-estimated. Wisconsin was an agricultural state, famed at home and abroad for its spring wheat, and noted for the excellent quality of its barley and rye, these grains finding at Milwaukee a ready market which built up at this point two important industries: the flour milling, in which Milwaukee at one time ranked second largest of the milling centers in this country; and the malting, in which Milwaukee excelled all other cities.

It is not difficult to see that the grain farmers of Wisconsin benefited to a very large degree in the facilities provided by a market for their products which lay at

(Continued on page 40)



Growth of Grain Consuming Industries on the Milwaukee Belt



*One Reason
Why*

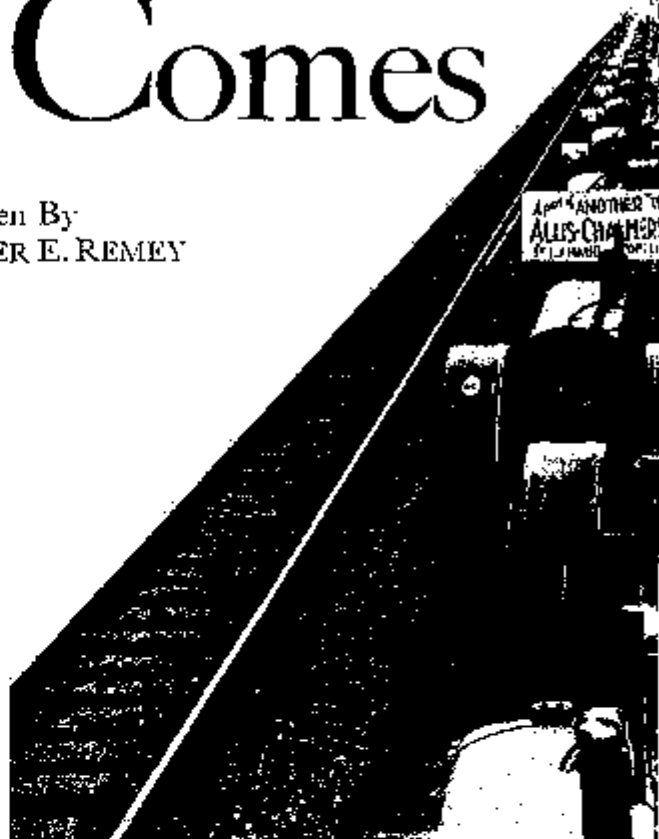
World Comes

Written By
OLIVER E. REMEY



*Gen. Otto H. Falk
President*

*This
Mammoth
Pioneer
Industry
Began in 1847*



Trainload of Allis-Chalmers Farm Tractors

PUT down 1-8-4-7, the year 1847, for it is quite essential to remember it in this story of the development of a great, present day industry.

During this year--1847--two industrious and ambitious men, named Decker and Seville, established, at West Water and Second streets, Milwaukee, a small, roughly put together plant for the making of mill stones.

They employed two young men, and this crew of four did the work in the plant, toiling long hours, sometimes using candles to light their labors.

Wisconsin--remember the year--still was a territory, and most of the population, less than 200,000, were

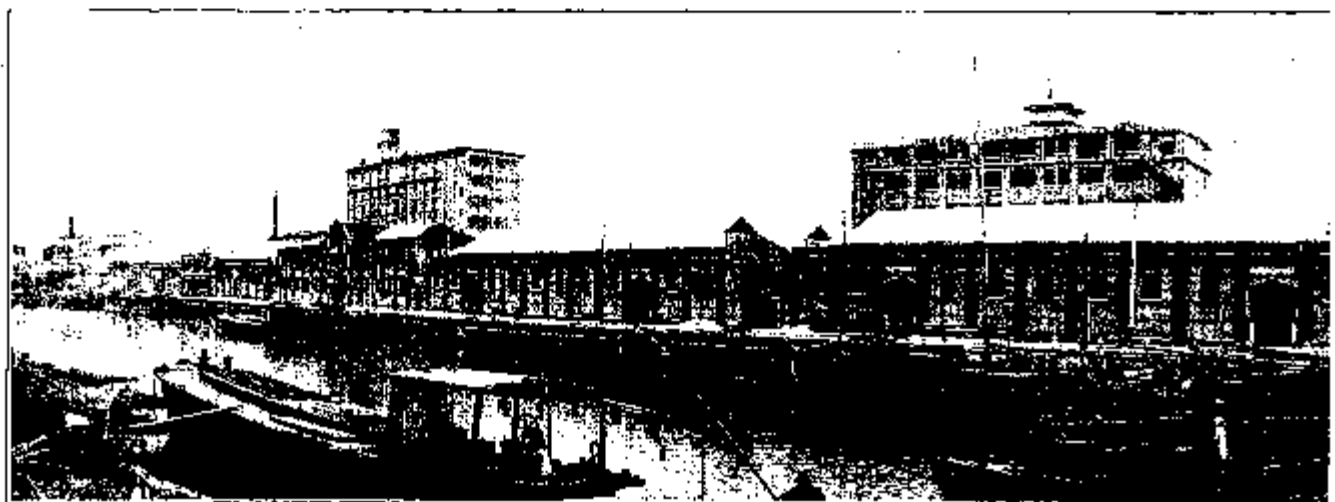
quarreling over removals from the office of governor of Doty, Dodge and Talmadge.

Although in 1846 the 200,000 had voted to make a state out of the territory of Wisconsin, they rejected a constitution in 1847, finally adopting one more satisfactory on March 13, 1848.

Milwaukee, which had become a city in 1846, had a population of 12,000. Solomon Juneau had been mayor in 1846, and during the year to be remembered H. N. Wells was mayor.

Morse, in America; Steinheil, in Munich, and Wheatstone and Cooke, in England, were fooling around with what later, many years later, became the telegraph.

*Four
Allis-
Chalmers
Flour
Mills at
Shanghai,
China.*



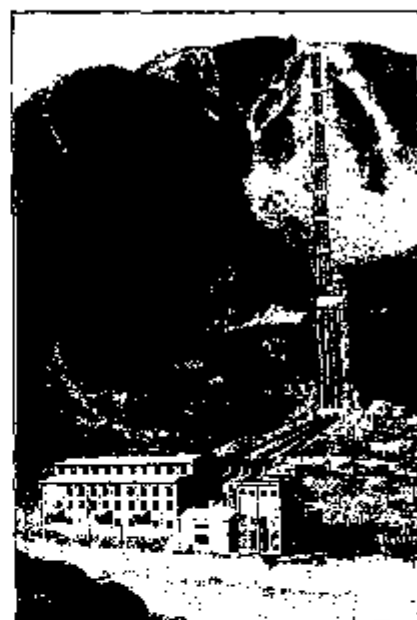


to WISCONSIN to Buy



tors on the Way to Regina, Canada

*Its 1929 Bill
With Allis-Chalmers
Mfg. Co.
Will Exceed
\$40,000,000.00*



*Nakatsugawa No. 1, Japan, Power
Station Containing Three 18,000
H.P. Allis-Chalmers Turbines*

Prof. Graham Bell and his telephone, by thirty years, hadn't come upon the stage of human activity.

There was much talk of railroads, but it wasn't until four years later that the first railroad train was run in the state, from Milwaukee to Waukesha.

The popular industrial plant of the day was the blacksmith shop, a jack of all trades, making almost everything.

Back to Decker and Seville.

Their first year's business is reported to have grossed \$3,500.00, which was sufficiently large, however, to gain them places among the city's industrial leaders and big business men.

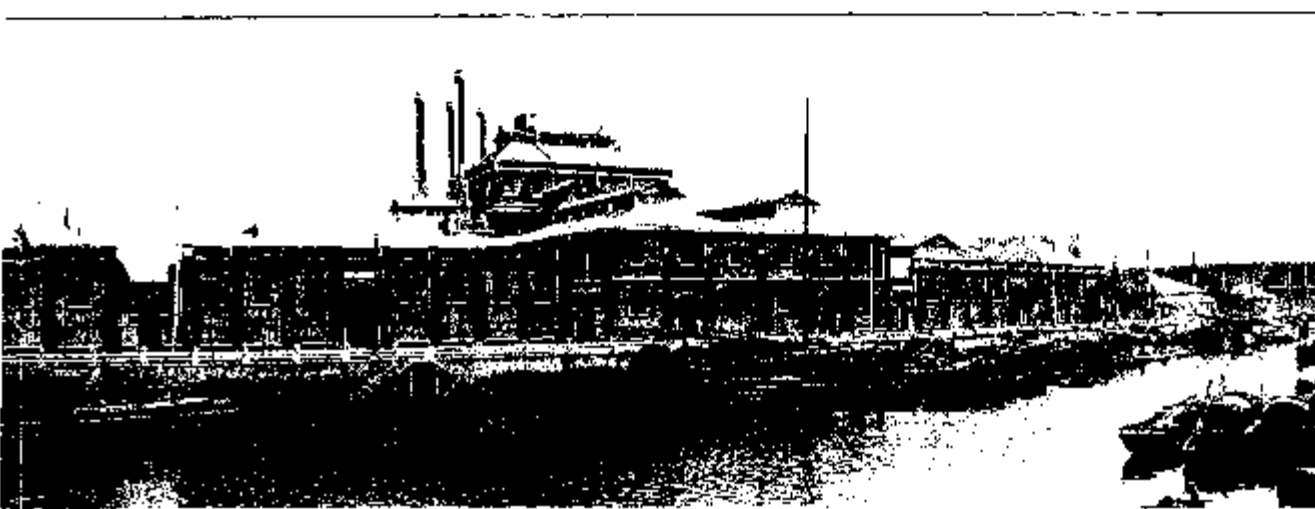
*FROM \$3,500.00 GROSS TO ONE
OF \$40,000,000.00.*

NOW, put down 1929, the year 1929, and jump from 1847, a leap of only eighty-two years, a small span as all time is measured.

The Graf Zeppelin has just completed a trip around the world in eleven days, twenty-three hours and fourteen minutes, actual flying time, less time than was required for one to travel from Milwaukee to Superior in 1847.

A big lake freighter of today could have carried almost in one cargo all of the grain (198,411 bushels) shipped out of Milwaukee in 1847.

(Continued on page 26)



*Fok Sing
No. 4*

*Fok Sing
No. 8*

*Fok Sing
No. 2*

Fou Fuong.

Fast as that railroad train of 1851 has become, the hurried traveler of today often ignores it and uses the aeroplane.

How an airship would have startled Milwaukee in 1847!

Amazing as either the telegraph or telephone would have been in 1847, what would Mayor Wells, or Decker and Seville, and their two "hands," have thought of the radio?

What would the housewife of 1847, in Milwaukee, have thought of inserting a plug into a tiny socket in the wall, thus inducing a small stream of magic electricity to do her sweeping, dish washing and laundry work, while she listened to a voice from Australia, Europe or anywhere in the United States, by simply inserting another plug into another little socket?

Where, in 1847, there existed a city of 12,000 there now thrives a metropolitan district of 800,000, four times the population of what is now Wisconsin and was the territory of Wisconsin in 1847.

Back to Decker and Seville.

Their little mill stone plant, with its crew of four and its annual output of less than \$3,500.00, gross, has developed into



Allis-Chalmers McCully Gyratory Crusher in Use in Chile to Crush Copper Ore

the mammoth Allis-Chalmers Manufacturing Co., employing 10,000 and doing a business of over \$40,000,000.00 a year, with every race and almost every nation.

NATIONS ARE MADE FRIENDLY THROUGH COMMERCE

SINCE 1848, when statehood came to Wisconsin, commerce has been steadily widening the fame of the Badger State, through barter of the products of its fields and factories, until today Wisconsin is acknowledged as one of the world's most bountiful garden spots, and as one of its prolific debt makers of industrial equipment.



Dedication of Allis-Chalmers Cement Plant in Spain, Attended by King Alfonso XIII, Primo de Rivera and the Cardinal Archbishop of Toledo.

Wisconsin scholars, statesmen and soldiers, athletes, artists and inventors—native and adopted sons and daughters—have helped to weave a mantle of fame for their state, but it has remained for commerce to become the substantial promoter, to weave the strongest color in the mantle, bringing not only fame but increasing prosperity.

It is a message of history, many times presented, that where great armies, commanded by great generals, have failed, even in victories, and smooth-tongued diplomats could do no better, commerce has replaced international disputes with abiding international friendships.

But commerce can succeed only when products it barbers meet demands and satisfy, and evidence that demands of other nations and other states are being satisfactorily met by Wisconsin manufacturers is found in the ever increasing yearly output going to other states and other nations from this state.

The value of Wisconsin's manufactured products last year exceeded \$2,000,000,000.00, and this year that impressive record will be surpassed.

Last year \$5,128,809,378.00 was the value of exports from the United States to other countries, including every grand division of foreign countries, nearly \$2,500,000,000.00 going to Europe alone,

and over \$1,000,000,000.00 going to North American neighbors.

In the first rank of states furnishing these exports stands Wisconsin, and among the outstanding industries furnishing the products for export is the Allis-Chalmers Manufacturing Co.

STARTLING GAINS SHOWN IN YEAR'S BUSINESS

RECENTLY the Allis-Chalmers Manufacturing Co. announced that its total of bookings for the first half of the pres-

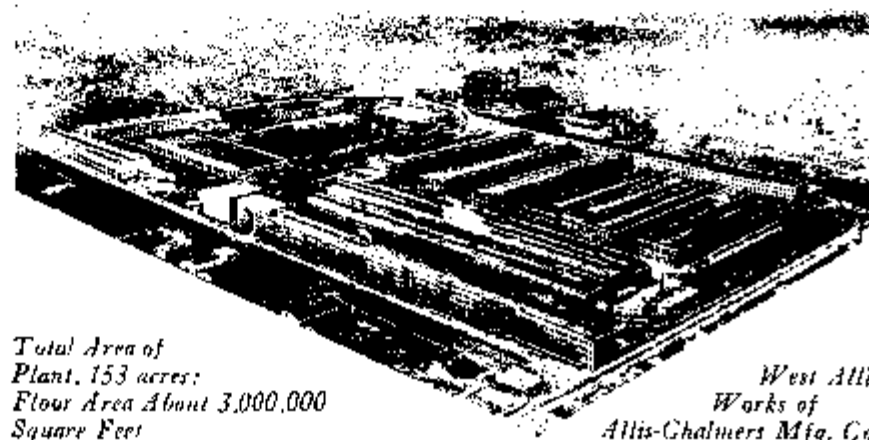


Steel Spiral Casing for Largest Allis-Chalmers Water Turbine Electric Power Generator at Niagara Falls

ent year, to July 30, was \$28,022,998.00, or 78 per cent of its bookings of \$35,799,729.00 for all of the year of 1928.

The gross sales of the first half of 1928

(Continued on page 37)



*Total Area of Plant, 153 acres;
Floor Area About 3,000,000 Square Feet*

West Allis Works of Allis-Chalmers Mfg. Co.

A WISCONSIN Complex

INDIANA is a great state, one of the mighty in Uncle Sam's stalwart line of states. Famous products come from there, and also famous people, not overlooking James Whitcomb Riley and George Ade, and politicians the like of which are seldom seen elsewhere.

Recently, as a member of a party of Indiana editors—114 of them by actual count—George W. Purcell, of *The Bloomington World*, a daily, spent four days as a guest of one of Wisconsin's big paper companies in just wandering about, in modern conveyances, the northern part of Wisconsin.

During those four days Mr. Purcell discovered a Wisconsin complex, concerning which he wrote back to his daily to the extent of eight columns.

"On, Wisconsin" hasn't space to print all of what Editor Purcell had to say, but some of the most interesting sections of his impressions are herewith reproduced.

Mr. Purcell, as the camera saw him, appears at the top of this story. When you look at him you will see a friend of Wisconsin.

Extracts from Mr. Purcell's article follow:

IF SEEING America first is the proper and patriotic way of travel, I have been convinced in four days of recent roaming over Wisconsin's woods, wharves and waterways that those folks up in the Badger state have a Wisconsin consciousness which is more of a complex than a conception. And if America is first to be seen, they certainly insist on starting in Wisconsin.

So perhaps to my friends and readers I might venture to voice my impressions of a four day trip through Wisconsin, on rail, motor, steamboat, and launch with an idea of imparting a bit of the fine optimism those Wisconsin folks possess, imbibed when I was one of the 114 publishers from seven middle west states, who were guests of George W. Mead, and two sons, of the Consolidated Power & Paper Co. of Wisconsin Rapids. And I don't want to be misunderstood when I use the verb "imbibed" in speaking of the optimism-absorption referred to, for certainly did every publisher drink in the beauties of nature, of industry and civic enterprise which these very energetic folks possess.

IS STARTLED BY A "PUFF" RIGHT AT START

SIX compartment cars and two diners and a recreation car comprised the special train which took these 114 publishers on the 1500-mile jaunt across Wisconsin and Minnesota.

"The Consolidated Special," volume I, number 1, the daily newspaper published enroute on the train, was handed to us, as we boarded the choo-choo headed first for Madison. And this edition contained pictures of our hosts, pictures of some of the most prominent men of the party, and paragraph mention of other lesser satellites, and it was in this latter group I was surprised to find the following complimentary paragraph:

"One of the most prominent citizens of

Indiana who is developing and building up a string of live Indiana dailies is George W. Purcell of the *Bloomington Evening World*. He has an active associate with him in the newspaper business, Walter S. Chambers, publisher of the *Newcastle Times*. Last summer these gentlemen purchased the *Bloomfield Democrat* so they now have a string of three papers which are being conducted very successfully. Mr. Purcell has not only been active in newspaper work in Indiana, but he has also held a number of offices of public trust in that state."

After realizing how publishers fight free publicity in their own news columns, I rather felt ashamed of such a "puff" right at the outset.

ALL EDITORS WERE ENCHANTED WITH THE DELLS

OUR first stop was at Madison, the state capital of Wisconsin. We did not have time here to leave the train but we got a glimpse of three of the five lakes which are a part and parcel of Madison, with Mendota and Monona the outstanding of these lakes. We could see the roofs of the University buildings, and naturally would have greatly enjoyed a chance to have seen the Badger campus. But our train hurried on to the Dells of the Wisconsin river.

The Dells are, without doubt, the most beautiful scenic feature of their kind in existence. They don't compete with the Yellowstone gorge in color, nor with the Royal Gorge of the Colorado, nor the fierceness of Niagara's gorge, but for unique structure the Dells are incomparable. Here, along the rockbound course of the river, flanked by dense forests of evergreen and canyon walls, fantastic rock columns, overhanging ledges, caves and grottos combine to make this one of the most fantastic beauty spots of the country, which attracts thousands and thousands of

tourists every season. Enchanting vistas of pine-clad slopes, fern banks and wild flowers, miles of fragrant pine needle paths and cool canyon trails are the delight of the tourists who come here.

To some of the publishers, the Dells excursion was the most delightful of the entire journey.

ACTUAL MAKING OF NEWS PRINT INTERESTS EDITORS

TO Wisconsin Rapids, the headquarters of the Consolidated Power & Paper Co. we went. Cars met us there and we were driven to the island estate of Mr. Mead, president of the company, and through the beautiful city of Wisconsin Rapids. We saw the huge dam which affords the water power which drives the industries of this city. We wound up at the paper plant and guides took groups of ten on a tour of the plant.

And such a sight to behold—the manufacture of newspaper. From the pine and spruce to paper, we saw the entire process of manufacture.

After our trip through the mill we were served a sumptuous dinner in one of the big rooms of the mill. Here we heard our first speaking program of the trip, and listened to the officers of the company and some of the distinguished guests talk. Mr. Mead in his dual capacity of president of the company and Mayor of Wisconsin Rapids, gave a very pleasing welcome to us. About 11:30 we pulled out of Wisconsin Rapids, tired but happy, and ready for our second big day, at Duluth and Superior.

DULUTH-SUPERIOR COMMERCE AMAZES VISITORS

THE tonnage of the shipping out of Duluth and Superior harbor last year is only exceeded in the United States by the Harbor of New York City. The great

Discovered by an Indiana Editor, who finds much to praise in the Badger State

By

GEORGE W. PURCELL

Editor of the Bloomington, Ind., World, a daily newspaper, and who recently spent four days in Northern Wisconsin keenly observing the Badger State and its people.



DISCOVERS A WISCONSIN COMPLEX

iron ore and coal docks beggar description, and the huge grain elevators along the lake front at Superior alone could hold the entire wheat crop of Indiana without interfering with its capacity.

We passed huge ore docks, which hold thousands upon thousands of tons of ore. In 1928, there were 36,597,462 tons of this ore handled in seven shipping months of the year, and iron ore is valued up to \$115,086,178. Here the big steel interest of America, Henry Ford and others, get their chief supply of iron ore.

Piles of coal, 1,000 feet long, and 100 feet high, with the big cranes handling the product at 7 tons to a scoop! More coal on one of these docks than Bloomington needs in a year's time. The heavy freighters of the lakes bring in the iron ore and take out the coal. Coal receipts in tons for last year totaled 10,540,477, with a value of \$45,138,879. But listen to the grain shipments, if those products mean anything. From Superior and Duluth last year were handled 148,027,184 bushels of grain, with a total value of \$153,525,912. And from these three sources alone a volume of business of over \$315,000,000! Showers factory has a \$12,000,000 production program!

And the thing about it is this, while New York alone surpassed Duluth and Superior, the latter have only seven months of shipping.

VISIT AND INSPECT SUMMER CAPITOL ON BRULE

WELL, our group was shown the harbor, and then we were taken over to Superior where about 50 automobiles met us and we were taken out to the Cedar Island estate of the late Henry Clay Pierce of St. Louis, where was established the summer capitol of the United States last year.

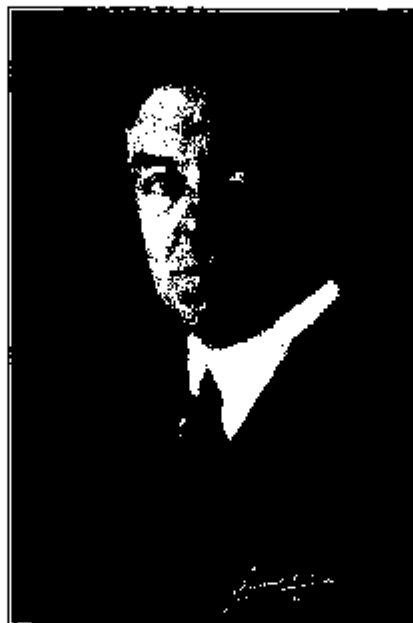
This was the second time the estate has been opened to the public at any time. Superior people have never been permitted to enter the estate at all. This 4400 acre estate on which some \$2,500,000 has been spent by the late Mr. Pierce is one of the scenic spots of the northwest.

Our party was permitted to inspect every nook and corner. On the screened veranda of the dining lodge, a noon luncheon was served the publishers and guests. Banker A. J. Wansell of Duluth presided, introducing the celebrities, and voicing a warm welcome to the editors. Ex-Senator Irving S. Lenroot, now of the U. S. Court of Appeals, told of his boyhood on the picturesque Beule river, and compared its flow to the span of human life, in childhood, through the turbulent years of ambitions and energy into the ebbing years of life.

And one of the pleasing speeches was made by John LeRoche, President Coolidge's Indian guide, who sat just across from my table. John told of the President's visit to the Cedar Island lodge, and after dinner John did some expert fly casting, and landed a fine pound-and-a-half

speckled trout, while the land-lubbering editors looked on.

Then an inspection of the trout fish hatchery revealed a scene of marvel. Such fish! We've seen the gold fish hatchery up at Martinsville, but never such a sight as the trout hatcheries. Millions of trout of all kinds, all sizes, and even the albino trout, pure white babies which were separated into their own pools. Any editor at least thought he would be able to catch a trout from these infested pools. For drop a crumb of any kind into a pool and up would jump about 31 of these fish to



George W. Mead

grab whatever it was, and we suspect that some of these got scrap tobacco, and even cigar leaves, too!

FISHING RESULTS OF BIBLE AREN'T REPEATED

BACK to the train our gang wended its way after a second day of a program, for whose variety and attractiveness even outdid the first. Our train headed to Ashland.

Bayfield is situated on the northern projection of Wisconsin into Lake Superior.

A town of a few thousand, yet it has the tourist complex and a large pleasure steamer was awaiting our party and back into Superior we launched. This time we went out among the Apostle Islands, at least twelve in number, and in the channels between these islands we were told we would witness the hauling in of the fish nets.

Undoubtedly some of the more religiously inclined of our publishers believed that we would see a re-enactment of the apostles' haul which they had often read about in the New Testament. The nets were down, and the fishermen eagerly were tugging at them. A group of the

Illinois publishers who were special guests on a launch, drew up closely to witness the "haul."

And after a half hour's tugging and pulling, the net was emptied—and such a sight to behold! One lonely fish was captured! We didn't wait for any further deep lake fishing.

At Bayfield, we heard the famous Indian opera sung. In a natural amphitheatre was staged the opera, and the Chipewas Indians we had seen in the afternoon at the Fish Hatchery, took part. Two Chicago opera leads, and four dancers, were the only "whites" in the performance.

The surprise of the program, however, followed when the big Chief of the Chipewas announced that his tribe had accepted into their membership, George W. Mead of the Paper Company, Lieut. Gov. Sterling, of Illinois and Lieut. Gov. Winter, of Missouri.

Mr. Mead was named "White Cloud," Gov. Sterling, "White Eagle," and Gov. Winter, "Snow Cloud."

VISIT FAMED HURLEY WHERE "A MAN'S A MAN."

AND after seeing the mines directly around Ironwood we drove over to Hurley, Wis., which "is across the river." Here in Hurley they say a man's a man and no federal agent bothers the place. Two rows of business houses on the main street and there was Jack's Place, Liberty Bell Hall, and all of the old names which you used to see in the anti-Volstead days, with mirrored swinging doors, and the ceiling fans and all of the paraphernalia as it was in the United States before 1918. Wide open is Hurley they tell us. Federal agents stopped our car crossing the river and asked us if we had anything green in the car. We looked at each other and said "guess not," and they said "O. K. we're looking for the corn borers."

EAGLE RIVER PROVES TO BE A MEMORABLE SPOT

AT 11 o'clock our train pulled out for Eagle River, a two hours' ride.

Eagle River—it was the first place on our trip that the town band was out to meet us.

Eagle River is more of a connecting link for a series of some 27 lakes which eventually empty into Wisconsin river. Our boat trip up Eagle River took us up through about six of these lakes, twelve miles up and around and our young host asked us to stop at his lodge up there, as his father undoubtedly would be glad to see us. So we did—we had been accustomed to not turning down any invitation of any kind by this time.

Mayor Atwood, of Clayton, Mo., a suburb of St. Louis, one of the old timers to go back each year to Eagle River, met us at the pier.

A beautiful golf course is up the river, and we passed it. We didn't stop, and of course, was rather glad afterwards, when

(Continued on page 39)



STATE TAKES STOCK of its RESOURCES

- a. Wood using industries
- b. Individual loggers
- 4. Resorts
 - a. Commercial resort owners
 - b. Non-commercial resorts
 - c. Farmers resorts
- 5. Business, Residences, etc.
 - a. In villages or cities
 - b. Not in villages
 - c. Railroad
 - d. Power companies
- 6. Public Land:
 - a. Federal
 - b. Indian
 - c. State
 - d. County

Three types of farm land were established:

- 1. Actual resident farmers
- 2. Abandoned farms
- 3. Vacant farms

All of this economic data is mapped. For instance a complete ownership map is made showing operated farms, land held for sale, land held by land companies, county and state land, etc. In comparing ownership maps with soil maps it is found that there is a direct correlation, and farm land for instance is naturally confined to the heavier soils. A map showing the assessed valuation of the land was also made and shows a direct correlation with the soils map, the greater valuations being on the heavier soils. This map can also be used to study methods of assessment and also as part of a general study of county finances. A map was also made for tax

delinquent land, but no special correlation between soils, forest cover, etc., and this factor was noticeable in this case.

Data showing the tax burden on every tract of land is obtained and can also be shown in graphic form. As a general thing, good farms on good soils are not apt to go tax delinquent, and delinquency is greatest on the poorest soils, and also is prevalent on lands held for sale. This is not always the case, however. Where some of the poorer soils are owned by a large land company, this company will not permit these lands to go delinquent. Much depends on the tax assessment and tax policy of towns or counties. Tax burdens that are too heavy will be likely to force any land to go delinquent.

The economic maps are put up in less permanent form than the others, as they are subject to quick changes. They are useful primarily for study, correlation of data, and for planning of land utilization and zoning, if the county so desires.

THE USE OF THE INVENTORY; WHAT MAY RESULT

THIS inventory of the natural resources of the state of Wisconsin, especially in the northern portion, is the basis for its future development. To accomplish this full and complete utilization of the present idle lands, it means the reforestation of vast areas of open lands by planting forest trees: the underplanting with a valuable species, such as white pine and white spruce, areas now growing to an inferior species, such as popple, white birch, pin

cherry and scrub oak. It means that farming will be done on the better agricultural soils, while the lighter sandy soils will maintain the forests. It means that the lakes and streams of the state will be planted to game fish best adapted to them, and that the increase in forest cover and wild life will greatly improve the recreational facilities. It means that forest industries will spring up as of old, together with industries associated with water powers, as the forests gradually are restored to their former state. The farmer will find a new market for his products, as forest industries and resort properties are developed. It means money spent and labor expended, but it will be returned many fold in a revitalizing of the northern part of our great state, and a greatly added prosperity.

Will the facts obtained by this inventory result in this efficient utilization of land mentioned above, or will they be shelved or eventually find their way to the waste basket?

It is the purpose of the inventory to bring these facts to the attention of the public as soon after the field season as possible, so they may be used for the good of all, and so a definite program may be worked out for better and greater land utilization.

To those who adopt the slogan "On Wisconsin" typifying the spirit of the people of the state, such a program for a definite reforestation policy, and a more efficient land utilization, is bound to appeal and go over.

ON, WISCONSIN

(Continued from page 10)

We have a state of natural beauty, acres and acres of land with lakes and streams, but back of this is a climate and a land of promise for the farmer. Waste land in Wisconsin is almost unknown, and if the Conservation commission has its day in the court of public opinion, marshes that have been drained will soon teem with fish and feathered game to the advantage of the state.

Wisconsin was one of the pioneer states in the building of hard surface roads, and it has made marked strides within the last several years with more than fifty-three counties bonding for the building of concrete roads.

In our own county of Sheboygan we have a five-year building program and have already built more than one hundred and twenty-five miles of hard surface roads. The counties are being linked in a network that will eventually cover the state. I would like to see a plan inaugurated whereby we could help in the building of hard surface roads in northern Wisconsin, a section that teems with lakes and trout streams, a fisherman's paradise, so to speak. Any other state with one-half the natural beauty that the northern and western sections of Wisconsin possess, would be spending millions in advertising these facts to the outside world. We are doing little or nothing in this respect.

What we need is encouragement for our industries, those that are in the field,

and a closer working union between the farm and the factory.

The point that we would like to make is that by preaching the stability of our state, we are building for the future. Here in Wisconsin we are satisfied, just fairly satisfied, that we are living in this state. We assume an attitude of looking after our own business and doing very little to encourage beyond our own doorstep. Whenever visitors come here we find it difficult to get enough cars to take them around. In California, Oregon and Washington they have more cars on the waiting list than they can use. They don't give you time to think about your home town or state. They are imbued with the spirit of the west, they impart it, and it trickles forth like fiction, and you in turn are captivated.

After traveling 81,000 miles over the numerous scenic beauty spots to be found on the Pacific coast and the Canadian Rockies, we contend that there is more varied scenery right here than in any other state. The western states have no such farms as we have. Out here the fields are greener, the hills are prettier. The majestic oak and elm furnish a setting entirely different from the eucalyptus and the palm. True, they have their redwood and fir trees, but we would not exchange the birch and our many varieties of northern trees for all of these if we had to take with them the many thousand acres of unproductive soil.

You can go for miles and miles through Wisconsin, and view one farm outdoing

another, one herd just a little more promising than the one you passed, mammoth homes, barns and other buildings, and then draw a comparison.

You can go through our many factory sections in the numerous Wisconsin cities, and you will find nothing in other states that can outclass them. If you want to see beauty that is different, pay a visit to some other section of the United States, and when you get back you will feel that you haven't been just fair to your own state, you have left untold the words that you heard uttered by some native son about his state, you have forgotten, in the rush of business, to play the part of a good Wisconsin citizen.

LET TONGUES AND PENS SING "ON, WISCONSIN"

IN ALL of these United States there is no better or more beautiful commonwealth than Wisconsin.

After thirty odd years on the editorial staff of Wisconsin newspapers, I give you these impressions that have been grounded more firmly year after year.

Let us advertise a great state by mouth and pen, and in doing this we will bring satisfaction to ourselves and we will be more proud than ever when we hear the name "Wisconsin".

Wisconsin industry and Wisconsin farming go hand in hand. One builds a substantial frame work in the city, the other out in the rural section. Clasp hands and a closer contact will make a greater Badger State.



STATE TAKES STOCK of its RESOURCES

(Continued from page 18)

areas, camp sites, summer resorts, roads, trails, lakes, swamps, etc., as well as other features are mapped.

The final map is of great use therefore to the vacationist as well as the resort owner, the lumberman, the farmer, the private timber owner, the industrial concern seeking forest land, the county and the state. Many lakes have been plotted that have never been mapped before. In connection with this mapping of lakes, the depth of the lake is also determined, and a study made of the plant life, especially in relation to fish propagation.

One of the most valuable features of the cover map, from the standpoint of reforestation possibilities, is the mapping of the large open area, and areas of sparse popple stands, which are wonderful potential planting sites. These cover maps are printed in colors and show at a glance the general nature of the cover, and all the above features referred to.

Wisconsin is surely making no mistake in preparing such detailed maps, thereby helping to visualize conditions, that its citizens may reap the benefit by a more comprehensive knowledge and a more efficient use of its vast resources.

FOREST POLICY TO BE BUILT ON GROWTH STUDY

IN connection with the mapping and study of its timber the State of Wisconsin is conducting a timber growth study, as a necessary adjunct to obtain facts on tree growth, before any definite forest policy is determined upon.

This growth study is made first with the idea of obtaining the rate of growth of the various stands of timber per acre. The rate of growth is determined by a detailed analysis of sample plots of a known area, taken in various types of timber. On these plots the trees are all measured and their volume per acre computed. By a study of the best stands obtainable, it is possible to compute the approximate volume of a fully stocked stand such as is obtained by planting, and to make yield tables showing the volume in cords or board feet that any given species of timber will produce per acre in a given time.

It is also possible by this knowledge of the rate of growth of stands of timber to predict what any stand of timber will produce over a given period of time. This is of great importance in determining the value of the growth per year of the present stands of young timber that have sprung up so quickly since the logging days.

With this knowledge the owner of such land can determine whether he or she can afford to pay the taxes upon it, or just what they could afford, and it is the basis for arriving at a just taxation of forest property. The state, in the administration of its forest crop law, can determine the advisability from a financial point of view of holding such land as forest property, and continue to pay ten cents per acre per year upon it in accordance with the terms of this law, or pursue some other policy regarding its utilization.

BEST SPECIES TO PRODUCE GREATEST INCOME

MUCH land that appears green might be classified merely as brush land, and is not now growing into any value whatever. Moreover, it is keeping out the more valuable species. It is a mistake therefore to consider all lands as valuable potential forest lands because they are green. A scrub oak can never grow into a stately pine.

The growth study also makes possible an estimate of the present stands of merchantable timber. The knowledge of the rate of growth on various soils determines the best species for planting on given areas to produce the greatest income, and the interest rate they will produce on the investment.

In the bulletin prepared from the field data of the timber growth study of Bayfield county curves have been shown which give the income as compared with the expense of the planted stands of white pine timber when used for pulp material in its early life and for saw log material later in its life. The figures from which these curves are prepared take into consideration fire protection, administration, and the taxes required when forest land is managed under the new forest crop law.

Studies are made of the young reproduction now growing under older stands of timber, and it is an interesting fact to know that the young trees growth under these stands is not necessarily the same as the upper cover. In fact more often the reverse is true. It is a well known fact to logging operators that hardwoods succeed the pines. This is because some of the hardwoods, especially the maples and red oaks, are more tolerant of shade than the pines. They have been lying dormant so to speak, under the vast pine forests, and when the pine was removed the hardwoods responded quickly and took first place in the dominant story. When the slow growing shade enduring hardwoods get the upper hand, the light loving pine cannot come back naturally.

THROUGH FACTS OF THE PAST, FORECAST FUTURE

THE removal of the pine forests created another silvical problem. Following their removal, when the axe and fire had done their work, and the mineral soil was laid bare, a new inferior tree tribe conquered and over-ran the area, in like manner as the northern hordes once over-ran southern Europe. This new tree tribe now occupies much of the area formerly ruled over by the stately pine. It is the aspen, or popple, as it is commonly termed. It came in after the pine was cut because it found living conditions just right with plenty of sunshine and mineral soil, and its light seeds blew in from afar. Fortunately popple is just a temporary species, designed by its prolific seeding and quick growth to fill the gap between pine and pine or pine and hardwood, or some other valuable species that may come in to take its place. On the lighter soils white pine is often found coming in under the popple

stands, where not too dense, and when not coming in could probably be successfully underplanted. When shade tolerant species as maple or hemlock are now coming in however, it will be a difficult matter to restore the land to pine, as pine loves sunlight. It is therefore the species that are most tolerant of shade, that really have the advantage in the long run, and can best perpetuate their kind, and will eventually produce what is known as the climax or final forest. Unfortunately these species are not the most valuable ones. It is not always the survival of the fittest from the standpoint of human values.

These are just a few of the important and interesting silvical problems that are confronting the state today, and will affect its future forest policy.

Again in the growth study not only is the present forest analyzed, and recommendations and growth predictions made for the future, but a study is made of the past forests. The large pine stumps, many still intact after forty years, and sad to contemplate, reveal much information as to their rate of growth and the volume of lumber that was formerly produced per acre on such stands. So stump counts are made on a given known area, their diameters are measured and their age determined by a count of the annual rings. By measuring these rings in ten year periods from the outer edge of the tree towards the center, and from a knowledge of the approximate height, the growth in volume of the tree that grew upon the stump can be arrived at, for any period in its life history. By knowing the number of stumps per acre, and the volume of the average tree, the volume or yield per acre can be determined.

The growth study, therefore, by means of analyzing the past and present conditions of our forests and individual trees, gives us the facts necessary to predict the future, and is indispensable for a reforestation policy.

ECONOMIC SURVEY MAPS MADE USE OF IN STUDY

THIS portion of the inventory was made to obtain certain economic facts relating to the utilization of natural resources, such as the ownership of land, the value of the land, the value of improvements, taxes paid and tax delinquency.

A classification of the owners of land was found not to be a simple problem. The ownership of public lands, business places, and lands held for recreational purposes is not difficult to classify, but in certain instances such as in the case of companies who hold land for wood using purposes, but intend to sell it later for farming, the classification is not so easy. The following classification of land owners was made.

1. Farmers
2. Land Sellers
 - a. Speculators
 - b. Investment or mortgage companies
 - c. Colonization companies
3. Timber Owners



FOUNDED CARNATION'S HOLSTEINS

(Continued from page 16)

milk in one year, and followed with 35,500 pounds the next test year, still the world's record.

This rather startling information in the way of still another example of the far-reaching effect of Wisconsin pure-breds, helps to set forth with proper impressiveness one of the reasons for the rapid mammoth expansion of the Carnation Milk Products Co. of Oconomowoc, Wis., New York and Seattle, which on Sept. 6 of this year observed its thirtieth anniversary.

Although the foundation of its famous Holstein herds came from Wisconsin, and it maintains its general offices and six condenseries in this state, the company and its business does not belong to any one state, or to any one nation.

It is world-wide in industry and service to mankind.

RED AND WHITE CAN CROWN FOR ITS HOLSTEINS

THE crown for Carnation Holstein royalty is a can with a red and white label, known wherever human beings have eaten prepared foods.

In the story of the development of what is contained in that little can of food there is romance, and an example of dogged determination every school boy should remember for instillation of courage for battles of life before him.

The little red-splashed can not only typifies the most important line of Holstein royalty, but it is welcomed in the home as the container of a carefully prepared important food, free from bacteria and other health menaces.

Where humans are far removed from means of transportation, the little can occupies the place of honor when food is served. Those who rushed to the Klondike in the memorable rush for gold named it "The Klondike cow."

The little can doesn't contain a substitute for milk.

It contains what is left of the greatest food on earth after one-half the natural value has been removed and all bacteria killed.

In fact, it contains the essence of milk.

BULL BY AEROPLANE

CARNATION Badger Aero Lone Star, a 700-pound bull, was sent from Oconomowoc, Wis., to Schulenberg, Tex., by aeroplane, arriving April 3, 1929.

The young bull was presented to the dairymen about Schulenberg to introduce to herds supplying milk the blood of the famous Carnation Holsteins.

The bull arrived safely, after an attack of air sickness.

TRIBUTE TO GREAT COW

THE statue to Segis Pieterse Prospect, world's greatest cow, stands near Seattle, and it was unveiled July 31, 1928.

The inscription in bronze as it appears on base of monument illustrated on page 14 is as follows:

"Here lived and gave her service to mankind, Segis Pieterse Prospect, world's champion milk cow. Born 1913, died 1923. Twice she registered production records that set her fame above all dairy cattle of any age. In each of two years she exceeded 16,500 quarts of milk, 1,900 pounds of butter, yielding for the two a total of 33,922 quarts of milk, 2865.18 pounds of butter. Sired by a king and of purest Holstein strain. She herself bore sons and daughters of champion achievement. Finest type of the noble, patient animal that is most justly named. The foster mother of the human race. Her queenly worth deserved the gratitude in which this tribute is erected by her owner. Carnation Milk Farms, 1928."

The Governor of Washington, mayor of Seattle, representatives of the Federal government and the Lord Chief Justice of Ireland were present at the unveiling.

PRESIDENT BEGINS AS CLERK AND MULE DRIVER

OUT in the Seattle headquarters of the Carnation Milk Products Co. on Sept. 6, an elderly man sat before a birthday cake upon which flickered thirty red and white candles.

While his eyes were focused on the cake and its blazing decorations, on a screen of his mind his memory ran an actual life movie story.

The man was Elbridge A. Stuart, president of the company, and this is what the memory movie presented.

As a member of a poor North Carolina family a boy changed from place to place toward the wide open western spaces, until one day he went to work as a clerk in a dry goods store in bustling Lawrence, Kan. He worked also on a farm, and he had managed to save some money, not much.

Analysis of his duties and progress as a dry goods clerk showed him that there wasn't much to be expected from that occupation. He saved a little more, bought a team of mules and turned up, with the mules, shaping a railroad grade near El Paso, Tex.

Some one offered a good price for the mules, and he sold, becoming timekeeper and store keeper for the contractor he and his mules had worked for.

He saved more and soon opened a store of his own, in a tent, and thrived in this enterprise until one night some of his more hard-boiled patrons, in a spirit of revelry, shut up the tent. Again he sold, to a buyer who enjoyed an occasional spray of bullets to punctuate his business.

Obtaining a little more capital through a loan, he opened a store in El Paso, which developed into a successful wholesale store. After fourteen years, he sold again, moving to Los Angeles, where he opened another wholesale establishment, to sell again in five years.

Now the memory reels begin to get into subject matter directly to do with this story.

GETS INTO BUSINESS AGAINST HIS INCLINATION

OUT of business, the man in the picture began to look around for new fields to enter. None seemed to beckon, until a promoter who didn't know the meaning of a negative came on, and, to get rid of him, the man in the leading role agreed to go into a partnership in a business of evaporating milk. He didn't want to get into the business, but the promoter was too good; he simply would not be denied.

The scene now shifted to Kent, Wash., where there existed a small plant for the evaporation of milk. A bank had loaned money on it, and possessed it, the banker wishing he had his \$5,000.00 instead of the plant.

The promoter and his partner bought the plant, and on Sept. 6, 1899, began the industry that now is the Carnation Milk Products Co.

Things didn't go very well. The methods of manufacture were crude, and the product had to be sold in hand made cans, and almost against the will of buyers, for the idea was an advance on that day and age.

The promoter was not made of the same stuff as his partner, and he sold out finally to the man in the leading role.

Right at this point came an insert of the year 1815, from the battle of Waterloo. A cavalry regiment with an infantry regiment grasping their stirrup straps charged the French.

As the cavalry hit the French line, the infantrymen let go the stirrup straps and formed, and before the French could recover from the cavalry charge the infantrymen also were upon them. Both the cavalry and infantry were Scotchmen who never have said die.

Now back to the memory reel.

The man in the leading role was of the same nationality as the men of the two regiments, and when his partner sold out, and left him with what looked like any-



FOUNDED CARNATION'S HOLSTEINS

thing but a promising business, he, undaunted, like still another Scot, John Paul Jones, had "just begun to fight."

A CIGAR IN A STORE WINDOW SUGGESTS A NAME

NOW came many feet of struggle-selling cans of evaporated milk from a market basket, from grocery to grocery, with guarantees of taking back what wasn't sold; with struggles to get capital to keep going; with the Scotch courage flaming brighter as each obstacle was encountered.

He didn't even have a name or label for his product.

Standing in front of a cigar store wishing he could afford a smoke, his eyes discovered a cigar called "Carnation."

What a terrible name for a cigar! What a fine name for evaporated milk!

Now in the memory picture a golden glow began to diffuse the story, for the name, label and some fortunate contacts—with a steady refusal to sell under the name or label of any wholesaler—turned the tide toward success. The public began to buy, and just about that time came the rush to the Klondike, and the service of "the Klondike cow."

The rest of the picture fairly glowed with a golden hue, for success had come, until first the east, then other countries, finally the whole world had been invaded. The name Oconomowoc is known the world over through Carnation advertising, world-wide in its coverage.

Right at this point came on memory film depicting the judging pavilion of the Wisconsin State Fair grounds eight years ago, when \$106,000.00 of his money went for a six months old bull calf—quite a step from peddling an unlabelled product from a market basket.

ROYAL ROAD IS UPHILL, HARD, NARROW AND ROCKY

THE end of the memory reel was thirty-five condenseries in seventeen states, with two in Canada and four in Europe.

In Wisconsin alone there were condenseries at Oconomowoc, Berlin, Richland Center, Chilton, Sullivan and Jefferson.

The candles on the birthday cake flickered. The lone patron of the memory reel roused himself, smiled and repeated what he had often said:

"There is no broad, perfectly marked highway to success. Not a bit of it. It's a hard, uphill, rocky, narrow road, where you have to develop your own power, as you go. It's a road that will take a good deal of pluck to carry you up, but it's the real royal road after all.

"If you have ordinary common sense, and a clear understanding of a square deal, and plenty of pluck, you will make good.

"That isn't a chance; it is a certainty.

"If you depend on pluck, and keep on keeping on, you will get there—but if you rely on luck, you're going to find it's hard luck."

WHY THE HOLSTEIN BREED IS THE ONE SELECTED

WHAT particular connection is there between the Carnation Holsteins and Carnation milk?

How did it come about that Holsteins, instead of the other breeds of fine dairy cattle, happen to be the Carnation breed?

The establishment of a condensery is an important business undertaking, requiring a lot of capital, and demanding that it shall have sufficient fresh milk supply to insure output and profit.

In the pioneer days of locating condenseries it was sometimes discovered that sufficient supply of fresh milk would not be insured unless dairy herds furnishing the supply could be improved to greater production.

The average dairy cow in this country now produces about 4,500 pounds of milk a year.

Some Carnation cows, through selective Holstein breeding, as has been shown, already exceed 25,000 pounds of milk a year, some of them going over the 30,000-pound mark annually.

To insure adequate supply of the most acceptable kind, the Carnation plan has been to introduce selective breeding into dairy herds supplying milk to its condenseries, and using Carnation Holsteins.

The plan includes acceptable method of payment for bulls and cows.

Although milk of certain other dairy cattle is richer, the milk of the Holstein, Carnation chemists found, best served in the development of Carnation milk, and especially in the process of "homogenization," so essential to food for infants.

The Carnation Milk Products Co. has chosen Holsteins—to express it as the company does—because they produce more milk and more butter in one day, or one week, or one month or one year than any other breed of cattle, and the milk is exactly the kind of milk in measure of richness the company desires in its process of manufacture.

That the Holstein is not only the breed for Carnation but for other milk producers is shown by the fact, the company claims, that the Carnation Holstein sires are leaders in every state in the Union, and exclusively in other places far removed from the United States.

They have been crossed with the sacred cattle of India, and, by the way, the hump of the sacred cattle disappears in the first generation—and with Galloway cattle in Alaska. They are used in South America, Mexico, Japan and Europe, even in Spain, where home breeds of bulls are almost sacred.

INSPECTS FRESH MILK FROM SOURCE TO PATRON

THE Carnation organization watches closely its supply of milk from sources other than its own herds.

It employs field men, inspectors and dairy husbandmen who watch each can of

each day's supply delivered to condenseries. If a can of milk is not acceptable, it not only is not used, but a red label is attached. The can of milk is returned to the dairy supplying it. An inspector follows the can of rejected product, and he finds out what was the cause of the rejected milk, and sees the cause removed.

The inspectors and dairy husbandmen help select bulls and dairy cows for the supplying dairy farms, and look after sanitation of dairy barns, and the feeding of cows supplying milk.

Dairies supplying milk to Carnation condenseries are inspected and otherwise looked after, just as though they were really the property of the Carnation Milk Products Co.

The company also maintains a domestic science department which makes contacts with schools, colleges, women's clubs and cooking clubs.

"MILK FROM CONTENTED COWS" A WOMAN'S IDEA

"MILK from contented cows" has been quite a splash in Carnation publicity and sales talk.

It would seem that cows well cared for ought to be contented, especially when they feel they are performing their obligations to humanity almost perfectly.

But that's not the reason they are referred to as "contented cows."

President E. A. Stuart was dictating a letter. In this letter he was setting forth the ideal conditions under which Carnation cows lived and served a large part of the world.

The stenographer, entranced by the beauty of the president's description of conditions surrounding the cows, exclaimed:

"Why, they're contented cows!"

President Stuart paused, looked at the young woman, and said:

"Contented cows! You have supplied a slogan I have been searching for in my mind for many years.

"Sure, they're contented, and we'll tell the world of the fact."

That's how "contented cows" got into Carnation literature.

IS \$30,000,000 ENTERPRISE; AIDS FARM INCOME

THE Carnation Milk Products Co., like many other big enterprises, does not make public many of its figures showing the magnitude of its business.

In the light of recent news on financial pages, however, it is reasonable to assume that the company is about a \$30,000,000 enterprise.

As to the magnitude of its annual business, that is a secret which only the company executives and Federal and state officials may know.

About 4,000 men and women are on the company's pay rolls, and they, like the company's cows, seem to be contented.

(Continued on page 40)



HONOR UNIVERSITY OF WISCONSIN

(Continued from page 19)

ments are merely typical of many, many more which might be cited. Besides teachers and research workers, there are alumni who have served the cause of education in other ways. In this state, for instance, there is Theodore Kronshage, Jr., '91, of Milwaukee who served as president of the university board of regents and ably guided the institution successfully through a period of grave crisis. A number of other alumni, including Zona Gale Brees, Michael B. Olbrich, '02, Ben F. Paast, '09, and Elizabeth A. Waters, '85, have rendered valuable service as regents. Miss Waters, one of the most beloved teachers in the state, has won the badge of distinction and honor in the field of secondary education in Fond du Lac both as teacher and administrator.

MANY REAL LEADERS IN THE INDUSTRIAL WORLD

BUT TO leave this part of the story more untold than told, as we must, we turn to other fields of human enterprise. As was pointed out in the September issue of "On, Wisconsin", the state of Wisconsin ranks tenth among the states in manufacture, even though the population of the entire state is over half a million less than the population of Chicago. Behind this remarkable achievement is a fascinating story of industrial progress and intelligent leadership. In this realistic narrative many alumni of Wisconsin have played and are playing leading roles. Again, it is necessary to illustrate rather than to catalogue.

In the city which is the home of the state university are two highly successful manufacturing institutions, the Burgess Battery Co. and the Gisholt Machine Co. It was the inventive genius and shrewd business judgment of Charles Frederick Burgess, '95, a graduate and former teacher at the University of Wisconsin, that resulted in the establishment of the concern which has developed from a small experimental laboratory to one of the foremost battery companies in the world. The destinies of the Gisholt company, whose market is international in scope, have long been benefited by the active leadership of Carl A. Johnson, '91, who has served the company in several capacities, including president and director.

In Milwaukee, Kenosha, Manitowish, Wausau, Superior, and throughout the entire state are former university students acting as leaders in industry and commerce. We refer to men like Frederick H. Clausen, '97, president of the Van Brunt manufacturing company; L. R. Smith, '06, president of the A. O. Smith Corporation; Irving Seaman, '03, Secretary-Treasurer of the Seaman Body Corporation; and Magnus Swenson, '80, of Madison, participant in major financial and industrial enterprises too numerous to relate.

Outside the boundaries of Wisconsin are other alumni who are leaders in business and industry. As examples we may take Edward S. Jordan, '03, president of the Jordan Motor Car Co.; Stanley C. Allyn, '13, comptroller of the National

Cash Register Co.; Edwin F. Grohl, '08, vice-president and general manager of the North American Co.; Gerhard M. Dahl, '96, president of the Brooklyn-Manhattan Transit Co.; Asa G. Briggs, '87, prominent as president of the St. Paul Association of Public and Business Affairs, and William S. Kies, '00, New York investment banker.

"LINDY" AND TWO OTHERS ARE AVIATION STARS

DURING the years following the Great War the world has witnessed a complete revolution, a phenomenal improvement, in the field of aviation. Just recently the world flight of the Graf Zeppelin and the astonishing feats of the endurance flyers and the Schneider cup pilots have crowded the front pages of our newspapers and have tended to obscure somewhat the daring accomplishments of the early pioneers of post-war developments in aviation. When the history of that period is finally written, however, at least three former students of the university will rank with the bravest and best, for these men took leading parts in three of the earliest and most hazardous of the historic air voyages.

To give them their full names and titles, they are: Major Frank M. Kennedy, '08, Col. Charles Augustus Lindbergh, '24, and Liert Carl Ben Eielson. It is scarcely necessary to add anything to a mere mention of Lindbergh's name, but the other two men—although the achievements of Eielson are thought by some experts to surpass those of Lindbergh—have not been so widely heralded. Ben Eielson, '19, (as he was known to fellow students at Madison in 1916-17) was pilot for Sir Hubert Wilkins on the polar flight from Point Barrow, Alaska, in 1927, which Captain Roald Amundsen has called "the greatest single flight in the history of aviation." That Eielson is far from being "a flash in the pan" is evident from his record. He has flown 60,000 miles to aid the development of the Alaskan Air Mail and has several other arctic and antarctic flights to his credit. Recent press dispatches announced that Eielson has been chosen vice-president and general manager of Alaska Airways, Incorporated, a \$100,000,000 concern.

Major Kennedy's experience, though it was not nearly as spectacular as the flights of Eielson and Lindbergh, took place at a much earlier date. Kennedy, a university graduate in civil engineering in the class of 1908, was chosen by the United States army air service in 1922 to direct the construction of the super-dirigible ZR-3 (later renamed Los Angeles) at Friedrichshafen, Germany. After completion of the craft, Kennedy flew with it across the Atlantic as army observer. The flight established a record which was not broken for several years.

COL. VILAS, R. M. LA FOLLETTE AND FIERY WALSH

IN BOTH state and national government, alumni of Wisconsin have been very active and successful. One of the first alumni to gain prominence in national affairs

was William Freeman Vilas, class of 1838. Col. Vilas, as he was usually called following his conspicuous service during the Civil war, entered law practice in Madison in partnership with Charles T. Wakely, member of the first university graduating class. In 1885 Col. Vilas was appointed Postmaster General in President Cleveland's cabinet, and was made Secretary of the Interior in 1888. Later he served as United States Senator from Wisconsin and gained national reputation as an orator. His interest in the university continued throughout his life; he served the Alumni Association as secretary, treasurer, and president, and taught for years on the faculty of the law school.

There have been many worthy successors to Col. Vilas in the affairs of our national government. It is extremely interesting to discover that the two men who did most to "lift the lid" from the notorious Teapot Dome affair were both graduates of Wisconsin. You have already guessed the name of one of them, Robert M. LaFollette, Sr., '79, whose political exploits and philosophy have made a lasting place for themselves in American history. It is not so generally known that the fearless and fiery Senator Thomas J. Walsh, '84, of Montana, pitched for the law class baseball nine in 1884. It is significant that during the past month, Senator Walsh paid public tribute to his Alma Mater on the floor of the United States senate in these words, "The fact about the matter is that the University of Wisconsin has been the leader in the movement which has advanced agriculture to the position it occupies throughout the west. Moreover, the University of Wisconsin has been the leader in the movement to apply science to the business of agriculture; . . ."

Another alumnus who has attained importance in national affairs is Joseph E. Davies, '98, a former Madison attorney. In the presidential campaign of 1912 he was secretary of the National Democratic committee and was later appointed by President Wilson to serve as the first chairman of the Federal Trade commission, after having directed the drafting of the enabling act for that organization.

MAKE NAMES IN FEDERAL AND STATES SERVICE

A ROLL call of alumni who are or have been prominent in federal affairs would include also Congressman John Esch, '82, former chairman of the Interstate Commerce commission, and author of half a dozen important legislative measures; Balchasar H. Meyer, '94, also a chairman of the Interstate Commerce commission; Senator Robert M. LaFollette, Jr., '19; Stuart J. Fuller, '03, former Consul General to the Orient; DeWitt Clinton Poole, '06, successor to Fuller as United States consul to Japan, and Edward P. Farley, '09, former head of the United States Shipping Board.

Within this state, alumni of Wisconsin have raised their voices, directed their pens, and expended time and energy in the interests of government, state, county,

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and municipal. Not only as the elected representatives of the people, but also as members of boards and commissions, party organizers, and consulting experts, have they rendered service. Scores of former students have been elected members in each of the houses of the state legislature. In a number of cases young men, while yet students in the university law school, have represented their districts in the state assembly.

A few of the alumni who have become well known in this state through their political activities are former governor Francis E. McGovern, '90, now a practicing attorney in Milwaukee; Henry A. Huber, '96, present Lieutenant Governor; Herman Ekern, '94, who has served as Attorney General; Daniel Hoan, '05, who has been for years Mayor of Milwaukee; Mrs. C. J. Otjen, '14, president of the Wisconsin State League of Women Voters; and the several members of the LaFollette family.

A number of other alumni, like Ragnarvald A. Nestos, '02, Governor of North Dakota, have been politically prominent in other states.

TRIO OF PROMINENT FIGURES IN FOREIGN LANDS

OF former students whose interests, political, financial, or social, have taken them to foreign lands, we may here say only a little. And yet the varied, colorful, significant achievements of Wisconsin alumni abroad would be in itself a fascinating narrative of human enterprise. Included in that story would be an account of the experiences of John Earl Baker, '06, who for ten years served as technical adviser to the Chinese Ministry of Communication and directed the operations of 40,000 miles of Chinese railroads. Next to the United States Minister to China, Baker was perhaps the most influential American in the vast empire.

We should tell also of the travels and adventures of Albert A. Johnson, '07, in Soviet Russia since the war. It is doubtful that any other American has the wealth of actual knowledge concerning the new Russia that Johnson has accumulated through 30,000 miles of travel during several extended visits to that country. Best known of all, perhaps, is Conrad Hoffmann, '06, whose relief work in the prison camps of Germany during the war and subsequent work with the World Student Christian Federation have brought recognition and decorations from many European nations. Since the war, Hoffmann has succeeded in introducing into the schools and universities of Central Europe the idea of self-help for students. This essentially American and democratic idea of education, though directly opposed to old tradition, spreads rapidly and has now become an actuality.

SHINING LIGHTS IN THE LAW AND IN POLITICS

UNDOUBTEDLY, the law school of the university has supplied far more than its quota of distinguished graduates. Especially is this true of the older generations of Wisconsin alumni, for the law school is the oldest of the professional

schools, and in the early years of the university, students not interested in an academic career usually enrolled in law. Many university alumni who have already been mentioned as prominent in one activity or another have been graduates of the law school and in some cases practicing attorneys.

A number of law school graduates have gone to the state Supreme Court Bench, among them: Robert G. Siebeck, '78; Aad John Vinje, '84; Charles H. Crownhart, '89; Christian Doerfler, '85; E. Ray Stevens, '93; Henry F. Mason, '81, Supreme Court Justice in Kansas, is one of those who rose to the top of the profession in other states.

Judge Stevens is also a curator of the State Historical society; for six years he was its president. He is widely quoted for decisions in circuit court, reviewing actions of state officers and commissions of Wisconsin. Christian Doerfler is well known as a delegate to Republican National conventions, as Commissioner of Public Schools of Milwaukee, as former president of the Wisconsin Bar association.

Arthur Loomis Sanborn, '80, was appointed United States district judge. John Bell Sanborn, '96, was for six years a member of the Commission on Uniform State Laws. Samuel Cady, '95, Solicitor General of the Northwestern Railway, was born in Sauk County and practiced in Baraboo. Another former Baraboo attorney and farmer, Evan Alfred Evans, '97, born at Spring Green, was appointed by President Wilson, Judge of the United States Circuit Court of Appeals at Chicago. Judge Evans is president of the Wisconsin Alumni association.

Gilbert E. Roe, '90, New York, and Michael Olbrich, '02, Madison, are prominent alumni. Roe serves as counsel to United States senate committees. He is author of "Our Judicial Oligarchy" and other legal works. Michael Olbrich, delegate to national Republican conventions, treasurer of the Republican State Central committee, member of the Commission on Uniform State Laws, serves the state and the university also as a Regent.

George I. Haight, '99, William Haight, '03, and Israel Shrimski, '88, Chicago, and George Buckstaff, '86, Oshkosh, besides gaining eminence in their profession, rendered conspicuous service to the university. George Haight is at present making effective efforts on behalf of the Wisconsin Alumni Research Foundation.

Alvin C. Reis, '13, representative of a younger generation of lawyers, major in the air service and participant in the main American offensives during the World War, is winning recognition as floor leader in the state assembly.

MANY HAVE CLIMBED HIGH IN ENGINEERS' WORLD

THE engineers, traditional enemies of the lawyers since the days of St. Patrick, have also built up a reputation for skill and efficiency. Consequently, it is usually no trouble for the man who makes a good record in the engineering school at

the university to land a position with a reputable concern.

A few of the men who have helped to establish the reputation of this school are: Walter Alexander, '97, president of the Union Refrigerator Transit Co.; William Ensign Bates, '06, chief engineer of the Oliver Iron Mining Co.; Clifford Betts, '13, of the Moffatt Tunnel commission; Carroll O. Bickelhaupt, vice-president of the Southern Bell Telephone and Telegraph and of the Cumberland Telephone and Telegraph Companies.

Important hydro-electric projects like those of the Great Lakes Power Co., Station at Sault Ste. Marie; of the Central Power Co., at Kearney, Neb., of the Lake Superior District Power Co., on the Flambeau river, have been designed and constructed by a Chicago engineer, Leroy F. Harza, who graduated from Wisconsin in 1906. William Sylvester Harley, '07, is treasurer of the Harley-Davidson Motor Co., which manufactures the best known make of motorcycles in the country.

And there are many others, such as, Rudolph F. Schuchardt, '97, chief electrical engineer for the Commonwealth Edison Co., author of "Panama and the Isthmian Canal," and a play or two; John E. Webster, '94, chief of works for the Westinghouse Electric Co., of Pittsburgh, and Raymond C. Wieboldt, '09, constructor of Chicago skyscrapers.

DR. ALBERT J. OCHSNER STANDS OUT IN MEDICINE

THE memory of one of the most distinguished alumni of the university, Dr. Albert J. Ochsner, was honored by the American College of Surgeons by the establishment of the Ochsner memorial foundation for clinical research. At the time of his death the United Press spoke of him as "a surgeon of international reputation and a pioneer in the treatment of cancer by radium."

Dr. Ochsner was born on a farm near Baraboo. He was a classmate at the university of Robert M. LaFollette and Judge R. G. Siebeck. Dr. William J. Mayo, of Rochester, Minn., companion of Dr. Ochsner on many trips to foreign clinics, spoke of him at the memorial service as "one of the last of the great general surgeons" and said that he, along with Christian Fenger, Nicholas Senn and John B. Murphy, had made of Chicago an internationally famous medical center.

Others of the medical profession who reflect credit on Wisconsin are Henry P. Helmholz, '02, head of Pediatrics at the Mayo Clinic and editor-in-chief of the American Journal of Diseases of Children; Arthur H. Curtis, '02, Gynecologist at St. Luke's in Chicago. Dr. Warren E. Stracman-Thomas, '24, adds drama by his sojourn in the Belgian Congo, where he was sent by the Guggenheim Foundation to study sleeping sickness.

Alice Evans, '10, formerly bacteriologist in the U. S. Public Health Service, Washington, was elected the first woman president of the American Society of Bacteriologists. Through her Malta fever discovery and experimental work in infantile paralysis and sleeping sickness, she has made herself an important contributor to



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medical science at the sacrifice of her own health.

MANY KNOWN IN AGRICULTURE AND AS WRITERS

GRADUATES of the College of Agriculture have become successful farmers, agricultural economists, scientific experimenters, governmental experts, and so on. Henry C. Taylor, '02, was, indeed, the pioneer of agricultural economics and served for a time as Chief of the Bureau of Agricultural Economics at Washington. D. C. C. P. Norgord, '06, served as first Commissioner of Agriculture in the state of Wisconsin. F. B. Morrison, '11, directs experimental stations at New York, Geneva, and Cornell University which have attracted world-wide attention.

Among the writers whom Wisconsin numbers among her alumni is Zona Gale Breese, '91, whose play, "Miss Lulu Bett" won the Pulitzer Prize in 1920. Howard Mumford Jones, '14, author of several plays and books, is an authority on the history of the literature and culture of America. Thomas Herbert Dickinson, Ph. D., '06, editor, lecturer, contributor to magazines, author of several books on various phases of the war, is best known as a protagonist of the modern drama.

All readers of the Saturday Evening Post and of humorous stories are familiar with the name of Horatio Winslow, '04; all boys are familiar with the name of Leslie Quirk, '04, and everyone who reads a newspaper knows the verses and stories of Berton Braley, '05.

The gypsies in America are the material of Irving Brown's literary efforts. Brown, like Winslow and Quirk, is strictly a Madison product. Indeed, all but a very few of the alumni who have become successful writers were born in Wisconsin.

EDITORS, ACTORS, BISHOPS AND FOOTBALL COACHES

WE HAVE mentioned a minor portion of the human activities in which Wisconsin alumni have earned the approving "well done!" of their fellows. We have named only a minute percentage of alumni who have risen far above mediocrity in their chosen fields of work.

We haven't talked of the journalists and publishers represented by men of the calibre of Alexander C. Botkin, '59, who was managing editor of one of the Chicago newspapers, and later became editor of the Milwaukee Sentinel. And there are the people of the theater whose names have appeared on Broadway, for example: Ralph Macbane (Ralph K. Scheinplug, '23), who has opened his own repertory theater in Hartford, Conn.; Frederick March (Bickle), '20, formerly with Paramount; Helen Ann Hughes, '28, once Prom queen and member of Wisconsin Players.

Wisconsin men have become famous both as bishops and as football coaches. "Everybody's Bishop," the title of a book written about Samuel Fallows, '59, by his daughter, is an apt description of a man whose life has enriched the traditions both of the university he loved and the profession he faithfully served. Bishop James

W. Bashford of the Methodist Episcopal church was also a Wisconsin graduate, active in the affairs of the Alumni Association.

As for football coaches, everyone knows of Robert C. Zuppke, '05, at the University of Illinois, and Dr. John W. Willce, '10, formerly at Ohio State.

THE GREAT JOHN MUIR WORKED HIS WAY THROUGH

QUITE in a class by himself is John Muir, naturalist and author, whose writings and whose deep love of nature have bestowed everlasting greatness upon his name.

He was born in Scotland in 1838, came with his family to the Fox River valley in 1849, and when 22, came to the university, working his way by teaching and hiring out as a farm hand. After finishing his course he began wanderings on foot through the United States and elsewhere. In 1868 he first entered the Yosemite valley which for many years after formed the base of his continued expeditions. In 1876 he joined the U. S. Coast and Geodetic Survey, and in 1879 discovered the Alaskan glacier that now bears his name. In 1881 he took part in the expedition in search of the DeLong part in the Arctic region. It was largely due to his efforts that the Yosemite region was set aside as a National park in 1890.

He published among other works: "The Mountains of California," "Stick-ten, the Story of a Dog," "The Yosemite," and "The Story of My Boyhood and Youth."

GLORIOUS RECORD IN BATTLES OF THREE WARS

AND, finally, nothing better exemplifies the quality of citizenship and the social idealism of the Wisconsin alumni body than its war service record. For the past four years the bureau of graduate records has been gathering in records of the service of alumni in the Civil, Spanish-American, and World wars. So far, over 8,500 records of military service have been collected, and the total probability of service in these wars is easily 10,000 or over.

This means that of the 20,000 Wisconsin men of military age at the time of war, one out of two was in the armed forces.

There were probably an equal or greater number of Wisconsin men and women who served the government in a civilian capacity during the World war alone. Graduates of Wisconsin's college of agriculture were urged to sacrifice any personal desires to join the army or navy, and to undertake the equally vital, though less spectacular, food service for which their university training had uniquely fitted them. Engineering people faced a like situation, as did chemists, physicists and other specialists. Nowhere more than in the civilian service rendered by its alumni during the World war has the university fulfilled its functions of training for economic leadership and specialization.

And nowhere more than in the military service of its alumni has the university fulfilled its function of training for re-

sponsible citizenship and the quality of leadership that responsible citizenship implies.

Selection of outstanding individual war records would be an endless task and contrary to the spirit in which the service was rendered. Perhaps a few facts from the composite records of the two major wars will suffice to illustrate the military achievements of Wisconsin alumni. A university but eight years old at the beginning of the Civil war contributed 249 fighting men from the ranks of its alumni. Thirty of these were killed in action, or died of disease and wounds before the close of the war.

Very nearly half of the 1,900 Wisconsin men who served in the World war were commissioned officers. In this group were numbered two brigadier generals, twelve colonels, seventeen lieutenant colonels, and ninety-six majors. Of the 219 who were killed in action, or died while still in the service from wounds, accidents, or disease, two-thirds were officers.

Data on decorations is less easily obtained than other details of service, and is necessarily fragmentary. But actual records now in the university's possession show that Wisconsin alumni in the World war received nine Distinguished Service medals, twenty-five Distinguished Service crosses, three Navy crosses, and 153 decorations from foreign governments, besides many citations that did not result in decorations.

AND SO it unfolds, this story of the performance of Wisconsin alumni—a story too long and constantly growing to ever be quite complete in the telling.

But, again, it may be said with truth and emphasis that in the lives and achievements of her former students does the University of Wisconsin find the real and lasting justification for her maintenance on a generous scale by the great Badger state that created her.

On, Wisconsin!

*This figure excludes Student Army Training Corps.

DAILY LEAGUE JOINS CHAMBER

Among recent organizations to join the membership rolls of the Wisconsin State Chamber of Commerce is the Wisconsin Daily Newspaper league, which includes all the daily newspapers of the Badger State.

The league unanimously voted at its recent annual meeting, held at Elcho, to become a member of the Chamber.

In filing application for membership, Secretary H. L. Davis of the league wrote: "Incidentally, members of our organization expressed high approval of the work proposed and being done by your chamber."

In the central states of Illinois, Wisconsin, Iowa, Minnesota, Indiana, Michigan, and Ohio illiterates average only 3 per cent of the population, mostly foreign born.



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they are to repeat the history of the older eastern cities and rural areas, as they surely will.

With this prospective population increase, Wisconsin can surely look forward to a new and more profitable dairy opportunity in the production of fluid milk to supply these coming population centers.

TUBERCULOSIS ERADICATION A BIG STATE ASSET

WISCONSIN already has made notable progress toward higher standards of quality in its milk production, through the early and remarkable progress of tuberculosis eradication. Forty-three counties of the state have already been entirely tested and accredited, and work is under way in practically all of the remaining counties, which within a very few years will complete the work in the entire state. The Chicago quarantine in 1926 shutting out from that city all milk from untested herds, found Wisconsin prepared with clean, tuberculin tested herds and areas sufficient to supply milk from tested herds, which Illinois was not ready to do.

This was an encouraging lesson in preparedness and an unexpected opportunity to develop fluid milk production and sales in Wisconsin. In the interim, while the demand for fluid milk is developing in the state, the tuberculosis eradication program will have provided it with a wonderful market for tuberculin tested dairy cattle. During the past year, approximately 83,000 animals of this class were shipped to other states and nations. The high class, tuberculin tested, dairy animals in the state, has made Wisconsin the chief source of cattle for replacement in the herds of all other states, particularly in the highly infested regions of the east. In this way, the eradication of tuberculosis from Wisconsin has already returned millions of dollars to the farmers and breeders of the state.

I am happy to have had a part in the planning and initiation of that great project, while laying the beginnings of the Wisconsin Department of Agriculture.

INDUSTRY MOVING WEST, AND WISCONSIN GAINS

ANOTHER opportunity for Wisconsin impressed upon me by my experience with eastern conditions, is that due to future population increases. Wisconsin has hardly reached the three million mark. This is but a pioneer condition, as compared with New York, Pennsylvania and the New England states. New York state has a slightly smaller area than Wisconsin, but its population is now nearly twelve million. The population of New York city and the Metropolitan district is approximately ten million.

Back even as early as 1790, New York state contained over three million people. This vast population furnishes a great home market for the state and nation.

As the population of Wisconsin grows, the market opportunities and advantages to all classes of people will increase.

The movement of manufacturing is rapidly taking place from the congested cen-

ters of the east, with their high cost of living and many labor troubles, to the smaller cities of the mid-west and south, to closer proximity to the production areas and lower priced food supplies in the rural and semi-rural districts and their source of necessary raw materials for manufacturing.

Wisconsin has for some years felt and benefited by this movement. Already there are approximately 7,500 industrial plants in the state, employing over 247,000 persons. Wisconsin is, therefore, already one of the great industrial as well as agricultural states.

This development of Wisconsin is further assured by the location of the state on the borders of our Great Lakes. This wonderful inland sea, and the movement to open it to ocean traffic, offers a great all water route road to world commerce into the center of the nation, particularly to the mid-west, the bread basket of the nation. Wisconsin and all the lake shore states, as a consequence of this development, will take on the conditions and advantages of the seaboard areas and seaports. With the completion of this great project, it is entirely probable that Wisconsin and the entire lake territory will, to a considerable extent, repeat the development in manufacture and commerce of the east coast. Cheaper transportation over this water-way will be a potent factor in this development.

With this industrial development will come increased population, influx of money, and greater purchasing and consuming power. This will mean a greater home market for agricultural products. Thus are agriculture and industry intimately dependent upon each other.

IN GOVERNMENT BADGER STATE AN ADVANCE GUARD

TO SPEAK of the solidarity of Wisconsin's government, is seemingly to contradict the reputation held by the state for many years as an "Experiment Station on Governmental Reforms," or the more recent reputation which the state bears, particularly in the conservative east, of a mild form of radicalism.

It is true that in the absence of two parties nearly balanced in power, there has grown up a family discord within the dominant party, with fratricidal wars frequently more vicious than could ever occur between two great dignified national state parties.

On the other hand, with the absence of great stable parties, upon whose organization complete reliance can be placed for protection, there has not been an opportunity for graft. The groups have been too small for "safe protection," and too much danger of re-alignments, with the possibility of damaging revelations.

As a consequence of this situation, there has been a serious feeling of responsibility by the faction in power, a desire to serve efficiently, and guard against criticism.

The absence of great urban populations, the general rural predominating influence, and the closeness of the people as a whole

to their government, assures a healthy situation.

The liberal use of expert opinion by the legislature and governor, from the university, agriculture and industry, has had a most favorable influence on constructive state policy and action.

In the list of the states of the nation, Wisconsin ranks high among those that have led the way to new, sound, useful, constructive legislation and government.

AS TOURISTS' PLAYGROUND, EFFECT IS WIDE

WISCONSIN, with its ten thousand sparkling lakes, majestic rivers and running brooks, located within a night's ride of great population centers, is a tourists' and fishermen's paradise. Such playgrounds in the midst of the people, in close proximity to their homes and places of occupation, are of exceptional value to the people of the state, as well as to those who come from outside regions.

There are still a few areas in northern Wisconsin of virgin forests, where the dense shade of mammoth pines produces a clean mat of needles covering the ground, without under-brush to obstruct the view or impede the passage. Such areas are of immense interest and enjoyment to visitors. They give the people an illustration and sample of the great, continuous forests that originally covered the state.

Such few small areas of virgin forest as still remain, should be secured and held intact as public parks, before commercial operations remove them entirely.

TURN THE ADAPTED REGIONS BACK TO FORESTS

THERE are large areas of land surrounding and between the lakes, that could be greatly enhanced in beauty and made to produce a valuable crop, by tree planting and reforestation. The setting of the lakes and rivers in a forest thus produced, would be far more effective and beautiful than the present borders of stump lands and thin second-growth timber, now surrounding many lakes.

There are also sandy regions in Wisconsin, as in adjoining states, that should never be cultivated as farms. If an attempt is made to settle this land, it will result in areas of unsightly buildings, fences and inferior crops. Much of this land now belongs to the counties. Other areas can be purchased at nominal prices. The state, counties, and public-spirited lovers of Wisconsin, should take this opportunity of low priced land, to secure these areas and to reforest them for permanent state forests.

How much more beautiful will the state be, if the entire area consists of thrifty farms on the fertile lands, and of great forests covering the infertile areas, but still capable of producing great pine trees.

Wisconsin is to be highly commended for its system of state parks, for the many county, town, city and local parks established by public-spirited individuals and organizations. The Rural Planning com-

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were \$17,394,611.00, and the increase of business for the first half of 1929 was, therefore, 60 per cent.

Six months' net was \$2,179,087.00, against \$1,480,007.00 for the first half of 1928.

According to the statement of the company for the first half of 1929, the upward trend in volume of business and earnings will continue during the present year.

A factor in this last accomplishment will be the new plant for making light tractors for national distribution by the United Tractor and Equipment Corporation, of which Allis-Chalmers Manufacturing Co. is a member, and which plant is now in full production.

Referring back to the statement of the company's gross business for the first half of 1929—sales during the six months totalling \$28,022,998.00—translated into a more readily understandable statement for the average reader, this means that in four plants—the mammoth West Allis works, the Bullock works at Cincinnati, the Pittsburgh Transformer works, at Pittsburgh and the Monarch Tractor Plant at Springfield, Ill.—nearly 10,000 workers in six months were given tasks by the entire world of furnishing for it as soon as possible \$28,022,998.00 worth of power, electrical and industrial machinery, in order that it will be enabled to carry on more swiftly and effectively present rapid strides of industrial development.

ENTIRE WORLD IS ITS FIELD; COMPLETE SERVICE

THESE bookings include orders for electrical equipment, hydraulic turbines, steam turbines, condensers, steam, oil, gas, pumping and blowing engines, centrifugal pumps, mining, metallurgical, crushing, cement-making, power transmitting, timber-preserving, flour and sawmill machinery, textile drives, air compressors, steam and electric hoists, underground power shovels, farm and industrial tractors, and innumerable other units.

Some of these orders include entire plants, not only the making of the special machinery, but to be set up and ready in every detail for the first thrill of power for operation.

Where do these orders come from?

Spread a map of the world before you and follow the lines of mail, telegraph, cable and transportation service, and that will spell the answer.

From practically every civilized country, and from some not so well mannered, where man is engaged in industry, they come, and they have been so coming in steady stream years upon years.

IS OF BENEFIT TO MILLIONS YEAR UPON YEAR

THE Allis-Chalmers Manufacturing Co. is so tremendous in its actual operations, and so far-reaching in its effects—it is limited only by what you see on the map spread before you—that its unusual magnitude is apt to preclude thought of romance in its name and accomplishments.

However, fabricated into its existence, into its every day operations, its reaching out for more big things to do, romance is everywhere.

The casual reader will say that the employment of 10,000 workers means that 30,000 live and prosper through Allis-Chalmers pay rolls.

A fair calculation as far as it goes, but add to this 30,000 the hundreds of thousands scattered all over the earth who live and prosper, and who thrived and passed on, through the millions upon millions of dollars worth of machinery the Allis-Chalmers Mfg. Co. has designed and built during the years that have passed, and the industries this machinery has developed and helped to maintain successful existence.

The industrial development of Wisconsin, and especially of Milwaukee since 1847, and resulting social progress, is entwined with that of the Allis-Chalmers Co., and its pioneer organizations, for to the Allis-Chalmers Mfg. Co., more than to any score of other makers of equipment, can be credited promotion of industrial development of the Badger state.

LANGUAGES OF SOME NATIONS ABSORB ITS TERMS

DOWN on the west coast of South America, in Ecuador, Peru, Chili, so important is Allis-Chalmers equipment that names of its units have become part of the language spoken there. It is a major factor in industry in Brazil, Argentina, Columbia and Venezuela.

Over in China not long ago a banquet was given by leading residents of Shanghai at which notable Chinese representatives of industry extolled the greatness of Allis-Chalmers flour mills in grinding to flour the wheat of China's wide expanses.

It was announced at this banquet that a large percentage of wheat raised in China was turned into flour by Allis-Chalmers flour mills.

Over in Spain, King Alfonso has graced with his presence formal installation of a plant equipped with Allis-Chalmers cement machinery.

In Siam, officials in bright robes have told amazed natives of the magic stored in Allis-Chalmers equipment, and they now see daily, again amazed, the wonderful applications of the equipment.

In Japan, priests, with mystic and curious rites, have thanked the Divine Creator for results obtained through Allis-Chalmers machinery.

In Southern Africa, equipment bringing up riches from beneath the rind of the earth bears the name "Allis-Chalmers".

One of the great factors bringing to ultimate proper development of India's resources is Allis-Chalmers machinery.

Allis-Chalmers products have aided materially to make the Philippines self-supporting. Hawaii is peppered with Allis-Chalmers machinery. Australia has benefited through its use.

Allis-Chalmers tractors have invaded

Mussolini's domain. England, France, Norway, Soviet Russia, as well as other European countries, are users of Allis-Chalmers products.

Where golden wheat fields shimmer, where unending forests provide timber supplies, on every continent, Allis-Chalmers machinery shatters wide solitudes.

MANUFACTURE LIMITED ONLY BY TRANSPORTATION

ALL over the United States, Canada, Mexico and South America, and elsewhere, the standards of equipment for countless uses are Allis-Chalmers standards.

Thirty-six branches in the United States, with representation in most foreign countries, help those who are seeking to solve production problems with advice that materializes in equipment.

Let a group of men anywhere in the world decide on industrial venture in the lines built by Allis-Chalmers, and get their capital together for their undertaking. From this stage to that of actual production, down to every requirement, the Allis-Chalmers Mfg. Co. shoulders the burden, furnishing the complete equipment for the plant, including the power apparatus, while the investors are perfecting their developing and operating organizations.

The Allis-Chalmers plants manufacture machinery of any magnitude that can be transported. In fact, transportation is often as great a problem as the designing and making of the machinery.

For instance, down in Chili, not long ago, a corporation ordered two crushers that weighed 1,000,000 pounds each. They had, of course, to be constructed in sections because of transportation. It required twenty-five cars to carry two units to New York, and a specially selected steamer to carry the shipment to Chili. Arriving at Chili, where there are few harbors worthy of the name, the equipment had to be loaded on lighters and dragged ashore in ingenious ways.

From the ocean to their final resting place high up in mountains, these crushers had to be transported on especially arranged narrow-gauge cars, with the floors of the cars kept level by means of jacks to meet grades and curves on the right of way.

Finally installed, the enigma of transportation had presented as many obstacles as designing and manufacture developed.

A FAMOUS ENGINEER INSURES A CITY'S HEALTH

THE question of transportation is necessarily so serious that immense sums have been invested in curiously built cars and other means of carrying.

The largest steam engines in use in the world were made some years ago by the Allis-Chalmers Co. for the New York Subway.

Tradition holds an unique story of these mammoth engines. They were designed by the late Edwin Reynolds, a world famous engineer who figured notably in the



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development of the company, and tradition says that he planned the unique designs of these engines on the back of an envelope as he journeyed to New York for conference with the purchasers.

Speaking of Edwin Reynolds, it was he who came to the rescue of Milwaukee in solving a serious problem when the city began to assume metropolitan proportions.

The rivers of Milwaukee, being sluggish, gave off odors somewhat disconcerting, as well as unhealthy. How to get rid of the odors perplexed city officials, and they finally called in Mr. Reynolds. He suggested that a large volume of water be turned into the rivers from the lake, the increased volume being regulated so that it did not move too swiftly. He designed the pumps and the Allis Company built and installed them, and they did what was expected of them. They still are carrying on, as efficiently as in the beginning.

PLACES EMPHASIS ON SERVICE GIVEN TO PATRONS

ON A par with importance of quality in its manufacture, the Allis-Chalmers Manufacturing Co. places service to patrons.

In normal times, when all four plants shut down at noon on Saturday to remain inactive until Monday morning, someone is on the job in each plant ready to respond to demand for special service.

At 11:45 o'clock on a Saturday a big plant in northern Wisconsin stopped. A key piece of machinery went into smithereens. Until this piece of machinery was replaced, nothing could move. There were visions of a ten day shut-down.

At 12:30 came a telephone call to the West Allis works. Yes, the equipment required was in stock. It was ordered delivered without consideration of expense. An airplane carrying the part was soon on its way, and at five o'clock in the afternoon the break had been repaired, and the plant was ready for operation on Monday morning.

At 10 o'clock on a Saturday morning—it seems most of the break-downs come on Saturdays—a Michigan manufacturer telephoned for a four-ton casing. His plant couldn't move until he got it. In stock? Fine; load it right away, never mind expense, and he would be there Sunday morning to superintend shipment to his plant.

The four-ton casing was loaded on a flat and the flat attached to a passenger train. By dark the casing had passed Chicago on its way to its Michigan destination.

When the manufacturer arrived at the West Allis works Sunday morning he was told what had been done.

He called up his plant. The casing had arrived and was being installed.

When he returned home Monday morning, his plant was humming along as though nothing had happened.

If the phone calls had come at midnight, the same service would have been extended.

ROMANCE IN EARLY HISTORY; MOVES ON A SCOW

THE pioneers from which ultimately came the Allis-Chalmers Manufacturing Company were Decker & Seville, who in 1847 established the plant at West Water and Second streets, Milwaukee, for the manufacture of mill stones for flour mills, as set forth.

This pioneer firm had much to do with making Milwaukee the flour milling center of the west, this honor later going to Minneapolis.

After a few years Decker & Seville added a foundry and machine shop, one of the firm's products being steam engines.

Thus early in its history this pioneer firm was able to supply a complete plant, including the power equipment, thus marking the beginning of one of the Allis-Chalmers Manufacturing Co.'s strongest assets, "complete equipment with undivided responsibility" in many lines of its products.

In 1860 Edward P. Allis and associates purchased the Decker & Seville plant, and the business was continued as Edward P. Allis & Co.

Mr. Allis came from the east in 1846, fresh from graduation exercises at a New York college. He wanted to become a lawyer, but, like many others who fail to get into what they think they would like to follow, he entered the leather business up state for a short time, then went into banking, finally into the industrial field, as set forth.

When he bought the Decker & Seville plant it did a business in flour milling machinery of \$32,000.00 a year, with twenty employees. Soon after he organized Edward P. Allis & Co. the company was doing a business of \$3,000,000.00 a year, with 1,500 employees, and a payroll of \$700,000.00.

Tradition has it that when the pioneer plant was transferred to Allis, in 1866, the entire equipment was transported down the river on scows.

The Reliance works as Mr. Allis developed it was the first plant in the United States to make roller mills for making flour by the roller process. At the present time it would require volumes to present in detail the preparedness for accomplishment, and actual accomplishments, of this great industrial giant.

YOUNG MEN ARE ENCOURAGED; STUDENT COURSES

NOT so long ago it was quite a popular pastime for many who essayed to impress with apparent wisdom to prate about the lack of soul on the part of the big corporations.

But the hundreds of thousands of thriving, happy families, made so by employment by corporations, have long since sent the captious critics elsewhere to find something to complain of.

At the West Allis works of the Allis-Chalmers Mfg. Co. an impressive incident is the great number of older men who are contentedly and efficiently handling jobs. They are as useful—perhaps more so—

as younger men in their work, and this great corporation has the soul to keep them on the job.

By two very effective systems, one for apprentices and one in the form of so-called graduate student course, it equips youths to become employees, their possibility of advancement clear to the top being limited only by ability and application.

At the West Allis works, a spacious club house is maintained for use of employees. All who toil for the company are constantly trained to develop their talents, to their own profit as well as the company's, protect their lives from every danger and enjoy their lives during leisure hours.

Several clubs of employees, including the Foremen's club and the A.C.E.S., (Allis-Chalmers Student Engineers), conduct regular programs of social activities, and there are golf, tennis and bowling clubs. Employee patriotism is pronounced.

HAS A MUTUAL AID SOCIETY OF 6,000 MEMBERS

A MUTUAL aid society that is forty-six years old distributes benefits and cares for its members in times of need.

The Allis-Chalmers Mutual Aid Society, including only Milwaukee employees—there are other societies at other plants—has a membership of nearly 6,000, and each year it distributes in benefits over \$60,000.00.

Advancement comes from the ranks of the Allis-Chalmers Co.'s own employees wherever possible, and every encouragement is given to ambition to get forward.

Among the engineers are names known the world over, and among those identified in the financing are men heard of wherever finances are discussed.

The Allis-Chalmers Mfg. Co. is proud of its vast army of skilled officials and employees and guards their welfare and development as closely as it protects the secrets of its inventions and business.

Officials and employees are equally proud of the fact that they belong to the vast Allis-Chalmers army, that is scouting this old world every minute for things to do, and is doing them.

HIGH SPOTS IN ITS HISTORY; ORGANIZATION PLAN

THE Allis-Chalmers Mfg. Co. has a long history and many notable traditions to live up to. Mention of heavy machinery in the industrial world and the name Allis-Chalmers immediately comes to mind.

Beginning with the Decker & Seville pioneer plant, established in 1847, to become the Edward P. Allis & Co. in 1860, the next step came in 1901, when the Allis-Chalmers Co. was organized. This consolidation included E. P. Allis & Co., leading the world in the manufacture of Corlies engines, also noted for its flour, saw mill and mining machinery; The Fraser & Chalmers Co. of Chicago, makers of mining and metallurgical machinery, pumps and air compressors; The Gates Iron Works of Chicago, manufacturer of rock crushing cement and mining machinery.



WISCONSIN GRAIN SHIPMENTS' GAIN

(Continued from page 28)

their very door, and was advantageously equipped for transportation both by rail and water. With a short haul from any point within the grain producing sections of the state, their products reached a market which was open every business day in the year, and where their wheat, their barley, or their rye, oats, corn or flaxseed—for flaxseed, too, was an important Wisconsin crop then—could be sold for cash at the ruling market price at practically any moment of the day.

Today conditions are changed, and the grain shipped from Wisconsin stations forms a rather small percentage of the receipts. Grain production has moved farther west, and the market supplies come from Iowa, Minnesota and South Dakota mainly.

PIONEER EXCHANGE AND HAS IMPROVED METHODS.

THE evolution of the institution known as the grain exchange, affords an interesting study to any one who cares to trace its development from the early days down to the present time. The grain exchange did not simply happen. Nor was it brought into existence as the result of any pre-conceived plan. Nobody invented it. Its inception, and the progress and development of the exchange system of trading, have been a natural growth, with adjustments, corrections and improvements from time to time as experience pointed the way. A practically complete illustration of the growth of the grain exchange can be gained by a study of the history of the Milwaukee Chamber of Commerce. It is one of the oldest, and comes very near to being in fact the oldest, of the primary grain exchanges in the country, and it has had much to do with improving the methods of trading, and facilitating the transaction of business in various ways, with bringing about reforms by adopting measures which placed the trading on a fairer and more equitable basis with respect to the shipper who consigned his grain to this market.

WHY BUYING AND SELLING FOR FUTURE DELIVERY

WE might take occasion here to consider one feature of the grain trade which is highly important, and yet is commonly misunderstood outside of the trade itself—buying and selling for future delivery. To a great many people, trading in grain futures is nothing more nor less than gambling. But it has a fundamental economic use so solidly based on business principles that it has withstood the assaults of "reformers" for scores of years, and has even been legalized in The Grain Futures Act passed by congress.

By the use of the futures market the owner of the cash grain insures himself against a decline in the price of such grain. If he sells the future whatever profit he may have in his cash grain at the time is protected. Likewise, the manufacturer who contracts for the sale of his product to be delivered at a future time is in a position to protect himself against

the advance in the price of his raw material by buying the futures.

In the days before the Chamber of Commerce was organized, the Milwaukee grain market was a crude affair. The trading is carried on in the lobby of the old Newhall House, or down in the railroad yards. With the traders organized into a concrete body it became possible to do many things which otherwise would be out of the question. They could discipline a dealer if he was guilty of unfair business practices. They could adopt rules and enforce them so as to hold all members to a strictly honorable course of commercial conduct. They did these things, and as the years went on the Chamber has established a department for the inspection of grain, and a department for supervising, or checking, the weighing as the grain is unloaded into or loaded out of an elevator, mill or malt house. The employees in those departments are disinterested men, and their certificates, which are binding between the buyer and the seller, represent the quality and the quantity of the grain as determined without bias or prejudice towards either the buyer or the seller.

TERMINAL GRAIN HANDLING AT MANY STATE POINTS

WISCONSIN'S terminal grain handling facilities are not all centered at Milwaukee, by any means. Elevators are located at Green Bay, Manitowoc and Sheboygan, on Lake Michigan, and at Superior, on Lake Superior, but the elevators at this latter point are all controlled by the Duluth market, and cannot properly be classed as Wisconsin institutions. There is no exchange located at any of these Wisconsin points, the only organized market within the state being the Chamber of Commerce of Milwaukee.

In 1878, the year the Chamber was formed, the total receipts of grain were 5,827,007 bushels, four-fifths of it being wheat.

The amount marketed here annually showed a gradual increase until it reached the peak in 1916, when 86,722,686 bushels were received. From that point, due to a variety of causes which space will not permit us to mention specifically, there was a steady decline until the year 1926, and the arrivals in that year totalled 38,995,446 bushels. In 1927 there were 42,752,846 bushels, and in 1928 a further recovery was experienced, when the receipts were 45,646,740 bushels.

In August this year 13,840,820 bushels were received, as compared with 6,984,160 bushels in August of last year, an increase of about 100 per cent.

For the year up to the first of September there is a gain of some 4,500,000 bushels.

Shipments, also, show an increase over those of last year. Lake vessels have taken, so far this season, 9,677,261 bushels. In 1928, for the corresponding period, the lake shipments were 6,906,090 bushels.

These figures appear to indicate that the turning point was reached in 1926, and

that the business of grain handling has been on the up grade for the past three years.

COMPARISON OF CARGOES SHOWS PROGRESS OF AGE

IN looking back casually over the years, it might appear that there has not been much change in the industry—that a car of wheat in 1929 is no different than a car of wheat in 1841, but more space than is here allowed would be required to point out the gradual modernizing of business methods and the increased value of the grain exchanges to the producer and the consumer.

The real practical progress made, however, may be seen at a glance—by a comparison of the two grain cargoes mentioned at the beginning of this article:

The old-time schooner "Illinois" carried a load of wheat which was equivalent to not over three carloads of the size of freight cars in use today. The wheat would furnish the flour, equal to about 900 barrels, to bake 360,000 loaves of bread, quite a sizable baking.

But the cargo of the "Michigan" required 280 cars to bring the wheat into Milwaukee, about six train-loads.

It would make 94,000 barrels of flour, and 37,600,000 loaves of bread, enough to supply the city of Milwaukee for two or three months.

FOUNDED CARNATION'S HOLSTEINS

(Continued from page 32)

The September issue of *On, Wisconsin*, in presenting figures showing farm income for Wisconsin, quoted Walter H. Ebling, Federal and state statistician for Wisconsin, as showing that 722,600,966 pounds of evaporated, condensed and powdered milk is annually developed from Wisconsin fresh milk.

So you see this method of turning fresh milk into special forms of food is quite an industry, in which Carnation shares quite largely, and that a lot of people, as well as cows, ought to be contented because of it.

Wisconsin

(Continued from page 26)

mittets, organized some years ago and encouraged by the Department of Agriculture, the College of Agriculture and the Conservation commission, no doubt have accomplished much in encouraging the establishment of parks and the beautification of the state. Let these agencies continue their good work by turning the lake areas and barren regions back to the forests that once covered them. Then in truth can we say:

Beautiful Wisconsin, the land of fertile farms, beautiful lakes and majestic forests, the playground of her own people and her visitors.



WHY WORLD COMES TO WISCONSIN

and the Dickson Manufacturing Co. of Scranton, Pa., maker of Corliss engines and other equipment.

In 1904 the Bullock Electric Mfg. Co. of Cincinnati, a leading maker of electrical equipment, was acquired.

In 1913 the name was changed to the Allis-Chalmers Manufacturing Co. Since that date the mining, crushing and cement making equipment business of the Worthington Co., formerly the Power & Mining Co., plant at Cudahy; the flour and cereal business of the Nurdyke & Marmen Co., of Indianapolis; the Pittsburgh Transformer Company of Pittsburgh, and the Monarch Tractor Co., of Springfield, Ill., have been taken over.

To handle its operations the Allis-Chalmers Mfg. Co., has about \$43,000,000.00 of capital, and its net profits in 1928 were \$3,071,946.00.

In the Allis-Chalmers plan of organization for the handling of its tremendous business, the entire organization is so interlocked that all functions work as a unit in obtaining maximum results. The engineering and commercial organization is divided into these departments, with each department having its own manager and engineering specialists:—Electrical, steam, turbine, pumping engine, engine, mining machinery, crushing and cement machinery, hydraulic turbine and centrifugal pumps, milling machinery, tractors.

A standardization department keeps these departments interlocked, thereby keeping each group of engineers in touch with developments of design of inter-department apparatus, to minimize expense and bring about use by all departments of standardized accessories.

SINCE the re-organization in 1913, into the Allis-Chalmers Manufacturing Co., Gen. Otto H. Falk has served as president of the company.

Gen. Falk has been identified with the industrial progress of Wisconsin all his life, having successfully conducted other industrial enterprises, in some of which he still is interested, before assuming the direction of the Allis-Chalmers Manufacturing Co.

Gen. Falk also has been active in the financial, social and military development of the Badger state, and no important figure in his home city of Milwaukee is better known, or is held in greater respect, by citizens in all walks of life.

Though cast for a stellar role in life's activities, he is as considerate of his fellow man as the humblest of good citizens.

DISCOVERS WISCONSIN COMPLEX

(Continued from Page 28)

we learned that of the 67 members of the club, 35 are millionaires!

The Rotary Club of Eagle River were our hosts for dinner that evening and in the spacious gymnasium of the high school, the dinner was served. Eagle River's Rotary club of 50 members is the biggest club of its kind in the smallest city of its kind in Rotary, for Eagle River has a population of around 1,000 in winter time.

Souvenirs of birch bark thermometers were given each guest, and one thing which I looked at twice, was that these thermometers for Eagle River were so constituted to register 70 degrees below zero as well as 100 above.

Back to our special train after the dinner, and our locomotive this time headed for Chicago, 400 miles away.

ON WISCONSIN! ON WISCONSIN!
NOW HE SEES WHY

BACK after the four days of intensive travel, into which time had been poured a diversity of sight seeing which would appraise the most fastidious. It was a great trip.

I had had my first experience in Wisconsin and Minnesota and I must admit I was very much impressed with the progressiveness of that country and the development which has taken place in industry, commerce, and in the playground features of Eagle River.

Very few the vacations, I have ever had, but this one crowded in a brief four days, will always linger in my memory as four days of real pleasure, made possible at the hands of generous hosts, and we made new friends of many publishers and business men in the cities we visited. I have written my hosts to tell them how much I truly enjoyed their hospitality to me. And if I can cross my fingers for a moment and close my story with the song which rang in our ears so frequently all around the tour, and which we all got to

singing before it was over, I'll give this toast for Wisconsin:

"On Wisconsin! On Wisconsin!
Plunge—right—through—that—line!
Run the ball clear 'round . . .
A touch down sure this time.
On Wisconsin! On Wisconsin!
Fight on for her fame,
Fight! Fellows! Fight!
And we will win the game."

WISCONSIN LEGISLATURE CO-OPERATES

(Continued from Page 7)

Wisconsin State Chamber of Commerce,
R. S. Kingsley, President.

Madison, Wisconsin
September 4, 1929

Careful, business-like procedure such as the Legislature is planning with the full co-operation of the various chambers of commerce, representative of the various parts of the state, and of the various trade organizations, representative of the cross sections of the various lines of business in Wisconsin, clearing through the Wisconsin State Chamber of Commerce to assure a balanced, unbiased presentation of the facts, should go far toward giving Wisconsin a non-partisan, state-wide program upon which all groups within the state may work to advantage for the advancement of the interests of the great State of Wisconsin.

Schools Aid Conservation

Nearly 1,500 schools in Wisconsin have signified intention to enter the conservation contest sponsored by the Conservation Commission and the State Department of Public Instruction. The purpose of this contest is to interest school children in conservation, particularly in the parts of the state where conservation is of major importance.

STATE GOOD AS CITIZENS MAKE IT

(Continued from Page 3)

financial remuneration, in most instances, is comparatively small, and often is nominal. Many of the most valuable forms of public service are inconspicuous and attended by no great amount of public credit, and those which attain more general notice frequently involve a good deal of controversy and struggle.

To the citizen who has private activities which he is interested in prosecuting and who has no particular desire for public life, the motive for undertaking any form of public service must be very largely one of duty, and the only reward which he can be certain of reaping must be the satisfaction of having done his part and accomplished something of a constructive character.

It is regrettable that many people neglect the obvious duty of the citizen to inform himself on important public questions, participate in their discussion, and help in the selection of public officials, at least to the extent of voting.

Many are never called upon to do more than this. But if we are to have good government there must also be many who will, at need, serve in public capacities requiring part or even all of their time, and calling for their best thought and effort.

Increase of Aeroplanes

There are more aeroplanes in civilian operation in the United States today than there were automobiles in use in 1900, and the number of planes, aside from those in military operations, has increased approximately 200 per cent since America began to become air minded, in 1926.

Menasha Plans Chamber

The mayor and other city officials of Menasha are behind a movement to organize an Association of Commerce in that city. It may be backed by city funds.



WISCONSIN from an AIR CABIN Window

(Continued from page 21)

airport news-stand on my way to Chicago the other day:—yes, I flew, and I paid for the copy,—both—so you didn't catch me with either of those questions. But the copy contained 67 complete schedules covering an index of 144 cities; covering 41 states; winging 80,000 miles a day over more than 30,000 miles of established airway-routes, linking together practically all cities in United States of more than 100,000 people. All of these figures you will notice are larger than last month.

Well, we had better step in, as the rest of the passengers are already seated and there is quite a little party of the Publics, and perhaps we would be crowded out of this trip like so many are on these airlines if they forget, or don't think it necessary, to reserve seats in advance. I know of many who have had to wait for the next scheduled plane and they don't run as often as they do fast, yet.

"BIRD MEN" AND THE "STUNTS" ARE OF THE PAST

NOW that you're inside take a look at these inviting, comfortable upholstered seats, individual chairs in double rows, each next to an air cabin window. Yes, I told you you'd find the crowd already in; let the kids sit next to those other American youngsters, present air travelers, but future air pilots of their own—or yours; you Mrs. Public talk to your lady-friend and I'm going to find out what big contract this big-business man is flying after to "cop off" ahead of his steeper competitor, who still thinks a two-cent stamp will sell his stuff to his customer and doesn't even add the three pennies for air-mail.

You don't see any pilot, eh? No, that's right, unless you look for him up in an especially prepared, comfortable front compartment for the pilots, with the co-pilot beside him, where they calmly and with concentrated skill and attention watch the horizon and the many instruments on the dash and guide the plane over the "skyroads", without a loop or a tail-spin, to our destination. You may walk right up to the front of the air cabin and see it all through the glass door; or the attendant will take you and the kids up. You know the big planes have three men in charge, the pilot, co-pilot and courier. They look more like the engineer on the "Century" or "Broadway Limited", than like the barnstorming, leather-helmeted, much begoggled "bird-man" of a few days ago; and they are except that they are even more neatly uniformed (not in overalls) and never have a spot of grease or oil on either their clothing or complexion, because they don't have to lubricate or bother with the engines from one airport to another.

DUST AND NOISE ALSO BEING DONE AWAY WITH

YOU know I told you before I didn't believe the women had been thoroughly sold aviation. Ask your lady friend beside you, Mrs. Public, what she thinks of the opinion of Marjorie Sheets, who writes about the feminine "back-seat flyer" in the hope that it may help to solve the problem of interesting women in air travel.

She says, among other interesting things in this month's "Aeronautic Review":

"Not only would she be one more fare, but your truly enthusiastic woman passenger will broadcast her enthusiasm and give you any amount of verbal advertising. And don't forget the fact that the more conservative element among the male of the species, seeing so many women going in for higher things, will wonder if they can't go and do likewise with impunity."

Of course, I wouldn't have dared to say that, but since the lady said it herself, I would be pleased to suggest that the same broadcast artist referred to will be just as eager to get on the air and tell about the unpleasant items of the trip, so don't blow propeller dust in her eyes and you'd better also soundproof the air cabins. Both of these improvements are coming into vogue rapidly—viz: Elimination of dust at the airport and minimizing engine and propeller noises in the air cabin.

Now look back at the airport as we leave it, you can see all that the pilot sees; the landing circle indicating the center of the good landing area, the runways, the hangars, and administration buildings; the wind indicators and other signals showing him which way to land and take off so that the wind will be against us as we take off so as to increase our relative air-speeded "lift" and shorten our get-away and also to slow us down quicker when landing.

Now you are really up! And I know you are surprised, if not disappointed, in the lack of thrill or discomfort at the take-off—there was literally "nothing doing", but a gentle rise and a realization that you were finally actually suspended in midair, which as I said before is really thrilling enough, if fully realized.

Now you may comfortably watch the swiftly passing panorama without even the worries you had about wind in your face or hair, or dust in your eyes, when automobiles first took hold of the Public,—and no train cinders.

POSTAL FLOWER SHOW TRIBUTE TO AIR SERVICE

AS WE are heading north and west and starting from Milwaukee County airport, we shall see practically all of the industrial and residential sections of the state's metropolis including the harbor entrance with Miffland airport and the recently completed ramp, for amphibians and seaplanes, at the lake shore. Also the new Sixteenth street viaduct, like a mile-long white serpent, passes under us for inspection; the "down-town" section with the new and old buildings that you never appreciated the size of, or lack of prominence, according to your former "earthly" viewpoint; the previously unknown beauties and unappreciated synteries of the parks, country clubs, estates and lowly lawns and concrete walks, drives and highways. The multicolored harvest fields and autumn-tinged woods are particularly impressive at this season.

As we look at the beautiful gardens and flowerscapes everywhere underneath us, it brings to mind one astounding commercial possibility of aviation not yet realized, but forcibly demonstrated by the Second

Annual Post Office Employees' National Air Mail show, which, through the initiative of Col. Peter E. Piasecki, Milwaukee postmaster, and his aggressively, efficient corps of assistants, brought to Milwaukee one whole floor of the Government building full of flowers grown by Post Office employees from all over the United States: 125 exhibits from 23 outside cities; 37 exhibits from non-airmail Wisconsin cities; 506 exhibits from 160 Milwaukee postal employees. Over 25 beautiful cup trophies were awarded for best entries, longest distance and other features. All flowers arrived in perfectly fresh condition, by airmail. So don't "say it with flowers" tomorrow morning, but when she comes down to breakfast, "say it with the same flowers" that you picked (or at least picked out) for her in Milwaukee, even though she lives in Galveston or Washington.

We may even see a Wisconsin forest fire just at this time, I regret to state, but we are glad to have planes like this with which to discover and control them.

Passing westerly out of Milwaukee, the city's great industrial valley can be visioned and an instantaneous conception of the entire plants of each of its great industries can be taken in as we swiftly pass above. Then, to see at one glance a whole city, like West Allis and the entire "scheme of things" therein including the relations of the great industrial plants to the other civic factors, like Allis-Chalmers, and even the State Fair grounds. Then the agricultural, rural and smaller town-sites, with the guiding air-markers (name of town) on the wide-awake towns and buildings (even if there be no airport there) and the airway intermediate landing-fields and airports, with the adjacent rolling and varied Wisconsin terrain, past our monumental Capitol and the Four Lakes with their opportunities for amphibian airports, across the Wisconsin river unfolding at a glance the engineering plan of the hydroelectric plants which gulp its waters and digest it into universally applicable electric power.

COMING DOWN MADE EASY BY CONCRETE RUNWAYS

AND so we may swiftly go on and on, if we so desire, or find the amphibious spot we set out for, directly. But we must come down sometime, since the old childish "saw" that we used to quote that "what goes up must come down" is still true even though the St. Louis Robin did set the record mighty far up. I'd like to have you land on a concrete runway,—the one at the Twin Cities should be ready, or we could "wing" over to Detroit, as there is on the Ford airport the first of the relatively few American concrete runways so far completed; but many are contemplated and under construction, as well as bituminous or other hard surfaced types. We are to have two at Milwaukee County airport, if the plans of the county supervisors are carried out. Europe uses many.

You noticed how smoothly and bumplessly we glided to earth and even though the landing is unquestionably, and really,

(Continued on page 47)



Its Sturdy Racial Strains Helping State To Progress

WISCONSIN has been as fortunate in the racial strains of its population as it has been in fertility bestowed by nature on its soils.

Of the 3,000,000 who reside within its boundaries, over 70 per cent are native born.

When Wisconsin became a state in 1848, it had a population of 305,000; 200,000 of whom were born in the United States. The foreign born included over 50,000 from the British Isles and Canada, 18,000 Germans and 11,000 Scandinavians; about 1,000 Dutch.

People who came to Wisconsin from its beginning as a state up to 1870 included principally Germans, Norwegians, Irish and English.

From 1870 until 1890 Canadians came in large numbers, the steady flow of Germans and Norwegians continuing all through.

Poland began to furnish an important quota in 1890, and it has continued since.

Sweden sent many new residents from 1890 on, and after 1900 Russia added a substantial quota.

The predominant racial strain all through the history of the state has been German, with the largest number of foreign born at the present time, and since 1915, Polish.

Germany is the country of origin of over one-half the population at the present time.

Resident of Polish extraction number about 160,000, and the Scandinavians number about 50,000.

Other nationalities represent the following percentages: Russians, five; English, three; Irish, two; Swiss, less than one.

French and French Canadian, identified with early history of the territory, have almost faded entirely.

For both manufacturing and agriculture, the racial strains are shown to be ideal.

STATE RECORDS FOR BUILDING

WISCONSIN building permits for August totalled \$8,339,973. The increases in August compared with the same month a year ago were: Green Bay 245 per cent, Beloit 131 per cent, and Eau Claire 156 per cent.

Gains in August compared with July of this year were made in Appleton, Beloit, Eau Claire, Green Bay, Kenosha, Manitowoc, Oshkosh, Sheboygan, Stevens Point, and Waukesha.

The greatest percentage of increase was made in Stevens Point with 2,196 per cent.

Comparative figures for Wisconsin follow:

	Aug. 1929	Aug. 1928
Appleton	86,175	579,775
Beloit	248,095	75,000
Eau Claire	224,300	93,087
Fond du Lac	66,493	62,315
Green Bay	644,782	186,988
Kenosha	812,330	
Madison	397,796	446,375
Manitowoc	97,780	85,335
Milwaukee	3,057,553	5,065,190
Oshkosh	168,856	148,467
Racine	380,629	302,025
Sheboygan	167,233	261,628
S. Milwaukee	70,000	82,900
Stevens Pt.	652,704	
Superior	44,297	43,005
Waukesha	299,455	252,215
Wausau	11,700	46,125
West Allis	269,159	245,045
Whitefish Bay	113,220	251,825

TOTALS 6,339,972 8,227,518
State building for 1929, compared to 1928, a big year, will show a substantial increase, builders say.

To Celebrate Jubilee

St. Naziana, near Sheboygan, will celebrate the diamond jubilee of the village on Oct. 11, 12 and 13. Bishop Rhode, of Green Bay, and Archbishop Messmer, of Milwaukee, are expected to attend.

Fifty Carloads Mattresses

The Simmons Co., of Kenosha, recently shipped as an individual shipment fifty carloads of mattresses and furniture to San Francisco. The shipment was valued at \$200,000.00, and was the largest single shipment in the history of the company.

STATE'S GROWTH IN MANUFACTURE

BACK in 1850 the Badger state ranked nineteenth in manufacturing, with a total value of manufactured products of \$9,293,068.00, and a wonderful story may be told some day of the growth to the \$2,000,000,000.00 product value of 1928.

In 1910 Wisconsin ranked eighth in industry, with a product value of \$590,000,000.00. In 1920 it had fallen back to tenth place, where it has remained since.

In 1880 flour mill and grist mill products led the manufactured products turned out by the state, with a value of \$27,639,430.00.

In 1890 lumber and timber products led, with a total value of \$60,966,444.00, and again in 1900 and 1910, with about the same valuations.

Then, in 1920, butter, cheese and condensed milk came into the lead, with a total valuation of \$221,477,000.00, and dairy products have remained at the top since, and probably will stay at the top for sometime.

Agriculture all the way up from the one crop, wheat, days, has been reflected in the state's manufacturing; not to forget the lumbering industry, which led, as set forth for thirty years, in the state's manufacturing.

MANY MILLIONS SPENT TO SELL

HOW does the world learn about Wisconsin industrial products?

Sales forces, of course, are everywhere,

and satisfied customers add their quota of publicity.

Manufacturing achievements during past years remain in the memory of prospective buyers until the time comes for purchases of equipment.

A recent study shows that only 283 of Wisconsin manufacturing corporations spent \$15,803,897.00 for national and world-wide advertising, and some one has estimated that the present total for such advertising for all plants must be double this amount. Perhaps it is, who knows?

Most of this advertising goes into trade publications and national magazines, with quite a substantial percentage into newspapers in regions where prospective demand for products warrants such expenditure.

Not the least important means of advertising Badger state industrial products is found in the consular agents of the United States all over the world.

But the strongest advertising Wisconsin products receive comes from quality and dependability, at fair price.

FUR FARMING A BIG INDUSTRY

A COMPARATIVELY new industry—fur farming—is rapidly developing in Wisconsin, for some of which land not fit for agriculture can be used.

Records of June 1, 1928, show that the state had 857 fur farms reported to the Conservation commission. This number did not include the fox farms, and judging by the rapid increase of the industry, there must be at least 1,200 fur farms, including fox farms, in the state by this date.

The 857 farms reporting showed the following raising fur bearing animals set forth: Beaver, 19; muskrats, 250; skunks, 85; mink, 238; raccoons, 526; martin, 26; fisher, 20; other, 17.

An unofficial survey of fox farms shows 232 on June 1, 1928.

Fur farming is an industry that can be followed all over the state. In fact, every county in the state now has fur farms.

Fur farming requires as definite special knowledge as other farming, and wages paid are necessarily high compared to other farm vocations.

HONORS DAIRY HERDS

This year, 1706 Badger dairy herds will be honored at the National Dairy exposition. This number is in excess of the number of honor herds last year. The distinction is given to herds of five or more milkers that average more than 300 pounds of butterfat during the twelve months ending June 30, 1929.

SEND MIXERS TO RUSSIA

Six concrete mixers, weighing 30,000 pounds each, have been shipped to the Russian soviet government by the T. L. Smith company, Milwaukee. Each mixer took six weeks to build. Four small mixers have been shipped by the Smith company to Cape Town, South Africa.

MOWERS ALL BUT STALLED

The hay crop in Oneida and other counties in the upper Wisconsin lake region was the largest in years. In a number of fields clover was so thick that mowers could scarcely cut it.



SALARY BUDGETS IN WISCONSIN

THE total salary budget for city officials in the second and third class cities of Wisconsin increased approximately \$25,000 during the past year, retrenchments in a number of the salaries having occurred alongside considerable increases in others, according to a summary report issued by Ford H. MacGregor and Lorna Lewis of the bureau of municipal information, University of Wisconsin Extension division.

The report, based on the latest figures received from city clerks, covers salaries of officials of all the 143 cities of the state and of 348 of the 354 villages, the salaries reported being those in effect following the April, 1929, elections.

Among the salary changes appearing on the record since last year are the following:

KENOSHA—City manager, \$9,500 in 1928 to \$7,200 in 1929; city clerk-treasurer, \$4,500 to \$5,400; city attorney, \$4,500 to \$4,200; city engineer, \$4,400 to \$4,800; director of public works, \$5,000 to \$5,200; health officer, \$4,000 to \$4,200; chief of police, \$3,600 to \$4,000; fire chief, \$3,600 to \$4,000; city assessor, \$3,200 to \$3,500; sealer of weights and measures, \$2,060 to \$2,100.

RACINE—Mayor, \$1,500 to \$3,000; city clerk, \$2,600 to \$2,800; treasurer, \$2,800 to \$3,000; street superintendent, \$2,800 to \$3,600; waterworks superintendent, \$3,500 to \$3,500; assessor, \$2,800 to \$3,000.

SUPERIOR—Mayor, \$5,000 to \$3,000; 10 councilmen at \$600 each instead of 2 commissioners at \$4,500 each; city clerk,

\$2,200 to \$2,700; treasurer, \$2,900 to \$2,700; city attorney, \$3,600 to \$4,000; city engineer, \$3,900 to \$2,700; health officer, \$2,400 to \$3,000; city sealer, salary of \$1,656 vacated.

APPLETON—City engineer, \$3,400 to \$4,000; electric superintendent, \$3,600 salary vacated; waterworks superintendent, \$4,000 reported as new salary; city sealer, \$1,500 to \$1,600.

BELOIT—City attorney, \$4,800 to \$2,100; street superintendent, \$2,100 to \$2,700; health officer, \$3,000 to \$3,300; assessor, \$2,400 to \$3,000; city sealer, \$780 reported as new salary.

EAU CLAIRE—City clerk, \$2,200 to \$2,500; treasurer, \$2,000 to \$2,100; street superintendent, \$1,800 to \$1,900; health officer, \$1,500 salary vacated.

FOND DU LAC—City treasurer, \$2,880 to \$2,400; street superintendent office delegated to councilman; health officer, \$1,200 to \$2,500; electrical superintendent, \$1,800 salary vacated; assessor, \$2,000 to \$2,400.

GREEN BAY—Treasurer-comptroller, \$2,400 to \$3,000; waterworks superintendent, \$3,600 to \$3,900.

JANESVILLE—City manager, \$7,200 to \$8,400; city clerk, \$3,000 to \$3,300; city engineer, \$3,600 to \$3,900; waterworks superintendent, \$3,000 to \$3,300; chief of police, \$2,400 to \$2,700; fire chief, \$2,400 to \$2,700; assessor, \$2,100 to \$2,400.

LA CROSSE—Councilman, \$200 to \$300; city attorney, \$2,500 to \$2,700; city engineer, \$4,000 to \$4,200; chief of police,

\$2,400 to \$2,700; fire chief, \$2,400 to \$2,700; assessor, \$1,350 to \$1,800.

MADISON—City clerk, \$2,800 to \$2,900; health officer, \$5,850 to \$5,000. Manitowoc, no changes. Marinette—Councilmen, \$150 new salary; city engineer, \$1,600 to \$1,680; fire chief \$1,920 to \$2,040.

OSHKOSH—City attorney, \$2,520 to \$3,000; street superintendent, \$2,520 to \$2,120; waterworks superintendent, \$2,100 to \$2,220; assessor, \$1,920 to \$2,300.

SHEBOYGAN—City clerk, \$1,800 to \$2,100; city engineer, \$2,400 to \$3,200; street superintendent, \$2,760 to \$2,880; health officer, \$2,440 to \$3,680; assessor, \$1,350 to \$3,000; city sealer, \$2,440 to \$2,800.

STEVENS POINT—City attorney, \$1,500 to \$1,200; city engineer, new salary of \$2,400 reported; street superintendent, \$1,800 to \$1,920; health officer, \$900 to \$2,400; waterworks superintendent, \$2,700 to \$3,000; chief of police, \$1,800 to \$2,004; fire chief, \$1,200 to \$1,800; assessor, \$1,200 to \$1,500; city sealer, electric and plumbing inspector, \$1,200 to \$1,930.

WAUKESHA—Street superintendent, new salary of \$2,100 reported; waterworks superintendent, new salary of \$2,500; chief of police, \$2,160 to \$2,100; fire chief, \$2,160 to \$2,100.

WAUSAU—Electrical superintendent, new salary of \$2,000 reported.

WEST ALLIS—Electrical superintendent, salary of \$2,700 vacated.

BUSINESS Conditions

at Home and Abroad

A PERMANENT feature of each month's issue of "On, Wisconsin" will be a resume of business conditions all over the world.

This feature is made possible through arrangement with the United States Department of Commerce, which gathers the necessary information through the U. S. Consular representatives and various other equally reliable sources.

The information furnished by the United States Department of Commerce is accurate and carefully prepared for publication. It is designed for the use of business

interests of the United States in seeking markets for their products and fields for expansion.

Manufacturers of Wisconsin, and other business men of the state, will find this department worth while each month. The concise form in which information is presented in this department will enable busy men who are interested to inform themselves accurately with least expenditure of time.

Each month's presentation of world conditions will be right up to the minute of publication.

UNITED STATES:

The dollar volume of trade, as indicated by check payments, covering the week ended Sept. 14 was considerably larger than in either the preceding week or the corresponding period of 1928, according to the weekly statement of the Depart-

ment of Commerce. Steel plant activity showed a further recession but was still well above the level of last year. The output of bituminous coal during the latest reported week was less than during the preceding period, but larger than a year ago. Crude-petroleum production declined slightly from the high level of

the preceding week but was far above last year's output. Cotton receipts into sight were substantially higher than a year ago. Cattle receipts during the latest reported week were slightly lower and receipts of hogs greater than a year ago. Distribution of commodities, as reflected by freight car loadings for the latest reported period,



continued substantially above the corresponding week of 1928.

The general index of wholesale prices was unchanged from the preceding week and was four per cent lower than for the same period of last year. Iron and steel prices and copper prices also showed no change from the preceding week but were higher than at this time last year. Cotton prices were lower than for the preceding week but higher than for the corresponding period of 1928. Bank loans and discounts remained at the same high level of the previous week. Interest rates on time money were unchanged and those on call money higher than during the previous week. Rates on both classes were considerably higher than a year ago. The Federal reserve ratio was greater than that for either the preceding week or the corresponding week of last year. Stock prices receded slightly from the high level of the preceding week and bond prices showed no change from last week's level. Business failures were more numerous than during the previous week but somewhat fewer than a year ago.

ARGENTINA:

The drought which for the time has been delaying sowing and causing anxiety to agriculturists and stock raisers was broken toward the latter part of the week of Sept. 15 by the rains which fell over an extensive area. The rain came too late to prevent damage to a considerable portion of the small acreage already sown to flaxseed, but wheat is in fair condition. Railway earnings and dividends increased, and the construction of new railway and public works is contemplated.

BRAZIL:

General business throughout the week continued dull in Rio de Janeiro and was somewhat more depressed in Sao Paulo. An important bank has failed but it is stated that liabilities will be paid in full in four installments within one year. The president of Brazil has appointed D. A. Silveira to succeed Silva Gordo, as president of the Bank of Brazil, Manhoes Barreto being appointed director of the Exchange department. Exchange was slightly firmer, and the demand for money was fair.

CANADA:

Except for fall wheat, which is placed at 10 per cent over the 1928 crop by official Canadian estimates the preliminary estimate issue on Sept. 10 by the Dominion Government indicates lower yields this year in all the principal grains. Spring wheat is expected locally to yield 271,726,000 bushels, fall wheat, 22,066,000 bushels, oats, 284,588,000 bushels, barley, 106,201,000 bushels, and rye, 14,291,500 bushels. While in the case of spring wheat, this year's anticipated yield is only half the 1928 crop and the lowest harvest since 1924, encouraging features from the viewpoint of growers' returns are to be found in the better prices now prevailing and the large portion of the crop which is falling within the higher contract grades. Eastern Canadian centers continue to report a satisfactory trade volume for both the wholesale and retail branches. In the Prairies Winnipeg, Calgary and Edmonton consider wholesale turnover satisfactory in Regina and Saskatoon it

is fair in some lines and good in others while retail trade in all centers is still quiet although the tendency is toward improvement. Builders' hardware and other supplies are among the most active lines in all sections with contractors using large quantities of sheet metals.

Sales of radio equipment in Eastern Canada are reported brisk and hardware dealers in general are busy. A good demand is reported for white lead, shellac and paint and varnishes. Groceries, fruits, and confectionery are also moving well. Eastern Canada reports an increasing movement in drygoods, clothing and footwear. The August output of newsprint paper in Canada, 225,873 tons was 3,172 tons smaller than the July total, but the aggregate for the first eight months of 1929, amounting to 1,766,216 tons, exceeded that for the same period of last year by 220,049 tons. Ordinary revenue of the Dominion government for the first five months of the current fiscal year, April to August, advanced \$12,000,000 over that collected for the corresponding period of 1928; \$9,000,000 of this was represented by heavier income taxes.

CHINA:

North China trade is quiet, with money tight, owing to the approach of the mid-autumn festival settlement period beginning on Sept. 17 and the general conservative tone which prevails as to commitments. Thousands of acres of land in Hopei Province will yield no fall crops because of continued inundation, and a fifty-mile path in eastern Shantung which was flooded last month by a break in the Yellow River dyke will also suffer a shortage of crops. However, due to plentiful moisture, crops are excellent on lands in many areas in North China that escaped floods. As a result of dredging since the high waters of last month, ships of ten-foot draft are now reaching the Tientsin waterfront. The Hai Ho Conservancy Commission is trying to arrange for the prompt carrying out of the amelioration program and a native bank is reported willing to float a bond issue of 1,000,000 Mexican dollars (approximately \$410,000), to be used in the work. The Peking-Mukden railway line is now operating as a unit with its head office at Tientsin in charge of a Mukden appointee. A through Nanking express train service is scheduled to begin Sept. 20, and prospects appear excellent for the resumption of through freight traffic between Peking, Tientsin and Mukden, thus eliminating rehandling of freight at Lanhai, as has been necessary for the past fifteen months owing to dual control of this line. It is reported that because of troop movements only a limited quantity of freight for shipment to Manchuria is now being accepted on this line, and that 250 freight cars from Mukden are being reconditioned at the Tongshan shops of the Peking-Mukden line. The Shantung tobacco crop promises to be the largest ever harvested in the Province, with its yield, locally estimated at 35,000,000 pounds, or 30 per cent above normal. The increase is reported due to larger acreage and a favorable growing season. It is reported that the Mukden Government is again interesting itself in the construction of a harbor at Hulstao and will resume negotiations with representatives of a European

syndicate shortly. South Manchuria bean crops forecasts estimate a total yield of 5,209,000 tons or 125,000 tons less than last year's crop.

CUBA:

Business conditions in Cuba continue extremely quiet and the volume of sales is reported low. Reports from business areas are contradictory as to the actual state of the existing depression in view of some evidence indicating a possibly greater turnover than in 1928. Much complaint is locally heard concerning the seriousness of the present situation and the older firms are feeling the competition offered by new houses with greater selling power. The great changes occurring in the business life of Habana prevents any accurate gauge of the actual turnover. The international sugar situation dominates local discussion and trade.

GERMANY:

Germany's business situation in the early part of September shows a contrast between a moderate improvement in the basis industries and temporary up and down movements in the stock market. A sustained, though moderate improvement still continues in the heavy industries, including bituminous and lignite coal, iron and steel, and chemicals; the foreign trade position is growing stronger, with increasing exports particularly in the category of finished goods. There are prospects that the current fiscal year will disclose a healthier condition in the federal budget than last year. Foreign capital is conspicuously absent but there seems to be an increasing tendency for American firms to open branch plants, especially for final finishing processes.

JAPAN:

Rumors of early removal of the gold embargo are again circulating and business will remain stagnant until the issue is settled. Tokyo retail prices are declining. The stock market evidences signs of stability.

NETHERLANDS:

August business in the Netherlands has been seasonally good and trade and industry are facing the fall season with a substantial volume of business. Confidence in the future is more widespread than has long been apparent, although money market uncertainties are causing some concern. Several firms which depend considerably on business with the Netherlands East Indies are disturbed over discouraging reports of business conditions there, while others, which attribute the declining demand for old line staples to changing consumer conditions in that colony, are preparing to meet the situation. Business failures during August numbered 215 and those for the first 8 months of the year, 1,861, as compared with 2,245 for the corresponding period of last year. The percentage of workers totally unemployed on August 10 was 2.3 and of these partially unemployed 1. On the same date of last year 4 per cent of the workers were wholly unemployed and 1.2 per cent were partially unemployed.

PANAMA:

Business in Panama is quiet and collections are slow. The National Medical As-



sociation which is to be composed of all licensed physicians and surgeons in the republic will be inaugurated in Panama City on Sept. 21. A small epidemic of smallpox has broken out anew, with over 100 cases having been reported up to September 14. The Government has set aside \$30,000 to be used in combating the disease.

PHILIPPINE ISLANDS:

General business conditions in the Philippine Islands has been only slightly affected by the recent typhoon, and, while complete reports are not available as yet, there is a general feeling that native crops did not suffer greatly. Textile business is reported as unsatisfactory, due to firm prices and the retarding effects of the typhoon disturbance. Feeling is general, however, that active buying will be resumed in the near future. Hemp has been quiet during the past week because of small demand from New York and London. Present prices per picul of 139 pounds are as follows: Grade E, 26 pesos P. 24.5; L. 24; JUS, 21.5; JUK, 17, and L. 14 pesos per picul. Receipts for the week ended September 9 totaled 21,800 bales, and exports for the period, 22,700 bales. Stocks at export ports on the same date totaled 238,000 bales compared with 177,700 bales on hand at the same time last year. Typhoon damage to the copra crop is estimated at about one to two per cent.

POLAND:

State finances for the first four months of the fiscal year—April-July closed with a surplus of 12,139,000 zlotys (par value of zloty equals \$0.1122), with revenues totaling 980,634,000 zlotys as against 968,945,000 zlotys of expenditures. Compared with the same period of the 1928-29 fiscal year, actual collections and disbursements in the 1929-30 period show increases of about 7 per cent and 11 per cent, respectively. In relation to budgetary estimates, actual receipts were lower by 4,355,000 zlotys or less than one-half of one per cent, while expenditures were

higher by 40,000,000 zlotys or more than 4 per cent. The figure of 10,000 zlotys, referring to Poland's balance of trade for July (Commerce Reports, Sept. 16, page 713) should read 10,000,000 zlotys.

SIAM:

Heavy floods are reported in northern Siam, and fear is entertained locally that they may extend to the central plain, with consequent damage to the rice crop. A large increase was noted in imports of general merchandise and a slight increase occurred in receipts of spirits, gold leaf, and bullion. Exports of rice decreased considerably, while teak gained slightly.

SPAIN:

There were 87 strikes involving 70,024 workers in Spain during 1928, according to notices recently appearing in the Spanish press. During 1927 there were 107 strikes with 70,616 workers involved. A review of the figures for the past eleven years indicates that the number of laborers involved in strikes and the number of strikes have greatly decreased. During the years 1917-1928, inclusive, there were a total of 5,749 strikes in Spain and 1,178,810 laborers were involved.

UNION OF SOUTH AFRICA:

The Government Railways have announced that large purchases of locomotives and rolling stock will be made in the near future, including motor rail coaches and busses. Tender details are expected to be available soon. A dumping duty has been imposed on all sugar imported from the United States, equalling the difference between the domestic value and the f. o. b. export price. The duty will apply to shipments leaving the United States on and after September 6.

UNITED KINGDOM:

A scheme for the establishment of a national committee and of district committees for the regulation of coal output and prices has been approved in principle by the central coal marketing committee and referred to district associations of colliery owners for their consideration.

The scheme proposes that the national committee shall regulate national output, allocate district quotas, supervise district price schedules, and appoint arbitrators to settle disputes arising out of the scheme. The district committees would allocate colliery quotas, regulate prices in co-ordination with other districts, and enforce penalties on collieries for contraventions. It is now hoped that the scheme may be in operation by the end of November. The totals of work people on the unemployment registers on Sept. 2 were 1,152,000 for Great Britain and 37,000 for Northern Ireland, as compared with 1,325,000 and 47,000, respectively, a year previous. With increases chiefly in receipts of foodstuffs and raw materials, imports into the United Kingdom in August, according to Government Board of Trade returns, reached 100,993,000—a total greater by about 8 per cent than the value reported for July. Exports of British goods amounted to 65,044,000, which was 5 per cent less than shown in the July accounts. The value of re-exports, on the other hand, at 9,020,000, was greater by 13 per cent. As compared with the August, 1928, trade, there were increases in all three directional classes—imports for that month being 97,701,000; British exports, 62,217,000; and re-exports, 8,736,000.

YUGOSLAVIA:

Preliminary data for the first six months of 1929 show an improvement in the foreign trade position, with the adverse balance amounting to 689,613,000 dinars (dinar equals \$0.0176) as against 1,135,304,000 dinars in the same period of 1928. Imports during the current period amounted to 3,678,686,000 dinars and exports to 2,989,073,000 dinars; the respective figures for the first half of 1928 were 3,822,340,000 and 2,687,036,000 dinars. The improvement in exports is accounted for by larger shipments of wheat and construction wood, while the decline in imports is due to a large extent to decreased purchases of textile materials, as a result of increased domestic production.

New Wisconsin Corporations, Aug. 20 to Sept. 20

Banner Egg Co., Milwaukee.
260 sh. at \$100 each.
Deal in dairy products, etc.
N. Spalding, H. Spalding, J. Blets.

Hillcrest Cemetery, Inc., Kenosha.
5000 sh. without par value.
Operate a cemetery, etc.
L. N. Schneitz, G. Hartman, E. Perry.

Chippewa Manufacturing Corp., Chippewa Falls.
500 sh. at \$100 each.
Deal in machinery, etc.
G. Sherwood, A. Belfry, N. J. Sherwood.

Sunshine Products Inc., Milwaukee.
75 sh. at \$100 each.
Operate candy factories, etc.
D. Charnes, I. H. Bzehr, D. J. Barck.

Hausser, Inc., Milwaukee.
Deal in porcelain ware, etc.
260 sh. at \$100 each.
Victor Hausser, O. R. Hausser, M. Hausser, G. S. Gysin.
Prop. in Wis. \$250.

R. D. Graham Sales, Inc., Milwaukee.
150 sh.—100 sh. common st., 50 sh. pref.
st. at \$100 each.
Deal in water softeners, water systems, etc.
T. Ross, L. Maldeu, R. Graham.
Union Packing House Market No. 1, Milwaukee.

10 sh. common st. n. p. v. Operate meat markets, etc.
F. Berg, H. Warren, Elsie Warren.

Congress Park Development Co., Milwaukee.
500 sh. n. p. v. Deal in real estate, etc.
L. Melnik, J. B. Boheler, I. Levin.

Sanitary Wiper and Towel Co., Milwaukee.
Provide towel & wiper service for all industries, etc.

25 sh. common st. at \$100 ea.
L. Cohen, S. Cohen, J. Balkansky.

Karbrite System of Wisconsin, Inc., Milwaukee.
100 sh. n. p. v. Deal in automobile accessories, rep. oil, etc.

F. Jones, A. Macy, N. L. Kaiser.

Box Jay Stores, Inc., Illinois.
Aut. cap. st. \$30,000 Pd. in \$15,000, Prop. in Wis. \$2,500.
Deal in women's wearing apparel, etc.
Milton Frack, Milwaukee.

Art Metal Construction Co., Massachusetts.
Aut. cap. st. \$8,000,000 Pd. in \$3,205,700
Mr. F. P. Hall.
Sale of metal office and bank equipment—
Interstate commerce.

Jordan Distributors, Inc., Illinois.
Aut. cap. st. 200 sh. n. p. v. Pd. in \$500
Deal in automobiles, trucks, etc.
G. E. Blake, Madison.

C. L. Schmidt & Co., Inc., Illinois.
Aut. cap. st. \$125,000, Pd. in \$45,000.
Deal in stocks and bonds.
H. O. White, Kenosha.

Ramstead Laboratories, Inc., Milwaukee.
90 sh. common stock at \$100 each.
Mfg. of medicines, drugs, etc.
M. Ramstead, N. A. Torke, E. Taylor.

Koola Brothers, Incorporated, Menasha.
Deal in ornamental and iron products, etc.
200 sh. at \$100 each.
G. Koola, F. Koola, Peter Koola.

H. G. & D. Realty Co., Milwaukee.
Deal in real estate, etc.
800 sh. without par value.
H. Dorff, S. Gecker, M. Helley.

Exclusive Renters, Inc., Milwaukee.
Aut. cap. st.—50 sh. at \$20 each.
To manage buildings, etc.
J. Wilcox, H. Hoolley, E. Stauff.

Wabene Leona Airways, Inc., Leona.
200 sh. at \$25 each. Operation of a landing field, operation and sale of aircraft, etc.
F. Newton, M. L. Dunit, E. Grumason, C. J. Imah, F. Bohman.

Wisconsin Forward, Inc., Milwaukee.
Distribute printed matter in relation to history and government, etc. non-stock.
J. Carroll, C. E. Brown, J. Moularity.



Lakritz Stores Inc., Westfield.

Deal in poultry, etc.
150 sh. at \$100 each.
J. Lakritz, M. Lakritz, S. Lakritz.

Lisbon Avenue Paint Co., Milwaukee.

624 shares, consisting of 24 sh. pref. st. at \$100 ea. 600 sh. common st. at 10c each General paint business, etc.
W. Lohse, O. H. Adams, A. Bodemer.

Mopkins Paint Co., Milwaukee.

24 sh. pref. st. at \$100 each.
600 sh. common st. at 10c a sh.
General paint business.
W. Lohse, O. Adams, A. Bodemer.

Greenfield Avenue Paint Co., Inc., Milwaukee.

24 sh. at \$100 each, pref. st. 600 sh. common st. at 10c a sh.
General paint business, etc.
W. A. Lohse, O. Adams, A. Bodemer.

Hawley Vending Machine Co. Inc., Milwaukee.

Sell vending machines, etc.
250 sh. at \$100 each.
O. Hawley, S. Pellnaki, W. Brafer.

United Mortuaries, Inc., Milwaukee.

10,000 sh. common st. at \$5.00 each.
General undertaking business, etc.
A. H. Schmitt, D. Glasen, M. J. Glasen.

Grant Furniture Co., Kenosha, Wisconsin Inc., Racine.

Deal in retail furniture business, etc.
1000 sh. at \$100 each.
B. Grant, S. Grant, Simon Grant.

Tracy Motors, Inc., Green Bay.

250 sh. at \$100 each.
Deal in automobiles, etc.
W. Mueller, E. Kramer, A. Tracy.

Wisconsin-Merchants Tour Club, Inc., Green Bay.

100 sh. common stock no par value.
Advertising and promotion.
P. Couard, G. DeRosa, C. Loughnan.

Spartan Realty Co., Milwaukee.

500 sh. common st. n. p.v. General real estate business.
P. Drakon, M. Sphaeris, J. Sphaeris, A. Spiller.

Wekowas Furniture Co., Milwaukee.

81 sh. at \$100 each.
Deal in furniture and household goods, etc.
W. Heyder, L. Steinkraus, L. Steinkraus.

Twin Shaker Corporation, Milwaukee.

Deal in wood, metal, chinaware, etc.
100 sh. common st. at \$100 each.
W. F. Hunt, A. Kowarsch, E. Kuolt.

Shawano Community Theatres, Inc., Shawano.

Operate theatres, etc.
300 sh. at \$100 each.
J. Lightbart, E. Ludwig, O. Schwoegder.

Milwaukee Lock Manufacturing and Machine Co. Inc., Milwaukee.

50 sh. at \$100 each.
General machine shop business.
C. Bauhner, J. F. Schmatz, E. Bauhner, P. Spedding.

Hiles Lumber Co., Elcho.

1000 sh. at \$100 each.
General logging and lumber business, etc.
L. Hal, L. Heller, C. Avery.

Riverview Realty Co., Milwaukee.

400 sh. common st. without par value.
General real estate business.
D. Stauerwald, G. Davis, E. Hersh.

Weber-McDonald Wall Tire Co., Green Bay.

600 sh. at \$100 each.
J. Weber, T. A. Panperin, E. McDonald.

Badger Sheet Metal & Furnace Works, Inc., Milwaukee.

Operate general sheet metal and furnace works business.
50 sh. at \$100 each.
A. Ansfield, V. E. Wilson, E. Done.

Lena Motor Co., Lena.

Deal in automobiles, accessories, and garage business.
150 sh. at \$50 each, B. R. Riess, A. Floral, H. F. Schneider.

I. Shapiro, Inc., Milwaukee.

500 sh. at \$100 each.
Operate a general jobbing in hotels, etc.
H. Shapiro, P. Shapiro, A. Ansfield.

The East Side Exclusive Cleaners, Inc., Milwaukee.

General cleaning and dyeing business, etc.
250 sh. at \$100 each.
A. Ansfield, V. E. Wilson, E. Done.

E. A. Sonnenberg Agency, Inc., Green Bay.

General insurance agency.
250 sh. at \$100 each.
E. Sonnenberg, M. Sonnenberg, J. McHale.

Fuller & Sons Manufacturing Co., Michigan.

Aut. cap. st. \$750,000, Pd. in \$750,000.
The general offices located at Milwaukee, Wis.

W. H. Schmidt, Gen'l. Mgr.

Curtiss Flying Service of the Middle West, Inc., Delaware.

Aut. cap. st. \$,000 sh. n. p.v. Pd. in \$2,600.
Deal in aircraft of all kinds.
C. E. Blake, Madison.
Prop. in Wis.—\$10,000.

Phillips Petroleum Co., Delaware.

Aut. cap. St. \$,000,000 sh. no par value.
Pd. in \$57,689,878.62, Prop. in Wis. \$24,000.
Vroman Mason, Dealer in petroleum, oil, gas, etc.

National Fuel Co., Minnesota.

Aut. cap. st. \$25,000, Pd. in \$45,000.
Retail Fuel Yard, Prov. in Wis. \$1,500.
K. P. Paulson, Chippewa Falls.

Lou Kauter, Inc., Superior.

250 sh. common st. n. p.v. 250 sh. pref. st. at \$10 each.
Deal in jewelry, stones, etc.
R. Jacobs, M. Greenberg, A. Ruckdashel.

Geo. C. Wunrow, Inc., Milwaukee.

100 sh. common st. at \$10 each.
Construct and repair homes, etc.
G. Wunrow, C. R. Deuster, E. Wunrow.

H. S. Geddes Co., Inc., Milwaukee.

900 sh. at \$100 each.
Deal in automobile tires, accessories, etc.
L. Foley, F. Sammdin, R. Vandervelde.

Charles R. Tinkham, Inc., Milwaukee.

Deal in automobiles, motor cars, etc.
500 sh. common stock without par value.
A. Mahan, Charles R. Tinkham, William S. Tinkham.

Montjoy Fox & Fur Co., Dane.

2000 sh. at \$10 each.
Deal in fox and other fur bearing animals, etc.
Mr. J. L. Newman, W. Rosenhelmer, J. Barry.

Ott Drug Co., Madison.

200 sh. at \$100 each.
General drug store business, etc.
Harlow S. Ott, Isabelle C. Ott, W. Holway.

Independent Roofing & Sheet Metal Corp., Kenosha.

Deal in Roofing, etc.
200 shares at \$100.00 per share.
Paul Pokrajac, Gustav Wittko, Mary Wittko.

Kihlberg Automobile Rebuilder, Inc., Green Bay.

To repair automobiles, rebuild and recondition automobiles, trucks and motor vehicles, etc.
250 shares at \$100.00 per share.
Henry F. Hagemelster, John Ross, Helen A. Kiewak.

Lake Superior Mink & Beaver Ranches, Inc., Mellen.

Fur farming and dealing in furs of every kind and description, etc.
150 shares at \$100.00 per share.
E. C. Poundstone, Allen E. Pierce, Randolph Block.

North American Rabbit Growers, Inc., Whitewater.

To breed, raise, produce rabbits, and fur bearing animals of all kinds and varieties, etc.
200 shares at \$25.00 per share.
Frank M. Franz, Clara M. Franz, Amos E. Baldwin, Mary Kraft.

Northeast Auto Supply Co., Green Bay.

To engage in the purchase and sale at wholesale and retail of parts manufactured for the construction and repair of automobiles, etc.
150 shares at \$100.00 per share.
Charles O. Moore, E. C. Kapp, F. W. Moore.

Peoples National Automobile Club, Inc., Beaver Dam.

To operate and conduct an automobile club for supplying protection and assistance to members thereof while owning or operating automobiles, accepting only the carrying and assuming of any liability as an insurance company or insurance.

100 shares of common stock without par value.
Granville Lyon, Glenn R. Gramer, R. L. Michel, Geo. A. Hartman, J. M. Lyon.

Helgeson Foundries, Inc., Green Bay.

250 shares at \$100.00 per share.
To conduct and operate foundries, buy, own, sell and lease real estate, etc.
L. E. Jonte, E. J. Campbell, F. T. Ramsey.

L. J. Novotny, Incorporated, Milwaukee.

100 shares of Preferred Stock at \$100.00 per share.
180 shares of common stock of no par value.

The manufacture and sale of woven products, such as bannetties, baskets, ferneries, etc.
Leo J. Novotny, Joseph C. Novotny, Nicholas P. Backes.

Windross Radio Co., Green Bay.

500 shares of common stock of no par value.
To buy, sell and deal in radios, their parts, appliances, supplies, accessories and kindred articles, etc.
Gertrude S. Salentina, Helen L. Acker, Lester S. Clemons.

Colby Furniture Co. of Milwaukee, Chicago.

Wis. Agent—F. E. Small, Hotel Astor, Milwaukee, Wis.
Amt. authorized capital stock—\$5,000.00.
Nature of business—A furniture store and decorating business.

Prop. rep. in Wis.—\$5,000.00.

Hood Rubber Products Co. Inc., Wilmington, Del.

Wis. Agent—Chauncey E. Blake, Gay Bldg., Madison.
Authorized capital stock—\$100,000.00.
Business—Manufacture and deal with rubber and goods of which rubber is a component part.

Prop. rep. in Wis.—Not to exceed \$25,000.

Hallfools Co., Bartlesville, Oklahoma.

Wis. Agent—Vroman Mason, 715 Central Bldg.
Amt. Capital Stock—1,000 shares no par value.

Business—Dealing in and with crude petroleum, oil, gas and products thereof.
Amt. authorized Paid in—\$125,000.00.
Prop. rep. in Wis.—\$25,000.00.

Furnace Dealers, Inc., Milwaukee.

500 sh. no par value.
Deal in furnaces, etc.
F. E. Davis, A. Moeller, H. Bilekner.

Ashland Recreation Co. Inc., Ashland.

Promote games, sports, amusements, etc.
2000 sh. at \$10 each.
O. F. Manley, E. Martin, E. Smith, J. Swidersch.

National Reporting Corporation, Milwaukee.

75 sh. of no par value.
Sale of data, news and information of interest to merchants, etc.
C. M. Crawford, R. S. Elliott, I. S. Lorenz.

L. Thomas Maany, Incorporated, Milwaukee.

Deal in real estate, etc.
250 sh. at \$100 each.
T. Maany, C. Barts, J. H. Schlitz.

International Pulp Co., New York.

Aut. cap. st. \$2,150,000.
Pd. in \$2,150,000.
Sale of pulp or powder made of ground, pulverized minerals, etc.

Harry J. Way Co., Madison.

450 sh.—\$50 sh. at \$100 each, 100 sh. common st. at n. p.v.
Mfg. and sale of all kinds of mill work wood work, etc.
H. J. Way, E. T. Walker, A. T. Rogers.

Monarch Corporation, Sun Prairie.

104 sh. at \$100 each.
Deal in toilet articles, drugs, etc.
L. Stahl, A. J. Stahl, T. Field.

Cream City Cartage Co., Milwaukee.

General cartage and storage business.
50 sh. at \$100 each.
C. Bernasch, F. Taylor, L. Taylor.

The Time Acceptance Corp., Milwaukee.

100 sh. without par value.
M. Wallesz, G. Wallesz, S. Wallesz.

United Neighborhood Paint Stores Inc., Milwaukee.

Deal in all kinds of paints, paint products, etc. 300 sh. at \$100 each.
W. Lohse, A. Bodemer, O. Adams.

Western Auto Wrackers Co., Milwaukee.

180 sh. common st. at \$100 each.
Repair automobiles, etc.
J. Glinsburg, A. Wichman, M. Askotsky.

Hafner-Landry, Inc., Milwaukee.

Act as business counselors, etc.
300 sh. of stock without par value.
A. Hafner, L. Landry, W. Utech.

Modern System Dentists, Inc., Milwaukee.

General dental and surgery business, etc.
80 sh. without par value.
L. Kohn, L. Rumack, G. Wagner.



Midwest Photo-Engravers, Inc., Racine.
Sale of photo engravings, etc.
150 sh. at \$100 each pref. st., 100 sh.
common stock without par value.
H. Hough, E. Nelson, L. Smith.

Harry B. Goodman Funeral Parlor, Inc., Milwaukee.
500 sh. common stock no par value.
Conduct funeral parlors, etc.
H. Goodman, M. Litow, E. J. Styne.

F. A. Otto, Inc., Milwaukee.
Mfg. blue prints, etc.
250 sh. at \$100 each.
F. Otto, H. Jaeger, A. Otto.

South Shore Construction Co., Milwaukee.
General contracting, engineering, and
contracting business, etc.
150 sh. at \$100 each.
J. Scherchter, H. Scherchter, H. J. Brody.

Goodman College of Embalming, Inc., Milwaukee.
500 sh. common stock n. p. v.
Teach the art and science of embalming,
etc.
M. Litow, E. Styne, H. Goodman.

Novelty Furniture Co., Milwaukee.
Mfg. woodwork, and sell furniture, etc.
350 sh. without par value.
J. Barry, J. Newman, W. Rosenheim.

Mid-North Investment Co., Madison.
Deal in bonds, notes, mortgages, etc.
4500 sh. pref. st. at \$100 ea., 5,000 sh. at
n. p. v.
B. Alexander, E. Krentner, T. Brittingham, Jr.

Cafmeyer Bros. Co., Milwaukee.
500 sh. common st. without par value.
Carry out contracts for the and corn
work, etc.
H. Cafmeyer, E. Cafmeyer, A. Busch.

Allied Independent Dealers, Inc., Milwaukee.
1500 sh. without par value.
Deal in food supplies, general merchandise
business, etc.
H. Collins, A. H. Rumpf, H. Patch.

The Matchless Metal Polish Co., Illinois.
Aut. cap. st. \$10,000, Pd. in \$75,000.
Sale of metal polishers, etc.
Prop. in Wis. not to exceed \$25,000.

Louis Silverstein Co., Minnesota.
Aut. cap. st. \$100,000, Pd. in \$45,500.
Conducting of a Women's & Children's
ready to wear store, etc.
Mr. E. Van Sledke.

Alfred Hofmann, Inc., Delaware.
500 sh. no par value.
General importers and exporters, etc.
Prop. in Wisconsin \$500.
Pd. in \$3,000.
Vernon Munn.

City Fuel and Supply Co., Clintonville.
20 sh. at \$250 each.
Fuel and building supply yard, etc.
W. E. Rossmore, H. Rossmore, G. Williams,
Dora Williams.

Madison X-ray Laboratory, Inc., Madison.
500 sh. without par value.
Develop and print radiographs, etc.
W. Spahn, A. Hagley, M. Stevens.

Oshkosh Athletic Club, Inc., Oshkosh.
Give boxing exhibitions, etc.
1000 sh. at \$100 each.
E. Friedrich, E. Phillips, K. Rollman.

Zona Cab Co., Superior.
General taxi business, etc.
100 sh. at \$100 each.
T. Clanton, T. Johnson, G. E. Jones, H.
Hanks, H. E. Webb.

Unity Hosiery Mills, Inc., Milwaukee.
Mfg. and deal in hosiery, knit goods, etc.
2000 sh. pref. at \$25.00 each, 1000 sh.
common at \$5.00 each.
W. Funk, E. Schultenbury, C. A. Schatten-
berg.

Midwestern Publishing Co., Inc., Milwaukee.
Print and publish all kinds of papers,
magazines, etc.
500 sh. common st. at \$100 each, 200 sh.
pref. st. at \$100 each.
M. I. Stevens, G. E. Ramey, F. Peters.

Fox Hill Mink, Inc., Manitowoc.
400 sh. without par value.
Deal in mink and other for hunting and
make, etc.
W. Elliott, K. Torrison, H. Arnesen.

Excel Fluid Co., Inc., Milwaukee.
500 sh. common stock n. p. v.
Mfg. chemicals and fluids for embalming
etc.
M. Litow E. Styne, H. Goodman.

National Clearing Service Inc., Milwaukee.
General collection business, etc.
500 sh. n. p. v. common stock.
W. Herte, E. W. Herte, E. Pinnegar.

The Food Packing Co., South Milwaukee.
500 sh. common st. n. p. v.
To sell food products, etc.
P. Miller, C. Bates, S. Huck.

Owens-Sommers Co., Milwaukee.
General real estate, construction and brok-
erage business, etc.
10 sh. at \$100 each.
J. Owens, C. Sommers, H. Tanager.

The Cudahy Hospital, Inc., Cudahy.
200 sh. at \$100 each.
Operate a hospital, etc.
C. Partridge, D. Hett, K. Partridge.

Congress Cafe, Incorporated, Madison.
500 sh. at no par value.
General restaurant and cafeteria business,
etc.
G. Hong, K. U. Lancha, B. Hong.

Hall Investment Co., Delaware.
1500 sh. n. p. v. Paid in \$85,500.
Deal in securities, etc.
Prop. in Wis.—\$25,000.
J. P. Hall, Milwaukee.

Direct Stores, Incorporated, Delaware.
Aut. cap. st. 250 sh. no par value.
Paid in 50 sh. n. p. v.
Paint and varnish merchandise.

Kearf & Co., Racine.
General real estate brokerage business,
etc.
500 sh. at \$100 each.
M. Kearf, J. Contello, W. Tooley.

Nora Hosiery Stores, Inc., Milwaukee.
100 sh. at \$100 each.
Deal in women's apparel, etc.
C. Ottensheim, E. Troach, A. Ottensheim.

Pioneer Beans Co., Racine.
350 sh. common stock \$100 each.
Deal in beans and fruit of all kinds,
etc.
P. Laxson, H. Luxon, R. Johnson.

Eu Claire Amusement Club, Inc., Eau Claire.
100 sh. at \$20 each.
Operate baseball clubs, etc. Operate golf
grounds, etc.
W. Merrill, M. O'Keefe, A. A. Smith.

American Beauty Sales Co., Inc., Portage.
Commercial sales business, etc.
1000 sh. at \$100 each.
E. Tex. Reddick, E. Schmidt, U. G. Schmidt.

O. S. Swenson Co., Inc., Iowa.
Retail furniture and undertaking, etc.
100 sh. at \$100 each.
O. S. Swenson, S. Vois, R. M. Swenson.

Pyramid Construction Co., Milwaukee.
General contracting, engineering, and
contracting business, etc.
200 sh. at \$100 each.
R. Scherchter, J. Scherchter, H. Brody.

Instantfreeze of Wisconsin Inc., Milwaukee.
3 shares of no par value.
Deal in raw or manufactured commodities.
M. Goldberg, S. Scholer, J. Siegel.

Kaufmann's Inc., Illinois.
Aut. cap. st. \$70,000 Paid in \$70,000.
Purchase and sale of men's clothing, shoes,
etc.

Rackford Sugar Co., Illinois.
Aut. cap. st. \$10,000, Paid in \$10,000.
Deal in sugar, food products, etc.
Prop. in Wis. \$10,000.
W. H. Chishrough, Jr. Beloit.

R. C. A. Phonographs, Inc., Delaware.
Aut. cap. st. \$10,000,000, Paid in \$9,
000,000.
Leasing and servicing rental reproducing
apparatus.
Prop. in Wis. \$85,700.
Vernon Munn, Wis. agent.

Gatzert Company, Illinois.
Aut. cap. st. \$55,000 Pd. in \$45,875.
Prop. in Wis., \$25,000.
Sell principally Leaders of Industry par-
ticipation in trust shares, etc.

Standard Brands Incorporated, Delaware.
Aut. cap. st. 21,000,000 shares without
par value, Paid in \$85,420,000.
Deal in food products, etc.
Prop. in Wis. \$906,900.

Cherry Van Leer & Co., Delaware.
Aut. cap. st. \$200,000 pd. stock and 2,000
shares without par value.
Prop. in Wis. \$25,000, Pd. in \$84,875.
C. E. Blake, deal in securities.

WISCONSIN FROM THE AIR

(Continued from Page 41)

the crucial moment of the trip: with a plane of slow landing speed, gliding in against a stiff breeze, onto a concrete run- way, with two-wheel (or perhaps three-wheel) brakes we will hardly realize that we have dropped perhaps a mile onto the earth in a relatively few seconds and yet never felt a "bump". Now that I have mentioned this "bump" business during landings, you perhaps don't realize what impact the plane's tires have to stand, so I'll tell you about the tests they are re- quired to pass. The Air-Graph says: "When fully loaded the Boeing 18-pas- senger transport weighs 17,500 pounds. The landing gear unit has been so de- signed that the landing factor of the trans- port can sustain a load five times the total weight of the transport. In landing, in which an eighteen-inch frame drop is in- volved, the impact on the wheels is 81,000 pounds, or four times the weight of the plane. In normal landing, the actual drop is less than eighteen inches, but the De- partment of Commerce specifies that a landing factor be provided to accommo- date an eighteen-inch drop. Boeing en- gineers, however, have provided even greater safety factor involving a ratio of five to one, or a drop of twenty-three inches, and a weight of 87,500 pounds, (over 43 tons).

"The tires on the Boeing transport are four and one-half feet high and are a foot in thickness."

NEARLY ALL WHO "RIDE" ARE SOON BACK AGAIN

AND here's a brand-new ad that says: "Now Comes the Air Wheel—a totally new airplane tire. Here is a big, soft air-filled rubber-cushioned—a literal 'wheel of air'. It operates at pressures as low as five pounds, ranging up to twenty and it pillows a 'take off or landing'." It has no spokes, just a hub or bear- ing and a big round pneumatic rubber cushion.

Well, think it all over and see if you will also be one of the repeaters, that constitute 75 per cent of the air-travellers.

Needs a Turning Basin

At a recent public hearing before Major Bullard, of Duluth, chief engineer in charge of harbors, and a representative of the U. S. War commission, Ashland asked for a harbor turning basin 1,000 feet in diameter, for use of ships after loading at Ashland docks.

Marinette has New Hotel

The gateway through northeastern Wis- consin to the northern peninsula of Michi- gan and the copper country has been put on the map insofar as proper hotel accom- modations are concerned, with the recent completion of the New Marinette hotel.

Yes, Wisconsin's the Place

Perfectly satisfied with Wisconsin. That's the verdict brought back by Mr. and Mrs. Dan J. Kilday after a two month's sojourn in the west.—Pittsville Record.



THE CONSTITUTION *of the* WISCONSIN STATE CHAMBER OF COMMERCE *Provides*

"Any Wisconsin local, trade, civic, professional or commercial organization may hold an association membership."

The undersigned organization hereby applies for membership in the WISCONSIN STATE CHAMBER OF COMMERCE, and agrees to pay annual dues in advance and to adhere to the by-laws, rules and regulations, adopted from time to time by the WISCONSIN STATE CHAMBER OF COMMERCE or its Board of Directors.

Organization Business Address

Secretary Number of Members

President Date

The annual membership dues to be paid in advance by each organization member shall be an amount equal to five cents for each member of the organization holding association membership, but the minimum amount to be paid by each organization member shall be \$25.00.

When properly filled out send to Wisconsin State Chamber of Commerce,
122 W. Washington Ave., Madison, Wis.

The Constitution Also Provides

"Any Wisconsin citizen, or any corporation or partnership, doing business within the state, may hold an individual or sustaining membership, provided that when such citizen, corporation or partnership, is located in a community where a local commercial organization or its equivalent exists, such citizen, corporation or partnership must first be a member in good standing of such local organization."

WISCONSIN STATE CHAMBER OF COMMERCE

Madison, Wisconsin

I

We hereby apply for.....membership(s) in the Wisconsin State Chamber of Commerce, and in consideration of this application being accepted, agree to pay in advance \$..... for each membership in annual dues until a written resignation is sent to the Board of Directors.

Individual

Firm or Corporation

Signed..... Title.....

Address

Date..... Recommended by.....

Individual memberships are \$25.00 per year.

Sustaining memberships are \$100.00 per year.

Multiple memberships of each kind may be taken by one individual, firm or corporation.

All memberships include a \$1.00 subscription to the official magazine, "On, Wisconsin!"



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