

# The Carnation

Vol. XIV

OCONOMOWOC, WISCONSIN, MAY-JUNE, 1934

No. 3

## Portland, Boasting a June Rose for Everyone, Tells Carnation of Annual Flower Festival

CARNATION-ALBERS, PORTLAND, OREGON

J. M. Baranov, Reporter



THE Portland unit of the Carnation family takes pride in presenting to its associates and friends throughout the world the story of the 1934 Rose Festival to be staged in Portland, Oregon, June 11 to 14, inclusive. With it we extend to all a cordial invitation to attend, as we know from past experience that it will be a week long-remembered.

This fete, held each year since 1907, is a time when Portland casts aside its identity as a great commercial center to become the fairyland of roses and merrymaking. The city is

officially proclaimed the "Realm of Rosaria," the embodiment of beauty and hospitality.

The annual rose fete is the premier festival attraction in the Pacific Northwest, and it attracts thousands of visitors from afar to witness the colorful parades, gorgeous pageantry, impressive pomp and to pay homage to the "Queen" of the Mystic Realm.

This fete has grown to be more than a Portland institution. Cities and communities from all over the Pacific Northwest

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Portland Florists Co-operate With the City Park Department In Making Festival Center At Each Annual Rose Carnival a Riot of Color With Thousands of Roses, Other Seasonable Flowers and Potted Plants



# The Man Who Listened

By FRED TILDEN

THERE are different ways to acquire the knowledge that is power, which creates great things and great organizations. One of the most successful methods is listening.

To listen intelligently requires a habit of mind that absorbs without the necessity of repetition; retains and files away for the future all useful information.

Outstanding among the characteristics of Mr. E. H. Stuart, President of Carnation Company, is the direct attention he gives to one who has been granted a conference. The speaker must have a definite message, but once admitted, he is conscious of a courteous, quiet interest, a willingness on the part of Mr. Stuart to give to the question of that particular moment all his time and attention and thought.

As far back as he can remember, Elbridge Stuart was listening to his father's opinions and advice. "E. A.'s" story is too well known to all of us to need repeating. His son, even as a youth, recognized the clarity of vision and singleness of purpose in the elder man, which in its application circled the globe with cans of Carnation Milk. Elbridge Stuart's success as directing head of Carnation Company today is not based on the fact that he came as President to a corporation of recognized ability and standing, but rather that for thirty years he had been preparing, step by step, for the position which he holds today.

## The Man Who Knows

Some of the Carnation family who have not had an opportunity to know Mr. Stuart personally visualize him at the head of an organization whose business runs into the millions; a far-off, glamorous figure concerned principally with the direction of Carnation Company and its subsidiaries through a network of plants and personnel spread around the world. To those who know him from personal contacts, he is the man in Carnation Company who knows the business, inside and out, as only one other man does, and that is Mr. E. A. Stuart, his father.

From the first he has had a capacity for assimilating ideas, an eagerness to learn, and an ability to sit quietly and listen to the tested opinions of others. His path to the summit of Carnation Company was made no easier than that of other employees; he started at the bottom of the ladder, learning, through actual experience, every phase of the making and marketing of evaporated milk. It is possible that because he was an only son, Mr. E. A. Stuart held him to a slightly stricter accounting. But it was always the boy's delight to be with his father at the midst of things, watching the manner in which the founder handled the important details of a new and trying business.

For all that he has done, and all that he hopes to do with Carnation Company, Elbridge Stuart gives entire credit to the training and teaching of his father. There is a deep understanding between the two men; a respect and admiration on the part of the younger man for the surpassing ability of Carnation's founder; a satisfaction on the

part of the elder that Carnation Company is being carried on in the manner which its promotor established in 1899, fairly, efficiently, intelligently.

## Prepared for His Promotion

In the Spring of 1932, when Mr. E. A. Stuart resigned from the Presidency to become Chairman of the Board, his son was ready to step into his place. Such heavy responsibility coming to a man as young as Elbridge Stuart—he is in his middle forties



Mr. E. H. Stuart  
President of Carnation Company

—might have had a different effect without his early training. Now, of course, he must eliminate, curtail, delegate all matters except those of final decision to others, but he knows every part of the business as thoroughly as the experts who are at the heads of the departments.

For this is "big business!" To the average person Carnation Company means a red and white can of evaporated milk, "From Contented Cows." But not everyone knows of the fresh milk and ice cream plants throughout the country, the cereals and animal feeds which are famous in the West under the Albers brands, now owned by Carnation Company; the affiliation with an export company which sells evaporated milk in foreign countries.

Pruned of all non-essentials, details packed solidly into figures, the whole story of Carnation Company comes at last to the desk of the President, a story of the current business

displayed on a few sheets of paper, but containing within its orderly rows of figures all the romance of a business which in thirty-five years has become the foremost of its kind in the world.

## Responsibilities Heavy

As President of Carnation Company, an officer and director in nearly all of the subsidiary companies, and as President and director in the affiliated export company, Mr. Stuart has a large responsibility. The incomes of four thousand people are dependent on the daily business of selling milk and cereal products which bear the Carnation labels.

But Mr. Stuart understands production, advertising, distribution, selling. He has "run the pan" in a dozen condenseries. He was the second man to learn processing in the Carnation manner, by which the company leaped ahead of competitors in the early days of this century, a lead which has always been maintained.

Elbridge Stuart was born at El Paso, Texas. When he was still small, the Stuart family moved to Los Angeles, where Mr. E. A. Stuart started a wholesale grocery business. It was not until September, 1908, that the little plant at Kent, Washington, which was to be the beginning of the world's largest evaporated milk business, was taken over by Mr. Stuart. His son Elbridge came to Seattle with him, a boy not yet in his teens, but one who took a delighted interest in the new venture of his father's in the Pacific Northwest.

Not a great while ago there was published in the Carnation magazine a picture of the original plant at Kent. You will remember a small, dark building, a group of people clustered about the doorway and spread along the loading platform,—the entire business and personnel of Carnation Company at that time. This photograph might not have been available had not Elbridge Stuart, given a new camera for that first Christmas in the Northwest, insisted that the initial "shot" should be of his father's evaporated milk plant.

## Early Reminiscences

Reminiscences of early days at Seattle bring to Elbridge Stuart's mind memories of his father rushing round Seattle in the mornings seeing his customers, personally telling the story of Carnation Milk over and over again; boarding the train for Kent immediately after lunch, carrying supplies for the infant industry. Mr. Stuart was a regular passenger on the local train each day,—the engineer was accommodating. If Mr. Stuart was not on hand, the train slowed down, the trainmen peering anxiously for his hurrying figure.

In the summer of 1900 Elbridge Stuart felt he was old enough to start real work at the plant. His father was willing, and the youngster went to work at Kent, Washington, in the old-fashioned heat room. The plant was old, none of today's improved machinery had even been heard of. The

((Continued on page 16))





# The Carnation "Contented Hour"

## The Purpose of the Program, Its Development and Some of the Results Obtained Set Forth in This Informal Chat with Stanley Roberts

By STANLEY ROBERTS

**D**URING the two years and a half that we have been on the air with the "Contented Hour," we have received hundreds of thousands of letters from our listeners in all parts of the country. While a vast majority of our mail has been highly complimentary, we have also received letters giving intelligent criticisms and suggestions, which we are always glad to receive.

Some letters from members of our own organization contained among other things, the question of just why we sponsor the type of program that we do—and because of these questions, it occurred to me that it would be a good idea to have an informal chat with my Carnation associates through The Carnation and tell them of our purposes and aims in presenting the Carnation "Contented Hour."

Back in the fall of 1931 when we were planning our advertising program for 1932, we put before ourselves this question—"What type of advertising and which medium will give us the most vitality in the depression year of 1932?"

Our successful radio program on the Pacific Coast in 1931 provided a special stimulus for our interest in radio and we began a careful investigation of its possibilities for us on a national basis.

As we studied the medium, we found that 40 percent of the advertisers using radio were producers and distributors of food products. Furthermore, a number of the leaders in the food industry had used radio both before and during the depression and had found it increasingly effective despite harder times. We also had available to us a survey made by one of the large chain store groups, which showed that in their stores, the food products advertised over the radio sold 70 percent better than non-radio advertised foods.

With these facts before us, we determined to try radio as a national medium.

### Why NBC Was Selected

We selected the facilities of the National Broadcasting Company because it was the oldest network, it carried the largest number of programs sponsored by leading advertisers and its more powerful stations provided the best coverage for the Carnation market. Monday evening was secured for our time for broadcast because facts revealed that Monday was the best radio listening night. More people were at home on Monday evening than any other evening and, following the week-end activities, we felt the family would be in a relaxed and receptive mood for our message on Carnation Milk.

Our next step was planning the program itself—and here of course was our most difficult problem.

We knew after thirty years' experience, exactly what we wished to tell the public about Carnation Milk and we were determined to be equally sure of providing the most ap-

propriate and natural entertainment as a vehicle for these messages.

At the time we were discussing our program, mystery dramas were at the height of their popularity, but like most forms of specialized entertainment, the constantly shifting enthusiasm of the public was already undermining programs of this type.

Comedians were popular, of course, but our purpose and product was of a serious nature and our message was incompatible with broad humor.

### Something New and Different

Dramatic plays were coming and going with varied success, but the average life of all the dramatic programs on the air was only 14 weeks, and this type of production allowed no interruption for a commercial message. Whatever story there was to be told had to be consolidated at the beginning or end of the program and with our need for education and information, this allowance was unsatisfactory.

"Big names" were always available at high prices to draw immediate audiences, but here again, our message and our company would be playing "second fiddle" to a Broadway attraction. We felt that our purpose was to tell the story of Carnation and not to exploit talent at the expense of our own message.

As we analyzed the various types of entertainment we realized that our need was for a consistent high grade program that would build gradually and surely and defy the whims of changing tastes on the part of the public.

We therefore decided to base our entertainment on the universal language—music—and to build a program as high in quality as Carnation Milk and yet as understandable and as human as the use of Carnation Milk

itself.—The "Contented Hour" program resulted.

Morgan L. Eastman was chosen to direct the orchestra and singers. No better selection apparently could have been made than that of this veteran musician and broadcaster. For fifteen years a director of the Edison Symphony Orchestra, Chicago, and a pioneer figure in the development of radio in the west, Morgan Eastman, with his musicianship and good taste, has provided the results hoped for.

Around Mr. Eastman a group of thirty of the finest musicians available were assembled. More than three quarters of the personnel of the present Carnation concert orchestra are soloists in their own right and are former members of the leading symphony orchestras of this and foreign countries. These musicians were selected, not only because of their ability to play beautiful music, but because of their versatility and experience in broadcast technique.

### The Quartet

In the selection of the present Carnation quartet, four of the finest voices obtainable were combined into a unit, which is recognized today as probably the finest quartet on the air. Reinhold Schmidt, basso of this group, was selected this season to sing in the Chicago Opera Company and Cyril Pitts, Herman Larson and Thomas Muir are outstanding soloists.

Jean Paul King was selected as master of ceremonies because of his pleasing personality and his clear-cut, vigorous delivery of commercial announcements. This choice has been well justified by the fact that today, Jean Paul King is the most sought after announcer in the radio business.

As narrator on this program, to present to our audience the story of Carnation Milk for baby feeding, Gene Arnold, one of our

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Mr. E. A. Stuart With Mr. Ruddrick and Mr. Hoxton



# The Carnation

Devoted to the Interests of the Greater Carnation Family

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Harris Cream Top Milk Co.,	Portland—Harry H. Pearce
Houston—R. G. MacLennan	

CARNATION MILK FARMS—T. F. Goodwin

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down deep in ourselves if we do not have some part in making even more popular these unusually fine musical programs.

A high radio executive has said that our programs are the most effective on the NBC air waves. Certainly we do not want any of our friends to miss them.

## Let's Read It Again

“FOURSCORE and seven years ago our fathers brought forth on this continent a new nation, conceived in liberty and dedicated to the proposition that all men are created equal. Now we are engaged in a great civil war, testing whether that nation, or any nation so conceived and so dedicated, can long endure. We are met on a great battlefield of that war. We have come to dedicate a portion of that field as a final resting-place for those who here gave their lives that that nation might live. It is altogether fitting and proper that we should do this. But in a larger sense we can not dedicate, we can not consecrate, we can not hallow this ground. The brave men, living and dead, who struggled here have consecrated it far above our poor power to add or detract. The world will little note nor long remember what we say here, but it can never forget what they did here. It is for us, the living, rather to be dedicated here to the unfinished work which they who fought here have thus far so nobly advanced. It is rather for us to be here dedicated to the great task remaining before us, that from these honored dead we take increased devotion to that cause for which they gave the last full measure of devotion; that we here highly resolve that these dead shall not have died in vain; that this nation, under God, shall have a new birth of freedom, and that government of the people, by the people and for the people shall not perish from the earth.”—“Address at Gettysburg,” by Abraham Lincoln.

## Cost

WHAT does it cost and can I afford it now or in the future?

One hundred pennies to a child represent inexhaustible treasure and forever seems to be a short time in which to spend such wealth. Life isn't all candy-shop however, and too many sweets do reduce the number of our pennies.

The cost of a thing, child-wise or sage-wise, is the amount of life which is required to be exchanged for it now or after a while.

What a tremendous thought to consider.

Things do appear expensive and extravagant when we consider paying for them in units of time rather than in pennies or dollars.

A certain amount of thrift is wise beyond words; too much caution and thrift defeat their own ends and under that plan we spend our lives paying for things that never happen.

To want a fuller life is a sure sign of healthy, human functioning, provided honest effort is exerted toward gratification.

Self-control and knowledge of one's self must influence want and accomplishment if we are to get a “good buy” out of life. Every improved opportunity suggests another opportunity and just as surely, if we do not improve every opportunity, we will not be prepared to have them increased.

What does it cost.

## Are We Still Boosters?

IT would be interesting to know how many new listeners to Carnation's “Contented Hour” radio programs have been enlisted through the interest and efforts of Carnation employees.

What is your guess? Don't forget when you are making your estimate that it is an “endless chain” movement. The one listener or more who you have secured has no doubt passed the good word along until the first one is now several.

The “Booster Club” suggestion, offered several months ago, has been effective and is still working, not at its possible best, perhaps, but enough results have been brought to light to prove that the suggestion was a good one and that it should not be allowed to die.

The “Contented Hour” programs are almost a national sensation and we are missing a big chance to feel good away



## Three Burn To Death In Fire At Aylmer Inn

AYLMER AND SPRINGFIELD,  
ONTARIO, CANADA  
Walter Kent, Reporter



SPRING fever has arrived again. The other day it was really much too nice to be inside; and did we envy Barney that day! He was out raking the lawns and getting them in good shape, and he is the one to do it. Our lawns and flowers are really worth seeing in the good old summertime.

Aylmer had a very disastrous fire recently. The Aylmer Inn which was situated at the main corner of the town burned down. The fire started in a grocery store on the main floor. Besides the inn and the grocery store, three other places of business were badly damaged. The fire had made quite a start when our firemen arrived, and as they were afraid the whole block might go they sent to St. Thomas for help. One of the local firemen was hurt when a falling beam hit him on the back of the neck. Three people perished in the fire, a Mrs. Witherall and her two daughters, aged eleven and eight years. They were living in a three-roomed apartment on the third floor and were not able to get out. By the time the firemen knew they were there it was too late to save them. About thirteen others were in the building but were able to save themselves. One traveller climbed down a rope from his window.

### The Minstrel Show

In the last issue we told you Bill Starr was directing a minstrel show, and was it a show! Bill certainly knows how to put on a real show, and you should have seen our Shorty Woolcox, we never knew he had such a voice, and personality, well I guess! You did fine Shorty. Incidentally Shorty is taking a memory course.

Sid Sheppard is wearing a broad smile because his wife is able to step out with him again, after being confined to her home, through illness, for some time. We are glad you are improving, Mrs. Sheppard.

The old baseball flower has budded and will soon bloom into one of the brilliant flowers of the year. President John McGraw Wilson has gotten his men together and it no longer is uncommon to see a baseball sail back and forth in front of the plant at noon hour. No-hit-no-run-take-your-base Scruton has learned how to hold 'em and we are confident that Lefty will go a long way this season toward bringing home the bacon. Well, he should, Bob Orton has been coaching him.

### All Best Wishes

We told you so in the last issue—Mary Simpson has gone and done it. Yes, sir, by the time you read this Mrs. Helkaa will be making her coffee in the morning. Good luck to you Mary, we'll miss you here. The whole gang sends sincerest best wishes. But some credit goes to Stan Armstrong, who has been coaching Mary. We have frequently seen them whispering into each others ear—passing ideas and advice back and forth.

At last we have found out why girls leave



Apple Packers Sorting Apples Near Aylmer, Ontario

home—Just to let their husbands have an excuse to do a little capering. Jimmy Ward confidentially says Les Cole, can't take it—Funny—because Les says the same thing about Jimmy. Liza says they are both right.

Mr. and Mrs. C. L. Hemingway of Toronto spent last week-end with Mr. and Mrs. P. G. Harrington.

Miss Patsy Coyle of Toronto spent the week-end in town with friends.

Visitors at our plant since last issue were: Bert Otting and C. W. Updegrave.

## Berlin Lets World Know A Few Things

BERLIN, WISCONSIN  
Chas. L. Turner, Reporter



ON March 17, eight of our gang (and not an Irishman in the lot) motored to Milwaukee for the Carnation Bowling Tournament. While we do not claim to be A-1 bowlers, we feel we fared very well and drew our share of the prize money. Glunn wears his new tie every Sunday. It was not the prizes we had in mind when we drove 100 miles to bowl, but to meet all the fellows from the various plants, to see them off duty; and, had the trip been made just to see Fred Rich toss those balls down the maple lane, it would have been worth while. He has a stride, a balance, and curves all of his own. It is wonderful to see the expression of confidence Fred has when the ball departs from his hand, and right then Fred knew he was in the prize money. A fine time we had and we look forward to next year's event.

Since last issue we have had election in this city. We of course, have elections quite often, but we never before realized what a real, campaign meant; however, this year our clerk, Lillie Eichman, had her spring hat in the ring. Yes, Sir! The answer to your question is, "Yes, Sir, she won." In fact when her hat was settled in that ring, her opponent immediately withdrew. We are glad to see Lil get on the School Board and

the only reason she did not pass cigars around here was that very few of us live in her ward, and she did not feel it was our votes that gave her the office.

### Meet the New Employees

Milk is increasing and we have several new employees in our family at this time whom we want to introduce:

Harry Lamberton is now on the porch, doing the weighing and sampling. The qualifications for this work are: a person who will concentrate on the job at hand. A person cannot carry on a conversation and do this job efficiently.

Norma Nowicki, a daughter of one of our patrons, is now inspector on the filling machine. This work requires a good eye and someone wide awake. No wonder Norma has this chair.

Do you remember when we had to wash our can covers by hand and we had the champion cover washer, Jake Harrington? Well, Jake is here again, not washing covers, but washing the pan, and does it shine! You give Jake the tools to work with and he will do the rest.

Chas. Sosinski is an old timer with Carnation, having worked here many years ago. He is back again in the shipping room.

Leo Volliner is here again in the Shipping Room. "King George" knows the short cuts out there.

### California, Here's Berlin

A native son of California once said "There are only two classes of people in the United States. One Class lives in California and the other class wants to". While we will admit he was a booster for his State, he perhaps had not traveled around much. Anyway, we are quite certain he had never been in Berlin, or he might not have made such a broad statement; and for those of you who have not visited our fair city, we take a few extracts from a bulletin recently published by the Berlin Chamber of Commerce. It will set you to thinking and if you are wearing quality merchandise, it perhaps came from Berlin.

"The name BERLIN on any manufactured article is a guarantee of QUALITY.



The BEST hand-sewed gloves made in the United States are made in Berlin.

Fine dress gloves for men and women are also made in Berlin.

Berlin is the "Gloversville" of the West.

The finest fur coats are made here, and half a million dollars worth of fur coats are on display in Berlin. Buyers come hundreds of miles to see this display. The savings on the coats they buy more than pay for their time and trip.

The BEST lines of leather coats, jackets and pants for sportsmen, prospectors and police are made in Berlin. State police and the police forces of many large cities are equipped with Berlin-made garments.

#### Famous Sheep Skins

The sheepskins tanned by the Berlin Tanning Company have a nation-wide reputation and are in great demand. Two hundred twenty-five thousand beautifully tanned sheepskins are turned out annually.

The finest leather sporting boots made are manufactured in Berlin. Ask for the "Ike Walton" boot at any high grade store. The W. C. Russell Moccasin Co. make these boots, and they also manufacture the finest line of moccasin footwear made.

The most efficient canning factory machines are made in Berlin. The Berlin Chapman Company is the largest independent manufacturer of canning factory machinery in the United States.

Their machines are used in canning plants where peas, beans, corn, tomatoes, fruits and condensed milk are canned. These machines are not only used in the United States, but exported to Europe, Asia, Africa and Canada.

#### Berlin Substantial City

Berlin banks did not close their doors except during the national bank holiday and then they opened unrestricted 100 per cent.

Eighty-six per cent of our people live in their own homes.

The Whiting Hotel is known to be the BEST in the State in a city this size. Traveling men drive fifty miles to spend a day at this splendid hotel.

One of Berlin's outstanding recreation spots is its new nine-hole golf course, the Mascoutin Country Club. Located one and one-half miles west of the city, it offers easy access to those who have but an hour or two a day to devote to this popular game.

Berlin is also the home of the J. P. Luther Glove Company, founded in 1867 by the late J. P. Luther, through whose efforts the other four large glove factories in Berlin originated. It so happens, however, that in recent years the activities of the J. P. Luther Glove Company have been confined almost entirely to the production of white lambskin aprons, supplied to Masonic lodges throughout the country.

#### New Swimming Hole

We have nearing completion at the present time a beautiful swimming pool, graduating 1 to 8 feet deep, which will be supplied with water from two large springs with a combined flow of approximately 1800 gallons of water per hour. This pool is located on a 9½ acre tract of land at the northeast city limits and the grounds surrounding the pool will be landscaped, making a beautiful park where the kiddies and the whole family

may enjoy themselves to their heart's content.

Big Hill on Highway 49 affords tourists a fine view of the city of Berlin.

Berlin has an efficient and always courteous police force.

Berlin's city hall, built in 1928, is a credit to the City.

Green Lake County Normal Training School is located in the city.

Berlin Public Library, Miss Margaret Biggert, Librarian. Book circulation in 1933 was 31,153. Periodical's circulation 2,755.

Berlin supports two newspapers: Berlin Dairy Journal and The Tri-County News, published twice a week.

Yates Memorial Hospital is located in Berlin and affords hospital service of the highest efficiency.

The Brown Wilcox Home for the Aged was founded by Jennie Wilcox Brown in 1916.

The shortest all-concrete highway from Chicago and Milwaukee to the Twin Cities runs through Berlin.

#### Berliner Style

The Berlin Brewing Company was organized in 1901, and has continuously manufactured Berliner Style beer except during the prohibition years, when Berliner style cereal beverage was manufactured.

Artesian wells over five hundred feet deep supply our city with excellent drinking water.

Berlin High School has been accredited by the North Central Association of Colleges and Secondary Schools continuously since 1908.

Our city has many churches. Most all denominations are represented. There is a pronounced feeling of co-operation among our churches and great credit is due them for making Berlin the splendid community it is.

We are surrounded by fertile lands which are abundantly supplied with pure water by the thousands of flowing wells which make this community ideal for dairying.

The Koro Creamery, one of the largest in the state, is located four miles east. It manufactures nearly two million pounds of butter annually, all of which is sold at a premium.

One of the Carnation Company's largest condenseries is located in Berlin and has operated continuously since 1911, paying millions of dollars to farmers and laborers.

#### Big Cannery

The Fuhremann Canning Company is another of our important industries. It packs many thousand cases of Wisconsin's finest peas, corn and other vegetables. We are proud of our agricultural community and related industries.

Green Lake, the most beautiful lake in Wisconsin, is seven miles south of Berlin. Lawsonia, Wisconsin's finest summer resort, and one of the most beautiful estates in the world, is located on Green Lake. Within twenty miles of Berlin are twelve other lakes and over two hundred miles of well stocked trout streams. Fish of all kinds are plentiful.

Ducks, geese, prairie chickens, pheasants, partridge and other small game are plentiful. An active Ike Walton Club in our city constantly releases wild game."

## Spring Thaw Injures Roads Around Cambridge Springs

CAMBRIDGE SPRINGS  
J. L. Rexford, Reporter



YES, spring is here again but still we feel the touch of winter every morning. The frost has slowly left the ground and in some cases we find it has raised havoc with the improved roads, water lines, and

done other damage, due to the fact that last winter was the coldest in years in this section. One of our milk haulers had six horses on his wagon load of milk one day when the wagon about dropped out of sight in one or two places along his route. Now we ask him each day how many cars he ran over down in those holes.

The anglers are straightening out their fishing tackle and getting nightcrawlers in the old bait can.

Wilfred Johnson met with an automobile accident recently injuring one ear severely and sustaining some internal injuries where the steering wheel hit him in the stomach. His car, which he had recently acquired in a trade, was about demolished.

Rodney Woolstrum and Clarence Bisbee are the proud fathers of baby boys.

#### Moves to Town

Taylor McDonald who has occupied the Vern Melhuish farm since he came here from South Dayton, moved into town April 1. We understand a certain single man around the plant has his eye on this farm and may buy it from Vern. We don't imagine he would live alone.

Taylor McDonald was called to Fredonia sometime ago by the death of his nephew, who was drowned in a creek.

Ray Carrier was victim of pink eye lately.

T. O. Manross had to move out in a hurry one noon when his house caught fire from a defective chimney. He saved virtually all of his furniture from fire and water damage.

Walter Gilliam has been having some teeth out. He says it is not the pleasantest experience.

Bryant Frihart, our foreman, has been at South Dayton and is at present at Coshoc-ton, working on the filler machines.

Gene Young and Harry Walker have been with us for two or three weeks, moving out the old evaporated milk storage tanks and moving in the ones from Corry, to replace them.

Phil Braun wishes no one would wave to him because he doesn't know whether they are joking. He is driving another car now.

Walt Meracle is his own cook now. He makes a good batch of coffee.

#### Gruesome Toll

"The gruesome toll of motor vehicle accidents in the United States is not pleasant to think about, yet it might well be broadcast to every nook and corner of our land. Thoughtful contemplation of this inhuman and unnecessary waste should make each one of us a more careful driver—or a more cautious pedestrian."—Graham McNamee.



## Condensery Artists Trim Local Store Window

CATTARAUGUS, NEW YORK  
Otto Chamberlain, Reporter

SINCE the last issue of The Carnation we have had as visitors: A. C. Smith, Bert Otting, Lester Olp and W. H. Robinson. Mr. Smith and W. H. Robinson made a flying trip, staying only a few hours. Bert Otting spent several days here helping us in the Laboratory. Lester Olp spent about ten days with us retinning our small pan and hot-wells. Guess Les showed our local marksmen how to shoot a rifle, too. Lester, Paul Ditmer and Louis Schacholtz were target shooting one evening and next day they showed us some very good scores. I am still wondering just how they did it. Oakes and Burger are also still wondering about that window.

Lewis Titus is in the Millard Fillmore Hospital in Buffalo, N. Y., recovering from an injury to his left eye which may cause him to lose the sight of it. He was injured when working at the Bear Lake, Pa., plant, dismantling the milk tanks. He has the sympathy of the entire Carnation family.

### Decorates Store Window

Paul Ditmer and Leslie Hitchings decorated a window in the Market Basket Store with a Carnation Baby Swing display. The window is very attractive in its red and white decorations.

Alwin Miller is home at the present time sick with scarlet fever.

Asa Warner was off three or four days with the grippe but has now returned to work.

Earle Jenkins is the proud father of a ten-pound baby boy.

Fred Tackentien has just purchased a house. There is an epidemic of moving and buying going on here in town. At present there isn't a vacant house in town.

Elroy Manning's horse died a while ago from some unknown cause; but, I think, that if the truth were known, the horse had a nervous breakdown due to getting out in the middle of the night to start Elroy's car.

Lloyd Waite has just acquired a Model A Ford coupe, so now we see him going places most of the time.

Gerald Warren is a newcomer to our ranks.

Florence Armitage, Fred Krasselt and Gerald Warren are attending the Emergency College at Gowanda, N. Y., five nights weekly.

Henry Rothe is still undecided between a Ford and a Plymouth, or to keep the old Model T.

### Spring-time Activities

We understand Cleo Waite went trout fishing the other day and returned with a couple of horn dace.

Louie Schacholtz spends his evenings hunting woodchucks.

Earl Fuss says he would rather go up on the hill to cut wood than to beat rugs when his wife is cleaning house. Earl says when he is in the woods he can sit down on a log and rest and smoke his pipe.

Anna Kovalcik says she is "getting nearly all varnished." I suppose she refers to the floors at home.

George Fleckenstein has a new 1934 Ford V-8 truck. The road to Prosperity must be



Paul Ditmer and Leslie Hitchings, Carnation Plant Employees, Decorated This Window In the Market Basket Store, Cattaraugus

getting better the way these haulers are buying new trucks. In six months time they have purchased four new Ford and two Chevrolet trucks.

A preacher came to a small town to preach and stopped a small boy to inquire the way to the post office. After the boy had directed him, he thanked the boy and said: "I am a preacher—you come to the church tonight and I'll tell you the way to heaven." The boy looked at the preacher for a minute then replied, "Au, go on, you didn't even know the way to the post office."

## Chilton Votes Bond For New School Building

CHILTON, WISCONSIN  
Larry Stouffer, Reporter

HAVING survived the initial plunge into The Carnation, I have been thinking that perhaps it would be advisable to procure some protection before attempting to scare-up any news for this issue. I first thought of obtaining an accident insurance policy and a bullet proof vest. But perhaps one of those Dillinger Special revolvers made in Wooden Gun, Indiana, would be better adapted to the situation. Now, however, a spring-fever-proof vest is the logical item, in fact almost a necessity, if news must be written in this balmy spring weather. At any rate, to start the ball rolling, we shall see what information Andy Johnson can give us on the special Carnation broadcast for farmers. Andy seemed almost bashful for once but did tell us that the special program was as well received by the farmers as by the general public. Superintendent Jack Schneider told of meeting a farmer, in town one evening, who was hurrying around to get home, although it was not yet a late hour. Yes it was on a Monday evening, and the reason for the rush was the Carnation "Contented Hour" program. Jack also told us that he believes that very few persons would tune out a Carnation program as they would some other programs now on the air.

For some time we have known that Chilton was badly in need of larger and more modern school facilities. Last fall the school board applied for a federal loan and grant

for the construction of a combined grade and high school. After the project was approved, the bond issue had to be voted on in the spring election. As there was some opposition to the idea the intense campaign resulting made the school question the talk of the town for several weeks. However, the election decided the issue in favor of the new school by over a three to one majority. The new building which will be located in the south part of town will be adjacent to ample space for play grounds and an athletic field.

A big snow storm at Easter time is to be expected in this country. We were not disappointed this year as we had about 16 inches of heavy snow on the ground April 1. With the aid of a rain or two the snow quickly disappeared; and then "Old Man River" started out to show us what he could do with this amount of water. For several days the water in the Manitowoc river near the condensery was high enough to be interesting but gradually subsided without doing any damage here.

The "sun-shine" club is reorganizing for its pre-whistle meetings on the office steps. So far the backward spring weather has hampered the activities considerably. Although no officers are chosen and the meetings are informal, the club does need some one who can accurately forecast the weather; and schedule the meetings accordingly. Could Joe Jaekels be induced to accept the position?

### Golf Bugs Active

The golf enthusiasts are counting the days until they can begin to wear the rust off their clubs, and try out in practice those new ideas of which they have read during the winter. Jack Schneider says that the course here will be in fine shape this year; so he expects to shoot about (?). Byron Baker hopes to stay in the low 40's, on the good days. The new large practice green near the club house should help some of us to improve our game considerably. Some people claim that fish prefer the angle worms dug with a mashie on a golf course to those worms obtained in any other manner. If such is the case the fishermen can caddy for the golfers for a round or so, and secure a supply of these superior worms with little effort.

Marlin says that we are going to have a





Flood Water In the Manitowoc River, Chilton

kitten ball team in one of the local leagues again this year. With the NRA schedule we should have more time available for practice and games. However, until the fishing season has past its prime, we fear that the ball games can not have our undivided attention.

On March 26 we had the pleasure of welcoming to Chilton and the "States" Kieth C. Reynolds of Renfrew, Ontario, who recently became associated with the Carnation Company Ltd. Mr. Reynolds graduated in 1931 from the Dairy Department of the Ottawa Agricultural College, and since then has been with the Renfrew Creamery Co., of Renfrew, which is about 60 miles north of Ottawa. After being with us for three weeks Kieth, as we now call him, has just left for Mt. Vernon, Mo. Come back again, Kieth, when you can stay longer.

#### Northfield Caller

Also, on the 26th we saw a spiffy looking Packard roll into the yard; and out stepped Art. Stadtmueller of Northfield. Art needs no introduction in this neck of the woods, but we did hear that he might be in the market for a good gasoline saver.

Mr. Slemmons called here shortly after election day, and to complete the party, along came Superintendent Cross and our old pal, Chas. Turner of Berlin.

Today, Oconomowoc is represented here by R. O. Henszey, H. Beuler, and Geo. Westphal.

Since the milk receipts have climbed up another notch,—John Barany, Wesley Mand, and Clarence Clune are with us again.

On a Monday morning, March 13, Jay Crawford came to work with the two upper buttons missing from his vest, and a smile over most of his face. As you may have guessed, the reason for this was a grandson, his first. To Mr. and Mrs. Byron Crawford an 8½ pound son was born on March 11, and named Kieth McKee Crawford. Byron was also walking on air a little that morning, although he did not have much to say. But then that seemed quite natural to us as Byron is so good at keeping things quiet that when he was married last spring he did not tell us about it until fall.

Oh yes, we almost forgot to tell you that the baby girl at Barney Zynski's home has been named Audrey Irma Frieda Zynski.

The morning after election, Clem Kampa

showed up with a new pair of white overalls, and explained that electioneering pays if you pick the right man.

#### Signs of Spring

Among the signs of spring allow us to mention Marlin's new jacket, John Barany's new green cap, and Del Molg's large pea-green Chandler. Also Bill Schaefer has a new corn cob pipe, Jim Weeks is propelling a bicycle as if he enjoyed it, and Tony Hammer is oiling the lawn mower.

From sources which prefer to remain anonymous we hear that Andy Johnson is going to taken lessons on the piano. We do know that he has recently purchased a piano so the above statement seems logical.

About the second week in April Reuben Anhalt and Byron Baker began to grow mustaches; and it looked like the beginning of an interesting, red, mustach-growing race. The sad part must now be told—Byron dropped out of the race after a few days and the competition ended.

On one of those real spring days that we have had occasionally, I saw Al Pflueger and Elroy Starfield on the roof of the power house. As it was a little early in the season for sun baths I concluded that they were digging birds' nests out of the whistle or tuning it up to harmonize with the song birds. Later, to my disappointment, Geo. Mueller informed me that they were patching holes in the roof.

#### Bowling Prizes

When the prizes arrived from the bowling tournament Bill Schaefer proudly and care-



Ruben Anholt, Chilton Laboratory Man

fully carried home the dress shirt that he had won, at least he thought that the box contained the shirt. But when he unwrapped the package it contained only old newspapers. The next day Bill looked at the real package before taking it home.

After one evening as a spectator, John Dietz says that he has seen his first, last, and only walkathon.

When Mueller and his "black shirts" began to break up a large section of the concrete floor in one corner of the heat room, there were many guesses as to the purpose of the excavation. Joe Jaekels wondered if it were a grave for the Depression; Jay Crawford suggested that it might be a swimming pool and shower bath, but Wallace Bloker said that they had not yet decided what the idea was. As a matter of fact, after the concrete floor is laid the pit will house the tall, continuous shaker.

After plowing through a typical March snow storm, the three Chilton teams arrived at the Carnation bowling tournament, Milwaukee, still confident that, regardless of weather conditions, they would get "hot" enough to win their share of prizes. The class "A" team, however, placed fifth against stiff competition from Oconomowoc; but won the \$2.50 "special" for the team scoring closest to 2350. The "B" division teams placed 7th and 8th among the 14 teams competing.

#### Other Prize Winners

In doubles, Lehmann and Farley ranked third in class A; while Piper and Schaefer topped the "B" division, thereby winning two dress shirts in addition to the \$2.50. It's easy enough to loose a shirt on such occasions but quite a different matter to win one. For the doubtful honor of having the greatest number of splits in any game Earl Shaw, Farley, Johnson, and Lehmann were tied; so the \$1.25 was divided between them. Congratulations boys.

In singles, Lehmann won the cigarette lighter offered by A. C. Smith; and, among the Chilton special prizes, a pair of bowling shoes offered by Superintendent Schneider for the most strikes. The other pair of shoes offered by Superintendent Schneider for the most spares was won by Farley. Stiner's Rustic Garden of Chilton presented cartons of cigarettes to the persons having the high, three-game totals; and they were won by Schnell, Baker and Farley.

While the singles and doubles were being bowled, the dining room was very evidently the center of interest. Why? Well, ask Marlin.

#### Close Education

Modern education was the topic of conversation in the suburban drawing room.

Mrs. Miggs was saying that it was of little use, while her hostess Mrs. Biggs, held that it was a good thing.

"Now, here's little George," said the latter. "He's bright, and though only eight, he will answer any question you like to ask him."

"Well, George, dear," said Mrs. Biggs, "How many are four and seven?"

"Twelve," came the prompt reply.

"There you are," exclaimed the proud mother, "missed it only by two."



## Coshocton Is Landscaping Condensery Grounds

COSHOCTON, OHIO  
C. D. Ferguson, Reporter

THE past few weeks have made us forget those winter mornings when the mercury was so far below zero as to be almost out of sight. Spring is here and the Coshocton condensery is no place for anyone afflicted with that most common malady, "Spring fever." In two weeks new routes have been added to more than double our supply of milk, and it increases every day.

The new routes are:

- No. 16—D. H. Shaffer, West Bedford
- No. 18—C. E. Smith, St. Louisville, Utica
- No. 20—Ed Huff, Uhrichsville
- No. 21—A. Moreland, New Philadelphia

Landscaping of the grounds around the plant has been started and this will do more toward making our new building one of the most beautiful of Coshocton's points of interest.

Spring acts in funny ways—for instance, "Honey" Bill Robinson Jr. sits on the inspectors stool and recites romantic poetry to the endless stream of cans that passes under his nose. After an eight-hour session on the stool the other day, Bill was heard to complain, "—and the first thing they'll do when I go over tonight will be to ask me to have a seat."

### The More, The Better

Other thoughts, though still poetic, lightly turned to a more practical side. This enterprising bard writes:

In my experience with Carnation,  
I've come to one big realization,  
If you don't stay on the water wagon,  
After twelve sterilizers your feet will be draggin'.

Note to editor: The author threatened to write more of this stuff if the above is published.

Much has been said about the dairy possibilities of Coshocton county but the climate and water supply has other attributes as well—this is illustrated by the accompanying photograph of a Coshocton family. The combined ages of the parents totaled



Coshocton, Ohio, Enters the Above Family Group as a Challenge to All Units of the Company to Even Tie This Photographic Proof That a Coshocton Baby Can Coo to Twelve Hale and Hearty Members of Her Family Who in Turn Coo Right Back at Her as Only Parents, Grandparents, Great-Grandparents and Great-Great-Grandparents Know How. In the Group Are the Father and Mother of Miss Vannie Marlene Regula (in Her Mother's Arms) Both Maternal and Paternal Grandparents, Both Maternal and Paternal Great-Grandparents and Great-Great-Grandpa and Great-Great-Grandma Regula. Coshocton Modestly Again Draws Attention to the Health Giving Qualities to be Found in the Climate of Coshocton County, Ohio

120 years at the time of the child's birth. Ray Maysilles was very much interested in this; and, in spite of his objection, we are passing the information on to the Myron Benedicts, Lou Gonyos, H. C. Wachs, F. B. Petersons, Geo. Micklesons and Jack Schneiders; and to be filed for future reference by A. C. Oosterhuis and H. R. Jahr.

Our social activities this time started with a "stag" party at the home of L. W. Jeffery March 5. The boys talked and smoked cigars and between raises listened to the "Contented Hour." That was the night we learned from a Mount Vernon trio that Missourians were all alike in at least one respect—Mr. Hancock, Clyde Ruckert, Wes Rowe, Jesse James, and "Pretty Boy" Floyd. The only difference is that a couple of them used guns.

Marie Robinson entertained a few friends with a dinner on her birthday, March 14. The table was decorated in a St. Patrick's day motif with shamrocks as favors. Danc-

ing and bridge followed the dinner.

A bright sunny Easter found the Carnation crew carrying its colored eggs to the plant in a lunch pail and the Easter bunny, in the person of Wes Rowe, paid us another visit. It may have been Easter some place but it was an April Fool's day for us.

Visitors to the plant during March and April included A. C. Smith and C. W. Updegrave.

On Sunday, April 15, Mr. Hancock drove to St. Louis, Mo., and returned with Mrs. Hancock and his three daughters, Betty, Gayle and Mary Alice.

New additions to our family are: Ed Fulp, South Dayton; B. Frihardt, Cambridge Springs and Jimmy Price.

Aylmer, please note—Charles Sharples has been retrieved from the coal mine, and is now going in for gold mining. We have this on good authority.

### That Farewell Dinner

It remains for Wes Rowe to steal the spotlight in our news this time; and, expecting some crack from Mt. Vernon about his now-famous "farewell party," we want to take this opportunity to defend ourselves. On March 22, a number of the Carnation family and friends held a dutch-treat dinner party at a roadhouse near Coshocton. Next day the local society editor called the plant asking the reason for and details of the affair. A hurried conference revealed that opinions differed as to whether we were celebrating Thursday or the day after the first day of spring, but when someone remembered that Wes had bought candy and cigars for the crowd, it was published that we were "Honoring Wes Rowe, Mt. Vernon, Mo., Carnation Canning expert."

Loud and long were the complaints from Wes that it was the first time he had ever paid for his own dinner at his own farewell party and "that wasn't the way they did things in Missouri." On his second visit here, Wes declined another farewell party



Mr. and Mrs. Moore, Spring Mountain, Coshocton County, Ohio. Combined Ages of Parents At Time Baby Was Born Was 120 Years



on the grounds that he might have to buy all the dinners.

That ends our news this time. The following is a personal letter to Wes Rowe. Dear Wes:

The boys decided that they played a dirty trick and agreed to refund your dinner check. A collection reveals the following contributions: one half of one cuff button, one bloat, an empty bottle, promissory notes for \$125,000 and 12 cents cash. Am sending it all under separate cover.

We enjoyed your visit, hope you find everything all right at home, and look forward to seeing you again.

Yours truly,  
COSHOCKTON.

## Lupton Celebrates With Get-Together Party

FORT LUPTON, COLORADO  
Sofia Decker, Reporter



FEBRUARY 26th was a "red letter day" for the Colorado Condensed Milk Company, for on that evening the employees with their families joined in a get-together, get-acquainted, meeting in the IOOF Hall.

At seven o'clock about sixty men, women and children partook of a sumptuous oyster supper in the dining room of the hall. H. A. Decker, who cooks our canned milk just right, was the "chef" and can he make oyster stew,—just ask anyone who was there. He was assisted by Mearl Thompson and George and Jack Funk, who juggled dishes of stew just as though they had always been in the business.

Carl Bateman was at first greatly worried for fear he would use the wrong spoon but as he had only one that difficulty was soon solved. After supper all adjourned to the main hall and prepared to enjoy the rest of the evening. Some thoughtful person had installed a radio and the "Contented Hour" came through just as clear as though we had been "listening in" in our own homes.

Some of the guests played cards and other games, while others seemed content to sit around and visit. Harry Wohlgamuth learned to play whist and while he was badly beaten, he declared he could do better next time and take his opponents to a cleaning. "Oh Yeah!"

### Pulling Faces

Mr. Bulkley, our dignified superintendent, and little one-year-old Joyce Bateman had the time of their life making faces at each other. Lee Chambers furnished music for the crowd on his guitar and we found that some of our boys had voices of which they need not be ashamed. The evening ended with a talk by Superintendent Bulkley on the "Spirit of Co-operation in the Carnation Milk Industry".

The hour was getting late so the meeting adjourned with all hoping that we would soon have another party and that we might unite with our sister plant at Johnstown and have a picnic in the mountains next summer. Let's all keep this in mind and see if it can't be done.

On March 6 the residents of Fort Lupton turned out en masse to watch the Union

## Milk Flow at Ferndale Is Increasing Rapidly

FERNDALE, WASHINGTON  
Helen Bogue, Reporter



OUR lovely spring weather continues, and it looks like summer here now. The season is at least a month ahead of last year, and last winter was the mildest one in years. The fishermen are bravely starting out—as the season opened April 10—but so far none has caught any big ones. Lou Strandt to date has the prize, having caught seven nice trout the first day.

We are applying for a medal for Mrs. Schons. She killed a mouse today and didn't faint or scream. It was a tiny mouse, but just the same, the killing was a heroic act, and deserves worthy mention.

We are glad to have as visitors this month Mr. Bullis, Mr. Tischer and Mr. Barker.

The milk flow is increasing rapidly with the new pastures and the mild weather. A few have been added to the payroll, which helps make the plant busier and happier. We sold over three carloads of grain last month and hope to beat that record in April.

We will try to get some pictures for the next issue, as everyone will be out now on trips and picnics and, perhaps, we can coax some news items out of some of the employees. Today the reporter didn't have very good luck: everyone said, "I don't know a thing."

Pacific bullet train go through. While it did not stop at Lupton, it slowed down to a speed that enabled all to get a good view of it, even to the extent of distinguishing the features of the passengers who were just above the level of the eyes. In a few years these trains will perhaps be so common that we won't even turn our heads when one rolls into town, but at the present time it is something worth going miles to see.

Other plants had better look to their laurels for fieldman Harry Wohlgamuth has just begun to convince the farmers hereabouts that Calf Manna is the best food for young stock. Several farmers have repeated their orders, which is a good sign.

### Peculiar Accident

In spite of the fact that we are having safety meetings one night each week, three of our employees were victims of a peculiar accident recently, when their eyes became blinded by looking toward the welding machine of an operator who was working on the sterilizer. This not only caused temporary loss of sight but also so much pain that they were compelled to consult a physician in order to obtain relief. Those affected were Jack Funk, William Pepmeyer and Marvin Pepmeyer. Dark glasses had to be worn for several days.

We think that the people in the towns of which our employees are residents are beginning to appreciate their efficiency. Just read this and see if you don't agree with us. At recent town elections on April 3 the following were elected to office of town councilman of their respective towns: Herman Funk Jr. of the Fort Lupton plant; Forde Beeten of the Johnstown plant, Esco Jones,

Johnstown employee, who resides in Milliken, and last but not least, Lewis Camp, resident of Platteville and owner of Lupton hauling trucks one, two and three, was elected mayor of his home town. Seems to us that is a pretty good record for one company.

### At Dairymen's Convention

Messrs. Bulkley and Wohlgamuth attended the Dairymen's Convention in Denver on March 22, 23, 24. Nothing important happened aside for the fact that the snow storm on the 23rd "marooned" Harry in the city without his "nightie." He couldn't sleep a wink but whether it was due to the absence of his "nightie" or the presence of a quantity of 3.2 we have been unable to determine.

Easter dawned bright and clear and remained so for the entire day. Milady wore her Easter togs without a quail of fear. However, next day, Olive Ramsey appeared at the office in a new spring bonnet, sleeveless dress and NO coat and would you believe it, that afternoon it snowed hard. Weather on Easter is not a forecast of weather on the following day.

We have decided that our superintendent, George Bulkley, is a very versatile man. Recently he conducted the evening services at the local Methodist church and preached a sermon on the "National and Religious Life of America". Those who heard him say that he handled the subject well. At the present time he is engaged in building a new fence around his back-yard and chow dog. As George Junior is taking the leading part in the High School play, Dad finds that most of the work falls to his lot and his time after office hours is spent wielding shovel, hammer and paint brush. He says the fence is a beauty and invites the entire countryside to inspect it. Maybe we can get a picture of it for our next issue and show Carnation readers what well dressed back-yards are wearing in the way of fences. We consider the Chow dog very lucky.

There is a lot of sickness in town; chicken pox, whooping cough and scarlet fever. Jack Funk's wife was very ill with a bad case of chicken pox and little Jimmey Ramsey has been suffering from whooping cough. We are glad to report that both are recovering nicely.

### Beet Contracts Slow

The sugar-beet question is causing a great deal of unrest among the townspeople as well as the farmers in this vicinity. The dead line for planting is fast approaching and no agreement reached yet. No beets means no employment for lots of people the coming season and we are hoping it will be settled satisfactorily soon.

George Apple, Lupton patron and hauler, has purchased a young bull from Carnation Farms. No particulars received as to name, age or pedigree, probably because the Carnation Farms have so many offspring being born at this time of year that "Daddy" Everly can not think up names fast enough. Anyway this calf is very young but already showing bovine beauty. George Apple has made a very fine record during the short time he has been dairying. Every animal in his herd is now of Carnation breeding. A few years ago he was milking a herd of cows on shares. He put all his savings into a Carnation bull and received one-half of the offspring. He soon developed a little herd



of his own—of very fine heifers—bought a second Carnation bull, and now has one of the best herds in the State for type and production, averaging over 400 pounds butterfat. This new calf is expected to carry on the fame of the firms of Apple and Carnation.

#### George Funk Married

Our popular foreman, George Funk, stole a march on "the gang" on his "day off", Sunday, March 11, and was married to Mrs. Grace E. Reed of Denver. After a short trip through Southern Colorado, our newlyweds returned to Fort Lupton and set up housekeeping in their new home at 624 Park Avenue. All wish George as much happiness during the next twenty-nine years as he had during his twenty-nine years of service with The Colorado Condensed Milk Company.

Construction and re-construction are still going on at a rapid pace in our plant. After the new boiler and coal pulverizer began working smoothly, we installed a new Ranar ex and draft gauge, borrowed a tube cleaner from sister Hillsboro, re-tinned five copper tanks, completely rebuilt two Ft. Wayne sterilizers, changed to a 3-speed attachment on the baby shaker, installed a sterilizer temperature controller, and are now waiting for a new weigh tank, and a lot of new paint. In the near future we hope to have all the seasonal "house cleaning" done and be ready to issue a standing invitation, to all who are fortunate enough to vacation in our glorious Rockies, to stop at Lupton and look over the ancestral home of Columbine Milk—"the pride of Colorado"—as well as Carnation Milk—"the pride of America".

#### Safety Committee Work

Ft. Lupton was probably the last plant of the Carnation family to start regular plant safety committee work, but since the Continental Casualty representatives visited us and started us off on this work on December 1, we believe that we have made remarkably rapid progress in safety work. From December 1 to April 15 our records show the correction or elimination of exactly 67 safety items. We do not want you to think our plant was a "death-trap", but each one of these small items corrected or added to our equipment might mean the elimination of some injury. On March 2 our safety committee began a regular course of professional instruction in First Aid methods, under the tutelage of Mr. E. M. Ely, superintendent of the local electric sub-station, a veteran of many years in First Aid work, and the hero in a large number of near-fatal accidents and drownings, where his skill has often saved lives. This committee of six, and sometimes as many as ten, gather in the office every Friday night for a two- or three-hour session and have a lively time getting some victims all wound up with splints, bandages, and tourniquets, then opening his mouth and setting a dislocated jaw, or pulling on his tongue with a pair of pliers! Every evening, one or two victims must simulate drowning or electric shock and get well worked over with artificial respiration. This reduces the osteopath bills, so they tell us. Dick Morgan always had the honor of giving "the old water shake" to drowning victims, until he nearly caved in Ollie Odle's stomach. Now the "victim" usually eliminates that part of the job.

The safety evening is usually "capped off" with refreshments. Ye reporter has heard that the coffee is percolated on her desk, with current from the adding machine. This sounds complicated, but we have not yet noticed any marks the next morning, so it may be just one of the many exaggerated stories that are told about these meetings. The office girls are never invited, even to peek in the windows, without due warning, because of the strange sights they might see, but we are told that each one who furnishes some refreshment will be invited to the final "demonstration meeting". Olive Ramsey "qualified" last month with a large platter of fudge and ye reporter baked a hot coffee cake at 9:30 P. M., hoping to "crash" the meeting with this treat, but was stopped by the outer guard. We expect to get some of the "secrets" to report next issue.

## Hillsboro, Ore., Proceeds To Break Own Record

HILLSBORO, OREGON

A. H. Abts, Reporter

IF there ever was anything in the expression that Oregonians were "moss-backs" we can't come under that classification any longer. In order to grow moss, the object must be inactive. We have been traveling at such speed here that some of the boys got a "hot-box" in their elbows and ankles from the pace.

We not only broke our all-time record for the most milk received in one day's time, but we also broke our record for cases shipped in one day's time. When a plant handles 50 per cent more than its rated capacity, there is no time or place for moss to get started.

Also it takes a lot of moisture to make moss grow. Our summer weather is well over a month ahead of time. May flowers had passed their season in April. Apple blossoms due the last of April were gone by the 5th of April. The weather has been dry, with the exception of two days of rain, and the temperature soared to 87 on the 12th of April to give us a touch of real summer.

Visitors have been the order of the day. One special group was the Home Economics Class from Oregon State College, under the supervision of Miss Eleanore Spike and Miss Elizabeth Fletcher. Thirty-seven young ladies were in this group, who came from all the Western States and China. They were interested and interesting. Carnation as usual was the first industry to be visited on this annual trip, during which eleven industries met their inspection.

#### Grocers Visit Condensery

Another special group was the Salem territory representatives of the Pay-and-Take-It stores, together with the Safeway, and Skaggs representatives. This group was under the supervision of A. B. Searle, Carnation Representative from Salem, and Mr. Warren C. Kaley, Carnation representative from Portland. Mr. Condie, the Oregon salesmanager had a bone in his leg, and couldn't attend the party. Thirty-five of the merchants made the trip through the condensery on Sunday, April 15, and then had a very nice and congenial chicken din-

ner afterwards. Mr. George Salterbeck headed the delegation, and we are indebted to him for his wonderful co-operation.

The high point of our local activities was reached Monday, April 9, when Carnation, through Vice President A. M. Ghormley, sponsored a wonderful program for the local Chamber of Commerce. Mr. Kaley brought out an excellent male quartette to round out the program, but to Mr. Ghormley we are indebted for a very fine straight-from-the-shoulder discussion of the present dairy conditions and suggestions as to how to better them. His talk has been widely discussed by the local business men, and both Mr. Ghormley and the Carnation Company have been highly complimented on this program. More than one hundred were in attendance at the luncheon. Dave Collins, manager of Albers Bros.; Dan Hogan, feed sales manager of Albers; E. E. Condie, Carnation sales manager of Oregon; Art Kendall, manager of Riverview Damascus, Portland; Warren Kaley, Carnation Sales Promotion Department of Oregon, all came out from Portland and sat at the speakers' table, each with a red Carnation in his buttonhole. C. T. Richardson acted as chairman.

#### Old Timer Ill

Sid Thwaite, with twenty-six years service, is still on the sick list. We hope he will be back with us by the time you read this.

Bob Daly, expert processor of Mt. Vernon, Stanwood, Monroe and other Carnation points, came down and helped us during the worst of our rush. Thanks Bob, and come again. Thanks, Mt. Vernon, for loaning us a good man.

The new cars reported last issue haven't developed very fast. A. A. Hall, processor, is the only one driving a new car this month. Somebody else ordered an Oldsmobile in February, but the boss is still driving his Ford after turning in his Studebaker.

We were certainly glad to have many of our old comrades back with us during the rush season. We added about thirty employees and most of them were familiar faces. It seemed mighty nice, like a homecoming.

Oregon weather last winter was just a wee bit better than Southern California's. Whereas they had a tremblor or two, we took our good weather unmixed with some of the gross things that Nature does to them. It looks as though Southern California will have to rest their tongues for a while. There is not much left to brag about now.

#### He Turned Pale

Rastus: Say, Sambo, what time in yoah life does yo' think yo' wuz scared de worst?

Sambo: Once when ah wuz callin' on a married gal an' her husband come in an' caught me. Boy, wuz ah scared!

Rastus: How are yo' suah dat was de worstest yo' evah bin scared?

Sambo: 'Cause her husband turned to dat wife ob his an' he say: "Mandy, whut's dis white man doin' here?"

#### Poor Memory

Professor—"Give me some of that prepared monoaceticacidester of salicylic acid."

Druggist—"Do you mean aspirin?"

Professor—"Yes, I can never think of that name."



## "Contented Hour"

(Continued from page 3)

dio's most popular figures, was selected. His original style and sincerity have built for him a tremendous following. In one of the most recent surveys obtainable, Gene Arnold ranks as the seventh most popular individual personality on the air.

After our program had been launched nationally in the beginning of 1932, it was necessary in our minds, to check the size of the audience and the responsiveness of our listeners. A contest was conceived to run over a period of the first eleven weeks, to give us an indication of these factors. The result of the test is, of course, well known to most of you. In eleven weeks, more than 659,000 Carnation labels and many other thousands of facsimiles poured into the offices of the company from listeners throughout the United States and Canada. Even better, thousands of congratulatory letters were received along with them, complimenting the company on the goodness of its product and thanking them for such an excellent program.

Here was tangible evidence of direct sales and of universal good will—the two most important factors in our picture. On top of this, the label returns established a record for once-a-week, half-hour programs that has never been equaled over the National Broadcasting Company network. Here was definite proof that the careful planning had brought the desired results, but there were also, other equally important proofs. As the program continued, advice began to come in from dealers that their customers were asking for and insisting upon Carnation Milk because they liked the program or because of some particular message from Gene Arnold or Jean Paul King which had created a desire for the product. The program was selling Carnation Milk.

### Radio Big Support

We all know, of course, that the years of foundation work laid by our magazine and other forms of advertising had paved the way for immediate interest and acceptance for the "Contented" program to millions of people. It was like hearing from an old friend through a different and more personal medium. Naturally we were highly pleased when we found that radio was returning this compliment. Our magazine advertising (run after our radio program had been on the air) brought 50 percent greater returns than before. In other words, our radio program was making our other advertising tremendously more effective.

As our broadcast continued, we constantly maintained studies and experiments in order to increase the efficiency of our program. We found, for instance, that consumers who were first introduced to Carnation through its use for baby feeding became enthusiastic boosters for our product and consistent users of it for cooking and creaming as well. Therefore, in order to further the interest and effectiveness of our baby feeding message we planned the present Lullaby Lady "spot" with its human heart appeal for mothers and fathers. The success of this addition was instantaneous.

Listeners enjoy the songs of the Lullaby Lady without realizing that she is virtually

singing a commercial message to thousands of potential customers. The beautiful atmosphere provided by her song makes it possible for Gene Arnold to deliver his message on baby feeding at the most psychological moment—at the very time when a feeling of utmost good-will has been achieved. The same atmosphere which makes the Lullaby Lady's "spot" so successful is provided throughout the entire program to make the half hour connotative of complete contentment. Rather than a series of orchestral numbers interspersed with various artists, the program becomes a consistent unit from the first cow bells to the final "Contented" song, which makes the program from start to finish, truly a "contented" one.

### Favorite Numbers

During our broadcast we have received mounting requests from our listeners for their favorite numbers. As these requests reached sizable proportions we felt that we had an invaluable yardstick by which to measure popular demand in music. Throughout our 28 months of broadcasting we have played the numbers that have received the largest number of requests and have built our programs on a basis of these selections and other numbers that have stood the test of time in general popularity. Thus, more than 1000 different compositions have been played or sung on the "Contented Hour"—giving the vast audience over a period of time, all of the musical favorites—and providing a variety of selections that is bound to please everyone at one time or another.

That this policy has been well chosen, has been brought out by other surveys than our own. We are in possession of figures prepared by the Association of National Advertisers—an unbiased organization established by important leading advertisers in this country to determine for themselves the real facts in regard to the various advertising mediums. Their research carried to 100,000 homes every week. From these authentic figures we found that our program since its start in January, 1932, had doubled and then trebled in its popularity in the two years that we have been on the air—and today, regardless of talent cost, the "Contented Hour" stands very close to the top-ranking among all programs on the air.

### Most Effective Program

It is no wonder, then, that a leading executive of the National Broadcasting Company said to us—"Dollar for dollar, the Carnation 'Contented Hour' is the most effective program on the NBC today."

We know that a consistently good program that is popular, increases in effectiveness in direct ratio to the length of time it is on the air. Every week enthusiastic old friends bring us new listeners and new listeners become consistent listeners. We know that in 1934 our army of listeners will be materially increased.

We also know that in 1934 we can reach 14 percent more listeners than in 1933—due to the tremendous increase in radio equipped homes though the sale of the popular low priced sets in 1933—an increase that means a very important thing to us, an increase in listeners and in sales.

Our program is reaching millions of homes every week. These homes are responding by demanding Carnation. We have watched

sales grow in old territories and in new sections where stations have been added. We have heard the officials of one of the large chain store accounts attribute their taking on Carnation Milk, because of radio demand. We constantly see sales reports like the following:

### What Salesmen Say

"Sold Mr. Blank and Mr. Blank of Newport, Carnation Milk today for the first time. I have taken credit for two new sales, but the real credit should go to our radio program as in both cases the buyers told me that customers had spoken of our radio program and had asked them to stock Carnation. This radio program makes new customers come easier and helps the old ones to buy more milk. It's good to work for a company that is just two jumps ahead of the competition with such sales promotion and advertising."

These are some of the infallible guide posts that give us continued enthusiasm for our radio program, and these are some of the reasons why we present the Carnation "Contented Hour" to homes throughout the United States and Canada each week. I hope that this analysis will help many of the Carnation Company employees to fully understand our purpose and method in broadcasting. I also hope that every member of the Carnation family will continue to co-operate to his fullest extent in broadening the scope and effect of our broadcast by listening, contributing, and telling friends, grocers, and doctors about our program and its purposes. In doing this I am sure that the program will bring to others, as it has to me, a renewed enthusiasm for our job and a greater pride in what we are doing.

**Note—Do not forget that "Contented Hour" programs come to you from Chicago under Daylight Saving Time or one hour earlier in all communities not under Daylight Saving Time—but as usual if you have Daylight Saving Time.**

## Whole Family Pinch-hits For Regular Reporter

JEFFERSON, WISCONSIN

Per Maurice A. Sween and Associates  
Ray Adler, Reporter



"A little nonsense now and then

Is relished by the wisest men".

This old saying comes as near as possible to explaining our present mood, and as a forewarning of what may follow. Theoretically, spring is here, and, in spite of not yet having had the warm spring-like mornings, singing birds, and humming bees that are so often credited (or blamed) as the direct causes of "yandering fever", day-dreaming, and in a few cases, the sprouting forth of poets (temporarily), we do feel a little horse-play at this time to be perfectly in season, and so begin by dedicating this to our new laboratory man, Eddie Zahn.

Eddie has passed through the trying preliminary stages and is now well qualified for the work. However to make life even more trying than it normally would have been Eddie took unto himself a car, made a trip to Oregon to help out there, and had other



minor troubles which we will not dwell on at this time.

Concerning the trip (pardon me, there were two of them) several other of our men also were called there. On the first trip, Eddie Zahn, Philip Windl, and Nick Welter were the unlucky ones; on the second trip, "Opie" Eiden went in place of Barney, Philip having to remain at Jefferson to run coffee tests and take care of his Wednesday, Saturday, and Sunday nights' book work. We do not know what these Oregon people did to our boys but the readiness with which they accepted the second trip was conspicuous.

#### Traffic Troubles

All we know is what we heard here and there, but it would seem that Oregon should have provided traffic managers and by so doing would have relieved "Opie" of his chore. Other rumors have it that a certain blond from those parts came very near running serious competition with "those eyes of pleading brown" from these parts.

The much-looked-forward-to, and long-talked-of-afterward, Sixth Annual Bowling Tournament was held at Milwaukee on March 6. Jefferson was represented by two teams: Steiner, Cole, Eiden, Welter and Endle, making up the first liners and: Eiffler, Freepartner, Sween, Seifert, and Seitz as the scrubs. Besides the bowling this tournament gave everyone an opportunity of meeting old acquaintances and renewing friendships. We all felt proud of the showing made by Jefferson, and with the proceeds staged a stag party at Oconomowoc later.

This tournament, as others always have, brings out a new and fresh crop of rumor and funny stories. First we wonder as to the real reason for Bill's car refusing to start on the homeward journey, and when it did, why the stop in the center of an arterial crossing? And then, why it finally ended up in North Milwaukee. Then also, why Gix's services as promoter were so much appreciated by all concerned?

It would seem altogether fitting that Oconomowoc and Berlin stage a popularity contest at this time, with Helen and Lillian as the active sponsors. Oconomowoc has Art Weber with a new and practical sediment tester, while Charlie Turner has a new type of strainer, some 3000 of which are to go out into the field, it is reported.

#### Plant Is Painted

In recent weeks a large amount of painting has been done in the plant.

We have been getting a lot of milk from Whitewater and several new men have been employed.

In closing we offer our condolences to Bud Knutson of Waverly in his long trip to attend the Prom and the failure of the orchestra to arrive.

Teacher—Why was Solomen considered the wisest man on earth?

Student—Because he had so many wives to advise him.

According to the latest rumor two of our employees have started on a banana and skim milk diet. Here's hoping they lose.

Paulie Heileman has agreed not to accept any more blind dates from girls he does not know. How come?

Gix Seifert wins the wooden medal for breaking all records in taking in milk on the porch.



Leander Weisman, Directing Traffic Away From Jefferson Painters

## Good Weather in Rockies Sets 'Em Braggin'

JOHNSTOWN, COLORADO  
Gilbert Landell, Jr., Reporter

WELL, boys and girls, it's spring time in the Rockies once more and Mr. Plummer informs me that it is also Carnation news time so I guess I must go to work on the old Remington portable and pound out some copy to keep dear old Johnstown out of the Coffin Club.

In my last letter I informed one and all that our lovely Colorado winter climate had everything in the world beat. It did, while it lasted, and it lasted most of the winter, but they say that all good things must come to an end and weather is no exception. We had most of our winter late this spring. Our latest storm occurred during the past weekend and at this writing it looks as though we will have a glorious spring.

By the way, spring time in Colorado is just about the loveliest found anywhere. That song "Springtime in the Rockies" expresses it well, but unfortunately most of the radio stations broadcast it in mid-winter during a blizzard instead of in the spring time.

While still on the subject of weather we hope that Mr. Wachs arrives for his next visit while our weather is still presentable. It seems that he usually arrives during a storm and he probably thinks that most of Colorado's fine climate is newspaper talk and native claims.

#### Change of Subject

Will change the subject. What about automobiles? There is only one new one here since the last issue. Bill Lohrengel finally weakened and traded his '29 Chevrolet for one of the '33 variety—a beautiful blue with red wheels. Some car, Bill!

No Colorado fishing so far. Mel Mast spent a week-end in Wyoming a couple of weeks ago and brought home a few beauties and also a nice coat of sunburn. The Colorado trout season will open one of these days and then watch the smoke of Austin



Barney Making Coffee Tests At Jefferson

Little, Jake Shelton, Bill Lee, Leander White et al.

Industrious Gordon Teal has planted part of the plant acreage in good old Greeley spuds and expects to have a bumper crop of the famous Colorado variety this fall.

Two of our employees, Forde Beeten and J. E. Stocker, with their families, attended the graduation exercises at the Presbyterian hospital, Denver, on April 17. The occasion was the commencement exercises at the nurses training school there. Elanor Beeten and Laura Belle Stocker were among the graduates.

We haven't noticed that sleepy look on Paul McQuate's face of late. He must not be motoring to Boulder so regularly. How about a news story, Paul? You promised me one.

#### That's Right, You Tell 'Em

I will take this opportunity to insert a couple of Austin Little's notes: "Oregon: Where was Harold Krause when the news was due last time? Zumhagen, we always had news when Harold was around. Let's keep the old plants well in line and not hang out the black flag again."

"Chas Turner: Why spoil the good record all we old timers had set for Berlin? Let's have good news from Berlin from now on instead of hanging out the crepe."

Forde Beeten, dean of Johnstown employees, was honored by the citizens of Johnstown in the city election held April 2. He was elected to a seat on the city council in the hottest election and heaviest vote in Johnstown's history. The Carnation family here well knows that he is capable of filling the post.

Johnstown's streets are the envy of neighboring towns as a result of the grading and graveling of the side streets and residential streets by the C. W. A.

#### A Baseball Town

Several soft ball teams, representing local firms, and a town hard ball team in the Northern Colorado League will be covorting on the local diamond soon. Johnstown is one of the liveliest baseball towns in the State and several of our employees will be performing on the various teams.

Louis (Doc) Grott, a veteran employee, is gaining an enviable reputation as a gardener and tough guy. We understand that both are well deserved.

As these lines are written another baseball season is being inaugurated. Last fall we told you who would win the football titles. Well, just because we were wrong about that doesn't bar us from telling you who will be the world's champion ball club next fall. No, we don't pick the Giants to repeat. Who then? The Chicago Cubs. Mr. Klein will transform the Cubs to champs and the Yanks or Red Sox will upset the Senators to make it a 100 per cent new deal in baseball.

#### See Him Now

First Drunk at bar—"Youse gotta hand it to me. I'sh done pretty well wish my life. I weighed only two pounds when I wash born."

Second Drunk—"Dish you live?"

First Drunk—"Yesh, but you should shee me now."



## Lonsdale Too Busy To Let Anything Happen

LONSDALE, MINNESOTA  
Charles Hastings, Reporter

**N**OTHING much happens here, with the exceptions of the wild blowing up the street and a few dog fights. Even these are getting less and less each week, at the rate of eleven per day. March was a tame month, with the exception of a few dust storms, I some times wonder if I am in Minnesota or the Dakotas. Then along came April and its snow storms. Easter Sunday was whiter than Christmas. We have had a few nice showers which have encouraged the farmers somewhat. During the fall and winter months about twenty per cent of the wells went dry in this vicinity; the ground was so dry that large cracks appeared. It seems quite a novelty to have mud on your boots again.

Joe Pives came to work one morning all dressed up in his best clothes. Joe's excuse was, that the Yale lock on the hotel door would not stand still. During the open-house nights at Montgomery, Alois Pumper is considering installing a bed on the tank truck.

William Turek is now hauling the milk on Route 21 in place of Joseph T. Pumper. Aside from having a heavy rain, causing the electric power to be off for awhile today, nothing serious has happened.

## Maysville Can Operating At Full Speed

MAYSVILLE CAN FACTORY  
ANNE Kubel, Reporter

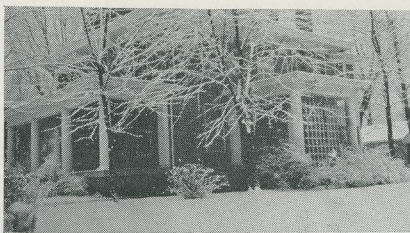
**S**PRING has at last arrived and everyone is happy to be out of doors again after the long winter months. Everything is all budded and in blossom and with the coming of the warm weather, the general topic of conversation turns toward fishing, picnicing and all out-of-door sports. Spring has given its beauty to all and everyone seems to enjoy it to the full extent.

We are operating at full speed now (sixty hours per week). It seems as though our employees come and go all the time as each employee is to work only forty hours per week. Anyway it is good to be busy and we hope business continues to improve.

The weather man played an "April Fool's" prank on Maysvillians Easter Sunday and produced one beautiful day. The Spring fashion parade was seen going to and from special services arranged at all the churches in solemn observance of The Resurrection.

The Leslie H. Arthur Post sponsored a most delightful ride on the Ohio River, which was enjoyed by a large number of people Tuesday evening, April 10, on the beautiful all-steel, glass-enclosed, smokeless steamer, the Island Queen. The affair was announced as a "Moonlite River Ride and Dance Excursion." The Island Queen is reputed to be the finest excursion steamer afloat and the largest on any inland river in the world.

Maysville High School captured first honors in the Music Festival, which was held March 23.



W. L. Fulp's Home, March 15, 1934

The Maysville Bulldogs eked out a twenty-six to twenty-five win over the Brooksville High Polar Bears in the final of the district basketball tournament at Mt. Olivet March 3. Maysville was beaten in the Twelfth Regional Tournament, held the following week at Maysville, by Cynthiana, Ky. Cynthiana developed into a real "dark horse", by playing rings around the Maysville Bulldogs to defeat them by a score of twenty-four to twenty-one; thus our Bulldogs did not advance to Lexington for the State meet.

For the first time in history organized baseball will come to Flemingsburg, Kentucky, (situated about fifteen miles South East of Maysville) this year with the organization of the Kentucky State League. Flemingsburg was selected as one of eight East and Central Kentucky towns to have teams in the league.

Through the sale of White Cross Seals, the members of the Junior Woman's Club, with the co-operation of other organizations and the support of the public, was able to raise the \$300.00 (quota) to contribute to the State fund for crippled children.

### New Filtration Plant

Maysville is to have a new filtration plant, which will cost approximately \$70,000 and will be the most modernly equipped in the country. Its construction will not only insure the citizens pure water supply, but will be a much added improvement.

Mr. and Mrs. Wilburn Mingua are receiving congratulations from the Carnation family upon the arrival of twin girls, Mardella and Marcella; which were born March 26.

We were greatly honored in having a very welcome visitor, Vice President Kinser. This was Mr. Kinser's first visit to our Maysville plants and we hope he will make us another visit in the near future. Other welcome visitors were: W. H. Brooks, W. H. Robinson and H. C. Wachs.

### Out of Place

Seizing a passing stranger, he pointed to a bright orb reflected in the still, shining water of the lake.

"Wha's 'at?" he whispered excitedly.

"That's the moon," was the reply.

"Good grashus! How did I get up here!"



Maysville Streets Crowded With Tobacco During Tobacco Marketing Season

## Maysville Sees Home Boy In "The Show Off"

MAYSVILLE CONDENSERY,  
MAYSVILLE, KENTUCKY  
Kathryn L. Fritsch, Reporter



THE last issue of The Carnation was late reaching us. To us it seemed it would never arrive, but time has a way of dragging when one is waiting for good news.

Hello, Johnstown, Colorado! Your former hauler, V. C. Emmons, is our hauler now. Mr. Emmons, who recently came to Flemingsburg, Kentucky, enjoyed hauling for the Company out West so much that he acquired a route here and since March 28, has made regular trips.

Mr. and Mrs. Maysilles at Coshocot: When the rear bumper of your car gets out of your way around those curves up there, we're hoping you'll drift down to Maysville for a visit.

The other day we saw Mr. Gonyo and Mr. Wiedrich go into a huddle, after which they returned to the office looking to us a bit chesty. The reason: They had just examined a shipment of strainers designed, we understand, by Charlie Turner of Berlin, Wisconsin, and knowing these two former Berlinites as we do, guess we'll have to forgive them for their manifestation of pride in Mr. Turner's achievements, and join in giving the little fellow a great big hand, or I don't know, is he little?

### Home Boy in Cast

One of the most sparkling comedies of the year "The Show Off", came to the Russell Theater here, April 6 and 7. The picture was generally hailed by Maysville audiences, not only because it is one of the funniest plays in the history of the theater, but because Henry Wadsworth, this community's only contribution to motion picture stardom was included in the cast. "Joe", as he is known to his boyhood friends has had a prominent part in several outstanding pictures. He made his debut on the stage in 1927, and transferred his attention to the screen two years later.

Just in case you don't already know it. Mae West is now a Kentucky Colonel. Why don't you come up-down and see us some time and become a Kentucky Colonel too?

Elizabeth Clift is sporting a brand new V-8 Tudor Ford sedan. It is nifty looking, very comfortable and has loads of speed.

Miss Martha Manning, Maysville's first woman lawyer, conducted her first case here March 28, before a large number of spectators. It was the first time a woman's voice was ever heard as counsel in the courtroom. It was the first time a woman attorney had ever appeared before the Circuit Judge in the role of officer of the Court, and it was also the first time in almost thirty years that the Commonwealth Attorney had a woman for opposing counsel.

Our milk receipts are steadily increasing and as is usual at this time of year, quite a few new employees are seen about the plant.

### Mr. Kinzer at Maysville

Heading the list of welcome visitors to our plant since last news is: Vice President P. G. Kinzer of the Milwaukee Office. Very



glad you stopped in Mr. Kinzer. We hope you enjoyed your visit and that you will make your next stay a longer one.

Our next agreeable surprise was W. S. Slemmons of Oconomowoc, Wisconsin. This was Mr. Slemmons' first trip in the five and one-half years the plant has been in operation. We wish it were possible for him to make Maysville trips more frequent.

Mr. Wachs was with us about the middle of April. That new Graham-Paige coupe he is driving is a real beauty.

W. H. Brooks' cheery "How are you", was heard by us about April 12. He never fails to look in on us when visiting the Maysville can factory.

W. H. Robinson favored us with a pleasant hello a few days ago. It was just "Hello" too, for hardly had the sound of his greeting died away when he told us he was leaving. We always appreciate his visits no matter how short they are.

Wesley Rowe of Mount Vernon, Mo., spent a few days with our filler man during the last week in March.

J. R. Welch, Carnation Malted Milk salesman from Cleveland, Ohio, called on us March 31.

Harry Myers of Murfreesboro, Tennessee, spent two days at our plant in April.

#### In State Spelling Bee

James Lyons, 13-year-old seventh grade boy went to Louisville, Kentucky, April 19, to compete in the tenth Annual State Spelling Bee with all expenses paid by the Maysville Bee with all expenses paid by the Maysville's representative by out spelling 42 competitors.

When driving south on the Lexington road out of Maysville a few weeks ago, Ruth Parfrey, daughter of Chief Engineer Parfrey, and a group of friends met with an automobile accident when they were hit by a man driving the opposite direction. Although the car was badly damaged, Miss Parfrey, who sustained a slightly wrenched back, was the only one injured.

The Churchill Downs management of Louisville (Ky.) where the 60th running of the famous Kentucky Derby will be held May 5, announced that there was a greater demand this year for boxes and reserved seats than in a number of years. According to the management many who have failed to put in their appearance since the stock market crash have written for reservations. The opening of racing in many States has caused a large number of new racing fans to seek accommodations for Derby Day.

Our fieldman, F. G. Wiedrich, who was absent a few days a victim of flu, is able to be back at work.

## Storm, Flames and Poison In Milwaukee Office

MILWAUKEE OFFICE  
Elnora Martens, Reporter

WE didn't have our usual big snow storm this year—instead the elements gave this modern age what it is always looking for—something new and different. If you can imagine its getting darker than midnight at 8 o'clock in the morning, a torrent of rain, the wind blowing a 60-mile gale, taking umbrellas, people, and windows with it as it swooped along, you



Donna Jean Weidrich, Celebrating Her Second Birthday, Maysville, Kentucky

have half an idea of what happened in about ten minutes one Monday morning not long ago. It was as near a cyclone as we've ever had in these parts. Anyone who was caught in it didn't worry about not getting wet—but where to find SAFE shelter. Russell was standing in a drug store doorway when the window in front of which he was standing blew in. In avoiding a shower of glass he stepped out into the street during the worst part of the storm. The wind used his raincoat for a parachute and blew him against a truck. He was pretty well shaken up and thoroughly drenched when he arrived at the office.

#### Victims of The Storm

Mrs. Tilden was another victim of the storm. She lives within walking distance of the office, with plenty of wide-open-spaces between here and there, and it was in one of these "spaces" that the storm overtook her. It was necessary for her to return home as soon as the storm abated. Luckily she suffered no ill effects from her experience.

Those who arrived at the office early had quite a time watching people struggling along on the streets below. Some of the girls of the Northwestern Mutual Life Ins. Co., across the street, had a hard time making the building entrance against the wind and were almost carried out into the street.

On March 19, there was a "blessed event" in the T. C. Thompson family. Donald Dean is the new arrival and we understand he has a lusty pair of lungs. Congratulations Mr. and Mrs. Thompson; and here's hoping there are more, Tommy, if it means candy and cigars again.



Virginia Lee Morris, Maysville, Kentucky

Have you ever heard of an appendicitis epidemic? There seems to be one in this office with Mr. Allen as its latest victim. He was operated on in the Milwaukee Hospital on March 8 and was away from his desk for about three-and-a-half weeks. He is looking like his old self again now and says he is mighty glad to get back to the office. Certainly seems good to see his cheery smile again.

Mr. Allen was in the hospital when T. C. Thompson's son, Donald Dean, was born, but it seems that he was not sick enough to lose his sense of humor. The following day T. C. received a telephone call from the hospital and Mr. Allen at the other end of the line asked him, "Say Tommy, is Donald Dean the real thing or just an off brand?" ("Dean" happens to be a brand of Evaporated milk.)

#### Westward Ho!

Mr. Roberts started the big parade westward this year, with Mr. Douglas, Mr. Kinzer and Mr. Stuart following. There was a series of meetings in the West that kept some of the men there for over a month.

Mr. Douglas took his golf clubs along in anticipation of a game or two, but time crowded heavily every day and there was no golf game. Fortunately for him, we believe, as he might very easily have met with the same fate as Mr. Kinzer or his one and only game while on the Coast. The misfortune referred to was a most severe case of oak poisoning which remained with him for several weeks, causing no small amount of discomfort. (It all happened while in search of a stray ball.) After doing everything possible for it in the West, he returned to Milwaukee to continue treatments. Still there wasn't a complete cure, so Mr. Kinzer was advised to take a complete rest and a trip South. This did the trick and after a two-week motor trip to Florida Mr. Kinzer returned looking better than we've ever seen him.

#### A Private Fire

Were you ever on the seventh floor of a building when smoke began to curl around above your head and you wondered whether you were going to have to jump? We almost began to wonder that the other day when smoke began to creep through the office. The fire was out before the smoke reached us, however, and the excitement did not last long. As it happened, Mr. Allen was busy emptying his pipe into the waste basket when his telephone rang. In the middle of the telephone conversation he looked around and smoke was pouring out of the waste basket like rabbits out of a magician's hat. He was a busy man for the next few minutes with a telephone in his hands and his foot in the basket. He was trying to concentrate on the conversation and also on putting out the fire and wasn't doing a very good job of either. Tommy Thompson finally came to his rescue by taking the basket to the nearest water faucet.—No sirens—no ladder wagons rushing up the street—no firemen—just a little smoke—aw, shucks.

Romantic Lady: "Do you ever see pictures in the fire?"

Embittered Art Critic: "No, but I've seen lots that ought to be."



## The Man Who Listened

(Continued from page 2)

heat room was very small, and very hot. It meant hard work in a tropic atmosphere, with a sudden change of temperature when one went to other parts of the plant. The close confinement and the intense heat were too much for the boy that first summer; he developed a case of chicken-pox, which, Mr. Stuart will tell you today, was probably the most thorough and finest case of chicken-pox ever concentrated on the person of one small boy.

Graduating from De Koven Hall, in Tacoma, Elbridge Stuart entered Broadway High School in Seattle when his family established their home in the Northwest, but week-ends and summers found him always at the Kent plant, absorbing more knowledge about Carnation Milk.

### Narrowly Escapes Fatal Accident

In 1904, Harry Stuart, Mr. Stuart's nephew, came on from the Middle West to learn the milk business, which by that time was rapidly expanding, and needed additional competent men. Under the Meyenberg's, who were interested in the business with Mr. Stuart at that time, Harry Stuart learned processing, and then went to Forest Grove, Oregon, where the second Carnation plant was in course of construction. That summer Elbridge Stuart went to Forest Grove to master the new process of converting raw milk into the evaporated product, and here he just escaped what might have been a fatal accident.

He was running two pans at Forest Grove. While making a Baume' reading, preparatory to discharging one pan, the pump on the other pan stopped. The milk became over-heated; the vacuum had to be released at once. Suddenly there was an explosion; the window in the pan gave way, and scalding milk poured over Mr. Stuart's arm from shoulder to wrist, burning deeply. It was his good fortune that the full force of the hot fluid did not strike his face.

The following summer, when he returned to Forest Grove, he was put on the sterilizing processing. When George Sibley came to the plant that summer, it was Elbridge Stuart who was directed to teach him pan processing.

### Off to College

But no matter how interested he was in the milk business, college lay ahead, so the next fall Elbridge Stuart entered Phillips Academy, at Andover, Massachusetts. From that time until he graduated from the Sheffield School at Yale, in 1911, each summer he spent in the West, learning the fascinating business of canning milk, seeing the business grow and expand. Back in school at the end of each summer, eagerly he read letters telling of the new plant at Mt. Vernon, Washington; the condensery being built at Hillsboro, Oregon, the ever increasing use of the new commodity which was revolutionizing the milk industry for farmers, and bringing an improved food product into the markets of the world.

Scarcely were degrees awarded at Yale University in 1911, when the youth was on a train, hurrying West again.

"How about a job?" was his first greeting to his father.

"All right," nodded his father. "Go and see Louis Hardenbergh." Mr. Hardenbergh was Vice-President at the time.

There were two plants in operation then, beside the original plant at Kent; one at Forest Grove, Oregon, and one at Mt. Vernon, Washington. It was a question at which place the training would be best for young Stuart. Both condenseries were headed by men of ability. At Mt. Vernon was Superintendent "Jack" Norton, a genial, winning personality, who dominated his employees by the power of friendly co-operation. At Forest Grove operations were in charge of an energetic young man by the name of P. G. Kinzer, who was producing remarkable results by spurring his employees ahead with the same unflagging zeal which characterized every action of his own.

### When a Boy He Could "Take It"

There could have been no thought on the part of the Vice-President at that time to see whether young Stuart could "take it,"—his determination had already been shown at Forest Grove through several gruelling summers. But the man who was eventually to be the head of Carnation Company could profit by having to work as hard or harder than the men whom he was later to direct. So he went to Forest Grove and reported to Mr. Kinzer.

The Kinzers took him into their home, made him one of the family, but at the plant he was merely a Carnation employee, working as conscientiously as anyone else. During working hours there were no favors. As a supreme test, when he had been at Forest Grove only a week, Mr. Kinzer was called away, and left Elbridge Stuart in full charge of the condensery.

Summers spent under his father's tutelage now stood him in good stead. He assumed full responsibility, and the results must have been satisfactory, because in January, 1912, he was shifted to Mt. Vernon, as foreman. W. C. Cross had taken "Jack" Norton's place there as Superintendent, Mr. Norton having been moved to the Eastern office. Elbridge Stuart worked under Mr. Cross for

almost a year, then went to Everson, Washington, as Superintendent, succeeding Harry Hill. The following August, O. W. Jones relieved Mr. Stuart at Everson, and Mr. Stuart went to Berlin, Wisconsin. Not long after, he was made Assistant General Superintendent under Mr. Norton, in charge of Berlin, Chilton, Richland Center and Oregon plants, the only evaporated milk plants of Carnation Company in the East. In July, 1914, he was called back to the Seattle office, to assist Harry Stuart, and to learn the executive end of the business.

### Too Many Chinamen

Mr. Stuart was asked if, as a boy in his teens, he did not find a great fascination in the Farm which Mr. E. A. Stuart was beginning to wrest out of its original wilderness, and which is one of the show places in the Northwest today. Mr. Stuart smiled rather ruefully.

"I didn't care a lot for Carnation Farm in those days," he said. "And it was principally on account of the Chinese cooks. I seemed to be everlasting transporting reluctant Chinamen back to work at the Farm. Every week-end the current cook would arrange to go in to Seattle, and make for his haunts around King Street, where he'd steep himself in opium. Then someone had to dig him out, and get him back to the Farm. Someone was sure to say,—in fact, someone always said, 'Why, Elbridge will drive him over, he won't mind,' and the matter was considered settled. The majority of my drives to the Farm were in the company of Chinamen. I can feel the ruts in that road now, and see an opium dazed Oriental swaying silently on the seat beside me. The trips that I didn't carry Chinamen, I was a traveling commissary, loaded to the limit with sacks and boxes and baskets of provisions. One of these trips seemed always planned for me when I had an important date in Seattle for the evening!"

In 1916 Mr. Stuart was married to the lovely Nan Fullerton of Seattle, and for four years they made their home in Seattle, while Mr. Stuart was absorbing more and more



This Float Won First Prize In the Industrial Division In the Grand Floral Parade of the Silver Jubilee Rose Festival at Portland, Oregon, Last June



details of the executive end of the business in the Seattle office.

The company growth was almost outstripping the ability of its executives to keep up with it, and in 1918, a Chicago office was opened to take care of Eastern business. But with the opening of this office, growth accelerated, and in 1920, Mr. Hardenbergh, in charge of Eastern operations, dashed out to Seattle and said he must have more help in the East. To that there was only one answer. The young Stuarts left for Chicago, and remained there during the hurrying years when the young industry was growing by leaps and bounds. About this time Mr. Kinzer went to Europe to supervise the building of a plant in France, and back went the Stuarts to Seattle, where Elbridge Stuart took charge of Western operations as assistant to his father.

The condensery at Oconomowoc, built in 1915, was becoming more and more important to the industry. A can factory had been established, and a laboratory, and it was inevitable that its central position would adapt it admirably for a general clearing house for the operations of the Eastern condenseries. Accordingly, Elbridge Stuart and his family came back to Wisconsin, Mr. Stuart to have charge of Eastern operations. In 1930 executive offices were established in Milwaukee, at 700 Milwaukee Gas Light Building, and he became Executive Vice-President of Carnation Company. In 1932, with the resignation of his father, who became Chairman of the Board, Elbridge Stuart was elected President.

#### Home At River Hills

Mr. Stuart has built a charming home at River Hills, suburb of Milwaukee, a white Colonial house, set in a country of softly rolling landscape, with wide sweeping lawns and gardens. It is only twelve miles from the office, but with its peaceful country atmosphere, it might be a hundred. Here Mr. and Mrs. Stuart live with their three sons, except for the time each summer when there is a family reunion at Carnation Farms in Washington, where both Mr. Stuart and his father have cottages.

In his home, Mr. Stuart sets aside the responsibilities of President of Carnation Company, and enjoys, with Mrs. Stuart and the children, the simple routine of country life. His days are weighted down with important decisions, but at River Hills he becomes a gracious host, whose easy naturalness and ready wit creates an atmosphere of restful ease, a place where his friends delight to congregate. Both Mr. and Mrs. Stuart, amazingly young people, one thinks, to have three stalwart sons growing up about them, enjoy a well-ordered simplicity of living which makes for contentment and happiness, obvious to the most casual visitor.

#### Knows the Answer

Mr. Stuart seems unusually grave, sometimes, for so young a man. But this is because he is always attentive, listening to what others have to say, cataloging it, filing it away in the storehouse of his mind. When his decision on a matter is required, the answer is instantly there,—years of experience have taught him most of the answers in the operation of the milk business, and they are given quietly, convincingly, and one knows that he is right.

As head of Carnation Company he is

aware at all times of his enormous responsibility, and is studiously giving his entire time and attention to details of Carnation business. But to those people who know him away from his office, he is genial, entertaining and overflowing with good humor, an amusing companion, a delightful conversationalist.

In the Milwaukee Gas Light Building, where Carnation Company has its executive offices, there is a cafeteria at the top of the building. It is the practice of Carnation executives to occupy a double table here, when they eat luncheon in the building. At other tables may be scattered groups of the office personnel. One day five of the clerical workers,—all feminine,—were having their luncheon. Someone noticed that Mr. Stuart had come up for luncheon alone.

#### Lays Business Aside

"Let's ask Mr. Stuart to eat with us," suggested one of the girls, and accordingly she went to the table where he had just seated himself and asked him to have his luncheon at the table with the others. Mr. Stuart promptly arose and carried his tray to the other table. In a few moments he was telling an amusing story of something that had happened the day before; presenting the high lights in a most diverting manner. To the girls who work in the executive office, and whose contact with the President is mainly through the other executives by way of reports and statistics, his action revealed an executive laying aside, momentarily, the seriousness of his office, graciously making himself one with his employees, sharing, in a highly entertaining way, a friendly little incident.

The name of "Stuart" and Carnation Company are inseparable. The high idealism and sound business fundamentals of its founder, Mr. E. A. Stuart, are being carried forward by a second Stuart, guaranty of the stability and permanence and future growth of a company the greatest of its kind in the world, one of which every employee may be proud.

#### Handle the Vampire

Young Man: "Er—sir—I—er—that is, I came to say that your daughter tells me that she—er—she loves me."

Parent: "And I suppose you have come to ask permission to marry her?"

Young man: "No, sir, I came to ask you to make her behave herself."



Mart Patton, Mt. Vernon, Mo.

## Circus Leaves Quarters At Mt. Vernon

MOUNT VERNON, MISSOURI  
Dora Ann Dyer, Reporter

WE don't know what it is a sign of but several employees of our plant have been spending a part of the lunch hour on the lawn looking for four-leaf clovers. They have brought in as many as 20 at one time to the office.

"Mac" McCullah has moved to a farm located about one mile northwest of the city on Highway 39.

Frank Mesley visited his mother, who has been ill in Oklahoma City. He reports that his mother is doing nicely and is expected home within the next few days.

Keith Reynolds from Canada is working at the local plant. No doubt, he is enjoying much warmer weather than that to which he has been accustomed.

We are glad to report that Mrs. Wayne Justice, who underwent a serious operation in Springfield, Missouri, is now well on the road to recovery.

Wesley Rowe was called home from Coshocton, Ohio, on account of the serious illness of his mother.

H. A. MacFadden has been here to consult with the Layne-Western Company from Kansas City, who have begun drilling on a 1000-foot well.

#### Circus Takes the Road

Mt. Vernon lost its circus last Saturday. The Seils-Sterling Circus that has made its winter quarters in Mt. Vernon started on its summer tour of the Middle-west. The opening show was in Mt. Vernon and was attended by capacity crowds at both of its performances.

Mrs. Gaylord Hancock, enroute from Tulsa, Okla., to Coshocton, Ohio, visited two days in Mt. Vernon. She was to be met in St. Louis by Mr. Hancock.

Two Carnation men have been selected by the voters of Mt. Vernon to assist in running the affairs of the city. Mr. Multer was elected to serve as a School Director and John Hancock is now a member of the Board of Aldermen.

Employees who have recently purchased new cars are Dwight Richardson, Emery Hammer and Noel Elkins.

Wayne Justice assisted the regular reporter by furnishing the following news:

Since writing the news last time we find ourselves just getting back to earth and calmness. After coming through that windy month of March, it certainly causes us to welcome these April showers; and, of course, by the time this is published there will be lots of May flowers. Frank Mesley has been mowing the lawn and preparing flower beds so we are looking forward to pleasant surroundings this summer.

We have added Mr. Short as a new employee to help in the kitchen.

#### They Missed Wess

On April 1 a certain young woman and a certain young man of this condensery were given the opportunity to drive to Springfield to meet our filler operator, Wes Rowe, who had been away for some time. They met



the first train but with no results. They met the other trains and still no results. So after much worry they gave it up as an April Fool joke. It was the wee hours of the morning when they returned home. John Hancock was heard to remark that when he drove to Springfield and made it in an hour that that was too fast—so he left the impression that this couple was just taking their own sweet time. We might add that this sunlight drive in the moonlight might have had something to do with them not being able to see Wes get off the train.

Warren Dalrymple, son of our former station agent, who has moved to Kansas City, paid us a visit last week. He found his old chair still unoccupied, so he placed himself there for a little while, and we enjoyed a nice visit with him.

## Mt. Vernon Adds Several New Employees

MT. VERNON, WASHINGTON  
Rex Mitchell, Reporter

**A**CCOMPANYING our news letter is a picture-puzzle for you that doesn't follow the usual trend of detectograms. You don't have to be Holmlock Shears or Slick Dick or any one else to figure out the ending. We tell you what it is. The picture is one of Mt. Vernon's family taken in 1908. All you have to do is find out how you looked then, or notice the happy change in some of the old timers' faces.

Can you find A. J. Brenner, Robert Milard, Allie Denton, Jas. F. Thomson, Jack Norton, and others whom you might know?

We have several new-comers with us this month—first being Clyde Thompson who, with his family, has come to us from the Seattle office.

### Several New Employees

We have enrolled several new members for the family. We have also had the pleasure of having with us for awhile, some members of the Ferndale crew—Kean, Morgan, Nelson, Smeder and Van Iperien.



Curtis Clayton, Mt. Vernon, Mo.



Betty Patton, Mt. Vernon, Mo.



Picture of the Mt. Vernon, Wash., Family Taken At Condensery in 1908

E. C. Harold, who has worked here for the last twenty years has gone to Missouri, where he expects to be married and spend his time raising chickens. We all wish "Dad" a happy and prosperous time and hope his chickens are all blue ribbon stock.

C. F. Van Valin, after gadding about all over the Eastern Division and coming home full of pros, cons, adverbs and proverbs, immediately became a bridegroom and has left us for Nampa, Idaho, where he will take up his duties as foreman. We extend Mr. and Mrs. Van Valin our sincere congratulations and our hopes for their pleasant success at Nampa.

### Glad To Be Back

Robert Daly lately returned from a month's trip to Hillsboro, Oregon, and although he likes Oregon, his home state, he is glad to be back.

Among our visitors this month, we had: Roy Reynolds, Clarence Johnson, R. C. Weaver, Howard Bell, E. B. Noland, F. G. Boyson and E. A. Higgins, all enrolled in W. F. Dowd's School of Salesmanship. Looks to me like this salesman crew sort of runs to red heads!

We also had the pleasure of a call from R. E. Barker, malted milk man.

Recently Arden Hall was the guide for a school teachers' convention party, showing them how Carnation Milk is made.

## Carnation Girl Perfect In State Spelling Bee

MURFREESBORO, TENNESSEE  
J. E. Harney, Reporter



**AFTER** a very long and real hard winter, the birds are chirping, pastures are green and milk is increasing rapidly. Spring must be here; really we are glad.

We had a sleet storm on March 19 which broke all records for this part of the country. Telephone and electric light lines were all down and it is almost impossible to find a shade tree in Murfreesboro that was not damaged by the ice. It was reported by local telephone employees that some telephone wires had so much ice on them that the weight was four pounds per foot. Nearly all streets in Murfreesboro were blocked. Our haulers regret very much the loss of the old shade tree in front of the plant, which was broken down by the ice. This was the hauler's headquarters during the summer, while waiting for their time to unload.

Saddle horses are very popular down here now. This statement can be verified by Mr. Wachs; just ask him about his nice three-year-old chestnut. "Pattie" is going to cop some of the blue ribbons at the horse shows this year. We will give you a picture of "Showboat" for a later issue.

### A Perfect Speller

Miss Elaine Manson, thirteen-year-old daughter of Mrs. Nelle Manson, our stenographer, was one of nine perfect spellers in a recent State-wide spelling contest in which 70,000 students from twenty-six counties participated.

Miss Manson was chosen as Rutherford



County's representative, having a perfect score. At the State-wide spell-off, nine of the twenty-six, selected from various counties, had a perfect record, after three hours of continuous spelling. The judges decided to call it a day and divide the prize money. Miss Manson's share amounted to \$23.11.

Harry Miles is just back from a visit to the Maysville plant. He reported a very enjoyable trip.

Henry Schomburg has been on the sick list for two or three days but is now back on the job.

Annie Kate Barrett, one of the filler girls is back on the job, after quite a long spell of sickness.

Henry Guermonprez and the boys of the engineering crew recently dressed up our drive-way with a new coat of rock.

Bessie Mullins, our weigh girl for the past several years, has been added to the office force to work in the afternoons.

Several of the boys who were laid-off last year have been called back to work.

Checking can cars by remote control is the latest for Ellis Roberts.

## Carnation Milk Saves Life Of Nampa Baby

NAMPA, IDAHO  
Elmo Crill, Reporter

**L**ITTLE Mildred Lucille Wright is another baby saved by the use of Carnation Milk. When she was born, her parents Mr. and Mrs. Cletic Wright, could not find any milk that would agree with her. The Doctor said that unless they could find some kind of milk that would agree with her they would lose her, so he prescribed Carnation Milk. From then on she began to gain. Now at the age of six months she refuses to drink anything except Carnation. She even refuses any other brand of evaporated milk.

At this time we would like to welcome Mr. and Mrs. Frederick Van Valin into the Nampa Carnation family. Mr. Van Valin was transferred here from Seattle the fifteenth of March. We hope you like our town by now.

We are rapidly increasing our flow of milk here. The peak of the milk flow will be about a month earlier than usual because of the very mild winter that we have had.

Spring is here. We know, because Harold Smith has his boat out and is overhauling it for the summer fishing season.

### Reserves Special Seat

Myrtle Smith came to work one noon with her hair finger-waved and fixed like a million. Upon inquiring the reason we found that the Eagles were having a banquet and dance. We hope that you got that special seat we had reserved for you Myrtle.

The Carnation visitors since the last "Carnation" were: Mr. Cross, Mr. Nelson and Mr. Henszey from Oconomowoc; Mr. and Mrs. Maxwell from Seattle; Mr. and Mrs. Soubert from Oregon; Mr. Guy Henessly from Gustine.

Ivan Hall bought a new car the other day and of course he had to go to Fruitland to show it to the "fair one." Coming back through the desert he saw a thunder storm coming upon him. His car is one of the open-air type so he tried to out-run the



Elaine Manson, a Carnation Girl, 13 Years Old, Champion Speller of Rutherford County

storm. He got the car going as fast as possible, but the storm gained until it was right in back of him, where neither could gain



Mildred Lucille Wright, 6 Months Old, Nampa, Idaho

on the other. When he got home he ran the car in the garage and, believe it or not, he had to clean the front end with a feather duster and the back end with a hoe.

## Northfield Changes Office And Storeroom

NORTHFIELD, MINNESOTA  
C. F. Carman, Reporter



THE inquiring reporter, after spending three hours out on the cold and windy streets, looks like a victim of the spring fever with the pink eye. (Northfield is dry so it can't be that.)

Attention Supt. Horr: In checking the oil fund we find a debit of \$2.89, and is F. A. H. worried?

Our smiling guide from Labrador (Robert Evans) has announced his engagement to Miss Nancy Noble of Green Bay, Wisconsin, the wedding to take place in September. Congratulations from the Northfield gang, but never say we didn't warn you, Bob.

Lee Williams and Harold Ulvestad, the contented managers of Abe Kashey, heavy-weight wrestler, are saving their money now-a-days. They can see the matches free of charge.

There are rumors of a kittenball team to be organized here at the plant.

Mr. Slemmons and Mr. MacFadden have been recent visitors at Northfield.

### Students Visit Plant

The agricultural classes of the Northfield High School visited the plant on April 13. They were shown through the plant in four groups of twenty students each.

Adam Aldorfer has purchased the Whippet, which has served Jake DeMann so faithfully.

Algot Pearson with his hammer and saw has made a number of changes in the office. The storeroom has been enlarged and the office has been made smaller. The premium room has been torn out altogether. Since the new office signs have been placed,



This Sleet Storm At Murfreesboro Destroyed Hundreds of Beautiful Trees





Frank William Lorey, New York Office

visitors to the plant have less trouble in finding the office.

Superintendent Fisher and his family decided to move to town and pay taxes instead of living in the country and raising sheep. (Perhaps Calf Manna would have saved the day or at least the sheep.)

The fellows in the plant were very much excited just after Easter. Everyone was asking the same question, "Did you know Carl Nelson was saving room rent by sleeping in his Ford?" Anyhow we understand Carl went to the early morning Easter services.

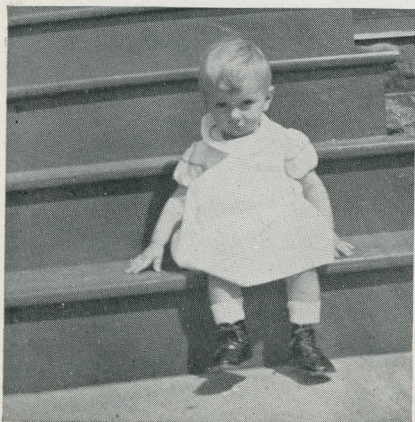
#### Got Two of 'Em

One of the Northfield boys, Everett Grosser, entered the Golden Glove Tournament, welterweight class, in Minneapolis this spring and knocked out the first two opponents in short order, but lost the decision in the semi-finals.

Have you ever noticed that a red headed mamma has a tendency to cause blindness in the daylight? Where's Elmer?

The Northfield Junior Chamber of Commerce promoted an Easter Egg Hunt. Due to the heavy snowfall on Saturday before Easter, the hunt was postponed until the following Saturday. Many children who met on the Bridge Square were led to the Carlton Lake by a Pied Piper, and from there the hunt was started. Each child was presented with a bag of candy Easter eggs.

I have had a ride in the new Plymouth and is it swell. We'll all have to be extra nice to E. A. because it's a real pleasure to ride in her car.



Teresa Louise Gass, Age 15 Months, New York Office

## New York Office Traffic Man Wins Honors

NEW YORK OFFICE  
Audrey Stuhr, Reporter

IT hardly seems possible it is again time to get out the old diary and report on the activities of the New York office, but the calendar says so and calendars don't lie. On the surface there doesn't seem to be anything startling to report, but let us turn back the pages and see what we can unearth.

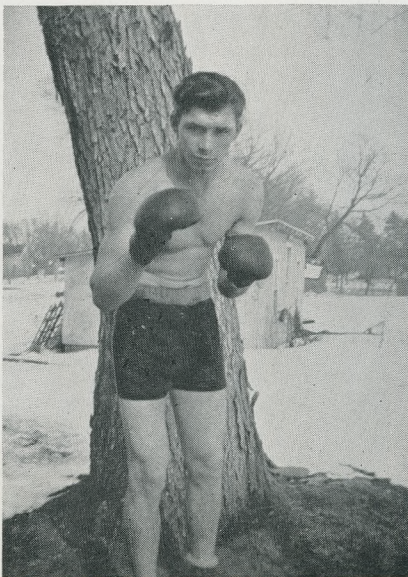
I could of course comment on the weather and write of the snowstorms we had just after we sent in our last newsy bits. Our Long Island commuters were snowbound for two days and several of the New Jersey and Staten Island commuters had to walk miles to get a conveyance and then they were hours late. But lately Spring coats have put in an appearance, and Johnny Stolzenhaller and Betty Kline have discarded their hats.

Mrs. Pennemann, manager of our Bergen Avenue Premium Store, was home on the sick list for a couple of weeks, but we are glad to report that she is now back on the job and feeling quite like herself.

#### Awarded School Honor

Are we proud of our traffic man, Everett Gass! Everett has been taking a course at the Academy of Advanced Traffic and putting in every spare moment for study. They held their graduation exercises on March 3, and our Mr. Gass was tied with two others for second place. Congratulations Everett, but after all the time spent, you deserved it.

In this issue we are proud to exhibit picture of Frank William Lorey, son of Mr. and Mrs. Carl Lorey. I understand young Frank, who was raised on Gold Cross Milk, will be five years old the seventh of May. He has two older sisters, Henrietta, age 10, and Gertrude, 12 years of age. Mr. Lorey proudly proclaims that the musical traits of the father have been handed down to the son, and while he hasn't yet exhibited his skill on the cornet, he sure can play the bass drum.



Everett Grosser, Maysville Welterweight



Mrs. Bessie Bruen, New York Office

We are also publishing the latest picture of little "Terry" Gass, daughter of Mr. and Mrs. Everett Gass, who is just 15 months old. Terry has been a Carnation baby since birth, and her doting daddy boasts she gets into more mischief than half a dozen boys and no matter what the occasion, she gets in the last word.

#### Bowling Tournament

On Monday, March 12, the entire Male Chorus of the New York Office held its much-discussed Bowling Tournament. As this was supposed to be a strictly male party, "yours truly" had to hide in an empty hip pocket, for well I knew the highlights of the evening would have to be spotted personally, and from the attitude of the boys, I knew if I was to get news of this bachelor affair, I would have to sneak in.

After leaving 345 Hudson Street, the party divided. Several visited the "Hole in the Wall" in Greenwich Village, while the rest ate at the famous Childs Restaurant, my gallant gentleman, in whose pocket I was hiding, being one of the latter. John Roberts, always on the alert for business, inquired of the waitress, "Do you sell malted milk?" which remark she took as a joke.

At 6:30 the boys went to work on a few sets of ten pins at the Park Row alleys. My personal observation revealed a great assortment of talent. Salesman Schaeffer of the



Virginia Louise Aldorfer, Age 9 Months, Northfield, Minnesota



Malted Milk Department complained that the alleys were not wide enough, whereas, his colleague, the sedate Mr. Jobe, proclaimed them perfect. After all, the pin-boys must rest sometime. Victor Noble does a peculiar "hop, skip and jump" before he delivers the ball and we think he should be entered for the event in the next Olympic Games. John Stolzenthaler did well for a man of his size. John Roberts spent a good part of the evening trying to keep Schaeffer on the alleys. Mr. Hefti stayed with us until train time, 9:03. He left in time to connect with the "National Hook Up" at 10 o'clock. Dave Peterson, our blushing blonde from Freeport surely has plenty on the ball and they fall fast when he hits them. Our credit man, Oscar Maggia, showed great improvement in the later games, but a little practice won't hurt him. Everett Gass, who was chairman of the arrangement committee and who was born with a duck pin in his mouth, made the best showing, as was expected. Carl Lorey delivered his silver fizz ball with some success. Arthur Schmeidinger bowled a good game, and with his friend Bernie, lent a lot of pep to the party.

#### The Scores

The scores for the evening, pretty good considering this was the first game of the year, were:

Leakers			
E. T. Gass	158	183	174
R. C. Jobe	118	117	124
J. A. Hefti	115	106	97
O. A. Maggia	81	97	107
A. R. Schaeffer	68	99	99
Blind	125	125	125
	665	727	726
Swells			
Carl Lorey	164	145	137
A. Schmeidinger	164	140	146
D. Peterson	145	140	135
J. Stolzenthaler	96	119	97
J. W. Roberts	80	108	103
V. Noble	67	69	83
	716	721	701

We were glad to welcome Mr. Wiley back for a few days in March, but the New York office feels rather neglected for it has been a long time since we have had any other visitors from the West. Why don't you come East some time?

We are glad to hear that Mr. E. H. Stuart has recovered from his recent operation and is now enjoying good health.

Have you heard that Betty Kline, our telephone operator, went shopping and saw a lovely dress in size 12 that she wanted? As Betty couldn't quite fit into it, she has decided twice a day to walk down the 11 floors at 345 Hudson Street. If this doesn't work she will try climbing up the 11 flights of stairs, but I am willing to wager, that after a couple of days, she will decide to let nature take its course.

#### Twenty Years of Service

We doff our hats in this issue to Mrs. Bessie Bruen who on May 11 will finish 20 years of service with the Company. In my short acquaintance with Mrs. Bruen I have found her a grand person and wish I could boast of her friendship for 20 years.

April 3—Said Carolyn Kaaser,—"Last month I saw a dead cow on the street in Brooklyn". Answered Adeline Marchese,—

"That's funny. Last week I saw a cow running down a Brooklyn Street." Page the S. P. C. A. in Brooklyn.

From the amount of work being done here in the New York office, we would, off-hand, say that Old Man Depression had left us, and when we checked up with the Sales Department, we found that since the first of the year we have had a good healthy turnover and that sales are now back to normal. Here's hoping it lasts!

## Tragic Death and Happy Births Visit Can Factory

OCONOMOWOC CAN FACTORY

Carl Wolfe, Reporter

ON March 21 we of the Can Factory were shocked to hear that Harold "Happy" Wenneson was killed by a CMST&P train. "Happy," who lived about 1½ miles from the city, was walking along the tracks about 11:00 P. M., on his way home, when struck by the train. His mangled body was found by his wife, next morning, after an all-night search. Happy is survived by his wife and three children, to whom we of Carnation extend our heartfelt sympathy. In respect to "Happy" the can factory was shut down March 23, the day of the funeral. Those of us who knew "Happy" realize that we have lost a real friend and good sport, one who always had a joke and laugh to make life happier.

Yes, Sir! We have Carnation babies to announce. Here goes: Mr. and Mrs. James Poradek announce the arrival of a 8½-pound boy, born April 11. The new youngster will be "President" Jerry Poradek. Don't forget to vote for him when he grows up. To Mr. and Mrs. Poradek we extend hearty congratulations.

#### THE WOLFE MFG. CO.

Announce a new 1934 Model.

No. 1 Series A.

Beautiful Body Lines

Free Squealing Two Lung Power  
Scream Lines Roller Bearing  
Knee & Elbow Ac- Water Cooled  
tion Exhaust Muffler  
Changeable Seat  
Covers

Weight, 8 Pounds

Fuel Consumption—2 oz Carnation Per Nap.

On Display: April 6th

Type of Body: Barbara Ann

Carl O. Wolfe.....Chief Engineer  
Maybelle Wolfe.....Prod. Manager  
Dr. H. A. Peters.....Tech. Director  
Dr. G. R. Love, Summit Hospital.....  
.....Plant Manager

#### Two Weddings

Aha! Cupid has again hit the mark. We are pleased to announce the following marriages. Miss Bertha Bloedorn of Watertown to Herbert Loppnow and Miss Dorothy Kohls of Oconomowoc to Ashton Johnson. Congratulations and best wishes to you all and we hope your married life will always be full of happiness.

Ah, yes, the Bowling Tournament at Milwaukee was a huge success for the Can Factory. Gilbert "Red" Braatz took everything but the alleys. "Red" cut himself a slice of the five-man event, a slice of the two-man

event and won first place in the singles and all-events. Glad you kept the Can Factory in the limelight, "Red," and we hope you may repeat next year. After the bowling tournament it was quite a job trying to keep the fellows from dating up the fan dancer. What a place for a married man!

Lester Olp traveled to Cattaraugus, New York, to do some repair work.

Geo. Westphal again traveled to Chilton. We are wondering if George has a blond friend up there.

#### Kittenball

The Can Factory is organizing a kittenball team to be entered in the city league which is composed of 6 Class "A" teams and 6 Class "B" teams. Play in the league is scheduled to begin May 7 and each team will play one night a week. The Can Factory team is composed of some very fine players and should go places this year. We hope that this fall we may be able to announce the team as the winner of the league championship.

"Jack" Braatz has been ill with a sore throat for several days, but is back on the job again.

## Chief of Chemists Eats Soap in Lone Wigwam

OCONOMOWOC GENERAL LABORATORY

A. C. Herro, Reporter



OUR genial boss, Mr. Schuele, was left a bachelor for a few days while Mrs. Schuele attended the National A.A.U. W. Convention in Cincinnati. Mr. Schuele, in addition to his duties at the Laboratory,

became chief cook at home, and we understand that his army experience came in handy in making flapjacks. The only catastrophe happened one morning when, being somewhat in a hurry, he accidentally got hold of a box of soap chips instead of breakfast food.

Bert Otting is making his spring inspection of some of the plants in Mississippi, Tennessee, and Kentucky.

The General Laboratory force was well represented at both the stag party held at Petzel's, Nashotah, and at the dance at Draper Hall, both given by the Carnation Club. Both parties were well attended and very much enjoyed.

Al Straube is again walking around with a smile on his face.

The grounds surrounding the Lab. have recently been given their spring trimming and decorating at the capable hands of Bill Duenow and Clayborn Spaulding.

P. S. We think our reporter should also get honorable mention of some sort. Anyone knowing anything about him of "special interest," kindly communicate with the Lab. Force.

#### Identified It

First Imbiber: "I found (hic) a half dollar."

Second Inebriate: "It's mine, it'sh got my name on it."

"What'sh your name?"

"E pluribus Unum."

"Yeah, it'sh yoursh."



## Malted Milk Plant Runs 24 Hours a Day

OCONOMOWOC AND SULLIVAN

E. W. Shaw, Reporter



THE old saying that "in the spring a young man's fancy, lightly turns to love" surely rings true of Oconomowoc this year.

The first one to step into the loop of matrimony was reporter Earl Shaw who married Gertrude Lopez on March 3, the ceremony taking place in Milwaukee.

Francis Nieman, our head labeler, was married to Edith Wendt in Waukegan a week or two after Earl had set the pace.

Last, but not least, one of Oconomowoc's most eligible bachelors, Ed Morrison, slipped away to Rockford and joined the ranks of the benedicts on March 28. Ed was auditing our records at the time and, although we discovered what he had done, he sure tried to keep us guessing for the balance of the week.

To all three of the newly weds we extend our congratulations and very best wishes.

### Got Their Share

At the annual Carnation Bowling tournament which was held in Milwaukee on March 17, our plant was represented by three teams from the Condensery and one team from the Malted Milk Department. While we broke no records nor took more than our share of prizes, we all enjoyed the program very much.

To Edward F. Butcher, Mayor of Oconomowoc, we extend our congratulations and wish him a very successful administration and want to assure him that he will have our hearty co-operation during the next two years. Ed won the mayoralty race by an eight-vote margin over his nearest rival, he was handicapped by the fact that he decided to run after the ballot had been printed and each voter had to write in the name or use a sticker and then mark same with an X. This was confusing to many of the voters and was quite a handicap to overcome.

The Malted Milk Department is now working 24 hours a day and it is nip and tuck to keep up with our orders. This, in addition to the unusually large amount of milk which we have been receiving the last few months, has made it necessary to increase our force nearly 100 percent.

## Cooney Office Reporter Is Getting Co-operation

OCONOMOWOC OFFICE

Fred M. Fieh, Reporter



IN my last letter I complained of a dearth of news at that time. Now I want to thank everyone for the quick response to my appeal for news to be used in this issue. In fact, I have been swamped

with newsy items and may have to apologize to some of the writers for not being able to use all the items they have sent in. However,

keep up the good work. It shows growing interest in our paper.

Also, there is an increasing interest in Carnation Club affairs. Right now I am glad to report we have 100 per cent membership in the general office and also in the executive offices at Milwaukee. Credit for this goes to E. N. Reed, Chairman of the membership Committee, ably assisted by Adrienne Jeffrey.

### Women's Party

At the Carnation Club rooms on Tuesday evening, February 27, a nice party was given by the Carnation Club for the women of the office, men club member's wives and sweethearts and invited guests. Bridge and bunco was played. Bridge winners were:

Frances Knoeble, Captain	First
Catherine Gorth, Captain	Second
Ruth Baggott, Captain	Third
Elsie Williams, Captain	Fourth

High game for the season, Violet Champion, 212.

I didn't learn how much money the girls divided but it was enough to take them to the movie, "Riptide," at the Waukesha theater. Quoting from one who was there, "After the show at Waukesha we went into one of those places and startled the proprietor with demands for light wines and beer and one toasted cheese sandwich. We are not going to say that it was Catherine Gorth who ate the sandwich, 'cause she might not want us to tell, but we couldn't help hear her asking for one, could we?"

H. A. MacFadden of the Engineering Department was in Mt. Vernon and Neosho, Mo., on April 10 and 11. Weather, balmy and springlike. He visited Northfield, Minn., on the 13. Weather, just around the corner from winter.

### Final Bowling Record

The Men's Bowling for 1933-34 came to a close with the last games bowled Friday evening, March 30.

#### Final Standing

Team No. 6 J. A. Reid, Captain	1st
Team No. 5 F. B. Peterson, Captain	2nd
Team No. 3 Elmer Phelps, Captain	3rd
Team No. 2 Al Straube, Captain	4th
Team No. 1 Don Jacobs, Captain	5th
Team No. 4 F. M. Rich, Captain	6th
Teams No. 2 and 1 tied for 4th and 5 places	

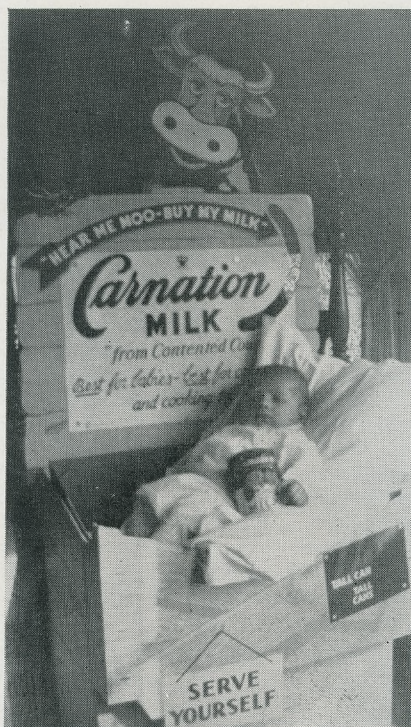
Clarence Binzel of the Credit Department and Mrs. Binzel returned from a two-week's motor trip to Miami, Florida, on Sunday, April 22. They report a fine trip and Clarence looks as if he had acquired a fine coat of tan, or else.

"Anonymous" writes, "So you're looking for news. Well we'll try to help you out. We suppose you've already seized upon Ed Morrison's recent wedding. The old bachelor finally succumbed." Yes! I know about Ed Morrison's latest marriage. Believe it or not, he told me himself.

Edwin Morrison of Terre Haute, Indiana, and Elaine Williamson of Racine, Wis., were united in marriage at Waukegan, Ill., on Wednesday, March 28. After a short trip to Milwaukee where they saw the movie "Papa Loves Mama," they returned to Oconomowoc and are now at home to their many friends in the Ontario Apartments. We all join in best wishes for many years of happiness. I might try to be funny about this but have to work with that guy every day and don't want to start anything.

Those two new faces in the stenographic department belong to Elizabeth Jaeger and Ruth Kuhlman. We hope they like it.

Dorothy Bliss of the purchasing department is on a three-month's motor trip to the West Coast. She left here on March 27, spending Easter in Dallas, Texas, and arriving in Los Angeles April 6. At present she



Baby Ann, 100% Carnation Baby, Daughter of Salesman R. S. Lauson, San Antonio, Texas

Mrs. G. S. Thompson, Mrs. L. J. Consigny, Mrs. Harold Smith, Mrs. A. P. Herald of Milwaukee, Miss Carolyn Hanson, Miss Helen Cooke, Mrs. George Chase, Mrs. Harold Hamley and Mrs. William Kupufsky. Bunco winners: Miss Adeline Rochow, Mrs. Frank Lindert, Miss Dorothy Ann Streich and Miss Irene Amundson. The door prize was awarded to Mrs. G. S. Thompson. A light lunch was served during the evening's play.

On the evening of March 15, at the club rooms, Charles E. Lofgren, personnel officer for Admiral Byrd, gave an interesting lecture on the human side of the first Byrd expedition. He showed moving pictures taken by Admiral Byrd himself and was accompanied by Tom Pratt, a husky dog born at Little America. About 150 members and friends were present.

Miss S. V. Baner formerly in the stenographic department, has been given the position in the advertising department made vacant when John Alden left for the far East. She assumed her new duties on April 2.

Our Lady Athletes celebrated the close of their alleged bowling for this season with a



is having a grand time at Berkley, Cal. We are hoping to have a nice letter from Dorothy for the next Carnation.

On Monday evening, April 9, we had our annual bowling contests for the Carnation cup and a special Carnation trophy awarded for the first time this year. The trophy was for Class B bowlers.

Scores in the cup contest for Class A bowlers, three games

Floyd Parfrey	550	Winner
H. F. Sackett	539	
E. T. Phelps	519	
H. L. Olson	514	
Don Jacobs	513	
F. M. Kelly	473	
D. E. Taylor	470	
Myron Reid	458	
Everitt Bertollette	457	
John Sliwinski	456	
Dick Lutz	441	
Andy Pearce	437	
Herbert Schmidt	430	

Scores in the trophy contest for Class B bowlers, three games.

Erwin Block	512	Winner
Ed Morrison	500	
Lewis Hoe	497	
G. S. Thompson	465	
F. M. Rich	464	
E. N. Reed	455	
J. Reigler	441	
R. C. Vick	434	
W. J. Miller	431	
H. V. Smith	382	

## Girls on Roller Skates

My Anonymous Reporter writes:

"All the girls around the office (yes, and some of the men—we're going to tell on you!) have been roller skating for health, pleasure and — a — figure. The girls have been thinking about forming a club, and have seriously considered asking Fred Rich to be their captain. Considering the man's speed, they think he should be able to set them a pretty good pace. One of the skating young ladies even roller skated in the rain not so long ago. Yes—you guessed it—she was skating with the boy friend, and they didn't know it was raining—believe it or not. By the way, ask Mary Douglas whose skates are parked in the hall, and why she looks around to see if everyone is gone before she ventures out at 5:30 after a hard day's work?"

The men of Carnation Club held a smoker at George Poetzles Inn at Nashotah the evening of April 11. Fifty-five members and friends sat down to a baked ham dinner at 6:30. During the dinner hour songs were sung and stories told. Not being there I am unable to give a very accurate account of the affair. I understand the boys spent the evening playing contract bridge with coffee and malted milk served as the principal refreshments.

## Oley Ki Yam

Oley Olson has contributed the following poem which will give a better account of the evening than I can write.

We bowlers had a banquet  
On a cheery Wednesday night—  
We surely had a grand time,  
Didn't even have a fight.  
The food we ate was gorgeous,  
Ant just one other thing,  
Helped make the evening glorious

And made the boys all sing.  
"Sweet Adeline," "The Old Grey Mare"—  
It really wasn't bad,  
But could have been much better  
If an orchestra we had.  
Some of the boys left early,  
Just a little after ten,  
But others stayed much longer  
And left—the Lord knows when.  
There weren't any fan dancers  
To dance upon the floors;  
We're mighty glad there wasn't,  
'Cause we'd have torn away the doors.  
When men like us all gather,  
You can very easily tell  
The very timid, coyest ones  
From those who would raise h——.  
It would have been a dreadful thing,  
We'd hear it all our lives,  
Especially the married ones,  
If we were seen there by our wives.  
The single ones, (God bless them),  
They had a great old time!  
They better have it while they can,  
Before they say, "Will you be mine?"  
It surely was a great success,  
None better could it be;  
We really should have one a week  
Or maybe two or three.  
We guess that wouldn't be so hot  
For any poor old pup,  
Who couldn't take it any more—  
He'd naturally fold up.  
But anyway, 'twas lots of fun  
For both the young and old;  
And may we meet there once again  
Before we're stiff and cold.

## Annual Bowling Tournament

On Saturday afternoon, March 17 we bowlers left for Milwaukee for the annual Carnation Bowling Tournament. At Becker's Recreation Alleys we met the bowlers from Berlin, Chilton, and Jefferson and from three o'clock to midnight we were engaged in deadly combat for championships and special prizes. The meeting was a huge success, due largely to the hard work and untiring efforts of C. A. Hengfuss, J. A. Reid, Al Kocher and Wm. Kupfufsky who worked hard to run the events smoothly and did everything possible for the comfort of all the contestants.

Results:

## Five Men Teams

### Division A

1st Oconomowoc office No. 1 Team	2565
2nd Oconomowoc office No. 2 Team	2502
3rd Oconomowoc Condensery Team	2490
4th Oconomowoc Can Team	2444
5th Chilton Team	2437
6th Oconomowoc Office No. 3 Team	2000

### Division B

1st Jefferson Team	2275
2nd Oconomowoc Can No. 1 Team	2245
3rd Oconomowoc Office No. 1 Team	2224
4th Berlin Team	2137
5th Oconomowoc Cond. No. 1 Team	2110
6th Oconomowoc Office No. 2 Team	2058

## Doubles

### Division A

1st Hengfuss-Olson Oconomowoc Of.	1128
2nd Bock-Phelps Oconomowoc Office	1088
3rd Farley-Lehmann Chilton	1041
4th Wolfe-Shaw Oconomowoc Can	997
5th Race-Braatz Oconomowoc Can	995

## Doubles

### Division B

1st Piper-Schaeffer Chilton	1054
2nd Weeks-Butcher Oconomowoc Cond.	970
3rd Glenn-Lamberton Berlin	929
4th Steiner-Endle Jefferson	903
5th Miller-Lutz Oconomowoc Office	895

## Singles

### Division A

1st Braatz Oconomowoc Can	564
2nd Lindert Oconomowoc Can	543
3rd Phelps Oconomowoc Office	532
4th Schaeffer Chilton	529
5th Hengfuss Oconomowoc Office	503

### Division B

1st Reed Advertising Dept.	475
2nd Genrich Oconomowoc Can	470
3rd Straube Oconomowoc Laboratory	436
4th Schmidt Oconomowoc Office	409

## All Events

### Division A

Braatz Oconomowoc Can	1671
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### Division B

Mayor Butcher Oconomowoc Cond.	1455
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## Highest Single Game

### Division A

Lehmann Chilton	248
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### Division B

Christian Oconomowoc Can	233
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## Lowest Single Game

Bertollette Oconomowoc Office	83
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## Lowest Three Games in Singles

Bertollette Oconomowoc Office	322
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## He's Getting Better

Everitt Bertollette went fishing the other day. He caught seven carp and one smelt. By the time he got them home they all smelt.

Spring is here which adds to my worries. The other morning when I got up a couple of robins were sitting on my cellar window sill looking longingly at that bucket of worms I have been nursing along all winter. One of the birds looked a good deal like John Dillinger.

One of the girls in the traffic department says: If you go to the Century of Progress this summer don't make the mistake I made last year. I tried to walk under the skyride and got my hat knocked off. That darned thing isn't so high as it looks.

Anna Lang came in the other morning with a badly sprained wrist. Anna got into a dispute with her Ford car when it balked and refused to start. She seized the crank and rolled that car completely over, three times, before it would behave.

Crossing the street coming from work last night I had a series of narrow escapes. Avoided a Model T. Ford, stepped the other way into the path of a boy on a bicycle, just made the sidewalk in time to be hit by a kid on roller skates and then backed into a marble game, stepping on a glass allie and nearly breaking my back. Am going to buy a police dog to lead me and then just shut my eyes when I start for home.

## Black Cat Lou

Lou Hoe says: "When a black cat crosses in front of me, it makes me nervous. But when a black cat with a black kitten in its



mouth crosses my path, that's rubbing it in."

Ed Morrison says: "I like married life but I hate a lawn mower already."

The golf bugs have installed a driving net down in the basement and are busily swinging their clubs, getting ready for the long summer's grind. Fine work, you married men. There will soon be some rugs to beat at home and good condition always counts in the long-run.

Some girls are poor pedestrians;  
Spring fever makes their arches ache;  
They like to ride in Jerry's car  
Or bum a lift from Jache.

My personal Coffin Club for this issue:

A. C. Oosterhuis  
L. A. Williams  
Phil Whalen  
Jennie Allen

## Oregon Is Fairly Lively Since The Funeral

OREGON, ILLINOIS  
F. H. Zumhagen, Reporter



'Twas a lucky thing, by  
thunder!  
Oregon came almost going un-  
der!

But when the clods began to  
drop,

We kicked off the coffin top!

Several little incidents worth mentioning and of interest to the Carnation family in general have occurred since we last wrote, so here goes.

Coshocton mentioned the arrival of L. W. Jeffery from this plant in the last issue. Our loss is your gain. We know L. W. will not forget us here at Oregon; he was here made a Mason.

John Basler passed cigars and candy with a great big smile one morning to announce the arrival of Merlene Ann, born January 22. Many thanks, John, for the treat.

Several new employees have been added to our family. They are: Ethel Ulfetts, office; Raymond Zuck, Harvey Gelandar, Lakin Nisley, Gifford Bent, Wm. Cates, plant; Fred Clifford Engineering Department; Ralph Koper and J. D. Stouffer, night watchman.

### Bachelor Marries

Yep, our bachelor friend, C. O. Keplinger, up and got married. The employees presented Kappy with an electric percolator at a surprise gathering at his home shortly after the wedding. What a night! What a night! Many thanks for the cigars and candy, Kappy. Mrs. Keplinger was formerly Elsie Beck of Loves Park, Ill.

Attention Gardner Johnson: Your dear friend, Charles Porter Bullard, wants me to call to your attention the fact that there was no snow up here last winter. The weather was so mild that the boys came to work in their bathing suits. And to Ward Lindsey: Charlie caught a frog in his fish pond twice the size of the one you brought with you on your last visit to Oregon, and that's going some.

For sale: Pedigreed Mongrel pups. Any color. Inquire at Hoddy's desk before 8:30 A. M.

Our friend B. Julius Petersen is leaving April 21 for Chilton, Wis. Mr. Petersen



Snowbound Richland Center As It Looks From Lookout Point  
Photo Courtesy of the Farness Studio

spent three years on the sales force with headquarters at St. Paul Minn. He was transferred to Oregon in December, 1932, to learn the production end of the milk business. We will miss you, Pete, and your little red mustache. From all we have heard and seen, we know you will like your new location.

Word came to us that Byron Baker will be with us in a very few days. Mr. Baker comes from Chilton. We welcome you, Byron, and hope that you will like the Carnation family here at Oregon.

This month's prize for the shortest short story without words goes to Jimmie Watkins, who was seen removing a calendar of the now closed Oregon State Savings Bank and substituting a 1934 calendar, advertising a new, reliable medicine.

## Richland Center Kiwanis Entertains Farmers

RICHLAND CENTER, WISCONSIN  
Valerie Gault, Reporter



"IN the Spring a young man's fancy lightly turns to thoughts of love," but you would never know it around here. The nearest thing I see to anything like that is the number of Muscoda calls that Mike

Schlafer receives. The reason I'm mentioning it is because the lady at the other end of the wire never gives me the message and of course my curiosity isn't satisfied by any information I can glean from Mike. Maybe some one around the plant can tell me just how serious it is. Of course, aside from Mike, there's Gordon. I hear, though, that the roads are pretty bad out in the country lanes this time of year, so perhaps he hasn't made much progress in that direction. Funny how these young men shy off from telling you where they go "after sundown." I'm

purposely leaving Ward out of this because he had a birthday the other day and I'm not just sure whether he belongs in this class. If you ask me, he doesn't let the springtime affect him. He's the same the year around.

Now, if we were to put the quotation this way, "In the spring a young ma'am's fancy lightly turns to thoughts of love-ly clothes," we might be able to discourse at some length on the subject.

While out walking I saw Mary Aken all in blue and looking very spring-like; and, then, who should come along but Frances, with a brown ensemble that made her look like a deer. Yes, a dear, too. I put on something a little different than I'd been wearing for the last seven years and even the boss didn't know me.

Anyway I know that Spring is here because Ross had Shorty out mowing and raking the lawn, even though it was snowing, and that's a sure sign.

### Garden Fever

We are all beginning to have the garden fever again. It takes more than cyclones, bugs, and droughts to stop a Wisconsin gardener. Andy Christensen says he doesn't know where we get our optimism, after watching the bare brown hillsides in this country. But you know he is going to have the surprise of his life when this bleak spot turns into the "garden spot of the Middle West." It's even beginning to show signs of it now. The grass is greening rapidly and the tulips and violets are up in the front yard. The superintendent has planted an acre of potatoes and is ready to take orders on the forthcoming crop right now.

Well, friends and countrymen, you'll be glad to know that the annual hunt is on for calves. The superintendent and Bud have netted the following results to date: one pure bred Durham steer and one pure bred Ayshire calf. It looks to me from present information at hand that a Holstein is going to



complete the trio. Mr. Davis tells me that he is going in for chickens this year, too. He has already ordered seventy-five baby chicks and is busy making a nest or a box or whatever you prepare for chickens. I heard him say that any body wanting "young hens" should come to him and he'd see that they got what they wanted. Sounds like a big order to me. I suppose he'll be telling about the eggs they are going to lay and how he is going to get rich quick. I'd advise, that, to encourage his chickens, he should tell them about the Kansas City man who can lay 36,000 bricks a day. It would give them something to think about.

### Surprise Party

Some of us spent a very pleasant evening up at the Christensens a while ago. We took a potluck supper and surprised Mr. Christensen. I guess he thought he was having an extra birthday. Anyway I think, due to Mrs. Christensen's cleverness, it was a complete surprise. It seems she told him they were invited to a church supper and so she had him all ready and waiting like a docile child when we arrived.

Going back to the subject of gardens, let me tell you of Ward's and my experiment. We decided that it would be great fun and more economical if we did a little indoor planting so that when it came time to plant the garden the plants would be big enough to transplant. Well, we (Ward may take exception to that we) worked and planted and had a nice row of little boxes. Imagine our consternation when one morning we found that a mouse had taken a liking to our plants and had proceeded to dine upon Carnations. Shows that he had an aesthetic taste anyway, doesn't it? So far, however, that is about the only mishap. One day while I was watering the plants I noticed an extra box, but thought that Ward had decided we could do with some other species of flowers and had planted some more seeds. Well, I guess the men in the kitchen were having lots of fun watching. They thought I didn't even notice it. Come to find out it had been put there by Lester Browning and contained tomato seeds. I think he thought he would get out of taking care of it. He should know better than to trust me with plants. I have a knack of keeping plants from growing too well.

Charlie Heckendorn is looking pretty happy these days. The reason is a new baby girl, named Lila Jean.



View of Roosevelt Road, Climbing the Hill at Richland Center

I had a very happy surprise the other day in the shape of a letter from Schulenburg, Texas. It was from Mary Chromchak, one of the reporters there, and was one of the most delightful and charming letters I have ever received. You can believe me when I say I made haste to answer it. I think it makes writing the news more fun when you know some other reporter is reading it and especially one who has the courage and tact to say it so nicely.

Mr. Slemmons was a short-time visitor a few weeks ago.

We play golf one day and ski the next in this country. We had a nice Easter snowstorm and it seems it was just right for skiing. Jack and Ruth Kinzer tried it and had lots of fun. Jack says he fell only once, but he couldn't say that much for Ruth. I'll leave him to fight it out if this information is incorrect.

The Kiwanis Club entertained a group of farmers the other evening and among those present were several of our patrons. Ward had charge of the evening's entertainment and everyone seems to be well satisfied and reported a good time. Prizes were given and the program consisted of songs, musical selections and a speech. Seems like he should have had a bit of dancing. Eudora or Frances

or myself could have easily done some tap dancing for them. We're really pretty good—in our own minds.

### Haulers III

Ben McClaren, one of our haulers has been ill for many weeks with the flu. Part of that time was spent in the hospital here. He is now much improved and has gone home.

Alfred Turnmire, another hauler, has been suffering with an abscess on one of his eyes.

The CWA work is now very nearly completed in this section of the country. The road up the bluff, which is named after the President, is now regularly used by sightseers and is famed for the view obtained from there. The photo accompanying this article of the town proper, was taken from that point by a local photographer, Farness, after a recent snowstorm. The picture was printed by the Milwaukee Journal. We think it gives an excellent view of the town and the hills surrounding it.

### Opinions

Too much freedom for children is not good.—Mme. Schumann-Heink.

Experience needs to be cured like wine before it is fit for use.—Owen D. Young.

The general wisdom of the demand for fewer laws is undeniable.—Franklin D. Roosevelt.

The one thing about war is that it makes another one equally certain.—Ramsay MacDonald.

I'm an old man and if I smiled people would think I were pretending.—John D. Rockefeller.

To be agreeable or amusing is to contribute something to the pleasantness of life.—Emily Post.

There is nothing in the world that in human hands does not lend itself to abuse.—Mahatma Gandhi.

In a three-cent cake of yeast, it has been estimated that there are twenty-two times as many yeast cells as there are people in the entire world.



Early Construction Work on the Richland Center Dam. A C.W.A. Project.—Farness Photo



# Roster of Carnation Officers and Employees Including Five Years or More, Showing Ten

## TEN YEARS OF SERVICE AND OVER (Continued from March-April Number)

F. J. Kesler	1919	Carnation Company	Chicago, Ill.
R. E. Wilson	1919	Carnation Company, Ltd.	Aylmer, Ont.
J. A. Richardson	1919	Carnation Company	Charlotte, N. C.
H. G. Ballard	1919	Carnation Company	Memphis, Tenn.
Milton Grell	1919	Carnation Company	Ferndale, Wash.
E. E. Bickenbach	1919	Carnation Company	Sparta, Mich.
Lewis H. Titus	1919	Carnation Company	Cattaraugus, N. Y.
G. A. Gleichman	1919	Carnation Company	So. Dayton, N. Y.
George Bulkley	1919	Carnation Company	Fort Lupton, Colo.
Louis LaBudd	1919	Carnation Company	Berlin, Wis.
Vic Rindfleisch	1919	Carnation Company (Cond.)	Oconomowoc, Wis.
Elmer C. Wenck	1919	Carnation Company (Cond.)	Oconomowoc, Wis.
Henry Parfrey	1919	Carnation Company (Cond.)	Maysville, Ky.
Arthur H. Reinke	1919	Carnation Company (Can Fact.)	Oconomowoc, Wis.
Wm. O'Grady	1919	Carnation Company (Can Fact.)	Gustine, Calif.
Harold V. Smith	1919	Carnation Co. (Gen. Office)	Oconomowoc, Wis.
L. D. Lewis	1919	Carnation Company (Conc.)	Oconomowoc, Wis.
V. Nelson	1919	Carnation Co. (Gen. Lab.)	Oconomowoc, Wis.
A. I. Maxwell	1919	Carnation Company	Oregon, Ill.
Henry C. Schomburg	1919	Carnation Company	Murfreesboro, Tenn.
C. J. Tanner	1919	Carnation Company	Berlin, Wis.
Harold Duck	1919	Carnation Company	Oregon, Ill.
Fred Pomeroy	1919	Carnation Company	Berlin, Wis.
August Reinima	1919	Carnation Company	Oregon, Ill.
Chas. Verdine	1919	Carnation Company	Berlin, Wis.
Lenys Straight	1919	Carnation Company	Sparta, Mich.
Janie Staton	1919	Carnation Company	Mt. Vernon, Wash.
Mrs. S. Johnson	1919	Carnation Company	Hillsboro, Ore.
Lewis Munkres	1919	Carnation Company	Hillsboro, Ore.
E. G. Robinson	1919	Carnation Company, Ltd.	Toronto, Ont. Can.
H. G. Arnold	1919	Albers Bros.	San Francisco, Calif.
M. C. Arnold	1919	Albers Bros.	San Francisco, Calif.
W. Bennett	1919	Albers Bros.	Oakland, Calif.
E. Heinz	1919	Albers Bros.	Oakland, Calif.
V. Charley	1919	Albers Bros.	Oakland, Calif.
Ugo Butte	1919	Albers Bros.	Oakland, Calif.
W. Bennett	1919	Albers Bros.	Oakland, Calif.
Joe Bettato	1919	Albers Bros.	Oakland, Calif.
Chester Cox	1919	Albers Bros.	Seattle, Wash.
H. E. Dale	1919	Albers Bros.	Los Angeles, Calif.
Roy Goodwin	1919	Albers Bros.	Seattle, Wash.
John Leach	1919	Albers Bros.	Seattle, Wash.
C. Pellegrini	1919	Albers Bros.	Seattle, Wash.
R. A. Spear	1919	Albers Bros.	Portland, Ore.
B. R. Pooley	1919	Albers Bros.	Portland, Ore.
A. Meyertholen	1919	Albers Bros.	Portland, Ore.
Frank Flannery	1919	Albers Bros.	Portland, Ore.
Chriss Jorgensen	1919	Fresh Milk & Ice Cream Div.	Seattle, Wash.
John O. Chellin	1919	Fresh Milk & Ice Cream Div.	Seattle, Wash.
J. Kempf	1919	Riverview-Damascus Milk Co.	Portland, Ore.
Florence Youngquist	1919	American Creamery Company	Oakland, Calif.
Ben Enos	1919	American Creamery Company	Oakland, Calif.
Fred Aldorfer	1919	Northfield Milk Prod. Co.	Northfield, Minn.
A. W. Little	1919	Colo. Cond. Milk Co.	Johnstown, Colo.
Esco Jones	1919	Colo. Cond. Milk Co.	Johnstown, Colo.
J. W. Gray	1919	Colo. Cond. Milk Co.	Johnstown, Colo.
Paul Hostetler	1919	Carnation Company	Waterloo, Iowa
Walter McKinley	1919	Carnation Company	Waterloo, Iowa
A. J. Stadtmueller	1919	Northfield Milk Prod. Co.	Northfield, Minn.
Carl Gockerell	1919	Carnation Milk Farms	Carnation, Wash.
Swan Anderson	1919	Carnation Milk Farms	Carnation, Wash.

## CARNATION

E. A. STUART, *Chairman of Board* 1899  
P. G. KINZER, *Vice President* 1908  
W. C. CROSS, *Vice President* 1907  
W. N. MACBRIAR, *Ass't Vice Pres.* 1911  
F. B. PETERSON, *Ass't*

## ALBERS BROS.

GEO. ALBERS, *Chairman of Board* 1895  
E. A. DEMING, *Vice President Sec. & T.*

## CARNATION CO.

J. P. COYLE, *Vice President* 1912

Harry Fricker	1920	Carnation Com
Chas. Davies	1920	Carnation Com
Paul Vuylsteke	1920	Carnation Com
B. Otting	1920	Carnation Co.
Helen R. Ashley	1920	Carnation Com
Chas. Prosser	1920	Carnation Com
Herbert L. Olson	1920	Carnation Co.
Wilbert S. Slemmons	1920	Carnation Co.
Carl M. Huser	1920	Carnation Com
Harold Smith	1920	Carnation Com
Julius Kailer	1920	Carnation Co.
John Clylow	1920	Carnation Co.
F. B. MacKenzie	1920	Carnation Co.
Clyde Harrington	1920	Carnation Com
I. M. Armintrout	1920	Carnation Com
Lillian Eichman	1920	Carnation Com
Frank Older	1920	Carnation Com
Fred Morton	1920	Carnation Com
J. L. Rexford	1920	Carnation Com
Harry Raszkowski	1920	Carnation Com
Walter Helwege	1920	Carnation Com
Ed. Swenson	1920	Carnation Com
R. L. Miller	1920	Carnation Com
Peter Schmahl	1920	Carnation Com
Barney Zynski	1920	Carnation Com
G. Britting	1920	Albers Bros.
J. J. Corbett	1920	Albers Bros.
F. S. Davis	1920	Albers Bros.
H. Graton	1920	Albers Bros.
E. P. McGregor	1920	Albers Bros.
Donald Miller	1920	Albers Bros.
Cora Moore	1920	Albers Bros.
Merton Moore	1920	Albers Bros.
Tony Morgado	1920	Albers Bros.
R. G. Nelson	1920	Albers Bros.
W. B. Reynolds	1920	Albers Bros.
W. C. Witt	1920	Albers Bros.
B. Thein	1920	Albers Bros.
Lee Whitman	1920	Fresh Milk &
Chas. A. Warwick	1920	Fresh Milk &
Chas. Sundberg	1920	Fresh Milk &
Geo. F. Shipps	1920	Fresh Milk &
R. H. Ressler	1920	Fresh Milk &
J. B. Parry	1920	Fresh Milk &
Gus. A. Nelson	1920	Fresh Milk &



# ing Names of Those Who Have Been in Service for ms of Service, Unit and Location

## COMPANY

E. H. STUART, <i>Pres. &amp; Treas.</i>	1911
J. F. DOUGLAS, <i>Vice Pres. &amp; Sec.</i>	1929
A. M. GHORMLEY, <i>Vice President</i>	1915
O. W. JONES, <i>Asst. Vice Pres.</i>	1911
& Treas.	1907

## MILLING CO.

D. J. COLLINS, <i>Vice President</i>	1901
Treas.	1904

## MPANY, LTD.

W. S. WARE, <i>Treasurer</i>	1925
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any, Ltd.	Springfield, Ont.
any, Ltd.	Aylmer, Ont.
any	Hillsboro, Ore.
Gen. Lab.)	Oconomowoc, Wis.
any (Cond.)	Oconomowoc, Wis.
any (Can Fact.)	Oconomowoc, Wis.
Gen. Office)	Oconomowoc, Wis.
Gen. Office)	Oconomowoc, Wis.
any	Schulenburg, Texas.
any	Nampa, Idaho
Gen. Lab.)	Oconomowoc, Wis.
Gen. Lab.)	Seattle, Wash.
Gen. Lab.)	Seattle, Wash.
any	Berlin, Wis.
any	Mt. Vernon, Wash.
any	Berlin, Wis.
any	Nampa, Idaho
any	Rich. Center, Wis.
any	Camb. Spr., Pa.
any	Berlin, Wis.
any	Nampa, Idaho
any	Ferndale, Wash.
y	Ferndale, Wash.
any	Chilton, Wis.
any	Chilton, Wis.
	Oakland, Calif.
	Oakland, Calif.
	Oakland, Calif.
	Oakland, Calif.
	Oakland, Calif.
	Seattle, Wash.
	Seattle, Wash.
	Seattle, Wash.
	Oakland, Calif.
	San Francisco, Calif.
	Los Angeles, Calif.
	Oakland, Calif.
	Oakland, Calif.
ce Cream Div.	Seattle, Wash.
ce Cream Div.	Seattle, Wash.
ce Cream Div.	Seattle, Wash.
ce Cream Div.	Seattle, Wash.
ce Cream Div.	Seattle, Wash.
ce Cream Div.	Seattle, Wash.
ce Cream Div.	Seattle, Wash.

I. E. Thompson	1921	Carnation Company	New York, N. Y.
Rose J. Wheeler	1921	Carnation Company	New York, N. Y.
Jay Robinson	1921	Carnation Company	Sparta, Mich.
P. A. Drake	1921	Carnation Company	Murfreesboro, Tenn.
W. F. Cretzmeyer	1921	Carnation Company	Waverly, Ia.
Emil Zahn	1921	Carnation Company	Jefferson, Wis.
Mrs. S. T. Barker	1921	Carnation Company	Milwaukee, Wis.
John S. Wilkinson	1921	Carnation Company	Milwaukee, Wis.
George Goodrow	1921	Carnation Company (Can Fact.)	Oconomowoc, Wis.
James Poradek	1921	Carnation Company (Can Fact.)	Oconomowoc, Wis.
Fred Radke	1921	Carnation Company (Cond.)	Oconomowoc, Wis.
Elmer Thos. Phelps	1921	Carnation Co. (Gen. Office)	Oconomowoc, Wis.
Phillip G. Bock	1921	Carnation Co. (Gen. Office)	Oconomowoc, Wis.
Ward D. McKean	1921	Carnation Co. (Gen. Office)	Oconomowoc, Wis.
Carlotta Gutting	1921	Carnation Co. (Gen. Office)	Oconomowoc, Wis.
Geo. S. Mickelson	1921	Carnation Co. (Gen. Office)	Oconomowoc, Wis.
Walter E. Averill	1921	Carnation Company	Oregon, Ill.
Harold Elliott	1921	Carnation Company	Oregon, Ill.
Chas. L. Turner	1921	Carnation Company	Berlin, Wis.
Agnes Anderson	1921	Carnation Company	Seattle, Wash.
J. F. Taylor	1921	Carnation Company	Spokane, Wash.
A. M. Weston	1921	Carnation Company	Gustine, Calif.
John Walker	1921	Carnation Company	Ft. Lupton, Colo.
Harry Wohlgamuth	1921	Carnation Company	Ft. Lupton, Colo.
H. A. Decker	1921	Carnation Company	Ft. Lupton, Colo.
Joseph Braun	1921	Carnation Company	So. Dayton, N. Y.
Wm. E. Tyson	1921	Carnation Company (Cond.)	Maysville, Ky.
Chas. F. Kalin	1921	Carnation Company (Can Fact.)	Maysville, Ky.
Wm. J. Graham	1921	Carnation Company	Cambridge Sprgs, Pa.
John Eastman	1921	Carnation Company	Nampa, Idaho
John Vickers	1921	Carnation Company	Ferndale, Wash.
A. Foster	1921	Carnation Company, Ltd.	Aylmer, Ont.
G. A. Sprague	1921	Carnation Company, Ltd.	Aylmer, Ont.
Chas. W. Hastings	1921	Northfield Milk Prod. Co.	Lonsdale, Minn.
C. F. Carman	1921	Northfield Milk Prod. Co.	Northfield, Minn.
Frank A. Haack	1921	Northfield Milk Prod. Co.	Northfield, Minn.
Blaine L. McCullough	1920	Fresh Milk & Ice Cream Div.	Seattle, Wash.
Matt E. Madsen	1920	Fresh Milk & Ice Cream Div.	Seattle, Wash.
Harmon Hoorn	1920	Fresh Milk & Ice Cream Div.	Seattle, Wash.
John L. Jarrett	1920	Fresh Milk & Ice Cream Div.	Seattle, Wash.
M. A. Silva	1920	American Creamery Co.	Richmond, Calif.
Mrs. R. E. Weston	1920	Broadview Dairy	Spokane, Wash.
Harold Anderson	1920	Northfield Milk Prod. Co.	Northfield, Minn.
Henry Zenger	1920	Riverview-Damascus Milk Co.	Portland, Ore.
Guy Likes	1920	Riverview-Damascus Milk Co.	Portland, Ore.
C. Kocklin	1920	Riverview-Damascus Milk Co.	Portland, Ore.
Clarence Gillson	1920	Riverview-Damascus Milk Co.	Portland, Ore.
Geo. Ganiers	1920	Riverview-Damascus Milk Co.	Portland, Ore.
Anna Benda	1920	Riverview-Damascus Milk Co.	Portland, Ore.
Leon Bender	1920	Carnation Company	Waterloo, Ia.
George Baird	1920	Carnation-Albers (Sales)	Seattle, Wash.
Ben Wold	1921	Albers Bros.	Seattle, Wash.
Dorothea Thomas	1921	Albers Bros.	Seattle, Wash.

## Beg Your Pardon

William Pearson	1914	Albers Bros.	Portland, Ore.
Fritz Plock	1914	Albers Bros.	Portland, Ore.
Albert E. Carlson	1916	Albers Bros.	Portland, Ore.

(To Be Continued)



## Schulenburg Mothers Are Carnation's Friends

SCHULENBURG, TEXAS

Wallace M. Morris, Mary Chromchak, Reporters



"HEY, Skin-nay! How about goin' down to the old swimmin' hole this evenin' after school? I ain't been in yet, 'cept for a little wadin' yesterday, but boy! is it swell! I jest know it'll be right to go swimmin' today! Wanna go along?"

"Naw, I ain't gonna wait no three hours to go swimmin' with you, Tom. I'm goin' right now—heck, who wants to go to school anyhow, when the sun's so bright and feels so good, the grass and flowers are so green and pretty, an' the birds are all singin' like they're havin' a contest of some kind, an' the fish are bitin' and—oh—who wants to stay inside a stuffy old school house when spring is here? I'm goin' swimmin' right now and I don't care if you go right up to our teacher and tell her so. But, 'course I know you won't, Tom, 'cause you're goin' with me, ain't cha?"

We'll let Thomas Aristides and Joseph, more familiarly, "Skinny" to his playmates, take their choice of going to school or playing hookey, and we'll leave it to our friends' imagination as to their choice. Doubtless, though, it would be the same as ours, for this wonderful warm weather is making master fishermen (at fishing and at telling stories) of lots of our friends, and several members of our family here have experienced great delight in throwing caution to the winds and wading knee-deep in warm pools. Our record for high temperature this year was reached last week when the thermometer registered 92°. How does that sound for early April weather to you Northerners?

### Mammoth Roses

The extremely warm weather together with quite a large amount of rain during the past month have worked wonders with flower and vegetable gardens and fruit orchards. One of the prettiest sights we have seen is the row of beautiful roses on the south side of the plant—enormous deep-red



Louis J. T. Strobel, Age 3 Years, Schulenburg

flowers, as large as a plate, when fully developed.

W. C. Cross, A. C. Smith, A. C. Oosterhuis, and R. O. Henszey were with us for very short visits during the past two months.

Mr. and Mrs. E. B. Hiles of Berlin, Wisconsin, arrived on April 17 to visit her mother, Mrs. A. J. Little, and family. Mrs. Little and Irene are planning to return with them to Berlin to spend the summer.

Gus Brauner left our employ on March 1 to accept a position with the First National Bank of Schulenburg. Evelyn Dippel has charge of the office work now.

Emil Skarke made a trip to San Antonio recently to purchase golf clubs. We imagine that his golf will be up to par before long as he has a brand new course to play on.

### Surprise Party

Bill Shelton was given a surprise birthday party on March 8 by the lady friend, Edith Pratkan. Games and dancing were indulged in until a late hour. Those of us present to wish Bill many happy returns of the day were: Evelyn Dippel, Martha and Hilda Skarke, Emanuel Ruhmann, Irvin Gieptner, and Joe Smrkovsky.

The following evening the same group met in the Smrkovsky home to celebrate the birthday of Frances Smrkovsky.



Joe Sigmund Sobotik, Age 3 1/2 Months, Schulenburg, Texas

Mr. and Mrs. Helmuth Bolling motored to San Antonio a few days ago, visiting with Mrs. Bolling's sisters, Lillian and Lorena Bonner.

Emanuel Ruhmann is looking forward to a trip to Mexia from May 14 to 16. He is to be the delegate of the local Knights of Pythias lodge to a state convention to be held there.

It seems that Irvin Gieptner is again making trips to Hallettsville.

We are glad to see Louis Genzer at work again. He was sick for several weeks.

We have been reading lately of a bicycle trip made by Leonard Sedarsky from Berlin, Wisconsin, to Miami, Florida. Sedarsky was in Schulenburg last winter as guest of the Little and Case families.

Charles Kocurek, brother to one of our haulers, Anton Kocurek, has been very sick of late.

### Celebrates First Mass

April 15 was a gala day for the local St. Rosa parish. Anton Drozd of Minnesota, formerly of the Praha section, held his first mass here before a very large crowd. All of the towns around Schulenburg were represented in the ceremonies. That evening a play was given in the St. Rosa Auditorium before a capacity crowd. Emil, Martha, and Hilda Skarke had important roles in the play.

You know, friends, there are all sorts of advertising schemes for everything under the sun to bring that certain product to the attention of people, to make them want to try it, and to retain their patronage once they have proved its value. We believe, however, that no better proof of the sterling qualities of Carnation Milk as a baby food can be found than by going directly to the mother and allowing her to tell you exactly how wonderful, nutritious, and health-building this milk really is and showing as further proof of her experience her happy, contented Carnation baby. Schulenburg mothers are quickly recognizing the benefits of Carnation Milk in solving their baby-feeding problems and are high in their praise of it.

### David Charles Hoppens

David Charles Hoppens, 7 1/4 pounds, was born December 26, 1933. At the tender age of 4 1/2 weeks, when weighing a scant nine



David Charles Hoppens, Age 3 Months, Schulenburg, Texas



Carl Huser and Son, Carl Laverne, Schulenburg, Texas



pounds, this young man was placed on a Carnation Milk formula by Dr. W. O. Luedemann of this city. He is now four months old and tips the scales at 16 pounds. Mrs. Hoppens, when questioned concerning the results and satisfaction derived from the feeding of Carnation Milk to her son, said, "David Charles is fed four times a day; he sleeps all night without feeding. At 8 o'clock he is asleep and doesn't wake until six the following morning. Since we began feeding Carnation Milk to our baby, he has been in perfect health, has not even had one cold; he has not had one drop of medicine. Why, we didn't know we had a baby after we put him on Carnation. Some one told me the other day that my boy looks so contented, and I told them he is, for he is really and truly a 'contented Carnation' baby."

#### Joe Sigmund Sobotik

Mrs. Oscar Sobotik has been feeding her young son, Joe Sigmund, Carnation Milk since he was five days old. Weighing eight pounds at birth, he now weighs 14½ pounds at the age of 3½ months. "My baby has never been sick; Carnation is a perfect food for him and is working wonders with him."

#### Carl Laverne Huser

Carl Laverne Huser proudly states, "I'm a Carnation Baby!" and he has just cause to be proud. Laverne is the son of our fieldman, Carl Huser, with whom he is shown on the accompanying picture. Mrs. Huser says that Carnation Milk has been and still is a perfect food for her boy.

#### Louis J. T. Strobel

Mrs. J. J. Strobel is another enthusiastic booster for Carnation Milk as a perfect baby food. "I like Carnation because, when I buy it, I know exactly what I am getting; one can is just exactly like the other and I can always rest assured that the milk I get is pure, clean and exactly like the milk I used the time before." Louis J. T. Strobel, at the age of three years, smiles his approval of the milk his mother has found so good for him.

We have just completed an inspection of a perfectly lovely new home here and the lady of the house, Mrs. Alfred Flocke, showed us what she thought of Carnation Milk by opening one of her cabinets in her beautiful modern kitchen and pointing to the row of Carnation Milk cans standing on a shelf. "I **always** keep Carnation on hand; we use it every day although we use fresh milk, too. Carnation Milk is perfect as cream for coffee. I find that when I make puddings of any kind, they are better—always smoother and richer—if I use Carnation. I use it in cooking and baking exclusively, and when I drink coffee, it's Coffee a la Carnation for me." Mrs. Flocke's son, Alfred, a robust young chap going to high school now, says, "I like Carnation any way mother uses it for me; it's good just as it comes from the can."

#### Taking a Chance

First Customer: Waiter, bring me a plate of hash.

Waiter (calling back to the kitchen): Gentleman says he'll risk it.

Second Customer: Waiter, I'll take the same.

Waiter (calling back to the same kitchen): Another sport!



Group of Carnation Employees At the Kent Condensery; Spring of 1900

## Carnation Club Sponsors Riding Party

SEATTLE OFFICE

Herma Thomas, Reporter



HERE it is time for more Carnation news, again. I thought it was only yesterday that I chewed up those six pencils, and here I am starting in on the rest of the dozen today. Oh, well, perhaps graphite and cedar are good for one's health. After breaking out on the front page last time, I really had to go to church Easter Sunday without a new bonnet because there wasn't any in Seattle to fit me!

We spoke about the ground-breaking ceremonies for our new grain storage elevators in the last issue. And now those same elevators loom in the air behind the office so high that we almost get hitches in our necks looking at the top of them. We hope to be able to get a picture for our next issue so the rest of you may see them as we do.

The outstanding social event for most of us recently was the riding party which our Carnation Club sponsored at Emerick's Riding Academy on February 19. Members of the Club were invited to ride horseback for an hour, then to partake of refreshments in the picturesque log-cabin clubhouse. About eighteen riders performed for the enjoyment of the spectators, who must have enjoyed it, judging from the laughter that came from the gallery. Frankly, I was afraid it would take two strong men and a boy to pry me loose from the saddle after my aged knees had locked themselves about that horse's midsection. Everyone thoroughly enjoyed the refreshments and dancing later, and voted the party a complete success except for one detail. Arlene Sorenson, after very capably riding the friskiest horse in the stable, tripped on an innocent looking rug and received a severe gash on her forehead. It always seems to be the little things in life, doesn't it, Arlene?

If anyone could possibly be wondering

why Frank Albers, Jr. of the Albers Cereal Department is wearing such a huge grin these days, all they need to do is ask him about the two lovely babies, named Arlene and Barbara, who came to make their home with Mr. and Mrs. Albers not long ago. Frank says it was a tough job naming those twins. We think he is going to have a harder job when those ladies start deciding who is going to have the living room for company each evening.

Another welcome addition to our Carnation family is the baby girl who joined us on March 5. She is making her home with Salesman K. M. McDonald and Mrs. McDonald at Everett. Congratulations to them, for we know they are mighty proud and happy.

Clarence J. Winberg, "Windy" for short, for the past year Pacific Coast advertising manager for Natura, Inc., joined the Carnation family February 19, taking up his duties in the advertising department in the Stuart building. So far, he has been a man without a desk, but that has in no way hindered his getting everything done in ship-shape manner. Windy's hobby is golf, he claims, but we have reason to believe there are others he doesn't tell us about. A member of the Junior Chamber of Commerce, his most recent outside activity has been handling the publicity for their recent Annual Winter Snow Sports Carnival at Paradise Valley, April 7 and 8. Mr. Winberg is a graduate of the University of Washington, class of '32, and is a member of Theta Delta Chi fraternity.

#### Now in Spokane

Since our last issue, George D. Baird, District Sales Manager for the Spokane territory, has definitely transferred his family and home to Spokane where he is now located. Mr. Baird has been with the Seattle Albers family for a long time and has a great many friends and associates here who miss his cheery presence, and wish him well in his new home. And I imagine, George, that you could get up a good golf game any time you come to Seattle.

F. B. MacKenzie of the General Laboratory



decided suddenly one night that he needed a vacation. The next day found him in Swedish Hospital, and it wasn't very long before he was minus a very aggravating appendix. Mr. MacKenzie was a very sick man, but we are all glad he is back again on the job and feeling quite fit. The boys say he looked quite scholarly with the Van Dyke (or equivalent) which he wore while in the hospital.

It seems the power of suggestion is quite strong at times, for Kathleen Campion decided she couldn't let Mr. MacKenzie be the only one with a vacation. She took herself to a local hospital and had some offending tonsils removed. Kathleen was back at work again in a few days, glad it was all over, but thoroughly tired of a liquid diet.

#### Thompson at Mt. Vernon

Since our last issue, Clyde Thompson, who was our very genial Carnation bookkeeper, has been transferred to the Carnation office at Mount Vernon, Washington. We really envy Mount Vernon their gain for "Tommy" could always be depended upon to liven up our day with his lively banter and quick wit, and the office seemed exceedingly dull for many days after he left us.

Another departure that left quite a void in our office was that of Elmer Painter, our Albers bookkeeper. Elmer has been an employee of the Albers Company for about twelve years, always doing his work efficiently and quietly. His dependable good humor won him many friends who wish him well in anything he may undertake in the future.

Speaking of changes, even the writer seemed not to be immune for, about the middle of March, I picked up my pencils and eraser and moved to the General Laboratory in the Albers Mill. I felt somewhat of an intruder at first, going into that "bachelors' hall" with six men, but they are a grand bunch and made me feel at home very quickly. One couldn't help it, with John Clulow baking bread, testing breakfast foods, and performing other home-like duties. John says he would make some girl a good wife! Don't shove, girls, we're too late anyway.

#### You Can't Always Tell

An apology is indeed in order to all the girls whom I told last time to turn to Charles Mercer's column and view his grand smile,

so they might meet our new Carnation Club president. I turned to find his column myself, and lo and behold, he was in the Coffin Club! What a pal he turned out to be; all that free publicity wasted.

Perhaps the hint of spring in the air was a bit too much for Ann McDermott not long ago, for in going over to the neighbor's one day she was a bit too carefree. She stepped into a small hole and sprained her ankle quite badly. She has been on crutches ever since, and our sympathy goes to Ann for it is doubly hard to be quiet on these nice days.

#### Consular Party at Farms

The accompanying picture shows members of the Chamber of Commerce-Consular party who, accompanied by our Mr. A. J. Izzard and Mr. A. H. Morgan, visited the Carnation Milk Farm March 15, 1934. Mr. R. E. Everly was there to greet them and tell them all about the beginning, history, and purpose of the Farm. And look at the other representative of the Farm who joined the group to have his picture taken with the visitors—yes, it's none other than Carnation Matador Masterpiece, senior herd sire of the Farm.

All arrangements for this party were made by the Foreign Trade Bureau, of the Seattle Chamber of Commerce. The party left town at 11 o'clock to have luncheon at the Farm. Following luncheon they visited the barns. Consuls attending were: Carlos F. Grant, Chile; Carlos Garcia Prads, Colombia; A. Halk, Vice Consul, Denmark; Alarik Quist, Vice Consul, Finland; Francis Patron, Great Britain; A. Vanderspek, Netherlands; C. Staang Anderson, Vice Consul, Norway; F. Berckemeyer Pazas, Peru; John Wesley Dolby, Vice Consul, Spain; Ivar Lundquist, Vice Consul, Sweden; Verner Tobler, Acting Consul, Switzerland; Bernard Pelly, Dean of Consuls, and Mr. J. T. Hardeman, Chairman of the Chamber's Foreign Trade Committee with several other members of the Chamber.

A new addition to the Albers mill force is E. Peterson, who was formerly our genial lunchman. "Pete" was a gentleman very much in demand in the office about ten o'clock every morning, for upon him depended the satisfaction of our noon-day appetites. We miss Pete's morning call, but are glad that he is now really one of us. Welcome, Pete!

Another addition is Jay Schack who holds

down the job in the Albers Mill order department with Morris Sanders. We'll lay ten to one that many a customer has come in with the intention of buying one sack of Eggmaker and gone out with six after those two high-powered salesmen got through with him.

Katie Moroni and Lars Johnson of the Advertising Department have been moving so much in the last year we are never sure just where we can find them. Their latest move was from the Stuart Building office back to our Massachusetts Street office.

Innumerable friends, in the Seattle office and mill, of Fae Hillman, who has been our efficient switchboard operator for a number of years, were shocked and saddened by the death of her husband, Phillip Hillman, on April 8. Mr. Hillman was quite well known to the employees, who sincerely regret his passing and sympathize deeply with Fae in her sorrow.

#### Pleasant Censure

Mr. Bullis tells us of a complaint which he had from a Mr. Jones, stationery printer at Richmond Highlands, just north of Seattle, who is original in his manner of good-natured censure. Mr. Jones said they had been using Carnation milk for 25 years but that they had recently obtained a can and found it sour. This little verse accompanied his complaint.

"Yes, the cow must have been discontented,  
Though the can was brand new, 'twas dented,

We stabbed a neat hole,  
Poured it out in a bowl,  
And found the blame stuff had fermented."

A sales representative was sent out to see Mr. Jones and a letter was also written, assuring him that every effort would be made to keep the cows contented in the future. In reply, he sent Mr. Bulis the following verse:

"Many thanks for the letter you sent  
Which tells us that can had a vent,

Your salesman replaced it  
And now as we taste it  
We are filled with Carnation content."

#### Another Old Picture

We do not wish to start a controversy or an old picture contest, but we just can not let Mount Vernon, Washington, get by with the claim that they have the oldest Carnation photograph, which was published in the last issue of *The Carnation*, and which was taken of the Capping Room crew at Kent in 1905. Sid Boucher, of the General Laboratory, furnishes us with the accompanying photograph which was taken of the original condensary crew at Kent in the spring of 1900.

Mr. Boucher, who is undoubtedly the oldest employee of the Carnation Company, having started in January, 1900, about three months after the origination of the Condensary at Kent, tells us a very interesting story of the early days there. The original building was built as a hotel but was never occupied as such. The lower floor was then taken over for the condensary, and the upper floor was at first occupied as living quarters by Mr. Meyenburg, the superintendent, and his family, as is evidenced in the picture by the lady in the upper story window. Mr. Boucher may be seen in the picture, kneeling on one knee in the front row. He is now mayor of that same city, Kent, whose progress he has watched for the last thirty-four years. So, Mount Vernon, we not only wish to



Jessie Gray, President National Educational Association, Third From Left, With a Group of Seattle's Educational Officers On a Visit to Carnation Milk Farms



make claim for the oldest photograph but the oldest employee as well.

We wish to welcome the three new salesmen who joined forces with us just recently. They are Roy Reynolds, Ralph Weaber, and Clarence Johnson, and will devote their time to Carnation Milk sales exclusively.

They were quite well initiated into the intricacies of the milk sales game at a sales meeting which was held on Wednesday, April 4, at the Olympic Hotel in Seattle. The entire sales force of Seattle was in attendance, and Mr. Baird brought his force of five men from Spokane to attend. After a dinner at the Olympic, these men were joined by others from the Fresh Milk Division, the Ice Cream Division, and the Albers Feed Division. Mr. Portman, sales manager, presided at the meeting, and the outstanding speaker was Mr. Low, merchandising counselor for the Erwin-Wasey Company of Chicago. After the meeting held here, Mr. Portman, Mr. Murray and C. E. Paulsen left for Portland, San Francisco and other points in the outhern territory where similar meetings were held.

#### Salesman Cameron Ill

At just about the time we learn of the transfer of Salesman I. E. Cameron of Portland to the Seattle Sales Department in the Stuart Building, we hear of his illness with influenza. Mrs. Cameron has also been ill, and we are sorry that the Camerons had to have such an inauspicious start in Seattle. But they say a bad beginning means a good ending, and we hope to see both Mr. and Mrs. Cameron well in a very few days.

Spring is really here, for I glance over my shoulder and see F. B. MacKenzie looking at a map and saying "Yes sir, I'd surely like to do that!" Perhaps, I can tell you next time what "that" was.

#### Noted Educators Visit Farms

Miss Jessie Gray, of Philadelphia, President of the National Educational Association, was in Seattle on March 29 and 30. On the latter day she, with a party of Seattle educational officials, visited Carnation Farms. With three Carnation representatives, there were twelve in the party. They arrived at the farms at 11:00 A.M. and were received at Mr. Stuart's bungalow. Before starting the tour of the barns, Mr. Everly explained briefly the history and background of Carnation Farms and Mr. Stuart's purpose in establishing them. Leaving the Farms shortly after noon, the party was taken to Snoqualmie Lodge for luncheon, and then back to Seattle.

The opportunity to visit Carnation Farms and the Company's hospitality in taking the group there as guests seemed to be deeply appreciated by the Seattle group. It was apparently helpful to them in making Miss Gray's visit here interesting. Members of the party were Miss Jessie Gray, President of the National Educational Association; Mr. S. E. Fleming, Assistant Superintendent of Seattle Public Schools, and Mrs. Fleming; Mrs. Worth McClure, Miss Mamie Stoecker, President of Seattle Public School Council; Miss Christine Hyslop, President of Seattle Grade Teachers' Club; Olive Benninsson, Assistant Secretary of Washington Educational Association; Mrs. Ellen P. Dabney, Director of Home Economics, Seattle Public Schools; Miss Helen Laurie, Supervisor Seattle Public Schools; Mrs. O. McGillivray, Mr. A. J. Izzard and Mr. W. C. Kaley, representatives of the Carnation Company.

## Sparta's Famous Mascot, Ginger, Is Dead

SPARTA, MICHIGAN  
Duncan Jennings, Reporter

WINTER has hung on so long here that there are hardly enough contented cows to keep the condensery busy. The bossies are all disgusted with looking out at the April showers coming down in snow flakes; but warm sunshine has been tuning them up to the old Carnation "moo" during the last couple of days. They're not worried about Prosperity now that they can see Spring is really just around the corner. They are almost contented again, and everyone else is feeling better with them.

Thoughts of fishing and baseball and golf and touring are generating smiles all over the condensery these days. Foreman John Line needn't get suspicious when, looking at the testing crew, he sees a smile suddenly gleam over Hearschel Axford's face. Hearschel is not thinking up any devilry or passing a bloat just for the fun of it. He is dreaming of how beautifully Lizzie will step out when she feels the kick of that motor he is rebuilding.

#### Builds Trailer Home

O. B. Watson's cheerful expressions rise from thoughts of the glorious week-ends he will soon be spending in the trailer he built this winter. He has carefully raised a comfortable house for four on what once was a bare Essex chassis. With only a little more fixing up inside, it will be ready for the open road. Work in progress on that trailer has attracted most of Sparta to the Watson garage during the winter; and, if advice counts for anything, it is an all-Carnation product.

Mrs. Hattie Shangles has a shiny new Ford V-8 and Melvin Fields is driving a bright red and black new Chevrolet. Melvin anticipated the season a bit and got Chevvie pretty badly muddled up last week; but each of these cars is causing its share of spring fever. Bert Noke's red-wheeled field car is seeing its first Spring, and Bert's wife complains he spends so much time shining it up that the family Pontiac doesn't get any care unless she tends to it herself.

Several other cars, which are new to their owners if not exactly untouched, have re-

cently made their appearance at the condensery. Miss Viola Hussey has a good looking Buick sedan. Albert Saur pleased the running board crew who ride into town with him every noon by trading-in his old roadster of the frozen radiators for another Chevvie which functions better.

#### Its Annual Make-up

Art Cummings is revamping his Ford. He hopes that insurance companies will pay for some of the repairs, because the old car recently caught a Master Six on the rebound from a Cadillac while Art and his wife were waiting at an intersection in Grand Rapids. The Buick suddenly jumped out from a parking place, crashed rapidly into the passing Cadillac, and was thrown back against Art's Ford hard enough to junk itself. After Mrs. Cummings had shaken the windshield out of her dress, Art removed the steering wheel from around his neck and drove safely home by the broken spokes of the Ford's steering wheel. We weren't surprised when he said his wife had a headache.

Possibly because of this accident, Art's springtime dreams are turning away from the open road. He is smiling over the thought of roast pork and lots of it, because he bought himself a young pig last week. The animal must be a good one. It likes Carnation bloats.

Clyde McClain has already spaded a big plot in his garden, and many other Carnation men are getting their yards in good shape. "Chet" Welch and "Polly" Stevens have been eyeing the nearby field, where condensery workers used to have a tennis court, and say they will make a farm out of it this year. "Polly" needs the field because his home is in a small yard on the top of a hill, and he has been given a cow that is no mountain climber.

#### Fishing Season

The fishermen are legion and some big suckers are being pulled out of the streams around here. Bert Nokes is probably the luckiest Waltonian. He hasn't time to go fishing; so Ves Houghton, who knows where the best holes are, throws a big sucker on his truck and brings it in to Bert with his morning's load of milk. Charlie Jackson went up to East Jordan during the smelt run; but we're not sure just how many he did catch because Charlie is night watchman



Some of the Sparta Carnation Family



and tells fish stories that might fade away in the broad, honest daylight.

There has been considerable spring cleaning around here. We got everything spick and span for the Ladies Home Nursing class which Mr. Bickenbach escorted around the condensery one afternoon and have since been using our spare time to brighten the cleaned surfaces with fresh paint. John Connors and Claude Mosher put on a good demonstration of the extra-curricula painting which has inevitably been going on.

John was maneuvering himself and his arms and legs and a paint brush and can of red paint around some hot pipes up under the pans one morning while Claude was working below him. The wire loop of a sadly weak sort, which was holding John's paint can, suddenly straightened out, and all hands looked up to see Claude flying out with blood in his eye. It wasn't blood exactly, just a half gallon of red paint, but the gory appearance pleased every spectator.

#### Hat Explodes

Marshall Line caught the spring cleaning bug and wisely decided his hat could stand a little washing. He is a versatile man. Just to show how he handles jobs of every sort—two of us were looking for him today, looking high and low, the can washer needed his doctoring, but no Marshall was to be found until, suddenly, he appeared out of the ice box. What he was doing in the ice box for so long, we were not versatile enough to figure out, but you can be sure he was making himself useful. He is such a versatily talented man that he naturally went at the cleaning job in the most efficient manner. He got some naphtha, plenty of naphtha, and used it with truly professional skill. Witnesses claim that the hat was as clean as Mr. Bert Otting's microscope when Marshall finished washing it with naphtha. Then Mr. Line hung his Stetson on the back of his chair, sat down to light a restful cigarette, and wh-O-O-ssh the hat was clean gone.

#### The Trail of Thirty-Seven

It is not only in the condensery that oncoming Spring makes folks dream of beautiful drives in the country. E. M. Averill, veteran Sparta lumberman, has just published a book on the charm of following the State road which runs through this town. He has included much history and appreciative description of this region in the long "Guesty" poem entitled, "The Trail of Thirty-seven." He guides the tourist by the condensery where he can secure:

"Carnation milk right from the can,  
And that from Sparta, Michigan,  
Contented cows produce it, too,  
They never bawl or never moo,  
For shelter, food and drink are near,  
That's why they are contented here,  
And why Carnation Milk is best,  
They only eat and drink and rest.  
We'll get this kind condensed and canned,  
It is the camper's only brand;  
I know the quality will suit  
Because it's made here on the route."

#### Ginger Is Dead

And now we must leave the happy topics, because it is our misfortune to be the purveyor of bad news. No man of us has died, but we mourn the death of a personality. Everyone who has been acquainted with Sparta in the last nine years will remember



Theodore Edward Cumings, 8 Months Old,  
Sparta, Michigan

pleasantly the genial bull dog, Ginger. Everybody spoiled "Ginge". But why shouldn't they? He was friendly to everyone. Almost from the time, nine years ago, when Lee Doane brought him to Sparta, Ginger was the village dog. He liked people. If he saw your car parked at the curb, he was likely to jump in and wait for the ride you would surely give him. He mixed with every crowd. The story is told of how he saved a football game for Sparta by gayly diving against an opposing ball carrier who was running in an open field for a touchdown. Ginger quickly found friends at the Carnation condensery where there was always something doing. He was accepted as the condensery mascot. Ed. Morrison likes to tell tales of this dog as he was auditing the Sparta plant during the time of Mr. Lindell. Superintendent Lindell made much of Ginger. So did the next superintendent, Gardner Johnson. Then Mr. Bickenbach came to take charge, and "Ginge" went right home with him. The dog loved to take long drives with the Bickenbachs. Every Christmas he found Milky Ways on their tree. We have said Ginger was spoiled. That is probably why everyone loved him so. He accepted attention with such genial grace. He lived well and made the most of his own good life.

#### Gets Noiseless Spoon

Some things people are not so sorry to lose. Mrs. Neva Inman and Jay Robinson may live on gruel and soup and keep their mouths tightly closed, but they are both happy to tell you that all their teeth are gone. They plan to get some store molars soon. Meanwhile Jay can make use of the noiseless soup spoon which some kind friend sent him. Jay received the spoon in a special delivery package at the condensery to-



Sparta's Ginger

day. He stopped work at once to open the package eagerly and was greatly excited to find this bottomless spoon.

Lynn Johnson suffered an unfortunate accident while cranking a friend's car. He broke his right arm and has been kept restlessly idle. We shall be glad to see him returning to work.

Mr. Updegrave and Mr. Otting visited the plant during March.

## South Dayton Enumerates Its Many Blessings

SOUTH DAYTON, NEW YORK  
Verne Seeber, Reporter



THE world looks good to the reporter to-day. Even after a long mild winter, no one can say life is not worth the living. The yard man has the lawn ready for the mower and the clover development sure looks

like a big cut about June.

Our milk receipts are above expectation, with receipts from Cattaraugus increasing daily.

The Carnation truck carries the limit allowed by the State law. Sayre is very careful. When meeting State troopers, he always gets out of the cab and walks. His motto is "never take a chance."

We believe all old employees are back on the job again. We also have some new faces including Mrs. Irma White and Miss N. R. A., who came into our life in August, 1933.

Charley Shattuck, with his chain gang from Hamlet, is very busy keeping business out of politics. No marriage, fishing or dog licenses are issued during working hours.

#### South Dayton's Blessings

Somehow we feel we must refer to the best little town in western New York. the town where no man willing to work for a reasonable wage is idle; the mecca of a small area of small towns and the center of a circle of rural life! I am wondering how many of our residents appreciate their blessings? Let's consider some of them:

The Carnation Plant, giving employment to 50 or more of our citizens at fair wage. The Fuller Canneries, said to be the largest and best bean plant in New York State. It also cans peas, tomatoes, beets and other products of this community. Please note that the raw material of both industries are produced within 20 miles of the place of manufacture and that Carnation Milk and the various Fuller brands (Fortuna) are known wherever can goods are sold.

Both industries are square and on the level. The village is square—all streets are at right angles, six miles of them. We have a home town bank, six garages, two hardware stores, five groceries, two dry goods stores, two funeral parlors, three restaurants and one drug store. We have a first class high school, two churches well supported, three barber shops, all well patronized, one very genial postmaster, always ready to lick anything, two beer parlors and five notary publics with two beer parlors and five notary publics with a hard boiled mayor, who gets C. W. A. funds for the asking, and lots more, but my time is up. So don't forget to ask your



grocer and insist on Carnation Milk and Fuller products, and take no other.

Some of the new employees are comparing fish stories with Frantzen, Mericle and Lebaron, but it's no use.

Visitors to our plant recently include: A. C. Smith, Wm. Robinson, C. D. Updegrave, Les Hitchings, E. S. Ruth, Ernest Bently, and Martin Frierhart.

Joe Celery, recently injured by the air hammer, is convalescing. Frank Sphon and Louis Dayton are returning to their summer homes and purchasing dairies to build up our milk receipts.

For the first time in our travels the Carnation field car was halted and searched. Surely the Jamestown police are very alert. Just ten minutes after picking up Martin Frierhart the police had us in hand and went through the car. After a careful scrutiny of the passengers the order to get out of the city and stay out was sure a relief to your Reporter.

## Accidents Lay Up Two of Tupelo Family

TUPELO, MISSISSIPPI  
S. K. McWhorter, Reporter

OUR trees are all fixed up in their new green dresses, the flowers are in bloom and the haulers are buying new trucks. What could be a surer sign of Spring? C. H. Turner and H. M. Kennedy each have new Chevrolet trucks; H. T. Armstrong has traded his old Chevy for a much later model and from all indications Tupelo haulers will be mighty well equipped for the year's hauling. Their chief trouble now is to keep from carrying passengers. Just recently "No riders" notices were pasted on each truck windshield and this will eliminate a good many requests.

Hauler Carl Bradley tore the ligaments and injured the bones in his right foot and it will be several weeks before he can go without crutches. Seems like hard luck runs in streaks but better days are just around the corner, we hope.

Ray Purnell, our foreman, has been doing a lot of interior decorating and the plant is beginning to show it. The storeroom will rival the Milwaukee Office when we have finished with it.

### Filling The Hours

B. H. Gillingham, processor, is doing more ornamental gardening around his place this year than ever before. This is due to the shorter hours and a need of something to occupy his mind. He says too many people worry too much today as to what they will do with their idle time.

Winnie Lawhon, our weigh girl and her husband, have just left for a trip through Florida. I think they plan to see most of Florida from a Chevrolet in five days.

Superintendent Benedict attended the annual meeting of the Mississippi Dairy Products Association in Jackson on March 21 and 22 and reported a most enjoyable and inspiring meeting. Their program consisted of several speeches on various phases of the dairy industry in Mississippi.

Mr. and Mrs. Purnell drove over to Birmingham, Alabama, for the week-end and were very flattering in their praise of that

part of the country. They returned by way of Tuscaloosa and visited the University of Alabama.

Our "Sunshine Club" entertained wives, husbands and friends with a barbecue at Lake Louise last week. There were about seventy out for supper and from the number of sandwiches "put away" they must have been pretty good. Although the night was a little cool for an outdoor picnic, a big bonfire and bottles of beer seemed to raise the temperature pretty well. If you don't believe we had a good time you might ask George Sample. He should know all about it.

### Infected Hand

Hauler Lawrence Parker was missed at the plant for a week or two on account of a case of blood poisoning caused from an infected scratch on his hand. He has recovered now and is ready to fight bitter weed along with the rest of us.

We had quite a bit of excitement near our plant on March 31 when two houses were burned just west of our property. Although it was Saturday afternoon we got together our Fire Department and went to work to save the other houses in the row. The City Fire Department was out on another call and couldn't get down for a few minutes so we feel that our boys did some very valuable work. Several times sparks falling on the roof of the shipping room would ignite but were immediately put out by our fire department. We had just had a fire drill that morning so they were able to do first class work.

### Mumps Got Him

We are glad to welcome Mr. and Mrs. Oye Stovall back to our Carnation family. "Cotton" was in school last year but had finished his work and was ready to start to work Monday when he developed mumps. Hope it will only be a matter of a short time until he will be recovered.

Geo. Everett, Carnation salesman from Memphis, has spent the last few days in and around Tupelo and is showing very good results. Several of the local grocers have new Carnation displays due to Mr. Everett's efforts. Tupelo and the territory need just such a man as Mr. Everett to call on the stores and encourage the sale of Carnation.

### Not the Vicar

Hannen Swaffer, the captious critic, tells of an old lady in 'Amstead 'Eath who was taken with pains on the appendicitis side. The new district medico was called in, made examinations, quieted fears and went his way. That evening the old lady remarked to her daughter:

"It was nice of the new vicar to call."

"But, mumsie, that wasn't the vicar; that was the doctor."

"O," said the old lady, musing, "I thought he was a little familiar for a vicar."

### Chip Off the Old Block

The teacher was having her trials and finally wrote the mother: "Your son is the brightest boy in my class, but he is also the most mischievous. What shall I do?"

The reply came duly: "Do as you please. I am having my own troubles with his father."

## Waverly Slowly Growing Bigger and Better

WAVERLY, IOWA  
Louise Christophel, Reporter



MOST of the stories we read are romances, but the following story is very true:

Once upon a time there was a little boy named Bobbie. Bobbie was a nice little boy and worked in a great, big milk plant at Jefferson. On a bright summer's day, Bobbie fell in love with a nice little girl named Evelyn. Bobbie and Evelyn were very happy because they had found each other and had many good times playing together. One day a big, bad man came to the milk plant and told Bobbie that he would have to go a long ways off and work in another milk plant; so far away that he and Evelyn wouldn't be able to see each other every day. Evelyn cried a lot when she found this out; but Bobbie was a good little boy and packed his suitcase and went away to Waverly, Iowa.

Not long ago Bobbie made a trip back to Jefferson and when it came time to return to Waverly he bade his little Evelyn adieu and departed. With down-cast heart and dragging limb he boarded the train to face the big, bad man who was forcing him back to Iowa. The train rolled along, things looked brighter for Bobbie. Just then the conductor called out, "This is the end of the line and you must get out." Bewildered, little Bobbie stepped out into the cold world to find that he had used his last nickel to buy Evelyn an ice cream cone. What to do next was more than he knew. He suddenly remembered his former means of correspondence and sent the following message collect to the big, bad man: "Am stranded in Marquette arrive Charles City eight-thirty a. m. if you wire ten dollars to McGregor." This tickled the heart of the big, bad man and he sent the following reply: "We are all broke stop have arranged for car to pick you up stop wait on court house steps between six and ten without fail." The big, bad man with Vern and Fay went to McGregor and returned little Bobbie to Waverly.

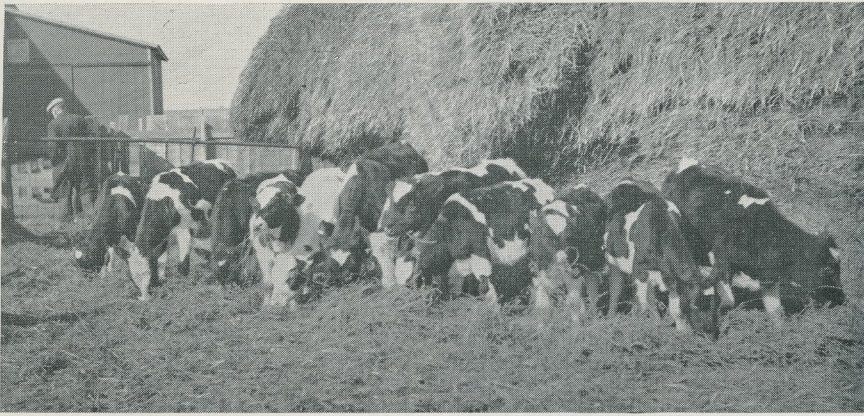
### Three New Cars

The old saying "In spring a young man's fancy lightly turns to love or something" might explain the reason for new cars at Waverly. Superintendent Chandler, the faithful Ford man, is now sporting a New V-8. Not to be outdone, Vern traded for a Hudson. Louise, believing that all good things appear in threes, bought a new Terraplane. If you want to start an argument just say something against any of these cars. Frances couldn't decide which was the best car to ride in, so bought a Whippet of her own.

Our family is growing bigger and better everyday. This time we want to introduce Ethel Mason, who spends part of her time in the office and the rest on the tub; also Reuben Judisch, Leroy Gehring, Carl Kammer, Walter Hoffman and George Brown. Brownie is helping Bill with engineer work at this time while the other four are spending most of their time in the shipping room.

Oscar Lundberg submitted to an appendectomy on April 7. We are glad to report that





A Dozen Calf Manna Calves, Owned By H. C. Luloff & Sons, Waverly

he is at home again and getting along nicely. We trust that he will soon be back on the job.

We understand that Mr. and Mrs. Ed Morrison visited the plant on April 15. It has been a long time since Ed has been in Waverly and we are sorry that we didn't know of his visit so we could have greeted him.

Bill Gerberding was called to his former home, Willisville, Illinois, by the serious illness of his father, on April 10. We are glad to report that his father's condition was so improved that Bill was able to return to work on April 18.

Mr. and Mrs. George Brown report the birth of a son, Jerry Karl, on March 26. Mr. and Mrs. Otto Miller report the birth of a daughter on March 31. Congratulations.

Work has just started on the re-surfacing of Bremer Avenue. The old brick paving will be replaced with cement.

## Carnation Farms All Ready For Summer Guests

CARNATION MILK FARMS  
T. F. Goodwin, Reporter

WITH the coming of summer we are anticipating the early return to the Farm of all our regular guests, which include Mr. and Mrs. E. A. Stuart from California; Mr. and Mrs. E. H. Stuart

and family from Milwaukee, and Mr. and Mrs. A. M. Ghormley and family of Seattle.

Many changes have been effected at the Farms since the above families left here last fall, and we hope that they will like what we have done when they return.

Our large construction program is about completed, with the final touches added to the swimming pool, the addition to Mr. E.



Jean Miller and Her Loco-mo-bile

H. Stuart's bungalow, the erection of a new guest house, the addition to the Poultry Experiment Station, and, of course, the Kennel's for the new Dog Experiment Station, which we told about in the last issue of this magazine.

### All Ready for Horses

For the first time in either four or five year, we are expecting the Show Horses up from California this summer, and this will mean several new faces amongst the horse attendants—also a few familiar ones, including Messers Hook, Winterbottom, Revis, etc. The Show Horse Barns and the Arena have all been repaired and painted up for this occasion, and, once again, it seems that the "Hill" will be the scene of great activity this season.

To revert from horses to dogs, we now have two pure-bred Scotties, which closely resemble the "Stop, Look and Listen" poster, which was so widely distributed by the Texaco Oil Co. a couple of years ago. These cute little "fellows" were purchased from the New Jersey kennels of S. S. Van Dine, the noted writer of mystery stories, but a mystery equally as great as any contained in Mr. Van Dine's stories—at least to us—is

how these Scotties can cover so much ground with legs as short as theirs are?

Mrs. William Tremblett, reported in hospital in our last issue, is now home again and fully recovered and others at the Farms, who have spent some time recently in hospital, are O. P. O'Neill, now well again; Clarence McAleer and Swan Anderson, the latter two both underwent operations, but are now well on their way to health and strength once more.

We must report an increase in the Farms census during April in the birth of a fine, large baby girl to Mr. and Mrs. Wendell Fuhrman.

We are indebted to Andrew Hoxton for two of the pictures accompanying this article taken during his visit to Mr. E. A. Stuart's California residence last fall.

Just to prove to you incredulous Easterners that this is the "real" West we have managed, at great personal risk, to obtain an uncensored photograph of one of the last of the great Indian warriors—Chief Two-Sun Horsefeathers—shown in deep thought. He is pondering the vital question of whether to take the war-path or to leave it where it is.

### That Bicycle Again

One more scoop in the picture line is the charming photo of Miss Jean Miller of our Office Staff, astride that famous bicycle which we have told you so much about.

This is practically all the news we can scare up for this writing, in fact, this seems to be our slack time as far as headlines are concerned, and we might mention here as a side note to the Editor, that if he cuts out as much of our story and pictures as he did last time, we'll probably end up in the Coffin Club. (Excuse us Mr. Editor but we still think that was a good picture—in fact almost a work of art.)

P. S.—No! That is not the Photographs name but—let it go, let it go!

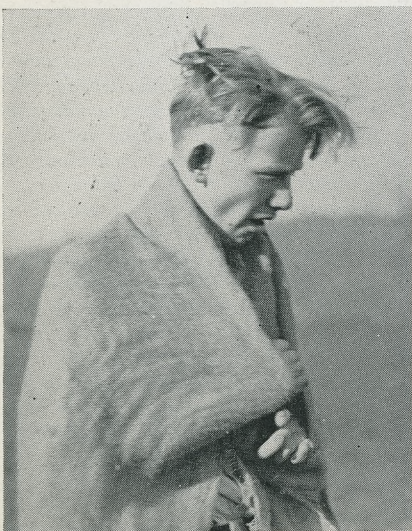
### At The Time

Son: "Dad, where did you get that scar?"

Dad: "Jumping through a plate glass window on Armistice day."

Son: "Why did you do that?"

Dad: "I dunno, it seemed like a good idea at the time."



The Big Chief, Himself



It Is Claimed That Gardeners Have an Eye For Beauty



# Carnation's "Gluck" Becomes Greatest Living Butter-Producing Cow in United States

By MERTON MOORE

**A**T midnight on April 15, 1934, Carnation Prospect Ormsby Gluck became the Greatest Living Butter Cow regardless of breed, or age, in any of the 48 states of the Union.

Her record marks a new epoch in the principles of breeding, for she is a sister to Carnation Prospect Veeman, the cow who recently became the World's Greatest Living Milk Producer.

The Sire of these two phenomenal champions is Carnation Segis Prospect who sold for \$27,100.00 some years ago.

That was before he became the first and only bull in the world to sire five daughters, each one exceeding 30,000 pounds of milk in a year.

No one suspected then that he or any other bull would ever demonstrate such superiority as to become the father of two cows; one the greatest of all living milk producers, and the other the greatest living butter producer in the United States.

He sold for over \$27,000 because his dam, Segis Pietertje Prospect had produced more milk than any cow had ever produced.

## An Unusual Sight

At Carnation Milk Farms, near Seattle, you will see today a sight that no one has ever seen before; the statue of the World's Greatest Milk Cow: Segis Pietertje Prospect, looking proudly down upon her two champion granddaughters.

Just imagine this:

If you were to climb up on the pedestal with "Prospect" you could survey with your eye from this height, not only the area which has raised the greatest butter-producer living in the United States, and the greatest milk-producer in the world, but the plot of ground upon which will be found 20 per cent of all the 30,000-pound-milk-producers that ever lived in the world and 10 per cent of all the 1000-pound-fat-producers in the world.

## A High Tester

But to get back to the new Champion—

She started on test at Carnation Milk Farms at the age of seven years and eight months on April 15, 1933, and before the end of April had produced 1627.5 pounds of milk, testing 4.11 per cent.

Few cows in history have ever averaged over 100 pounds of milk a day during the first 15 days on test, and fewer still have shown better than a four per cent test while doing so.

On May 7, still testing 4.11 per cent, she had crossed the 100-pound fat mark, producing in 22 days more than half as much fat as the average cow in America produces in a full year.

She had milked 2455.6 pounds of 4.11 per cent milk in 22 days.

May passed. During May she milked 3702.2 pounds of milk in 31 days.

By the end of June she had built up the enormous total of 11,903 pounds of milk in

107 days on test. She was making 100 pounds of fat about every three weeks.

On October 20, she had been on test 188 days, and had produced 19,625.1 pounds of milk at that time. Her test on that was 3.73.

On November 1 she passed the World's Record of Belle Sarcastic, who in 1897 became the first and only cow in the world to exceed 900 pounds of butter in a year.

The fact that Belle Sarcastic's record was not broken until 1908 indicates, how good a cow has to be to produce over 900 pounds of butter in 365 days.

Gluck crossed the 900 pound butter mark in 200 days.

## Passes Second Worlds Record

From 1898 to 1908 Belle Sarcastic was the only dairy cow in the world to produce over 900 pounds of butter in a year.

In 1908 Colantha 4th Johanna became champion of the world, making a record of 1247.85 pounds of butter.

It was 1912,—four years later,—before any other cow passed that record.

One cow in all the world had produced over 1200 pounds of butter in 365 days up to 1912.

Carnation Prospect Ormsby Gluck passed that mark on January 26, 1934 when she

had been on test only 293 days. On that day she was testing 4.1 per cent and milking 80 pounds of milk a day.

## The First Guernsey Champion

Well do you and I remember Murne Cowan, the Guernsey. In the tempestuous days of 1914, when the first rumblings of the World War were filling us with excitement, Murne Cowan was Champion Butter Producer of the world. Towering above all cows of all breeds and all ages, she had produced 1372.75 pounds of butter in 365 days, a record which many of us supposed could never be beaten.

Carnation Prospect Ormsby Gluck passed Murne Cowan's record on February 28, 1934, with 46 days to go before finishing her test. On that day, Gluck produced 70 pounds of milk, testing 4.13 per cent, giving her a total of 1374.16 pounds of butter. Two days before, she had crossed the 30,000 pound milk mark, making her sire the first and only bull to have five 30,000-pound milk-producing daughters.

## First 1400-Pound Producer

In 1915, Finderne Pride Johanna Rue passed the record of Merne Cowan, and became the first cow of any breed to produce



Carnation Prospect Ormsby Gluck, at Bottom, Has Completed a New Butter Producing Record—the Greatest of Any Living Cow. Carnation Prospect Veeman, in Upper Right Hand Corner, Has the Highest Milk Producing Record of Any Living Cow. Both Cows Are Granddaughters of Segis Pietertje Prospect. Monument, Shows Segis Pietertje Prospect, World's Champion Cow. Her Milk Producing Records for One and Two Years Have Never Been Equalled



over 1400 pounds of butter in a year, and scarcely had the wonder of her record ceased to echo through the land when Duchess Skylark Ormsby completed a record which was to make her champion of the world for the next seven years.

Duchess Skylark Ormsby was the first cow to produce over 1500 pounds of butter in a year and until 1923, the only cow of any breed to reach the enormous total of 1506.36 pounds of butter.

On April 8, 1934, Carnation Prospect Ormsby Gluck, with seven days yet to go, sailed past the famous record of Duchess Skylark Ormsby, becoming one of the two cows living in the U. S. A. to have produced over 1500 pounds of butter in a year.

### Only Two in U. S.

Femco Johanna Bess Fayne, the only other living cow in the United States with over 1500 pounds of butter has a record of 1510.62 pounds in a year.

On the morning of April 9, 1934, Carnation Prospect Ormsby Gluck passed the butter record of Femco Johanna Bess Fayne, becoming the highest record living butter cow, in any of the 48 states of the Union.

And now let us return to the record of Duchess Skylark Ormsby, back there in 1916. That record of 1506.36 pounds of butter made her the great cow of the world for 1916, 1917, 1918 and 1919.

In 1920 Segis Pietertje Prospect made her record of records, producing 37,381.4 pounds of milk, but her butter record was more than 50 pounds behind that of Duchess Skylark Ormsby.

1920 passed, 1921 came and went, 1922 went into history. Duchess Skylarks Ormsby still reigned supreme.

In 1923, two things happened. Segis Pietertje Prospect completed a second year record, again exceeding the milk record of any other cow, and making herself World Champion Butter Producer as well as World Champion Milk Producer for two years.

May Walker Ollie Homestead, dam of Sir Inka May, that year broke the record of Duchess Skylark Ormsby producing a total of 1523.23 pounds of butter in 365 days.

### Passes May Walker Ollie Homestead

On April 12, 1934, Carnation Prospect Ormsby Gluck passed the butter mark of May Walker Ollie Homestead, and on April 15, 1934, at midnight she finished her year's work with 1531.75 pounds of butter from 33,347.7 pounds of milk.

She weighed 1855 pounds at the beginning of her year's work. Today she weighs 1975 pounds and is still milking 68 pounds of milk a day.

She was born July 14, 1925, is known in the Holstein-Friesian herd-book as Carnation Prospect Ormsby Gluck, No. 1042591, was sired by Carnation Segis Prospect No. 233799, and is out of a daughter of Matador Segis Walker 148839.

Her Sire's dam is the only cow ever to exceed 37,000 pounds of milk in a year and her dam's sire is a brother to that cow.

### Significant Facts

She is the fifth daughter of her sire to exceed 30,000 pounds milk in a year, and his second daughter to exceed 33,000 pounds. She is the second daughter of her sire to exceed 1,337 pounds of butter and the third to produce over 1,250 pounds of

butter (1,000 pounds of fat) in a year.

Her sire had little opportunity and few daughters in the Carnation herd, being sold as a yearling, then bought back again upon the death of Carnation King Sylvia, then sold to a breeder in Spain where he died shortly after his importation.

Segis Pietertje Prospect 221846, dam of Carnation Segis Prospect and grandam of Carnation Prospect Ormsby Gluck, made her 37,381 pounds milk record in 1919 and it has never been equalled in all the years that have passed.

It is significant that the second highest milk record of all time, and the highest milk record among all living cows is held by her granddaughter (another daughter of Carnation Segis Prospect) and is 36,859.40 pounds.

### Feeding and Breeding

Both of these cows, Carnation Prospect Ormsby Gluck and Carnation Prospect Veeman, made their records on a commercial



Another Big Chief at Carnation Milk Farms, Looking Over the Pasture

feed known as "Milk Flo", manufactured by the Albers Bros. Milling Co., a division of Carnation Company. They received in addition beets, silage, and alfalfa hay.

It is particularly significant that both these cows are inbred, or perhaps we should say, line-bred, their sires dam and their dams sire being brother and sister.

### Guernseys and Jerseys

People are always interested in knowing how these Holstein butter records compare with those of the champion Jerseys and Guernseys of the United States.

The Champion Guernsey cow of the United States is Anesthesia Faith of Hill Stead 114354. Her record of 1390.62 pounds of butter exceeds that of any other Guernsey of any age that ever lived in the U. S. A.

The champion Jersey cow of the United States is Abigail of Hillside. She produced 1396.89 pounds of butter in a year.

One United States Holstein cow, now dead, has exceeded the record of Carnation Prospect Ormsby Gluck, but she stands first among all cows of all time in all the world for combined milk and butter production.

It is of interest to note that in the early days of her record a prize of 100 pounds of Calf Manna was offered to the person who could guess closest to the record

"Gluck" would produce. Up to that time she had been averaging 123 pounds of 4.1 per cent milk daily, and thousands of guesses were sent in far in excess of the record actually made.

### Wonderful Guesses

Helen Howe of Milan, New Hampshire, won the prize. Her guess of 33,333.3 pounds of milk was truly miraculous, missing the actual figure by less than 15 pounds.

The prize guess on her butter record which also wins 100 pounds of Calf Manna was submitted by G. O. McClelland, Richardsville, Pa. 1527.16 pounds of butter was the guess. The actual figure was 1531.75.

At no time in the history of dairy cattle has a record of such significance been completed. The importance of studying family characteristics, rather than the traits of any individual, are clearly emphasized, and the possibilities when these family characteristics are intensified are brought forth.

### Greatest Family

The foundation of this family is a crippled old bull who lived and died in obscurity.

He spent his life in a small herd in Boise, Idaho, and moved with his daughter Segis Pietertje Prospect, and his sons, Segis Walker Matador and Matador Segis Walker, to Carnation Milk Farms in 1916.

He was a gift to Carnation Farms and he lived but a few years after his arrival there.

Briefly, let us see what this bull's offspring have accomplished.

1. His daughter, Segis Pietertje Prospect, is the first and only cow ever to exceed 37,000 pounds of milk in a year.

2. She is the first cow to exceed 72,935 pounds of milk in 2 years.

3. She is the first cow to twice exceed 1400 pounds of butter in a year and produce 2865 pounds of butter in 2 years.

4. Her son, Carnation Segis Prospect, is the sire of the second greatest milk producer of all time, Carnation Prospect Veeman, whose record of 36,859.4 pounds of milk exceeds that of any other living cow.

5. Carnation Segis Prospect is also the sire of the World Champion milk producer in the 3-year-old division, and of three other 30,000-pound cows, being the only bull that ever lived to have 5 daughters each to exceed 30,000 pounds of milk in a year.

6. The greatest milk-producing daughter of Carnation Segis Prospect, (and the greatest living milk cow) is from a daughter of Segis Walker Matador.

7. The greatest butter-producing daughter of Carnation Segis Prospect (who is the greatest living butter-producer in the United States) is from a daughter of Matador Segis Walker.

### Prospects Brothers

8. Matador Segis Walker and Segis Walker Matador are sons of King Segis 10th and hence, are brothers to Segis Pietertje Prospect.

9. These two full brothers have a total of 41 daughters each exceeding 1000 pounds of butter in a year. No other full brothers have ever had as many 1000 pound daughters.

10. Segis Walker Matador had 24 daughters tested. Their average yearly production



was 1117 pounds of butter. No other bull has ever had such an average for his entire list of daughters.

11. The second highest average ever attained by any bull for his entire list of daughters is held by Matador Segis Ormsby. His daughters average 1103 pounds of

butter each, the highest average of any living bull.

The record of Carnation Prospect Ormsby Gluck, therefore, completes and rounds out the evidence to show not only the ability to produce more milk and more butter than that of any other family, and the greatest power to transmit these qualities ever

known, but it has been demonstrated in each generation that the greatest cows are those which carry the highest percentage of Matador-Prospect breeding on both sides of their pedigree.

Hats off to the New United States Champion among all living cows—Carnation Prospect Ormsby Gluck.

## Second Series of Western Sales Conferences Are Held for Benefit of New Salesmen

THE "Carnation Road Show of 1934," has just finished its second run in each of the Western Districts; Seattle, Portland, San Francisco, and Los Angeles. Producers E. C. Portman, Jr., G. H. Murray, F. A. Young, C. E. Paulson booked the show on a most successful lineup. They missed their guess on one score however, the weather. Mr. Charles Low, Merchandising Counselor of Erwin, Wasey & Company and star performer on the Road Show making his first trip to the Pacific Coast, anticipated rain or fog in Seattle, Portland and San Francisco and only sunshine in Southern California. Much to his surprise he found the weather man had just reversed the schedule. (Los Angeles Chamber of Commerce please note).

Dick Kearns presented the following new Carnation salesmen at the Seattle meeting:

Ralph C. Weaver  
Roy Reynolds  
Clarence Johnson

Mr. Portman, as Master of Ceremonies, started the Seattle show off with a bang, introducing the snappy theme song "We make Carnation Sell Like 'L'" (and they will)! "How Mrs. Shopper buys and how Mrs. Shopper can be sold" was the sub-title of the presentation.

Master of Ceremonies Portman revealed the plot when he stated, "Milk must be moved out of the retail store into the hands of the consumer before it is sold."

### Merchandising Expert

Following Mr. Portman's overture, he presented headliner Charles Low, one-time merchandising counselor for 61 firms with national distribution. Mr. Low has talked to over 3000 grocers in the United States. He spends 15 days in a store watching Mr. and Mrs. Consumer buy, whereas the average salesman will spend about 15 min. He knows his "show 'em how" business and proves by actual test the value of goods display!

During the intermission between the afternoon and evening program, a dinner was held. A. M. Ghormley, vice president, spoke and hit the nail on the head when he said, "These fundamental merchandising principles after all only represent what is better known and termed as 'good common horse sense'." George Albers, E. A. Deming and O. W. Jones were also present. A. J. Izzard, Western Advertising Manager, reviewed in a very interesting manner the history of the Company and its activities.

The final act was a new innovation in the usual sales meeting procedure for Mr. Low

transferred the settings to a grocery store and demonstrated how goods display actually works "on the lot!"

Every salesman immediately caught the new angles given modern selling methods. These new selling principles unfolded the unlimited possibilities in future store merchandising. Practically every salesman immediately wanted to go right out and buy a grocery store for himself to prove out these tested retailing principles.

Since these ideas of merchandising and sales psychology were so fundamental, the sales executives and salesmen from the Fresh Milk, Ice Cream, and Feed units were invited to attend.

### Portland Show

The next day found the cast set up in Portland for a two-day session. Again the sales representatives of all Carnation-Albers units were present for Mr. Low's performance and E. E. Condie introduced the following new Carnation salesmen:

E. G. Miller  
William H. Burns  
O. B. Carlson  
A. C. Jacobsen

The second day in Portland, as at all other stops, was spent in a round-table discussion with the new salesmen.

Following the Portland show the troupe boarded the train for their San Francisco "First Nighter". Ed Dial and his crew of feed salesmen, Bob Fullerton and his crew of ice cream salesmen, joined the party of Norman Stern and his gang in attending the gala opening. The sessions were received most enthusiastically and everyone evidenced a spirit of decided optimism and determination. Norman Stern introduced these new Carnation salesmen in his territory:

M. Ganyard  
E. C. Munson  
H. B. Wilson  
J. T. Wolfe  
C. T. Woolley  
Henry Arnst

### Mr. E. A. Stuart Present

True to traditional Hollywood modesty the producers put on a "premier showing". The Los Angeles sales organization was honored by the presence of Mr. E. A. Stuart who came to the first show and stayed right through till the final curtain. He made many helpful comments during the discussion and after the dinner gave a fine inspirational talk. Mr. Stuart must cherish the memories of this Carnation business and look with a deep feeling of satisfaction on its progress the last 35 years.

Again at this final performance, executives of the Fresh Milk, Ice Cream, and Feed units were on hand, including such old timers as Troy Cox and G. R. Sibley. Some new faces presented by E. G. Kistler as Carnation salesmen in his territory were:

Fred R. Heartt  
Thomas G. Murphy, Jr.  
George W. Hutchinson  
Carl C. Meier  
Thomas G. Murphy, Jr.

While the troupe was breaking up in Los Angeles, Mr. Paulson asked Mr. Low what he thought of our Pacific Coast, this being Mr. Low's first trip west, and he remarked "Your scenery is great and distinctively different from anything elsewhere in the United States but Mrs. Shopper-housewife from Bellingham to San Diego is no different than Mrs. Housewife-shopper from South Bend."

Says Abie: "Cohen, I've been to the bank to borrow some money, and they say all I need is that you sign to this note your name. Then I can have all the money I need. Ain't they fine?"

"Abie," said Cohen reproachfully, "you and I have been friends for many years, and yet you go to a bank when you need money. Abie, you just go again to the bank and say that they should sign the note, and then Cohen will lend you the money!"

### Help Wanted

Little Betty, aged nine, knelt down by her bed and prepared to say her prayers.

"Please, God, make Rome the capital of Turkey," she pleadingly asked.

Her mother, who was standing over her, gasped.

"Darling," she exclaimed, "whatever do you mean by that?"

Betty rose to her feet.

"Well, mummy," she said, "that is what I put in my examination paper today."

A farmer was delivering vegetables to a state institution for the insane.

"You're a farmer, ain't you?"

The farmer replied that he was.

"I used to be a farmer," said the guest of the State.

"Did you?"

"Yes; say, stranger, did you ever try being crazy?"

The farmer never had.

"Well, you oughta try it," was the parting shot; "it beats farming all hollow."



## Albers Brothers Cereal Division

### Portland

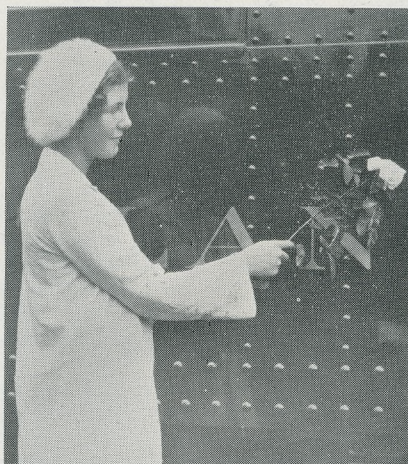
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send large delegations with floats, bands and marching organizations for entry in the many festival events.

The Rose Festival is held in June at a time when the weather is at its best; when the roses are in their prime and when nearby snow-capped mountains, ocean beaches, the verdure and wild flowers, along the labyrinth of splendid highways radiating from Portland, hold their greatest lure.

In all the many and varied features of the Rose Festival, the idea of the glorification of the rose is carried out. This idea has become an obsession of Portlanders and has led to the cultivation of roses to a greater extent than in any other section of the United States. Thousands of home owners take pride in growing roses in their home gardens and in parking strips along the streets and in exhibiting their choice blooms in the annual rose show of the Portland Rose Society. This rose show is one of the outstanding features of each annual Rose Festival. In recognition of the extensive culture of roses in Portland and the civic pride manifest in rose culture, several years ago there was established in Washington Park, one of the largest parks in the city, an international rose test garden, a distinction no other Pacific Coast city enjoys. Rose creations from all over the world are sent to this garden for planting and careful scrutiny to determine if they have the qualities suited for the soil and climate of the Pacific Northwest and other regions with similar soil and climate. This rose test garden has become world famous, and it has demonstrated that nowhere else in the world are climate and other natural conditions more conducive to the culture of fine roses, according to rose specialists.

In 1915, the Royal Rosarians, an organization with an elaborate ritual in which homage to the "Realm of Rosaria" is emphasized, was formed by 100 prominent Portland citizens. Knights of the "Realm of Rosaria", when knighted, swear allegiance to the Mystic Realm and to each is assigned a rose which he pledges to cultivate and foster. The membership of this organization in recent years



"For You a Rose, In Portland Grows"

has been increased to 200. The Royal Rosarians have become the sponsor organization of the Rose Festival. They add color to the various features of the annual fete. They conduct the coronation ceremonial when the Queen of the Realm of Rosaria is crowned, and to them is assigned the task of staging the Grand Floral parade, the climaxing feature of each annual fete.

The Rose Festival this year will be staged on a larger scale than ever before. During

the annual fete there will be held in Portland the annual convention of the American Rose Society and the annual convention of the Western Zone of the Canadian Legion. This will be the first time the American Rose Society has held a convention west of the Mississippi River and the first time that a Canadian Legion convention has been held in the United States.

The American Rose Society convention will attract to Portland hundreds of prominent rose fanciers from all parts of the United States and many from foreign countries. The Canadian Legion convention will be attended by thousands of Canadian Legionnaires with bands and marching organizations, a troop of the Canadian Northwest Mounted Police and by many prominent Canadian officials. Programs for these conventions are being merged with that of the Rose Festival. There will be more pageantry and pomp and larger and better displays of roses and other seasonable flowers.

#### Everyone Plants Roses

Tens of thousands of rose bushes were planted last year and every rose garden and rose hedge is being carefully nurtured so that when the throngs of visitors come to the "City of Roses" for the annual Rose festival, they will not be disappointed in the show of roses which Portland will stage for them.

The program for the Festival this year includes "Queen of Rosaria" coronation; open air presentation of "Alice in Wonderland," in the Rose Festival Center in the city park each afternoon and evening of the fete; annual rose show of the Portland Rose Society; Junior Rose Festival Pageant in which thousands of kiddies will participate with their own creations of entries; Junior Olympic Games; Canadian Legion parade and Memorial Services; Grand Floral Parade with miles of gorgeously decorated floats; illuminated Marine Pageant on the Willamette River and a street carnival with band concerts, and dancing on the last night of the fete.

#### Winners in Contest

Interest in the coastwide essay contest, "Why I Should Eat A Hot-Cooked Cereal Breakfast," ran very high in the Portland territory as is shown by the fact that the Portland district returned nine winners, out of a possible fifty—in excess of any other territory on the Pacific Coast. We feel justly proud. Seven of the nine were from the city of Portland; one from Milwaukie, an immediate suburb; and one each from Salem and Albany.

Salesman Ian E. Cameron, formerly of the Eugene territory, is taking over a new position in the Seattle office, and is being succeeded by A. C. Jacobson. Additions to the evaporated milk sales force have been made recently in the person of E. G. Miller, W. H. Byrnes, M. E. Wollertsen. These men will specialize in Carnation Milk Sales promotion work. Mr. Wollertsen's position as package wagon salesman is being taken over by Oliver Carlson, and in order to make Mr. Carlson's new job the more enjoyable, he is being presented with a brand new piece of equipment—a new Federal truck of the



Queen Jean, Queen of Portland's Silver Jubilee Rose Festival, 1933, and Her Seven Beautiful Princesses, All Seniors in Portland's High Schools



latest model, a conveyance that will do him proud while making calls on the grocery trade.

To give these new members of the force a flying start, a two-day sales meeting was held at the Multnomah Hotel, April 6 and 7. The meeting was conducted and attended by the following officials from Seattle: Messrs. A. M. Ghormley, E. C. Portman, F. A. Young, Geo. Murray, A. J. Izzard, C. E. Paulson, and Chas. Low from the office of Irwin-Wasey Co.

In the Feed Sales Division we report the acquisition of the services of W. L. Heimerdinger, who formerly was connected with Albers, Seattle, and who has now been assigned to work out of this office. We are grateful in having the services of Mr. Heimerdinger at our disposal for his ability is well-known.

A. A. Peters of the Research Station will be here for a few weeks working with our field force. It goes without saying that we are pleased to have Mr. Peters in our midst. His knowledge of poultry and the problems of the industry assures him a ready welcome by all feeders.

#### Calf Manna Contest

The Calf Manna Contest has created widespread interest. This contest is open to all dairymen on the Pacific Coast, and closes December 1. The interest thus far shown leads to the belief that the result will be hundreds of new Calf Manna feeders.

D. P. Hogan, sales manager of the feed department, made a recent trip into Eastern Oregon, Washington and southern Idaho. He reports he got along very well in eastern Oregon and Washington, but not so well in southern Idaho—all he could get in the Potato State was 3.2 beer.

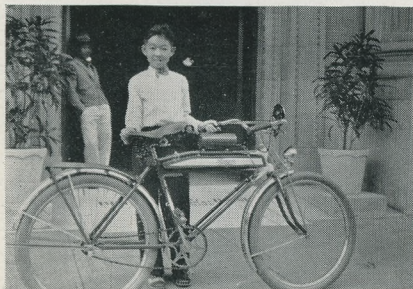
Helen Gray went fishing on the Sandy and Salmon Rivers last week-end, and frankly, without a quiver, she admits she only caught "two lousy trout". The number that got away—oh well, let's stick to facts.

Elsie Eastlund was up in Seattle week before last—back, and apparently had a good time.

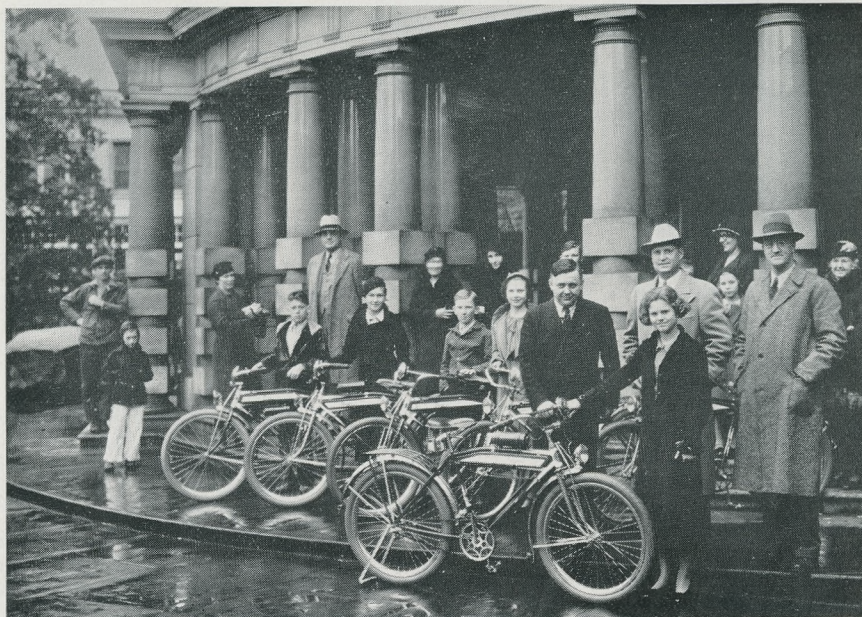
Lucille Pangborn, what a nice diamond you are wearing! Those "in the know" says its from a Hal S.

We caught Carl Edstrom off guard. Without malice, we asked him if he had ever considered the bliss of wedlock. "Ever considered it!" He almost flew at me, and ragingly said a little something about it being real soon.

On the other hand, we envy Sig Edstrom while he manipulates the lift-truck about the dock. To him it's a day's work—to the rest of us, it looks like good clean sport.



James K. Kim, Winner of Bicycle In Carnation-Albers Contest, Honolulu



Mayor Carson of Portland, Oregon, presenting Ranger Bicycles to Winners in Coastwide Hot Breakfast Cereal Contest. E. E. Condie and G. L. Gaylord, Portland Grocer, Are Looking On

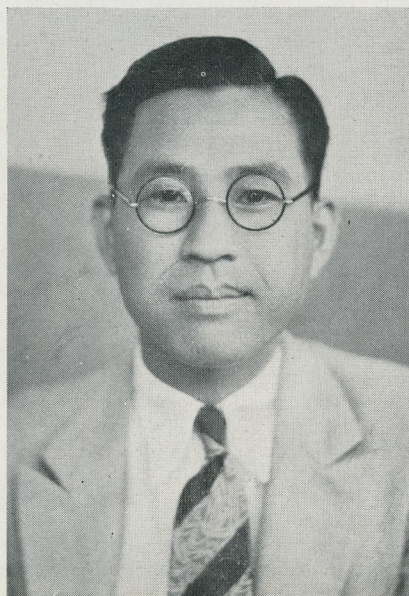
## Company Men Pay Visits To Honolulu Office

CARNATION-ALBERS, HONOLULU  
H. Rohrig, Reporter



IN the last number, we reported the visit of J. E. Clapp, the supervising poultry expert of our San Francisco office, who spent some little time with us, breaking in our new Japanese fieldman, K. Igawa, whose picture you will find accompanying this article, as the latest addition to the gradually growing staff of the Honolulu office.

The splendid co-operation we are getting from the main office, in the form of the stimulating "Egg Maker" magazine with its fascinatingly written articles by Merton Moore and his staff, the up-to-date poultry bulletins and feeding schedules, all covering



K. Igawa, Fieldman for Albers, Honolulu

new developments at the Albers Poultry Research and last but not least, the astonishing results obtained from Albers Proven 1934 Poultry Feeds have made it possible for us to constantly increase our sales on poultry feeds by gaining more and more pleased customers who will not be satisfied with anything else but Albers feeds.

Our cereal business has not been neglected either and keeps on showing a healthy increase over last year as shown by the last report received today from the Statistical Department in Oconomowoc. Here also the management assisted us in allotting one of the fifty bicycles to our territory during the last Carnation-Albers Bicycle Contest.

The winner of this bicycle was a Korean boy who turned in 155 package tops. The



Mr. and Mrs. Geo. Murray Arriving In Honolulu, January 1934



second highest was a Chinese boy, the third a Portuguese, the fourth a white girl and the fifth a Japanese boy, which in itself shows what a conglomeration of races we have to deal with here; and you would get a great kick out of reading some of the letters that accompanied these package tops.

Now, leaving the best to the last, I must mention the visit of our assistant sales manager of the Western Division, Geo. H. Murray of Seattle, who spent some time with us in January, while making a survey of the islands in the interest of Carnation Milk.

Mr. Murray covered everyone of the larger islands and certainly collected a surprising lot of detailed information.

We have not only enjoyed the personal friendship of Mr. Murray and his charming wife during their stay with us but are thankful for the closer contact with the main office established through Mr. Murray's visit, who can now act with understanding as our ambassador when it comes to the discussion of Hawaiian problems at the directors' meetings.

Nothing like getting better acquainted!

## Golf Tournament Calls For Repeat Program

CARNATION-ALBERS,  
LOS ANGELES, CALIFORNIA  
Clyde L. Shannon, Reporter

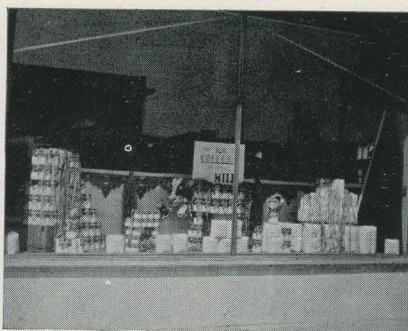
THE first golf tournament of the Carnation-Albers Evaporated Milk and Cereal Divisions at Los Angeles was held Sunday March 4 at Fox Hills Club. The meet was received with such enthusiasm, that Ernest Rapp, the sponsor and organizer, has decided to make it an annual or semi-annual event. A small entrance fee was charged to cover the expense of prizes, which were golf balls, and free admissions to the Fox Hills course for the period of one month.

Thirty players participated in the tournament which was limited to members of the Carnation-Albers organization, and dealers handling our products. Unfortunately your reporter neither plays nor understands any but the African version of golf, so he sat on the side lines and cheered for the "Home Boys". With the assistance of a liberal handicap, the employees made an excellent showing, winning two of the three first prizes offered. Their superiority was particularly demonstrated at the nineteenth hole, where no handicap was needed by any of them.

### Carnation-Albers Entrants

Entrants from the Carnation-Albers organization were: Bert Denison, Troy Cox, Mark Dailey, Stacey McNay, Sam Swetland, Ed. Fox, Ernest Rapp, Harry Pond and D. W. Gibson. Winners of the first three prizes were Ed. Fox, Sam Swetland and Jerry Graham.

Friday, April 13, an all-day sales meeting was held at the Mayfair Hotel for members of the Carnation sales force, including the Fresh Milk and the Evaporated Milk and Cereal Divisions. E. C. Portman, General Sales Manager, from Seattle, presided over the meeting which lasted until 9:30 p. m. After the morning session, luncheon was served in the "Canadian Rooms" of the Mayfair, following which an inspirational and instructive talk was given by Mr. Charles Low of Chicago. Mr. Low is merchandising



Window Display by Salesman R. A. Crosby In Gates & Lydiard Store, Medford, Oregon

counselor for Erwin, Wasey and Company, who formulate the advertising for Carnation Milk Sales Co.

Dinner was served at the Mona Lisa Cafe and was interspersed with songs, stories and a short talk by Mr. E. A. Stuart. One of the "high lights" of the entertainment was a solo by G. H. Murray of Seattle, which took the audience by surprise and was reminiscent of Lawrence Tibbett. Bill Walberg also sang his famous Flapjack song, and Erne Rapp started a story which ended abruptly when he discovered there were waitresses present instead of waiters.

### A Practical Demonstration

After dinner, the meeting moved to the Food Emporium of Albert Balzer Company at North Larchmont Street. Here Mr. Low gave a practical demonstration of floor and shelf displays designed to facilitate shopping and accentuate buying by silent salesmanship.

Should the purchasing power of Mr. John Public remain fairly normal, we hope to see a decided increase in the sale of Carnation and Albers products, brought about through application of the principles demonstrated by Mr. Low and Mr. Portman.

About ten days prior to the above meeting a dinner and meeting of the fresh milk, ice cream, evaporated and cereal salesmen was held in the creamery building. This was a very interesting and instructive meeting and all enjoyed hearing Mr. E. A. Stuart tell of the foundation of the Carnation Company. Interesting talks were also given by Troy V. Cox, E. G. Kistler, E. B. Walberg of the Evaporated Milk and Cereal Division and Mr. Yerxa of the Fresh Milk and Ice Cream Division.

### Right Again

Sandy: "Pat, is it the thing to be takin' off your coat to play the big drum in public?"

Pat: "Sure, it's not half so bad as takin' off yer pants to play the bagpipes."

### President's Daughter

A new clerk, assigned to the Information Desk, was doing her best to please so that when a young lady stepped up to her and asked: "Is Mr. Abbott in?", she sought complete information as to who Mr. Abbott might be.

"Mr. Abbott," replied the inquiring lady, "is the president's chauffeur."

"Of course!" replied the clerk, "I'll try to find him for you. Are you Mrs. Abbott?"

"Mrs. Abbott? Indeed not! I'm the president's daughter."

## San Francisco Sales Force Retains Old Miner's Cup

CARNATION-ALBERS  
SAN FRANCISCO-OAKLAND  
Bert Harper, Reporter



WHEREVER you travel out here these days, you will find blossoms. In fact blossoms galore.

Near San Francisco the splendid Santa Clara Valley is a foamy sea of color, of apricot and prune. Almond and prune are blooming around Santa Rosa. Pear and peach are out near Auburn, and all along the road that runs from Sacramento north. Redbuds are blooming along the creeks in the Sacramento Valley. The apricot is putting on a show in San Benito County. Poppy and Lupin are splashed on every hillside.

These are glorious spring days and no one wants to stay at home and miss the charming spectacle.

Striped bass are having the greatest run in San Francisco Bay for years. Some of the old timers say it is the biggest run for fifty years or more.

Thousands of pounds are being taken out of the Bay by hundreds of fishermen. The fish this spring are of unusual size and ten- and twelve-pound bass are not uncommon. Believe it or not, but if you come to California bring your fishing tackle and find out.

### Recalls Quake and Fire

April 18 of this year brings back memories of the famous San Francisco earthquake and fire 28 years ago.

Many people in other parts of the country believe the heavy damage was done by the earthquake. This was not so. The real damage and loss of life caused by the quake was very light. The big damage was done by the fire, which destroyed over 2500 acres of improvements or approximately 500 city blocks. Money loss was about 250 millions.

But out of this disaster came a better and greater San Francisco, which ten years later held the Panama-Pacific World Fair and made a success of it in spite of the world war being under way in Europe. You can't see any remains of the 1906 disaster, but a visit to San Francisco today will reveal a modern and beautiful city which has now completed about 25 per cent of the construction of the two largest bridges in the world.

San Francisco has the richest per capita population in the United States. It went through this last depression without a single bank failure; it has a low tax rate; a city and county government that is in splendid financial condition; has increased its population over 25 per cent during the last decade without taking in an inch of new territory, and its people know and use plenty of Carnation products.

### World's Fair Sure

Remember folks, we told you about a contemplated World's Fair in 1937 or '38 to celebrate the completion of the world's two largest bridges. Paste that date in your hat and come out West. You can check up some of my statements and see for yourself. Perhaps you will feel we are too conservative,



but do come out. The Carnation folks out here will be glad to see you.

We again present our ideas and comments on current topics.

With taxes, war talk, and radio crooners taking up such a large part of our attention, most of us envy Admiral Byrd his year of retirement in a snow-buried Antarctic shack.

An astronomer says that man will make his first flight to the moon about 2070. That gives us plenty of time to see America first.

That 79-year-old father whose wife has presented him with two sons in the last two years is apparently taking the New Deal in earnest.

Every man's legs are long enough for him to kick himself for his mistakes, but it's usually easier to kick the other fellow.

Life is give and take. With most of us, what we don't give somebody takes.

Remember the good old days when we could blame half our troubles on Prohibition?

An old timer is one who can remember when Al Capone was a big shot.

Alimony is what happens when two people make a mistake and one of them pays for it.

"Speeding dining car on fire" says recent headline. Probably some customer got burned up waiting for an order.

The common cold still baffles medical scientists, so one of them declared. It snif-fles us.

#### Retain Cereal Trophy

Congratulations to the cereal and milk salesmen on again bringing the "Old Miners Cereal Bowl" to San Francisco. Pardon me. The boys did not bring it back. They kept it here as this is the second time in a row. Incidentally that's a record and we venture the opinion that it will be very hard to take it away.

As Norman Stern would say, "It belongs here, and there is where it will stay." Score another one for the S. F. boys.

How are the feed salesmen coming along in the Chick Starter contest? You wait and you'll see. Incidentally if Seattle, Los Angeles or Portland want to make a little bet on the

result, yours truly has a few dollars that say the S. F. Fieldmen will come out on top.

You don't have to Clapp, or watch the Dial, for the fieldmen can use their Kirk with an occasional half Nelson to keep their enthusiasm Young with re-Morse to make the Sea Burn if necessary to put it over. Go get 'em, gang!

We show you a picture of Salesman Jesse A. Bell congratulating twelve year old Eileen Sullivan, 264 Arlington Street, San Francisco on winning one of the 50 Carnation-Albers



San Francisco Salesman Jesse A. Bell Congratulating Eileen Sullivan on Winning a Carnation-Albers Bicycle In Recent Pacific Coast Contest

bicycles. They say Eileen is now the most popular youngster in her neighborhood.

Sherlock Bob Byrne, the local Tapioca King, is still gathering eggs in Mill Valley. Bob always did like the chickens and we understand he is doing real well for himself.

#### Welcomes New Employees

In line with the N. R. A. we welcome the following new additions to the Carnation-Albers contented family at San Francisco:

A. B. Cox, H. Arnest, H. Yorston, Fred Steiner, C. T. Wooley, M. Ganyard, J. T. Wolfe, E. C. Munson, and H. B. Wilson.

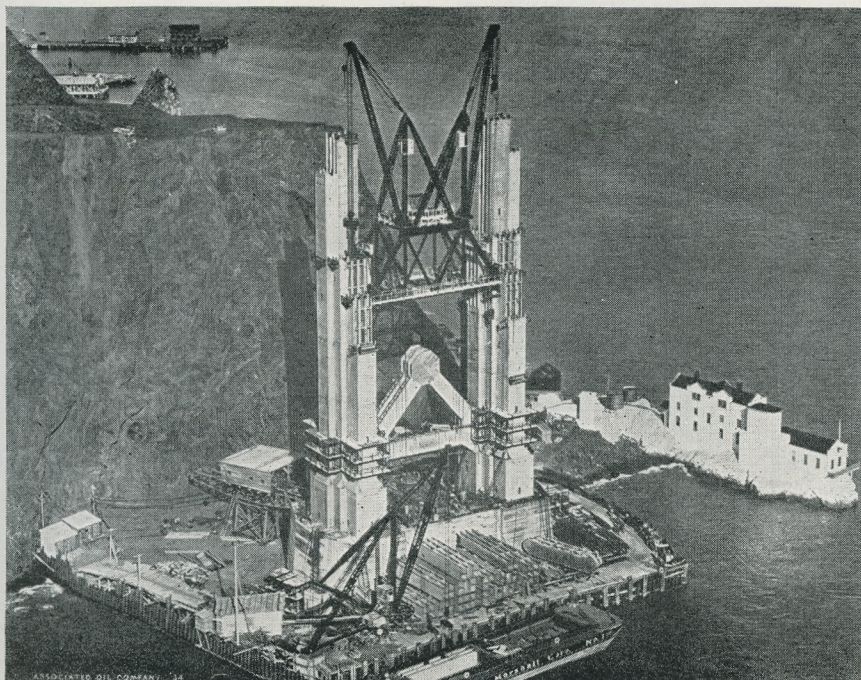
Are glad to have you in our happy family and trust you will be successful in your new undertaking. If you become discouraged or lonesome at any time, just drop in and have a little friendly chat with yours truly.

We are sorry that Dorothy Alcorn is leaving us to take a good rest, so we are told. But we don't always believe everything we hear, so we'll take a chance and wish Dorothy all the happiness in the world when she journeys through the land of orange blossoms and wedding bells.

Amongst our many visitors lately were President E. H. Stuart of the Carnation Company; President A. M. Ghormley of Albers Bros Milling Co., Mr. George Albers, Mr. O. W. Jones, Mr. Douglas, Mr. Kinzer, Mr. E. S. Hartwick, Mr. E. A. Deming, Mr. Long, Mr. Paulson, Mr. Henszey, Mr. Portman, Mr. Murray, Mr. Izzard, Mr. Potter and H. E. Olson. We hope we have not missed listing any of our visitors. Are always glad to welcome these many visitors from the large Carnation family.

#### Thanks to Tom Gerrity

The Feed Department takes this occasion to thank Tom Gerrity for the big order turned in to us for Husky Dog Feed. We might add this is the largest single order we have



Huge Pier on Marin Side of Golden Gate Bridge Now Under Construction at San Francisco



received on Husky Dog Feed for many months from any source.

The big point of the story is the fact that although Tom is in the Milk and Cereal Division, he never misses a chance to pick up any business for the other Divisions. Tom's a real team man, besides being very well liked by the trade and fellow-workers. He does not worry over the fact he received no credit for any particular feed sale, but is satisfied as long as the Company gets the business.

That's the spirit. No matter which Division we are in, let's help to boost the other division at every opportunity. For after all, it all goes to the Carnation Company. Let's all be important parts of the success in the sale of any Carnation product.

## Oakland Mill Notes

**T**HE good old summer time is with us once more and as usual we hear a great deal about the fish we expect to catch this season. We will probably be able to tell you all about the fish stories in our next issue.

The baseball season is also with us and we have just secured first-hand information on the Coast series. Of course, the Seals will have first place and then Hollywood will follow. If, for any reason, this prediction should not be correct or if any additional information is desired, kindly get in touch with our genial warehouse superintendent, Edward Joseph Lynch.

The bay bridges are progressing rapidly,

and those in authority tell us that the Oakland-San Francisco bridge will be completed by 1936. Let's all get ready for the big event and be ready to celebrate when the time comes.

Since our last issue we have seen the following visitors at this plant: Mr. Ghormley, Mr. Albers, Mr. Jones, Mr. Henszey, Mr. Douglas, Mr. Poulsen, Mr. Izzard and Mr. Olson. We are always pleased to welcome visitors and trust they will come oftener.

Operations are now under way for our new storage bins which we expect to have finished in time to receive this year's crop of grain. This means an outlay of about \$75,000 but will also mean the saving of a great deal of money now expended for storage in various outside warehouses.

Have a pleasant vacation, folks!

# Fresh Milk and Ice Cream Division

## American Creamery Proud To Meet President Stuart

AMERICAN CREAMERY CO.  
OAKLAND, CALIFORNIA  
J. R. Thaman, Reporter



WE were all very happy to welcome Mr. E. H. Stuart on his recent visit to our office and plant. To those of you who have not yet had the pleasure of meeting him, I can assure you that you have a treat in store, as he is a regular fellow, and we here at AMERICAN are indeed sorry that his visit was a short one and this his headquarters are too far away for him to come in often enough to really get acquainted.

Alfred M. Ghormley, Frank B. Flood, Mr. Izzard, Stanley Roberts, J. F. Douglas, Mr. Hartwick, J. E. Bullis, and O. D. Colvin have also paid us short visits since the last issue of The Carnation. The duration of their various visits would almost lead one to believe that Oakland is a sort of junction point where they change trains, some spending as much as three or four hours. The exceeding brevity of their visits either indicates that they don't care a heck of a lot for our Company or that we have such a good organization that it does not require much of their attention.

### Annual Food Show

The Annual Food Show held under the auspices of the Alameda County Retail Grocers Association at our Civic Auditorium has just come to a close. Our display in a beautifully decorated booth was a major attraction and drew favorable comment from the many thousands of East Bay consumers who visited the show. B. F. Enos and A. Lunardi were in charge, and deserve a lot of credit for their untiring efforts to make it a success.

Jim Greenway has returned from two-weeks training in the Army Reserve Camp in San Francisco.

California is noted for its famous people; some are even born here, among them being "Believe it Or Not" Ripley, who is a native of Santa Rosa.

Some of the boys are loyal wrestling fans, and it seems as if their wives take it for granted that Friday night will find them at ring-side cheering for their favorite bone-crusher. One week recently there were no wrestling matches. The boys attended just the same. The wives read the papers, and the "Dog Houses" once again were filled to capacity.

Johnny Mullen has all the boys in the Ice Cream Department jealous of him. At a recent bowling match several of the office girls went to cheer the boys on to victory, and they were all calling Johnny—"Daddy." You have some tall explaining to do, Johnny, we're athinking.

### New Milk Cooler

E. N. Muzzy must like the company here at the American Creamery Company. He is here again to install a milk cooler to increase our cream line. We are always glad to have Mr. Muzzy with us, and are sorry to hear that he is planning on being here only two or three days.

J. M. Santane spent a week down at Car-

mel, and reports the water is still as blue as ever.

We wish to welcome several employees back to work, who have been ill for some time: Glen Phillips, M. H. Scott, Joseph Mendonca, John Souza and Frederick Murphy.

Nora Reis walked in the other day with a brand new Parisian coiffure, and all the girls are wondering where she got it.

Mr. and Mrs. Theo. Morehouse have a new addition to their family and his name is "Whimpy." We spent a whole lunch hour trying to think of a nice original name for Gert's dog, but the dog named himself, as he whimpered all night long the first night she owned him.

### Country Week-Ends

A sure sign of Spring!! Mr. and Mrs. Wm. L. Murden (Mrs. Murden being Gretta, our cashier) are spending each week-end at their Country Place. They say Gretta, along with her many other accomplishments, is a fine cook, and we are all seriously thinking of inviting ourselves out there some of these Sundays.

We have a couple of new ice cream trucks in San Francisco, piloted by Bill Rankin and Ed Wheeler. They are right up to the minute, both in appearance and utility. We hope to have pictures of them for our next issue, as well as of the Ford V8 coupes that "Doc" Wing, Johnny Mullin, and J. R. Thaman are breaking in.

Our Ice Cream Department is inclined to be athletic with its array of boxers, bowlers, and basketball players, but Lester Waight seems to be somewhat of a contortionist. He recently fell down and hurt the back of his hand.

Dave Cerruti recently won third prize in a bowling contest, winning against a field of fifty of Oakland's better bowlers.

Ed King, a newcomer to our family, is the good-looking chap driving our Gustine truck.

The strains of the Wedding March are still being heard by A. Soares, who was married recently.



Lillian Silva, American Creamery Company



## Hayward Branch News

HAYWARD, CALIFORNIA

I have been warned that if I make the "Coffin Club" this month, they, the powers that be, will close the lid with a resounding bang, and nail it shut! Oh, me!

That fact, coupled with my sincere admiration for Frances Gallagher, is all that could possibly drag me out of the lethargy induced by spring fever, aided and abetted by the delightful weather we have been having.

Quite shamelessly I confess that I am lazy. I don't want to think. I don't want to work. I only want to sit and sit and sit.

But that reminds me. You've no idea what a cruel ogress Lillian (Manager Eddie Graff's wife) has turned out to be. You know they have two beautiful children—Teddy, aged two years and three months, and Joanne, who is one year and 3 months.

It seems that recently Lillian, growing exasperated with Joanne, gave her a gentle little spank. Whereupon Teddy, who always shares every cookie and such with Baby, went up to her and patted her, saying "Don't cry, Baby. Daddy come!"

So you see, Lillian, your secret is at least bared. And we know why it is that Eddie stays so thin. It's from worrying over what new and terrible torture you are planning for Baby Joanne.

Today they are fixing the street out in front of our plant, and it has been a trial getting all employees cars out of the way. One had to be pushed from one side of the street to the other, but it took the combined efforts of our pastuerizer, Frank Terry, Horrace Pad-dock, the Ice Cream Driver from Oakland, and one of the street repair men to do it.

Psst, I have a place spotted in Redwood Canyon where there are just loads of black-berries. How about the gang going out there in a couple of weeks? They should be ripe by then.

And tell me, who is the entertainment committee, and official host and hostess for the American Creamery? And where is that grand blow-out we have been promising ourselves for so long? Let's do something about it!!

## Fresh Milk-Ice Cream Now Occupy Same Office

SEATTLE FRESH MILK AND ICE CREAM DIVISION

Tuie Skow, Reporter

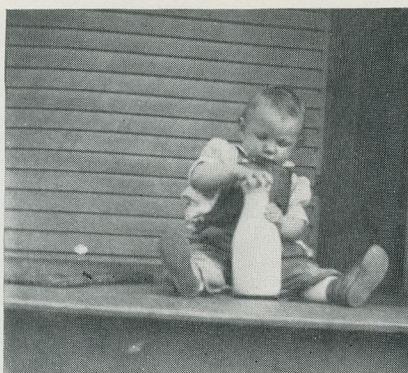


BEING only one jump ahead of spring fever, the prospect of writing an interesting article for our magazine seemed just about impossible, so I gave myself a little vacation at the expense of certain individuals

in the various departments of our organization. After picking my victim, I wrote each one a note telling him that news for The Carnation from his particular department depended entirely on him. Following you may read the results of my strategy.

Riley Winans was the first to respond, with a nice little article from the plant. He says: "Work in the plant has settled down to a steady routine, after months of turmoil and reconstruction.

"Ed Gruger has lost that strained, worried



Sammy Santo, Seattle, a Vitamin D Milk Baby

look, and has regained much lost weight.

"The new filler and washing machines are 'broken in', and clinking along smoothly. The fishing season opens soon and everything is fine in the plant.

### Many Visiting Clubs

"The big delegation of Woman's Clubs, Mother's Clubs, P. T. A.'s, etc., that visit the plant every day, have ceased to worry the men and each one goes on with his work as if there were not a hundred eyes looking down from the auditorium windows.

"It's a funny thing, when the Hostess brings the crowd down the stairway to demonstrate the work of the lab, that most of the ladies seem more interested in the big blond chemist than in what the Hostess has to say.

"Mr. and Mrs. Fred Stewart's wedding anniversary came on April first and as Easter Sunday also fell on that date this year, Fred thought something extra should be done to celebrate. So he arranged a surprise dinner for his wife on Saturday night. Then he took her down town and kept her busy shopping until the guests were all assembled. It was a complete surprise and everyone had a wonderful time.

"Fred thinks he is all set for the summer now. If he sneaks off fishing, when he should be mowing the lawn or putting up the window screens, he won't be catching the dickens when he gets back."

Fred McTaggart offered the following comments from the Delivery Department:

"Our friend, Mr. Hamby, has been acting



W. B. Backstrom, Seattle

peculiarly lately and has a few of his fellow workers wondering. This is what is worrying them. He used to sit around for an hour or two, after work, telling some pretty tall stories, but now he beats it for home at once. We wonder, is he afraid of his wife or must he hurry home to mind the baby, or perhaps he has the washing to do, or maybe—but anyway, we are still wondering.

"Isn't it a shame the way some folks are always taking the joy out of life. Everytime Mr. Gates gets up at one of our meetings and tells us what fine, smart fellows we are and how well we are doing and so forth, and our heads swell up and our chests puff out with inflated ego, along comes Mr. Hill with a very, oh, very different kind of a talk, and by the time he's through that grand and glorious feeling of greatness and self-esteem has evaporated like mist before the sun and we feel lower'n a snakes belt buckle."

### Draper Fails to Report

Evidently Mr. Draper was so busy trying to get his truck reports balanced for the month he found no time for our magazine. Either that or the garage runs so smooth and precise each day that nothing happens to write about. The only thing that seemed to be bothering Draper more than his garage report, is the peculiar language Rees uses on the trucks. He has his own idea of a vocabulary and talks to the trucks as if they were a herd of contented cows. And do they understand! Every word of it. Quite naturally they are all devoted to him.

Well Leo Draper you're not going to get by that easy. If you won't write a little essay for us we're going to get even. Here's how. A picture of you at the tender age of two or three, minus. Next time maybe you will do as you're told.

And now the Sales Department. Mrs. McGilvry, our Hostess, has given us a very interesting article on the activities of this rapidly expanding department.

### "Selling Mrs. Consumer"

"No, dear lady, we do not pour the cream on top of the milk, nature put it up there all by herself."

"No, certified milk is not produced by stamping the word 'certified' on the cows."

"No, pasteurization has nothing to do with pastures."

"No, we are not owned by the Standard Oil Company."

And so it goes. Rectifying such misinformation is one of the duties of the solicitors and Hostess Department.

Just in case you haven't heard, aside from our regular standing army of salesmen, and our up-to-the-minute driver salesmen, we have acquired a troop of solicitors and a Hostess Department.

The solicitors are experienced salespeople who have been thoroughly grounded in the history, progress and idealism of Carnation. They have been taught the principles of quality, production of dairy foods and have seen for themselves the extreme care, from cow to consumer, that Carnation uses in safeguarding nature's most excellent nutrient.

### The Solicitor Squads

The solicitors travel in squads, working a certain section of the city. Arriving at their territory the members of the squad go on their respective streets, smiling, persuasive,



well informed, dispensing good will and acquiring new members for our huge family of satisfied Carnation customers.

At noon, they meet, exchange notes, lunch together and then off again. In the evening the leader of the squad gathers up the reports of the day and delivers them to Mr. Paris, our sales manager.

Such a busy place, that sales office, when the solicitors come trooping in. In the center of it all is G. M. Paris, giving advise, accepting ideas, assigning new territory, dispensing encouragement, leading his cohorts ever onward in the drive for new business.

Solicitor and Hostess Departments dovetail considerably. As often as possible both units exercise their wiles on Mrs. Consumer in an effort to soften her sale's resistance and educate her to the point where she cannot be happy without Carnation products.

The hostess room, which is on the second floor, has the appearance of a restful living room. About the walls are inviting davenports and easy chairs. Small tables and lamps lend a cozy atmosphere. Warm shades of rust and tan relieved by green, are used throughout and blend pleasantly with the red-brown wood of the furniture. Then for the graceful finish we have some beautiful ferns in copper standard and always are to be found bouquets of the lovely flowers for which the Pacific Coast is famous.

#### Presto! Spring Flowers

Would that you all could revel in fields of daffodils, and tulips as we have been doing for the past two months! The standard price for daffodils and narcissis has been five cents a dozen. The air is now sweet with lilacs. Azaleas and rhododendrons are out in all their splendor and those exotic wide-eyed beauties, the dogwood, peer out from every woodland tangle.

Yes, indeed, it is spring in the great Northwest, but it was the hostess' room we were discussing.

One side of this room is composed of windows which give a comprehensive view of the operations in the plant. From this vantage point our guests may rest comfortably while watching the activity of the plant below.

Twice daily, at one-thirty and at three o'clock, groups of organized womanhood come to visit us. The decoy is fifteen cents to the organization represented for every member present. Groups range from ten to one hundred persons, although we try to limit them to between thirty and sixty. Every type of organization imaginable has been to see us. Churches, lodges, Parent Teacher Groups, Boy Scouts, Campfire Girls, Wives of Veterans, Wives of Steamfitters, Wives of Locomotive Engineers, Cat Breeders, Library Associations, Card Clubs, and so on. Each has a gaping coffer which needs funds and members who are sufficiently alert to want to see the wheels go round. With two groups a day we are booked solidly until the middle of July and there is a waiting list for September.

#### Interesting Programs

When the guests are assembled the milk hostess gives a little talk about the remarkably good value of milk, its cheapness, the fact that is necessary in either a thinning or a fattening diet, and explains the plant processes.

The ice cream hostess next takes the floor



Route Superintendent, Gus Havemann. This Picture Was Taken When His One Dream Was of a Horse and Wagon

and tells an interesting story of the evolution of America's most popular dessert. She also tells why Carnation ice cream is so particularly good and proves her point by serving dainty cups of ice cream topped with whipped cream flowers. She is always applauded. The Carnation Milk Farms are then featured. How folks love to hear about Segis Pietertje Prospect and the mighty flow of milk she gave.

A few words about the organization, a few minutes for questions and Mrs. Potential Customer puts her name and address on a card and her visit is over. Then Carnation starts visiting. The cards are checked for present customers and the remainder are distributed among the solicitors. It is their job to finish the sale. No slightest effort toward direct selling is made at the plant.



Leo Draper, Stock Man At An Inquisitive Age, Seattle, Washington

And so closeth the daily chapter of "Selling Mrs. Consumer."

Since the offices of the Ice Cream Division have joined forces with us we are uniting our columns in The Carnation, under the heading of Seattle Fresh Milk and Ice Cream Division. Bob Lucas is still reporting for that department.

"Since you last heard from us, we have accumulated quite a large amount of news and, which is more important, most of it is good. The warmest winter in over forty years did not pass without leaving its effect on the Ice Cream business. Without exception, every winter month showed a decided improvement over the previous year.

"A large impetus was given our sales last month when we secured a contract to furnish ice cream to all the Bartell Stores. There are a good many of these popular stores in Seattle and from what we have seen of them so far, they really sell the ice cream. They are a fine bunch to work with and we hope that we have seen the beginning of a relationship that will last a long time.

"This spring we came out with a brand new novelty. It is an ice cream bar coated with a mixture of walnut toffee and milk chocolate. Its crunchy texture gives a real pleasant taste sensation. We call it "Creamy Crunch".

#### Special Ice Creams

"Ed Blanchard has had a busy winter making special ice creams for Seattle hostesses. It seems that more and more people are coming to look to us for that 'little extra something' in the way of entertainment. Unable to stand all the prosperity of the recent winter, Ed traded in his old Durant for an almost new Pontiac. Some class!

"Sammy Santo's little one-year-old girl, Marjorie Eileen, has been raised on Carnation Vitamin D Milk and, judging from the picture shown here it hasn't hurt her very much.

"Foremost among the year's events are two births. Walt Swanson became the father of a baby girl and Harry Thompson's family was increased by one boy. This makes two girls for Swanny and two boys for Harry. It seems like something could be done there.

"John Storey is back with us again this summer. He is helping Roy Wiley make mix and chocolate milk. There is so much more of this work this year that we had to have another storage tank. Portland had one they shipped to us and Al Hagstrand, our engineer, installed it.

#### New Employees

"Among the new faces at the plant are Dorothy O'Neill, our telephone operator, Iliene Sundstrom, Doris Scovill, and Don Whalen, who make up the night crew. Paul Duby and Joe Warren work in the sharp room.

"Under the leadership of Walt Sinton, we are getting behind the Carnation 'Contented Hour' and introducing it to our friends. We, ourselves, always watch for it on Monday nights."

As far as the office is concerned I did not have the courage to pick on any particular person, as long as I have to work with them every day. But no news is good news so we could let it go at that. We all know that the office is rearranged and many changes have taken place. Even the frosted glass windows in Mr. Eidmiller's office have been removed and clear glass replaced. So now he



can keep his door shut all day long without arousing suspicion.

Having few pictures for this issue we will have to draw some mental ones. Here's a good one. I surely wished I had a camera the other day when Mark Mathews tilted too far back in his chair and scattered himself all over the office floor. Evidently he had recalled that dignified position Mr. Backstrom took one day while dictating a letter, and thought he would try it himself. It takes a little while to get used to a swivel chair, Mark. They're tricky.

#### An Accident, Anyway

Another picture we have all shared is Mr. Hill hoisting his 210 pounds around on a pair of crutches. His story is that he snapped a tendon while bowling one night at the Washington Athletic Club, and he has produced some eye witnesses to the fact. But one day soon after the accident he was dictating a letter and referred to the steering post of his car at the "handle bar." Of course, we wouldn't doubt his story.

Here's something else he will have a hard time to explain. One noon hour, when several of the girls had assembled in the girls' dressing room, a dignified looking man casually walked in. He glanced all around and calmly said he was "looking for Mr. Mill."

Gus Havemann has just turned in the results of the "Twelve-Week Contest", written as follows:

#### The Prize Winners

"Well the big contest is over. Melvin Thompson, one of our new boys, ran away from them all and won the first prize of \$40.00, making a gain of 1268 points.

"The ladies on Melvin's route could not help from buying when he stepped to the door with that broad grin of his. It's a pleasure, Melvin, to present you with the \$40.00 prize.

"Second prize was won by our former mechanic, Al Heggen, who has been so nervous the past twelve weeks, he could not sleep, but you're all right, Al, and we hope your wife gets a new pair of hose out of the \$20.00. Al's gain was 878 points.

"Third prize was won by Henry Kolbo. No one ever thought he was in the race. He never says a word but, boy, how he can saw wood. Have a good time with \$10.00, Henry. His total gain was 638 points.

"Fourth prize was won by good-natured Rudy Ressler. If it had not been that Rudy could not see a pile of bricks along the road, he might have given the other boys a surprise. He was handicapped by an injured knee, after he was thrown out of his truck a few months ago. Rudy made a gain of 345 points.

"Now that the contest is over I hope none of you boys will lay down on the job. We want this to be a never-ending contest with or without prizes."

I would like very much to take credit for the following article concerning Bill Backstrom, but it, too, was donated. Our reporter from the Seattle Main Office felt that Mr. Backstrom really belonged to us more than to them, but alas, he belongs to neither of us no more. Riverview-Damascus at Portland can claim that honor.

"If it isn't Bill Backstrom!" has been the most often-heard expostulation in any Fresh Milk unit in any part of the Coast territory

for the last few years, for that has been the way with Mr. William S. Backstrom, better known as 'Bill.'

"So now we don't know whether to be glad or sorry to find Bill at last anchored—Sorry to miss that expectant feeling of running across Bill most any place from Seattle to Los Angeles, but mighty glad to see him Assistant Manager at the Riverview-Damascus Milk Company at Portland. Our congratulations, Bill!

"Bill is just naturally a traveler, and it is evident from his new position that he has always had an idea of getting somewhere. He first came with the Carnation Company in June 1913. If you don't believe that, look at the chart in The Carnation which shows the length of service for each member of the Carnation family.

"He was first employed in the accounting department in Seattle where he did some important work. While Bill's long-suit has been figures, he has never been a figure-head, but has always been right on hand to see that things were going as they should. He was advanced several times until in 1930 he became office manager at the Fresh Milk plant in Seattle, and later took over the duties of traveling auditor for the Coast territory. It was during this time that anyone might turn the corner in the Portland plant and find him there, or hail him in San Francisco or Los Angeles. No matter where we were, he seemed forever with us.

"Today, it looks as if Bill's traveling days were over for a time, and that no doubt will be welcome news to his wife and daughter. And now when you visit the Riverview-Damascus Milk Company, you'll talk up to the Assistant Manager and say again: 'If it isn't Bill Backstrom!'

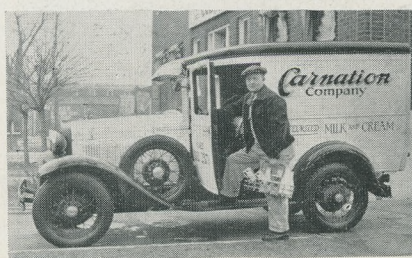
#### Two Promotions

Congratulations, Bob Beach and Warren Ingersoll: It is always gratifying to the organization when promotions are made from the rank and file. Bob Beach and Warren Ingersoll both were on our milk trucks and have earned promotion to the sales force. We wish them lots of luck and hope they will like their new jobs.

After typing this article, which as you know, is a collection from the various departments, I feel that the idea has been highly successful and worth while adopting. So here's the line-up for the next issue:

Driver Salesmen Department—Bob Culliton, Plant—Mac McCullough, Garage—Bob Koehler, Sales and Hostess Department—Bob Beach, Ice Cream Department—(I'll leave that to Bob Lucas to decide), Office—Judy Kendall.

And say, Ed Gruger, how about a few words from the night crew?



W. P. Hostetler, Special Delivery Salesman, Waterloo, Iowa

## Waterloo Sends Challenge To Waverly Team

WATERLOO, IOWA  
James Young, Reporter



LEONARD J. Chevalier, Salesman of Route 4, has left the service, and his duties have been taken over by Gil Hoeg, who has been in the employ of the Company the past six months.

We notice Mt. Vernon, Missouri, is boasting the prowess of John Hancock as a quail hunter. The office evidently is apologizing on circumstantial evidence. If John served them "quail" they should have demanded the heads and feathers as evidence before the apology was made. Waterloo would be smart enough to do that!

I understand Herb Hauser has issued a challenge to Waverly to participate in a ball game in the near future.

#### New Garage Space

We have converted part of our barn into a garage, and now have all the trucks inside, under the supervision of Frank Austin.

Paul Hostetler has blossomed out in a new uniform; the only complaint he has to offer is that there is too much sitting room in the bosom of the trousers.

Virgil "Pat" Jackson is the new salesman on Route 3, and Arnold Cagley has been transferred to Route 9.

Margaret "Kelly" White has given up her position as cashier and has taken up the duties of a housewife. We surely miss her around the office.

Glenn Brown is now building garden tractors in his spare time.

Darol Rice explains that he just fools around on his off days—and then contradicts himself by saying that she comes to Waterloo.

Holger Jensen refuses to relinquish his position as base ball manager, since no one else can keep the boys in proper training.

#### New Office Employee

Bob Hileman is a new employee in the office. Bob has a Ford roadster, and says he is going to convert it into a light "pick-up" job.

We thought Spike Speer would have been married before this, but he tells us he is going to stay single and raise his children the same way.

"Heavy" Jensen continues to put on weight, and cannot keep up with the "Mae West" stories.

Recent visitors at our plant were: W. N. MacBriar and Mr. and Mrs. Ed Morrison. We were under the impression that Ed was a confirmed bachelor.

"Hank" Weber is still going strong with Salesmanship, but along other lines and curves we think he is weakening. Al Hauser presented him with some "furniture polish" just to keep up his spirits.

#### Happy Marriage

"Is your daughter happily married, Sapphira?"

"Yassum; she's got a husbund dat's skeered to death of her."



## Mr. E. A. Stuart Addresses Two Sales' Meetings

CARNATION COMPANY OF CALIFORNIA  
FRESH MILK AND ICE CREAM DIVISION  
LOS ANGELES, CALIFORNIA  
Alanson Swain, Reporter

IN making my initial bow to the readers of *The Carnation*, I wish to say that I appreciate the honor of having been chosen as reporter for the Los Angeles Fresh Milk and Ice Cream Division. However, it is not going to be very easy sailing, due to the fact that I am following Mrs. Minnie Linam, who, as our local Reporter, so capably filled the position that it is going to be very tough for her successor.

We were all very sorry when Minnie Linam announced that she was leaving. Minnie was with the Henry Creamery Corporation for seven years and when that company became a part of the Carnation Company of California she was appointed as Reporter.

On February 26 Carl Moberg appeared at the creamery bearing a box of cigars which he distributed among his friends. The occasion was the arrival of a new baby at his home—a boy weighing six pounds and ten ounces. Our congratulations to Mr. and Mrs. Moberg, and we might add that Oscar Guilbert, the plant superintendent, already has his eye on this boy as a future Special Driver.

### New Employees

While on the subject of arrivals, several additions to the office and plant forces have occurred since the last issue. Among these are: Mrs. Lillian Wright, formerly of the Seattle office, who has been transferred to this office as Mr. Flood's secretary, and Miss Marie Zierold who, we understand, is to take over the duties of Minnie Linam; in the plant the new faces are Hal Bean, already known at "Beany"; Jim Hastings, Walter Edwards, Loren White and Margaret Fenton.

We had the pleasure of a visit of several weeks' duration from William Backstrom. Many of us became very well acquainted with him during this time and it was with real regret on our part when he left. Only the fear of possible reprisals prevents us from



Carol Lynn Winkler, 18 Months Old, a  
Carnation Baby, Los Angeles

giving a detailed report of his can-washing and other activities while with us.

There is an old adage that says something about a new broom sweeping clean, but it does not apply to this particular "broom" because he can't find any "dirt".

A general meeting of all employees of this Division was held on the evening of March 26. This meeting was in the form of a dinner and was held in the banquet room of the Mona Lisa Restaurant. Our manager, G. R. Sibley, presided and at the conclusion of the dinner announced the purpose of the meeting. He first introduced Mr. E. A. Stuart, who very entertainingly told us some of the early history of the Carnation Company, particularly that portion dealing with his entry into the evaporated milk business, and some of the difficulties he encountered in launching this new industry.

### Mr. Stuart Relates Experiences

Mr. Stuart further told us how he came to adopt the name of Carnation as his brand. He had first decided on a red and white

background for his label and desired to use a flower as the name of the brand, but found that the use of all the common flower names, such as rose, pansy, violet, etc., had been previously copyrighted by others. Although the manufacture of condensed milk was already under way and the warehouse was rapidly being filled the product was without a name or a market. One day while walking down the street in Seattle he noticed in a cigar stand a box of cigars bearing a rather crude representation of a carnation. He forthwith telegraphed to Washington and found that the name had not been copyrighted—his worries over a brand ended right there.

Following Mr. Stuart's address, Mr. Sibley announced that the meeting had been called for purpose of announcing the inception of a newspaper advertising campaign in Los Angeles to stimulate the sales of fresh milk, and introduced Mr. H. A. Stebbins of the Erwin-Wasey Advertising Agency who explained the nature of the campaign and told us that it was tied in to a contest for the ten best letters received on "Why Carnation Has the Best-flavored Fresh Milk in Los Angeles." He described how this contest differed from the ordinary or garden variety of contest and the follow-up system that had been adopted. He brought out some facts on selling that, while they may not be new to a salesman, were certainly new to your Reporter. Among these was the thought that when you sell a bottle of milk you have in reality sold rosy cheeks to boys and girls. His address was not only instructive but very witty.

The occasion being on Monday evening the Carnation "Contented Hour" was tuned in during the dinner. There were 142 persons present at this meeting.

Among Company visitors to the plant during the past few weeks have been Mr. E. H. Stuart, A. M. Ghormley, A. J. Izzard, R. O. Henszey and Earl Muzzy.

### Creamers Dine Sellers

Another meeting which proved to be a big success was held on the evening of April 3 when the sales force of the Fresh Milk and Ice Cream Division acted as hosts to the sales force of the Carnation-Albers Company. A brief trip through the plant was followed by a light supper served in the drivers' room.

We were again fortunate in having Mr. E. A. Stuart with us and, following supper, he was introduced by Mr. Sibley. Mr. Stuart told us some of the difficulties he personally had experienced when he first started out to market his product and how he overcame those difficulties. He told us how he built Carnation Farms and of the years spent in making this the greatest pure-bred Holstein farm in the world, of the records the cows had made and were making, and of the advertising value of the establishment. Not wishing to steal any thunder from the Carnation Farm reporter we will omit what Mr. Stuart told us of these production records.

The reason for the meeting was explained by Mr. Sibley, who told us it was for the purpose of acquainting the two sales forces with each other, to bring out how closely the two were actually allied and the mutual benefit that should accrue from such an alliance. He pointed out that salesmen from both divisions were calling upon the same grocerymen and storekeepers and that they should know each other and more about the products that each was selling.

The next speaker was Herbert Yerxa, sales



Los Angeles Fresh Milk and Ice Cream Division at Dinner. Note Mr. E. A. Stuart  
Standing At Head of Tables



manager of the Fresh Milk and Ice Cream Division. The point he brought out was that Mr. E. A. Stuart had not only been the father of Carnation, but that he still is. Incidentally, Mr. Yerxa's father was the man who induced Mr. Stuart to enter the evaporated milk business.

Mr. Cox, manager of the local Carnation-Albers unit was the next speaker and he showed us many of the cereal products handled by the division and gave us a detailed description of a number of them. Mr. Cox then introduced B. B. Walberg, who told us what tapioca is, where it comes from and described the processes involved in preparing it for the market. Following this speaker, Mr. Cox introduced E. G. Kistler, sales manager, who described a recent trip made by himself and a number of the evaporated milk salesmen to the condensary at Gustine.

There were a number of other talks scheduled but owing to the lateness of the hour were postponed to a later date.

#### Tribute to the Cow

In listening to Mr. Stuart the other evening a few random thoughts about the cow have come into my mind—you know, she is the one really responsible for the jobs we all hold. I would like to take you back to the beginning of history and the dawn of civilization—many thousands of years ago—when men were savages and lived in caves and tree-houses—and tell you how the wife of one of these savages caught an orphan calf while it was passing her cave and through pity and maternal instinct insisted upon taming and domesticating it, much to the disgust of her spouse, whose appetite was voracious and whose only thoughts were to kill and eat. How she later discovered that cows could be milked and the milk used for food. How the domestication of wild cattle largely changed the habits of early man—they were no longer forced to move from place to place in search of better hunting grounds, but were enabled to settle down in one locality and form communities. How the members of these communities appointed one of their number as a herdsman—later known to the semi-nomadic tribes of the Israelites as the Gopatis—to look after and graze all the cattle of the community.

As these early communities became more pastoral the cow and her by-products were used to a greater extent. The inhabitants tents and shelters were of hide as were their clothing, floor coverings and many of their utensils.

#### So That's the Way?

If you have been attentive thus far, perhaps you can imagine the surprise and possible chagrin of one of these Stone Age housewives, when, after suspending a skin bag of milk from the bough of a tree, she returned and found that the wind had caused the bag to sway to and fro with the result that her perfectly good milk had become churned and butter had formed. While this discovery may have been considered a tragedy and the cause of some tears on its first occurrence, she soon learned the value of this product and churning became one of her regular household duties.

Having proved to you that the first dairyman was undoubtedly a woman, we would like, if permitted to do so, to tell you in future issues of the place occupied by the cow in history, science and art.

Guilbert (don't call me Oscar, it makes me

wild) had an idea that he was Atlas, and to prove it started to clear this planet of its excess weight in the form of dainty little ice cream cabinets. Our "super" hurt his chest—maybe he had the blinking cabinet on it—and as much as I sympathize, yet I hope it will be a lesson to him—he just can't take it.

We girls (Whoops, my dear) have an addition to our lobby "aquarium". P. L. (Profit and Loss to you) Smith under protest was shifted from the main office upstairs to our more exclusive office downstairs. Along with his cost accounting, reports, etc., a portion of his time is given over to dispatching specials. Poor Smith! After one week downstairs his voice failed him—so we continue to have the last word. We need it.

All the girls of the organization agree that Bill Backstrom looked "just ducky" in his overalls. He wore them so nonchalantly and gracefully one wonders whether or not they were Fifth Avenue tailored.

Rex Hayes, THE route manager, tells one on himself. He was told he might have all the gold fish he could catch out of a certain fish pond. This aroused his fisherman instinct, so, armed with a flour sack in lieu of any other form of tackle, Rex gingerly scouted the pool and scooped at the righteously indignant gold fish. (How would you like to be scooped up in a sack?) Anyhow, I'll bet those gold fish laughed and wriggled their fins like everything when Rex fell in. You know, "he who laughs best, laughs last," or "it never rains but it pours."

#### A "Social Error"

The unperturbable Knox has his humorous moments. He tells us that it is a "social error" for a milkman to pass up a customer. Customers have various names for this rare occurrence but I have yet to hear them call it a "social error".

There is nothing like a good joke on oneself and I certainly had one on me—all over—buttermilk culture. I was curious as to what was being poured so carefully from one container to another. I stopped to see, forgetting for the moment that "he who hesitates is lost," and at that moment the container slipped, hit the floor, the buttermilk culture flew high in the air and then settled mainly all over me. I finished the day in overalls offered me by our sympathetic "Jo". Which goes to prove further that curiosity is the mother of convention.

Bill "Freezer" White is a card. "The joker," sez you. "You're right," sez me. The conversation by some strange twist got around to various types of torture as employed in different countries, and lurid tales were told with much gusto—nice, bloody, before-dinner stories. It was then mentioned that a photograph had been seen of a head completely severed from its body, and Bill breaks up the gathering by asking, "and I'll bet you don't know what that head was doin', do you?" "No sez us, hoping it will be good. "Well", sez he, "it was singing, "I ain't got no-body".

#### The Narrow Path

The state police were giving examinations for drivers licenses. Upon returning from the driving test, a middle-aged negro, was questioned about different highway laws.

The questioner asked: "And what is the white line in the middle of the highway for?" Sam replied promptly: "Fo' bicycles."

## Sales Contests Still Rage In Cream Top Family

HARRIS CREAM TOP MILK CO.  
HOUSTON, TEXAS  
R. G. MacLennan, Reporter



THIS "going to press" time finds the retail reporter up to his ears in what looks like the makings of good copy and it's hard to know just where to begin.

Jack Headford and Bill Holtsizer of the Krem-Ko Company spent a few days with us recently and as a result we stepped off into a heels-over-head chocolate-sales-new-customer campaign. For a 33-day period the talk was all of new customers and quarts of chocolate sold. As a result of the drive, more than 600 new customers were secured and we found, much to our surprise, that we could really sell chocolate. Harris Cream Top Chocolate milk is now on the map. Cash prizes were distributed to the route men getting the greatest number of new customers and selling the most chocolate. Charles Hastings was high man with almost a 60 per cent lead over the second high man, and won first prize. He sold 92 per cent of his customers at least one quart of chocolate, and repeats won the contest for him. Charles also obtained about 40 new customers in this 33-day period. The winning retail route men in scoring positions are as follows: Hastings, James, Spiva, Kiser, Stanton, Case, Bean, Rice, Geo. Hooper, Hall, Youngdale, Ury, Spurger, Broiles, E. Bean, Starnes, Coker, MacWilliams, Jones and Scott.

#### Winning Foreman

Glenn Thornton is high foreman after one of the closest contests in the sales history of the plant; Glenn just nosed out "Pappy" Phears for first place and first money.

Not satisfied with a mere 33-day contest, the crew immediately swung into another 30-day contest with a chance for prize money going to the route man making a \$3.00 increase over his past high sales mark. The first week of this contest fifty-three \$3.00 unit increases were made, which is not so bad for a hunch of Texas cowboys, mighty few of whom are native Texans or who have ever "forked" a bronc.

We are mighty proud of our going a whole month without a reportable accident of any sort. The month of March is the first month in many moons that we have succeeded in working 100 percent safely. Mr. Blessing representing the insurance carriers, and who is a mighty important member of the Safety Council helped the Council celebrate by throwing one grand banquet at the Ben Milam Hotel. Plans were laid for a Safety Drive. Everyone went home happy; AND, in 4½ hours after the witching hour of midnight of that same day, one of the boys tried his luck with a freight train with disastrous results to the truck he was driving, and to himself. Fortunately, he will recover and apparently he is "in the clear" as far as liability is concerned. However, the Council says, "We will continue to war on carelessness and whatever causes accidents until our plant is leading the Carnation family for number ot



hours worked without an accident. Apparently, the Council means business.

The Spring season has brought us "daffydills," that lazy feeling and a splendid crop of "dawgs." Mr. Lindell's dog "spot" (Who by the way seems to be the Official Retail "Fleet" mascot) is playing Adam to Kraft's dog, Eve. The garage has blossomed out with a dog or two, and "Deduct" Williams is rumored to be enlarging his dog house.

Paul Youngdale seems to resent anyone going up to him, stroking his shoulder and saying, "Yo' sure is wet, honey chile." See here, Paul, keep out of "Little Africa;" they have pay phones elsewhere you know.

The office sweetheart, Miss Dawson, came down with her hair combed and wearing a new dress the other day. She looked so darned pretty we didn't recognize her. Keep up the good work, Julia.

Miss Waddle says—"So you think I am hard 'eh! See if you can't make an impression on me with a diamond."

Bill Barber: "You can't drive a nail with a sponge no matter how hard you soak it."

Cannedy, returning from Church: "The minister sure gave some good advice to our office flappers today."—Cordrey, "What was that?" Cannedy: "Well he said, 'As you show, so shall we peep.'"

Phears: "The worst example of wasted energy I know anything about is to tell a bald headed man a hair raising story."

#### Worms Will Be Worms

Mr. Lindell, scanning his rosebushes for signs of animal life—"Oh well, a caterpillar is only an upholstered worm, you know," Jackson get the flit.

Miss Woodward—"It's the little things in life that tell" as she yanked her kid brother out from under the sofa.

Mac was upstairs in the sales room conducting a sales meeting, and after being called to the phone three times, he decided the next time it rang, he would take the receiver off and let it go. It so happened, it was Mrs. Mac who sat patiently holding the wire for 15 minutes. After hanging up and calling back, a good friend of Mac's who sits by the exchange told Mrs. Mac what had happened.\*\*\*\*\*Later Event—Mac taking Mrs. Mac out to dinner, and the office Walter Winchell being threatened with a black eye.

THE STENO.

### Garage News

HARRIS CREAM TOP MILK CO.

Boy Myers, Reporter

WHEN Spring comes and birds sing, some folks' thoughts may turn to love and fishing, but not so with the Garage Crew. There is plenty of activity in this department. With the retail fleet painted, repaired and looking fine, now comes the wholesale trucks with the necessity of rushing the job. With Mr. Goldrod added to the force as body repair man, and the whole force on its toes, there is plenty sawing and hammering going on, as the bodies and motors are repaired and tuned up. Then the paint begins to fly—Bob Myers spreading it on, and before long another truck looks like new and is ready to roll.

Looks sometimes like the department might catch up and go fishing, but so far, it never has happened. Just as in the cir-

cus "The show must go on," such it is in the Garage Department—the trucks must roll and the milk must be carried out, so we gladly keep on keeping on.

### Wholesale Dep't. News

HARRIS CREAM TOP MILK CO.

A. R. Collier, Reporter

A brief survey of the happenings since the last issue of The Carnation brings to mind several things of interest—mostly because they have bearing on the increase of business. The Enabling Act passed by the State Legislature, making possible the regulation of selling prices as well as enforcement of codes of fair practice in the dairy industry, bids fair to boost sales of companies who prefer to sell on a quality basis. Prices of all milks, for the first time in a period of three years in Houston, are on an established level since April 1. This has helped our volume and will do so to a greater extent as the raw milk and inferior classes of merchandise will be replaced by quality products through public demand. Since the 18th of February the sales of our department have been on an upward trend, especially during the month of March, when the route salesmen came through with a real increase in volume of sales.

#### Appreciates Help

To Mr. Headford and Mr. Hullsizer, representing the Krem-Ko Company, is due the appreciation of the Wholesale Department for the influence and efforts extended by them while with us, introducing their chocolate milk product to our sales territory. Some substantial prizes were awarded by the Krem-Ko Company in our department for accomplishments of the sales force during our Krem-Ko contest. From the Krem-Ko contest we went immediately into the production-increase contest, called by the salesmen, "The Punchboard Contest." The first week this department qualified for 36 pulls, based on the \$3.00 increase unit, and the salesmen who earned chances to "pull" were handsomely rewarded for their efforts. As a result, every man is straining for increase in order to try his luck at the board.

Sauers and Morris put up the outstanding increase the first week; earning 13 and 15 "pulls" respectively. "Buck" Morris, by the way, is a new route man in the department, having been transferred to a sales route from the Special School Service, since the last issue of The Carnation. "Buck" is showing fine progress so far and let's hope he will continue to make a go of it.

Roberts fills the vacancy in the School Service Department. To our list of important outlets has been added another good one—The Southern-Pacific Hospital, secured only after months of "angling" on the part of Mr. Lindell. We are proud of the class of outlets we are serving, to the list of which is being added some of the very best.

#### Come On, Houston

It will be interesting to Carnation employees the country over to know the part Houston plays in the business life of Texas, and the South, and the part Harris Cream Top is taking in Houston. Well, don't expect it too soon, but we will have something real interesting for you on the subject in an early issue.

With Spring in full swing, people are turning to playing of games: fishing, baseball, golf and other sports. Our department, too, is playing a game—"The Refueling Game." As the people play and burn up energy, we are busy placing at their handy disposal, through our outlets, a supply of fuel for new energy, a bottle of energy they can taste—HARRIS CREAM TOP MILK.

### Plant News

HARRIS CREAM TOP MILK CO.

Mr. Dunn, Reporter

JOSEPH MacBriar, having tired of the routine and tiresome work of the office, has grabbed the first job open in the plant. He is now kept busy in the receiving room, having acquired the technique of tasting and arguing with shippers. Joe is also assisting in the laboratory work to learn that end of the business. Things are rocking along smoothly for him; and, having neither gained nor lost weight in his efforts, we look to have him with us for a long while.

The smaller boys of the plant are gleefully rejoicing over the fact that "spring has cum" and the charms of the old swimming hole are luring them away as early as possible every afternoon. R. L. Jones (Age 42), Preston Roberts (Age 42) and Mark Robinson (Age 42) keep the road hot between Houston and Humble to a very attractive spot called Linder Lake. It is really a beautiful place and will offer many good times to the young folks later in the summer. If things turn out right you will hear of the plant celebrating with watermelon suppers, steak fries, etc., at this very spot, discovered by our own explorers. Anyhow, it's getting time to go swimming and play and we've found the place for both.

#### Back After Operation

Mr. Dunn has returned to the plant after having been away for an operation. He is completely recovered now, back on the job and everything is running as smoothly as ever in this section.

Bill Byers, former wholesale route man, has begun work in the plant. He has been with us only a short while, but even now he stands in with the veterans, due to his capabilities.

R. L. Jones wishes to announce the arrival at his home of quadruplets. They are now two weeks old and have had their eyes open long enough for Jones to boost of them all having baby blue ones. They are pedigreed Boston Terriers and Jones brags and complains over them as would a father.

On February 21, a nine-pound baby boy was born to Mr. and Mrs. W. A. Krienke. He has been named John Walter Krienke.

### Office News

HARRIS CREAM TOP MILK CO.

J. P. Williams, Reporter

WE are being invigorated with "Houston Spring Weather," which is developing pep and enthusiasm. More effort is being put forth by the sales force, and it makes more cheerful faces in the office.

Joe MacBriar, after turning over his but-



terfat reports to Bruce Leigh, throwing aside his collar and tie, donning "hip" boots and a pair of coveralls, is now spending joyful hours in the Plant Department. Congratulations, Mr. Dunn, our loss is your gain.

Sorry to make a report that Mrs. Woodward, our cashier, has suffered an attack of sinus which caused her absence from the office for a week, but she is now improving and back at her work.

We are afraid that our credit man, Mr. Kraft, has joined the "Knights of Bowwows." His only companion seems to be a newly adopted terrier. But seeing him out walking on a Sunday afternoon, showing her off to neighbors, he seems very happy.

## Wichita Falls Sponsors "Acquaintance Week"

LEHRACK-FERGUSON DAIRY PRODUCTS CO.  
WICHITA FALLS, TEXAS  
Ruby Helen Brigham, Reporter

**S**PRING has a habit of throwing in a chilly day every now and then—and possibly a sand storm just for variety—while warming up for summer. Speaking of sand storms, I believe the recent high winds must have brought us soil from far-off States and this consignment of dust continued for two full days—desks, chairs—everything was covered with sand. Mr. MacBriar was visiting us and imagine my embarrassment when I discovered his portfolio, correspondence etc., almost buried in sand—when only a very short time before, I knew everything was quite in order.

We enjoyed another fine "Contented Hour" program last Monday evening and it seemed good to have Gene Arnold on our program again. Mr. Arnold has just paid the Lone Star State a visit and during his stay in Mineral Wells, Texas, gave listeners a real treat by broadcasting a thirty-minute program from that city.

### Join Carnation Family

I would like to introduce you to some new members of Carnation Family: Russell Rose, our bookkeeper; O. O. Mariott, special ice cream salesman; C. R. Haworth, sign painter and T. N. Grant of Albany, New York, who is spending some time with us in charge of a special "Cream Top" campaign. Mr. Grant is being assisted by Allan Cory of Chicago and two local salesmen, Mr. Tindell and Mr. Evans. Mr. Grant is very enthusiastic about Wichita Falls, in fact, so much so that he has moved his family here from New York. And right here I might mention that Mr. Grant says we have the finest plant, the most enthusiastic route foreman and salesmen, the best bottle and by far the best milk in town. That is a real compliment, isn't it? So he isn't surprised to see quarts of "cream top" climbing higher and higher each day.

I have just introduced you to several new members of our family and just now learn there is one more—Mr. and Mrs. Hugh Richardson are the happy parents of a baby girl and Little Ann Richardson calls her new baby sister, Sue, which is a very nice name. Perhaps a little later we can send in a picture of Ann and Sue together.

Lynn Mathes, our assistant manager, has been confined to the hospital with a rup-

tured appendix for several weeks, but is now improving and on the road to recovery. We hope to have him back with us again soon.

The Chamber of Commerce of Vernon is sponsoring "Acquaintance Week," which opened with "Friendship Day," at a banquet held at the Wilbarger Hotel. Clyde Greer, president of the Junior Chamber of Commerce, made the principal address. So that you can have the information first hand, we quote in part from the Vernon Daily Record:

"Vernon has that citizenship and it is our desire this week to mold that citizenship into one friendship which will find no problem too large or too small to solve in making this a better community in which to live. News acquaintances mean new friends, and thus a greater appreciation of them and their problems is naturally developed. We are sure if you will join in helping make our program for the week a successful one you will become much better acquainted with the mills, factories, and wholesale houses of this city which are constantly processing and packaging items that are in use in your kitchen and household daily, and thus you have a greater appreciation of those who make your comfort their business. These firms, taken individually may not appear to represent millions of dollars worth of equipment, as well as payrolls that look encouraging and make for the success and prosperity of the community." Adding further impetus to the effort behind the week, buttons bearing the words, "Acquaintance Week. Howdy. Let's be friends," were distributed at the luncheon to be worn throughout the week to help advertise the event.

### Some Lady

She doesn't like a shady joke,  
She doesn't hike, she doesn't smoke;  
She doesn't swear, she never flirts,  
She doesn't wear those shortened skirts;  
She doesn't dance, she doesn't sing,  
And goofs in pants don't mean a thing;  
She doesn't use those beauty salves,  
But don't refuse to show her calves,  
You ask her name? Well, that's a wow,  
She's not a dame, she's just a cow.

## Enjoy Carnation Contented Hour At Dinner

LEHRACK-FERGUSON DAIRY PRODUCTS CO.  
VERNON, TEXAS  
Clyde L. Greer, Reporter



MONDAY night was certainly Carnation Contented Hour Boosters night in Vernon. We had eight couples at a buffet dinner with the Carnation Orchestra furnishing music on the side. The article which

appeared on the back page of the last issue of The Carnation was certainly interesting and, personally, I feel like we should have a special reporter who knows all our Contented Hour artists to give us more news just like that in every issue. The artists are of the best but if we feel like we know enough about them to really know them we could do a more bragging occasionally.

Spring is here, but so far no spring fever has developed that appears very serious. A favorable difference is noticed in our ice cream sales while Nature is taking her course on the prairies. The wild flowers are giving the pastures their bright yellow, lavender, purple and reddish coats. The power is there that makes our chests swell with pride because we have "gone native" down in Texas.

The sales this year continue to gain over last year's and we believe '34 will be the best year in West Texas that Carnation has ever had. We promise to do our part in making it just that.

### A Challenge

"The death by accidents of almost 100,000 persons in one year in the United States is a challenge to the resourcefulness of the nation to devise measures to eliminate this disastrous loss both of economic assets and of precious human values."—Herbert Hoover.



Demonstrating Riverview-Damascus Cream Top Milk at Sam's Grocery, Portland, Oregon. On Left is Mrs. Freeman, Wife of Store Owner. On Right Our Demonstrator, Lena Parodi



## "Quality" Bottles Contain Plenty of Vitamin D

QUALITY MILK PRODUCTS COMPANY,  
TULSA, OKLAHOMA  
Wm. A. Schulz, Reporter

THE oldest of Tulsa's private schools, Conway-Broun, founded in 1915 by Mrs. Kate C. Fulghum is one of Carnations good customers in Tulsa. It has been a fully accredited secondary school since the year after its establishment, and consistently has maintained superior departments in music and college preparatory work.

The school is located at the north entrance to the Country Club drive with an unobstructed view of the Osage hills.

Conway-Broun has complete affiliation with schools of higher learning. It is a member of the North Central Association of Colleges and Preparatory schools. Students who complete its preparatory course may enter, without examination, any college which accepts certificates from accredited schools.

Mrs. Fulghum has been superintendent of the school since the day of its inception. She is eminently fitted by background, family training, education and experiences for teaching and supervision of a select school of this type. She has the B. S. and M. S. degrees, and is an alumna of the Alabama Polytechnic institute at Auburn and of the University of Tennessee. She teaches mathematics in the school and supervises the entire establishment.

Tuesday evening, March 13, employees of four leading milk companies of Tulsa gathered in the Chamber of Commerce rooms to hear Dr. H. T. Scott, of the Wisconsin Alumni Research Foundation, discuss milk enriched with Vitamin D, by the Steenbock



Raps Stauch Queen, a Prize-Winning Texas Dog

process, discovered at the University of Wisconsin.

Wednesday, March 14, was the first day of our sales of Irradiated Vitamin D Milk. This milk enriched with Vitamin D by brief exposure to ultra-violet light has been received with great enthusiasm by Tulsans.

According to clinical tests on babies reported and repeatedly verified by leading medical scientists, the use of properly irradiated milk will positively prevent rickets. Vitamin D Milk is a pleasant, automatic means of correcting a grave deficiency in our diet—the almost total lack or shortage of the "sunshine" vitamin. Vitamin D stimulates our bodies to utilize calcium and phosphorus, the minerals that develop and nourish the bones and teeth. Without a sufficiency of Vitamin D, our bodies use these minerals inefficiently.

On March 26 Mr. J. Ihm, nutritional biologist, from Omaha, Nebraska, arrived with his white rats, skeletons, casts, etc., and gave us a most interesting talk on milk and its food value.

This new Vitamin D Milk has furnished new and interesting material for the sales-

men, which reinforced by personal selling, has added many new customers and regained others who had drifted away.

Our new red-lettered milk bottles, introduced along with Vitamin D Milk, are very attractive and there is nothing else like them in Tulsa.

### Return to Work

Tonsilitis decided that Margaret Fincannon needed a vacation and proceeded to put her in bed for about ten days. We are glad to report that Margaret is now back on the job and looking much better.

We are also glad that Chet Scott is back, but it does leave two certain young ladies no place to go after work.

With the glad rush of spring and rose buds we also have news of the arrival of another Carnation baby—Mr. and Mrs. V. M. Veach are the proud parents of a baby girl.

Rayborn Smith, our shipping clerk, is eligible for the Hard Luck Club. It seems that while Ray was very diligently studying in night school someone borrowed old "Headache" and forgot to return it. This is the second time his auto has been so borrowed.

During the last few weeks we have had as recent visitors at our plan, Mr. MacBriar, Mr. Lehrack and Mr. Henszey.

### The Eternal Feminine

A heavy shower of rain began falling, and the Negro woman walking along the street in Darktown just reached down and pulled her skirt up over her head.

Another colored woman on a porch nearby called out: "Say, lady! Bettah put you' skirt down! Don' you know you' showin' you' anatomy?"

"Ah don't cayuh if Ah is," replied the other: "Ah done had dis anatomy fo' sixty-fo' years—but dis hat's NEW."



Conway Braun School, Famous Finishing School, Tulsa, Oklahoma



## "Softball" Takes Cushing By Storm

CUSHING, OKLAHOMA  
Bob Allen, Jr., Reporter

SPRING is in the air! When this reporter sat down to his typewriter the green covered trees and the new born grass were swaying to and fro in the warm Oklahoma breeze—and there goes the crack of a bat! Softball is also in the air.

Cushing has a population of nearly 10,000, and a large majority of that population is hurrying to close their day's work and scamper off to the softball diamond; sport's scribes are again grinding out copy; sport gossip is hanging around every street corner, pool table, and soda fountain—Cushing has really gone "softball".

Last summer this strange new sport invaded this city and when it did it walked right past the other outdoor sports and took its place at the top of the list. It put tennis out of the way; it proved to draw bigger crowds than football or basketball; it smacked boxing and wrestling on the chin, and even came out ahead of its brother, baseball.

### Fun For Evening

Until last summer there was nothing for the tired business man to do in the evening after working hours but take in a show, play bridge or stay at home to read; but now he parks his car around Hypatia Park to watch a game. Last summer ten softball teams, sponsored by local business firms, formed a league, and evening after evening, week after week and month after month, ten teams battled among themselves for honors.

Finally as the end of summer neared there were only four teams of championship caliber leading the flock in the softball league. Two days later and only two teams stood out for the championship. A championship series was sponsored by the business and Professional Women's Club, and a three-game series was played under the flood lights; and then came the winner, a team sponsored by the Christian Church.

### The Question Answered

Is softball just a flash in the pan? That was the question fans asked themselves during the winter months. Would it go over big again the next summer—would it prove another sensation?

This summer had no more than started when the sports sprung into greater popularity than ever. The business man turns to a new delight as his working hours came to a close—and there is no admission charge for these games. It has been an old saying in the world of sports that youth must be served, but this reporter disagrees with that, and so would you, dear reader, if you could see some of these Pops play ball—son looks astonished—didn't know Dad could play ball like that!

Well, folks, the batter is stepping up to the plate, the pitcher digs his shoe into the dirt—there's the wind-up—there's the pitch—and—and it's another softball season for Cushing!

"De troubl' wid de worl'," said old Uncle Mose, "is dat it's travelin' so fas' dat a man's got ta run lak de debbil to stay right what he is at."



Market Street, San Francisco

## Early Hot Weather Favors Ice Cream Sales

QUALITY MILK PRODUCTS COMPANY  
MUSKOGEE, OKLAHOMA  
Paul H. Berry, Reporter

FROM freezing to 83 degrees has been our range of temperature during the last few weeks; "spring fever" has most of us in its grip but the ice cream business is going along fine. Our first nine days this month have beat every other "first nine" we had for the last year, excepting last June and July, and that should be some sort of a record. The new Pecan Krunch Bars are going over here fairly well; the other old standbys are holding up well also, such as Eskimo Pies and Handy Paks; but what we like most of all, bulk ice cream is selling well too.

Our town is still picking up. We have another new "colonial Store"; the Globe Market has put in another store; we have a new theatre, the "Gem", and another shoe store is about ready to open for business. Welcome to our fair city!

The State Convention of the Methodist Women's Missionary Society opens for a big convention here in a few days. The Veterans of Foreign Wars are to hold a District Pow-Wow here April 21 and 22 and several more conventions are scheduled to come later in the year.

Muskogee is to have a real base ball team here this year. Our team will be a "farm" for the Detroit club and will have a guaranty fund of \$5000.00 put up to insure it's going through the season in fine shape, which will be better than most of our teams have done. This new league was organized and is now headed by Joe J. Magoto, of this city, owner of the Purity Drug stores, and we know that anything that Joe takes hold of is sure to be a success.

Mr. Erni and Bill Shultz of Tulsa have visited us. Bill is to be here for about a two-day stay this week and we'll be glad to have him with us. Come back again, all of you.

## Coffin Club

Carnation Company, Spokane  
Gustine  
Hillsboro, Ohio  
Albers, Seattle  
Interstate Terminals  
Broadview Dairy, Spokane  
Richmond

## Late Snow and Ice Cover Neosho Community

NEOSHO, MISSOURI  
W. O. Justice, Reporter



NEOSHO'S sure sign of Spring is working again. Red Hutchinson and Tom Lane are fishing and on their last trip reported a catch of two perch about six inches long and a lot of little ones. When these

boys are overhauling their poles and lines we know it is time for garden plows, lawn mowers and sassafras tea.

Mr. and Mrs. W. O. Justice were at the Springfield hospital March 25 when Mrs. Wayne Justice was operated. At the present time she is progressing nicely.

Mr. and Mrs. Dean C. Mohler took a two-day trip March 3 and 4 to Hot Spring and Little Rock, Ark.

On March 17, this country was covered with ice and snow. It was impossible to drive as sleet stuck to windshields and pavements were slick. However, no serious accidents were reported and the highways were patrolled to slow up any ambitious fellows who were in a hurry.

### Entertain With Cards

Mr. and Mrs. Leonard R. Erickson entertained a number of plant employees March 19. This was their seventh month wedding anniversary and bridge was the order of the evening.

We have had three accidents with the new truck and all have happened within the last three months. None was serious.

Easter Sunrise service are an annual affair here in Neosho and are held at six o'clock. They consist mostly of songs and regular church services and are generally attended by the Masons, Boy Scouts, school children and a number of other organizations. Surrounding towns contribute their talent and crowds attending have been estimated at 5000 to 10,000. These services are held in the city park.

### Rats Invade Home

Ed Wilson had quite an experience the other night. Rats moved in on him and protested his rights to be there. They bit his wife and two of the boys while asleep and caused a trip to the doctor.

Mr. and Mrs. L. W. Satorious visited over Easter with Mr. and Mrs. Dean C. Mohler. Mr. Satorious works for Armour and Co., at Clinton, Mo.

W. D. Erni of the Tulsa plant was a business visitor here April 3. He and Mr. Humphrey made a trip to Mt. Vernon that same day.

Byron Rehm, Carnation salesman of Joplin, called here April 19.

W. N. McBriar and E. B. Lehrack were business visitors here April 12 and H. A. McFadden, A. C. Smith and L. M. Multer were visitors here April 11.

### On High

A meek little man whose wife had recently died was walking along with a friend when a builder accidentally let a brick fall on his head.

"Gosh!" said the widower. "Sarah must have got to heaven after all!"



## Driver Otto Abplanalp Is First Lap Sales Winner

RIVERVIEW-DAMASCUS MILK CO.  
PORTLAND, OREGON  
Harry Pearce, Reporter

UNDER the direction of Mr. Wilcox and Mr. Kaley, the drivers of the Riverview-Damascus Unit have just completed a most successful sales contest. The contest extended over a period of six weeks and was so arranged that winners were determined at the end of each two-week period. Points were given for each new wholesale or retail customer obtained by the boys, also credit was given for increase in sales to stores which were already taking our milk. Curt Bowman was high man of the first two weeks, Chas. Sullivan was second, with Lex Equals and William Field tied for third place.

During the second lap of the contest competition became quite keen with Ed Tomlin barely nosing out Frank Truttman for first place; driver Chas. Sullivan finished in third place. The contest came to an end with driver Otto Abplanalp winning first honors, John Kiser in second place and Ted Kluser finished third. Careful check will be made of all sales increases and the final winner will be determined at the termination of another six-weeks' period, based on the amount of new business which actually is maintained by the drivers. The boys all worked hard regardless of whether they finished in the money or not and each one of them is to be congratulated for his fine work.

### Meet At Dinner Party

Recently the sales force of our unit met with the sales force of the Carnation-Albers Unit at a dinner party at the Campbell Hotel. This was the first opportunity we have had of getting together and becoming acquainted with each other. After enjoying a very fine dinner, several hours were spent in general conversation; in fact each man present got up and made a short talk. Ideas were exchanged back and forth and suggestions given whereby one unit could be of help to the other. We all enjoyed the talk given by Mr. Condie in which he explained the origin and developments of the Carnation Company. We feel that much good was accomplished at the meeting and are all looking forward to another in the near future.

Portland folks enjoyed a very mild winter and have had a wonderful spring, in fact summer weather is at hand in April. Ed Allman spent last week-end at the beach and reports a wonderful trip and fine weather. He had no time to do any fishing on that trip, but expects to take another one soon.

Mr. Kopp of the Ice Cream Department felt the call of springtime and together with Mrs. Kopp spent Sunday at the beach. Henry says the Buick made the run in record time. Speaking of Buick cars, our collector, Alvin Steigerwald, has just informed me that while out making calls yesterday, his speedometer turned the 100,000 mile mark and is still running strong. Alvin says that must be a record of some kind.

Mr. Kendall, Harry Morris, Henry Zenger, Earl Kaley, Henry Kopp, Alvin Steigerwald, Ralph Norris and Harry Pearce spent the week-end of March 18 at Ralph's sum-

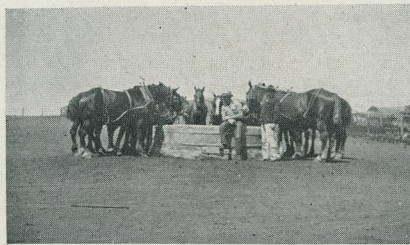
mer home at Seaview, Washington. A wonderful time was had by all, and perhaps the most exciting event on the trip was the visit to the oyster beds on Willapa Bay, where an oyster eating contest was held. Now folks, Mr. Kendall can eat oysters, but the one and only oyster-eating champion on the Pacific Coast, is our own office manager, Harry Morris. Take our word for it, we witnessed the contest, and seeing is believing.

Driver Lex Equals has been in the hospital, but we are glad to hear he is getting along very nicely and expects to be back to work soon.

Tom Tesdal, Jr., in the Bottle Filling Department met with an accident recently. We understand he got the tip of his finger cut off. Sorry, Tom, but we are thankful it was not more serious.

On a recent visit to our plant, Mr. Flood highly recommended our Butter-Flake Buttermilk. Thanks—Mike Petri, our plans superintendent, likes compliments.

We are still enjoying the Carnation "Con-



Work Horses Drinking, Wassenmiller Ranch

tended Hour," and wish to report that our Booster Club Committee is still on the job.

Our general manager, Mr. Kendall, has a brand new Oldsmobile sedan—it certainly is a fine looking car.

The Riverview-Damascus unit has a new product, "Chocolate Malted Milk". I do not know the exact formula, but know it contains whole milk, chocolate, Carnation malt and sugar. It has gone over in Portland with a "bang". Each day the Chocolate Malted Milk orders have continued to climb, and with the warmer summer days ahead we should enjoy a most successful season.

### Attend Sales Conference

Last week Mr. Wilcox, Fred Smith, Henry Zenger, Joe Ludwig, Geo. Watkins, Henry Kopp and Harry Pearce had the pleasure of visiting with the Carnation-Albers salesmen at one of their sales meetings. We were fortunate indeed to have the opportunity of listening to a sales address by none other than Charles Low of the Irwin-Wassey National Advertising Co. of Chicago, which without a doubt was of great benefit to us all. His talk was based on sound common sense and he brought out facts for us to follow in order to do a better selling job. Most prominent of these were: Human Relationship, Presentation of Products, Salesman's Attitude, Actions and, last but not least, "Words." Mr. Low also impressed upon us that it is not so much what a salesman says, but how he says it. He gave us a number of new ideas which, if carried out, will help us in selling.

We are pleased to have had visits from Mr. Ghormley, Mr. Flood, Mr. Izzard and Mr. Backstrom.

## Obituary

### Waterloo

It is with much regret we report the death of Mr. T. E. Kelly, who passed away April 2nd, after an illness of several months.

### Maysville

We wish to express our heartfelt sympathy to Mr. and Mrs. Loren Blankenship in the loss of their daughter, Anna Louise, March 7. Also to Mr. and Mrs. Arlie Thomas in the loss of their son, Ronald, March 11.

### Riverview-Damascus

The Riverview-Damascus employees extend to Ann Mueller their sincere sympathy in the recent loss of her father; also to Sofus Rasmussen in the death of his father.

### Oakland

We all sincerely sympathize with our chemist, B. V. Lamb, in the death of his beloved wife, who has recently passed away, after a long illness.

### New York

We extend at this time our deepest sympathy to Mrs. Marie Delamater, manager of our Newark Store, whose sister passed away the early part of April.

### Aylmer

The Aylmer Family extends its sympathy to Mrs. Fred Sealey in the loss of her mother on March 31st.

### Waverly

We extend our sympathy to Frances and Billy Cretzmeyer in the death of their grandfather and father-in-law, Guy Pyer. Mr. Pyer passed away on March 19.

### Mt. Vernon, Mo.

We extend our sympathy to Walkie Robertson in the death of his sister at Greenfield, Mo.

### Northfield

The Northfield employees extend sincere sympathy to H. P. Ousbye in the loss of his sister.

### Oregon

We extend our deepest sympathy to the following employees and their families who have lost loved ones in the last few months: Ralph Koper in the loss of his father. Dick Otten in the loss of his father and Delos Andrew in the loss of his wife's father.

### Richland Center

Sympathy is extended to Mr. and Mrs. Clarence Wheeler in the death of the latter's father who was killed in an explosion.

Our sympathy goes to Buford Kilby, fireman, in the tragic deaths of his two half brothers who were killed by a hit and run driver while they were fixing their car on the highway.

### Tupelo

We wish to extend our sympathy to Mr. and Mrs. Maysville in the loss of her mother on March 26th at their home in Cosnocton, Ohio.

We also wish to extend our sympathy to the family of Hauler Roy Wigginton who was killed by a train at Sherman, Mississippi, on March 17th.

*Harry Pearce*