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The Christmas Spirit.

The very mild weather of the present season makes it impossible to believe that only six weeks remain before the year of 1922 has passed into history. Six weeks from today will be the third of January, 1923, and in those few short weeks must be crowded all the Christmas rush and bustle as well as the closing up of the year's concerns and making ready for a fresh start. When winter weather is delayed by an extremely open fall it seems a difficult thing to get the Christmas preparations started in time to have a really enjoyable holiday season. True it is that the hustle and bustle are a part of the holiday atmosphere and if we all took our Christmas preparations sanely there wouldn't be half the joyful excitement that makes the season so full of merriment but a little less hurry and a little more forethought makes the holiday more enjoyable for those whose labors are doubled by the holiday trade and its accompanying longer hours. Today is a good time to begin thinking Christmas, talking Christmas to everyone you see reminding everyone that Christmas is less than a month away, helping to start the beautiful, joyful Christmas spirit with a swing that will get everyone into the mood for Christmas preparation, Christmas shopping and Christmas happiness.

Smoking By Minors.

A communication from "A Taxpayer" which appears on this page of the Review is worth the serious consideration of all who are interested in the welfare of youth. The "Taxpayer" asserts that boys of school age are injuring themselves mentally and physically through the use of tobacco.

The young ape the old. It is difficult for boys to realize that they cannot indulge without detriment in that habit which is common practice among a large number of adults. Such a situation therefore calls for a vigorous counter attack by parents, school teachers and officers of the law.

A beginning in this direction was made this week when one New Ulm dealer was fined a total of \$30.80 by Justice N. Henningsen for selling cigarettes to minors. The County Attorney has announced that he will not only proceed against dealers who violate the law but minors who are caught smoking will also be punished. The law provides that minors who smoke can be fined \$10 or sent to jail for five days.

Such action on the part of the authorities coupled with educational measures to show the evil effects of smoking when indulged in by those who are immature, should go along way toward checking the conditions of which "A Taxpayer" complains.

A Living Wage.

What is a living wage? The Railroad Labor board answers this question by granting the maintenance-of-way workers an increase of two cents an hour and kindly informing them that they are now receiving a living wage.

Undoubtedly this is cheering news to the employees and brings to an end all of their cost of living worries. They were formerly getting from 23 cents to 35 cents an hour. This meant a minimum of \$1.84 daily or about \$11 a week or \$72 a year.

The men asked for a minimum wage of 48 cents an hour, or \$3.84 a day, or between \$1,100 and \$1,200 a year. In place of an increase of 25 cents an hour they received two cents and the assurance of the Labor board. The board declared:

"The theory of the living wage" if carried to its legitimate conclusion would wreck every railroad in the United States, and, if extended, to other industries, would carry them into a communistic ruin. If the contentions were that the board should establish a 'living wage' the majority would readily accede to the proposition, and as a matter of fact the board in this instance as in all others has granted a living wage."

The figures determined by the board as a living wage are beneath those arrived at by the workers' own experts, by the investigators of the Department of Labor, and by the National Industrial Conference board, an association of employers. The board does not tell how it arrives at its conclusion, but declares, ex cathedra, that it is a living wage after attacking the "theory of the living wage." The question arises whether the board's finding is not also a theory—acceptable to it.

The truth of the matter is that the board has given out its living wage statement simply to bolster up its decision. Such a practice shows how unfair the board is inclined to be toward labor.

Who knows whether it is a living wage? If the board were really interested in finding out it would appoint a commission to investigate the matter carefully and make a report. But the findings of this commission would undoubtedly mean more trouble for the Labor Board so it abolishes the whole matter by giving the maintenance-of-way men its high word that the wage is ample.

The whole decision smacks of hypocrisy. It may be perfectly true that the roads cannot afford to pay a greater increase than two cents an hour. If such is the case the board should not be afraid of the truth. It could make such a statement without seeking to conceal it in the specious argument about the living wage.

In commenting upon the report of the Labor board, Henry T. Hunt, former representative of the public, says the new doctrine "places the burden of improvident management and past errors of investment on the employees and makes them the guarantors of railroad investments."

The Supreme Court of the United States has held that a 6 per cent return on capital is not confiscatory. But what is the living wage equivalent to this for the railroad worker? If the railroad cannot afford to pay a living wage is it the fault of an interest rate on too much capital or is it because of the manner in which the railroads are managed? The public, who is the final judge, has no way of knowing. The railroad labor board is not solving the question by making simple declarations.

Officers Create Disrespect.

Several instances have occurred recently in which those who administer the laws have so far exceeded their authority that they have created a disrespect for law. In a court of law, especially, a man is entitled to a calm, dispassionate and judicial hearing.

Chief Justice Leslie C. Cornish of the Maine Supreme Court thought that he detected "the taint of alcohol" upon the breath of an applicant for citizenship. "Are you a drinking man," the court asked. "I am not, your honor," the applicant replied. "Have you been drinking today?" the court continued. "No, your honor." "You breath smells as though you had been drinking and I will deny the application," the Chief Justice replied.

In Wilkes-Barre, Pa. a man, charged with wife-beating, was being tried before a magistrate. Becoming intensely incensed with the prisoner because of the character of the evidence given against him, the magistrate jumped over his desk, gave him a black eye, had him stand up and blacked the other eye, after which he fined him ten dollars.

There is here no sympathy for the wife-beater. Doubtless he deserves more than he got. But he didn't deserve, in a court of law, anything but a judicial hearing. The law does not provide for magistrates doing their own eye-blackening.

The governor of a middle western state commuted a death sentence to life imprisonment, first getting the convict in question to sign a paper agreeing that should he or his friend attempt to gain further clemency for him, the commutation will cease and he again face the death penalty. "Poetic justice," perhaps, but is there a law anywhere which permits an official with commuting power to bargain with convicts? And does it make respect for law to deprive any convict of hope?

To most of us, law is impersonal; it is the law officer who makes the law live for us. As we respect him we respect that for which he stands as we may laugh at, or sneer at, or condemn him, so, unconsciously, do we wrongly but very humanly condemn the law.

Advertising Builds Business.

The absorbing romance of the growth of a small town general store from a \$1,600 grocery stock purchased on credit, to \$500,000 business in one year, was related by Fred P. Mann, Devils, N. D., at the "Better Business Convention," at the St. Paul Association forum last week.

He told of the complaining small town merchant who ascribes his failure to the mail order competition and to the chain stores, and then contrasted the experience he has had with stores, just as small or smaller locations by using the powerful weapon of consistent and unique advertising.

So imbued with the ideal of "better business" is Mr. Mann that he purchased and established a "demonstration store" in the village of Can-do, N. D., to prove to the manufacturers, wholesalers and jobbers of the world that the "ideal store" could be operated successfully by using the same methods used by the largest stores in the world.

That store sold \$3,700 in merchandise in the first day's business, \$110,000 in the first year, and last year, when there was a complete crop failure in the one-crop district it is located in, it did an \$85,000 business.

Figures to show that there are few merchants in the smaller towns

who know even the rudiments of merchandising were quoted by Mr. Mann.

"In 1918 mail order houses shipped into North Dakota seventy-eight carloads of mail order catalogues," he read. "That same year there was a total business of \$90,000,000 done in the state in the retail lines. Of that tremendous sum, one-third, or \$30,000,000 went to the mail order houses."

"It doesn't pay to bewail and bemoan the fact that the mail order house is taking away business. Advertise. That's what they do."

"If you can't write an advertisement, or think you can't, which is the same thing, take one of their catalogues and study the reading matter about the same merchandise for your ad."

"But advertise. 'Just because a town is small don't think you must use antiquated, dust covered methods of business."

"Put your business on a cash basis. Buy for cash, be a discounter, and sell for cash. The credit business all over the United States is bad. More than 50 per cent of the credits are poor. Just think of that. Can your business or any business stand for that drain?"

"When you are in business for yourself don't think that the public is going to walk right into your store, without being invited or that they are going to purchase unless they see just what they want and know just how much it is going to cost them."

"Tell 'em what you have, give 'em its price and then ask them to patronize you. Do it in person, by advertising and by means of a satisfied customer."

"Hook up your local advertising with the national advertising. Use the benefit of the hundreds of thousands of dollars of advertising being invested by the manufacturer, wholesaler or jobber."

"And when you are advertising in the daily or weekly newspaper don't forget to get a strong mailing list and personal, say what you have to say in a concise manner and then quit. But say it again and again by different methods until you have implanted in the mind of that person the desire to see what you really have."

"My closing message is 'advertise.' Tell your people what you have and sell them continually. It pays."

Living Costs Mount.

Steady increases in the cost of living and general unemployment are the conditions reported at the beginning of winter in practically every section of the United States. In a statement issued by the U. S. Department of Labor it is shown that between September 15 and October 15 the retail prices of food in twenty-six representative cities advanced from less than one-half of one per cent to 4 per cent. This was a continuation of the previous upward trend.

Along with the rise in the cost of food and supplies for the household there was an increase in the prices of clothing and fabrics of silk, cotton and wool. The price of overcoatings is 21 per cent above the quotations of 1922. A \$3 fabric, it is announced from New York, has been raised to \$4 in the preliminary showings of materials for 1923. Dealers are attributing the increase to the higher cost of wool.

The report of the Department of Labor told of increases in the prices of men's and women's clothing of all materials and qualities. The New York Journal of Commerce, in a review of various markets, says:

"Rising prices continue in primary dry goods markets. The demand for cotton goods was stimulated by a sharp advance in raw cotton. Sheetings, print cloths, and combed yarn goods in the gray are higher. Wool goods are firm and rising. Silk goods have been showing advances and sales are steady."

Meat dealers in Philadelphia complain that the packers have created artificial conditions in that city to force prices to higher levels.

The cost of practically every material and commodity that was "protected" by the Fordney-McCumber profiteers' tariff law has mounted noticeably since its passage. The Cotton Textile Trust, the Wool Trust, the Beef Trust, the Steel Trust, and all the big monopolies which control basic commodities have apparently begun to turn their "protection" into big profits for themselves.

No reports of increases in wages have been issued by the Department of Labor, and there is no sign that the thousands of workers now out of employment are soon to be given work by the industries which, it was said, would be guaranteed prosperity by the enactment of the profiteers' tariff bill.

La Follette Will Be Boss.

Something like twenty-five of the men elected to the next House of Representatives by what are ordinarily Republican constituencies are regarded as progressive-radicals or radical-progressives—the exact shade of difference being left to determination by their alignments and performances.

Half the number of these political outlanders would be enough to jeopardize Republican control of the House and dash Republican hopes of success in 1924. It is well within their power to defy the leaders in Congress and the White House itself, and to

wreck the Republican party if they are ignored or spurned in the appointment of committee appointments.

For the most part, these radical-progressives or progressive-radicals—whichever they are—feel bound by ties of political allegiance or by identity of policies and program to Senator La Follette. This combination of formal alliance and sentimental attachment practically bestows on Senator La Follette the leadership of this group, which is numerically strong enough to constitute a balance of power between the Republicans and the Democrats. In the end, therefore, it will not be Senator Lodge or Senator Watson in the Senate, or Speaker Gillette or Representative Madden of Illinois, or any other Republican in either branch of Congress but Bob La Follette that will boss the job.

Communications

Editor of The Review:

Dear Sir: Are you aware of the fact that boys of school age, yes boys in the grades are able to purchase cigarettes and tobacco in New Ulm? Some people apparently have no scruples concerning the sale of these narcotics. The fact that a state law covering this offense exists does not seem to worry the offenders. It is high time that the people of this community take a stand against such behavior. Are we going to stand back and see these youths dull their minds and faculties for the profit of a few unscrupulous parties who think only of their own personal gain, and not of the moral uplift of the younger generation? Are our school boys going to become habitual smokers at the age of twelve or thirteen? It is needless for me to elaborate on the evils of youthful smoking. It is a recognized fact that the use of tobacco stunts the mental and physical growth of the minor. Schools throughout the country teach and caution their students concerning the premature use of these harmful narcotics. States throughout the Union have legislation concerning it. Our own state of Minnesota has a law to the effect that parties selling cigarettes and tobacco or strong drink to school children are subject to a fine of \$50 and imprisonment for 3 days. With such a law on the statute books are we as morally sound citizens going to allow such practices?

This community has always stood for the best interests of its boys and girls. I feel sure that you would not be willing to have your children open to such influences if you could help in a movement against it. I feel confident that the community at large will be heartily in accord with my views of this subject, and will lend their influence toward the abolishing of such practices.

Signed—A tax-payer.

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CHURCH BAZAAR OPENS TOMORROW

St. Mary's Parish Has Been Working Night and Day For Event.

Placing of windows in the new St. Mary's church and school on South Minnesota street has been going forward for the past week and everything will be in readiness tomorrow night for the opening of the big bazaar which the parish has been planning for several weeks. It will be held tomorrow evening, Saturday evening and Sunday afternoon and evening.

The bazaar will mark the first public use of the new St. Mary's church and school. There will be a number of booths presided over by pretty girls in costumes. Meals will be served cafeteria style with continuous service. Guessing contests will be conducted in which all may participate.

Plan Christmas Services. Along with installing the windows, plastering has proceeded in the new building, and the Rev. A. J. Losleben, pastor, announces that the first services will be held Christmas day. The building, however, will not be dedicated until its final completion next spring. At the time of the dedication Archbishop Austin Dowling is expected to come from St. Paul.

Public Is Thanked. Reverend Losleben declared that he wished to thank those in New Ulm and vicinity who have contributed in any way toward the construction of the new church and school. He asserted that the building marked a new era in the development of the South side which would be felt throughout the entire community.

Everybody is invited to attend the bazaar to which admission is free. Committees, appointed by Reverend Losleben, have been working tirelessly to make it a success and the public is assured that everything will be in readiness when the doors open tomorrow night.

Cyclamen are among the desirable house plants at this time of the year. They will last several weeks if kept in a cool room and some attention given to their watering.

SHIPSTEAD FIRST NON-REPUBLICAN IN SIXTY YEARS

Breaks Succession Record of G. O. P. Has Lead of 83,508.

Henrik Shipstead, Senator-elect from Minnesota, is not only the first Farmer-Labor Senator to sit in the United States Senate but he is one of the four men from Minnesota who have held senatorial seats that were not Republicans according to an article appearing in the McLeod County Republic.

Minnesota has had 18 senators, Shipstead makes the 19th to represent this state in that body.

First Senators Democrats.

The first two senators to be elected from Minnesota after its admission as a state were James Shields and Henry Rice, both Democrats. After the expiration of their terms, there was a long line of Republican Senators until the death of Senator C. K. Davis gave John Lind, then Governor, an opportunity to appoint Chas. A. Towne, a Democrat.

Mr. Towne's term was short however, because as soon as it convened, a Republican legislature elected Moses Clapp. Towne was appointed on Dec. 5, 1900 and he was superseded by Mr. Clapp on Jan. 23, 1901.

First Since 1863.

Outside of its first two senators, Minnesota has then had Republican representation in the upper house continuously except for 49 days while the Democrat Towne was Senator.

So it may well be said that Shipstead is the first man, since 1863 to serve in the senate from Minnesota who was not a Republican.

Shipstead's Lead 83,508.

Dr. Henrik Shipstead's plurality over Frank B. Kellogg for the United States Senate in the November election was 83,508, according to official figures tabulated in the office of the secretary of state and announced yesterday. Governor J. A. O. Preus had a plurality of 14,300 over Magnus Johnson, Farmer-Labor candidate.

Figures announced by Secretary of State Mike Holm follow:

United States Senate—Kellogg, Republican, 241,925; Shipstead, Farmer-Labor, 325,366; Olsen, Democrat, 123,631. Shipstead's plurality, 83,508.

Governor—Preus, Republican, 309,748; Johnson, Farmer-Labor, 295,448; Indrehus, Democrat, 79,899. Preus' plurality, 14,300.

Lieutenant Governor—Collins, Republican, 323,192; Siegler, Farmer-Labor, 269,387; Bryan, Democrat, 72,430. Collins' plurality, 53,805.

Secretary of State—Holm, Republican, 348,529; Stageberg, Farmer-Labor, 247,728; Swanson, Democrat, 66,612. Holm's plurality, 100,801.

State Auditor—Chase, Republican, 315,080; Deming, Farmer-Labor, 253,884; Casey, Democrat, 80,018. Chase's plurality, 61,196.

State Treasurer—Rines, Republican, 339,882; Keyes, Farmer-Labor, 294,102. Rines' majority, 45,720.

Attorney General—Hilton, Republican, 319,520; Smelker, Farmer-Labor, 264,687; Doran, Democrat, 72,157. Hilton's plurality, 84,833.

Railroad and Warehouse Commissioner—Bowen, Republican, 290,088; Royster, Farmer-Labor, 270,222; North, Democrat, 75,023. Bowen's plurality, 19,886.

Clerk of the Supreme Court—Kaercher, Republican, 292,162; Van Lear, Farmer-Labor, 273,514; Hebl, Democrat, 74,284. Kaercher's plurality, 18,648.

Justice of the Supreme Court—Quinn, 295,552; Anderson, 274,288. Quinn's majority, 21,284.

Rural Credits Amendment—For, 534,275; against, 73,914.

Occupational Tax Amendment—For, 478,726; against, 91,005.

Official totals for all counties in the Eighth congressional district give Larson, Republican, 32,420 and Cars, Democrat, 28,757, Larson's majority being 3,663.

HEAVY SNOW AT HURON

The fall of snow at Huron, S. D., was so heavy last week that residents were forced to spend considerable time shoveling off sidewalks, Gus Ludtka reported upon his arrival in New Ulm Friday evening for a short visit with friends. Mr. Ludtka was a former resident of Brown county but has made his home at Huron for many years.

Stationery

The next time you are in this store ask one of the clerks to show you the Stationery Line. You will be agreeably surprised when you hear the low price and see the high quality.

That's why, those who know, buy it at the

Wonder Store

Holiday opening Dec. 1st and 2nd.

Dr. B. Soros of St. Paul was a guest at the home of Dr. and Mrs. C. W. Miller on Friday. Mr. and Mrs. Fremont Schmidt and family of Springfield were also guests at the Miller home that day.

Frank Mans residing in Belgrade township passed away last week, after suffering for a number of years with Bright's disease. Mrs. John Schaefer of this city attended the funeral. She is a sister of Mrs. Mans.

EIBNER'S

Home Made Chocolates

"A Decided Hit"

A beautiful display of Home Made Chocolates is attracting the Candy-hungry to our store.

Remember everybody likes Candy.

Isn't there someone you want to make happy?

Don't disappoint them.

W. Eibner & Sons

Phone 128

New Ulm, :: :: Minnesota

Special Blanket Sale

TO MEET WINTER'S COAL SHORTAGE



The coal shortage—the papers are full of such talk—and it is more than talk. It is a fact. No matter what else happens, there is a coal shortage, and it looks as though it would last the greater part of the winter.

Well, if you cannot get coal, you can get Blankets.

Get them now! There may be a shortage of Blankets—though it is possible, owing to the enormous demand caused by the coal shortage and wool is advancing in price—so naturally Blankets will have to advance also, sooner or later.

The Blankets we are offering were contracted for when wool was at rock bottom—the lowest price in many years. In addition to this, we are selling them at a close price, which means values that are really extraordinary.

Heavy-weight Wool Finish Blankets, 66x76, in plain colors and plaid Special

\$2.95

Heavier quality Wool Finish Blanket, 66x76, plain colors and plaids, light and dark, \$6.00 value, at

\$3.95!

Wool and Cotton Mixed Blankets, 66x76 and 70x80, \$7.00 and \$8.00 values, Special

\$4.95 and \$5.95

All-Wool Blankets, 70 x80 and 66x76, in a full line of colors and plaids, \$9.00 to \$10.00 values, Special this week,

\$6.95

We also have a complete line of Sheet Blankets and Crib Blankets, single and double, in white and colors, at from

49c to \$2.49

The Bee Hive

J. A. OCHS & SON, Prop.

New Ulm, Minnesota

The Busiest Store in Town. There Must Be a Good Reason Why