

ESTABLISHED 1868

H. MOSENTHAL & SON, INC.

INSURANCE BROKERS

ONE CEDAR STREET

NEW YORK

February 1st, 1936

WALTER J. MOSENTHAL, PRESIDENT
THOMAS M. SWEENEY, VICE PRESIDENT
THOMAS W. SWEENEY, SECRETARY
CLAUDE E. STEARNS, TREASURER

Tel. BLeekman 3-5600

CONSULTANTS
MAXIMUM SAFETY AND MINIMUM COST
CONSTRUCTION AND MAINTENANCE
INSTALLATION AUTOMATIC SPRINKLERS

Cable "Mosenthal"

Log of the S. S. Fellowship:

It is indeed a pleasure to send you under separate cover, the roster of the crew up to the time I sent the copy to Harvey Humphrey out in Los Angeles - and I want to publicly thank Harvey for this fine contribution on his part. Making up this roster and running off the lists is no small job and we all owe Harvey our debt of gratitude for his work.

Now if you fellows will add from time to time the new men who came in since the list was made up, you will have it always complete. Right now you can add John O. Jenkins, 602 Main St. Newton, Kansas, and Wm. D. Becker, 408 Louisville Trust Bldg., Louisville, Ky.

Also I wish to have all of you know the newcomers since last log:

Dr. V. L. Overstreet, 203 Howard Bldg., Arkansas City, Kansas, and Paul H. Paulsen, 617 Brumder Bldg., Milwaukee. These two gentlemen are welcomed to the crew. It seems Ivan Gillette did his effective missionary work in getting Dr. Overstreet to hit the sawdust trail and Paulsen said my invitation to join the crew of last July had gotten in some files and just came to his attention. We'll hear more of these men, I'm sure, in the months to come.

Geo. Bray, of our contemporary sheet "The Young Executive" sends us orchids - says the mention about this new magazine of the USJC in last Log has produced a number of subscriptions. I'm glad of that, George, and if we were selling advertising space, we'd send you a bill. While George was here in St. Louis, I showed him the editorial "Opinions of Youth" contained in the magazine of the Sheffield, Eng. C.ofC. which Bill Ibberson so kindly sends me, and he thought so much of it he is reprinting it in the next issue of the Young Executive. Thanks has to go way to Sheffield, England, instead of to me, George, and Bill Ibberson, I pass the flowers to you. Incidentally the article is worth reading as it shows how the JC movement has progressed in the British Empire.

Quite a lot of our crew hit the headlines and front pages of the papers. As Will Rogers would say, All I know is what I read in the newspapers and I see by the Associated Press report of the convention of American Bacteriologist Society that one Dr. Don C. Lyons, one of our crew, was given quite a bit of space. Under the headline "LIQUOR DRINKERS WARNED" it says:

"Dr. Don Lyons warned that trench mouth, a common disease among soldiers during the war is increasing rapidly among the American drinking public. The spread of this disease was attributed to lack of care in properly cleansing cocktail, highball, and beer glasses" and so on. Quite an article. A word to the wise evidently is that if you indulge in any of these indoor sports, better see that the glasses are sterilized.

And Harry Krusz according to an article in the newspaper is a magnet for Conventions and is drawing a lot of them to Tulsa. The article said that 65 conventions had been booked for this year already. They run the whole gamut from Cosmeticians to Milk Dealers. Harry isn't drawing the line on any of them, and even has a Real Estate Convention booked. That's fine, Harry, keep up the good work.

And who should we see as Chairman of the Parade at the Pasadena Tournament of Roses none other than our mate L. K. Loishman. This is a stupendous job and from what I understand the parade this year was the best ever. We have to congratulate you, Lay, on this fine work. I hope that in time all of us in the crew can witness this beautiful spectacle. My wife says that it is her ambition to spend some New Years Day at Pasadena just to see it and I hope it will fall to my lot to bring this to pass.

I was pleased, too, to get a card from Bob Hall saying he was in Washington and had dropped in on Linton Collins. This is the kind of report that makes me glad that the Log is keeping up old friendships and creating new ones. I hope all of you will follow Bob's habit of seeing members of the crew in the cities visit. Bob, fortunately, has the opportunity of visiting more than any others and I'm glad he takes time out to make these little visits.

We were happy to have at our house the other evening, Fred Winsor, who was a National Treasurer way back in the old days when money wasn't so plentiful. Fred is a member of the crew and travels for the Outdoor Advertising Co. I told him to visit the members of the crew in the territory he covers and hope he will drop in on those of you who happen to be in that part of the country. You'll like Fred.

While Dick West was here in St. Louis recently, he asked Andy Mungonast and I to meet him as we had been appointed by President Whitfield on the Henry Giessonbier Memorial Committee. We discussed the most practical way in which we could express our appreciation to the family of this Founder of the JC movement. We concluded that the most far reaching good we could do would be to create and administer a Fund to be accumulated through the next few years for the education of Henry's two children. We have a plan to submit at the Memphis reunion of making the annual dues of the crew \$2.00 a year instead of \$1.00 and use the other dollar to build up the fund. I told them that all the dollars that came in this year had been put away in the Bank and that I hadn't touched them except for a proper floral piece for Henry's funeral, and that I would be glad to start the Fund with \$100.00 which is left in the account. This was accepted, and the \$100.00 is now vested in the names of Andy and Dick and I as Trustees for this Fund and is invested in one full-paid income share in our Federal Savings & Loan Ass'n. where it is earning 5% a year. From this nucleus, we hope will grow a fund large enough to take care of the education of these youngsters. We felt that if Henry had lived, it would have been his ambition to educate them well. As he didn't live to do this we believe we should be a sort of "Daddy Long-Legs" to them.

Andy, Dick and I will appreciate your views on this. Let us know what you think of the plan.

Speaking of what we read in the newspapers, it seems that according to Herb McCulla, Editor Lawrence of the Lincoln "Star" wrote quite a lengthy editorial on our now famous George Olmsted, the Young Republican. George seems to hit the front pages quite regularly.

We were glad to receive the announcement "A New Year - A New Firm" announcing the establishment of "a new and completely modern plant for the production of distinctive printing" - the "Business Printers, Inc. of 530 W. 6th St., Los Angeles, Harvey Humphrey, President". We certainly wish you every success, Harvey, you and your partners. You deserve it.

The letterheads this time are by Thomas W. Sweeney - a good New Yorker who knows there is a lot of country west of the Hudson River. He was in St. Louis recently and I enjoyed meeting him again. He's a good scout. I just noticed the watermark of his letterheads - put it to the light - you'll see it is watermarked "Wall Street Linen" - it must be good.

Just as I got down this far writing this Log came a welcome letter from Royal R. Irwin who sends in the dollar for membership of John A. Wilson, more affectionately known as Jack, who was the second President of the Denver JC and a VP of the USJC under Court Otis. He is Vice-President of the Bohm-Allen Jewelry Co. the leading jewelers of Denver. Royal says of Jack, "He has through sheer stubbornness and a strong heart coupled with his inherent good nature, stood up under a lengthy and arduous period of sickness which necessitated a great many severe operations. Notwithstanding the fact that Jack has had to wear bandages about his head for over a year, he has whenever possible continued to take an active part in civic affairs. We all hope his recovery will be rapid." We do, too, Jack and we welcome you to the crew. And thanks to you, Royal, for your good work.

Thinking about this case, and in closing, I'd like to repeat a reading given on the Youth Program sometime ago. It typifies the men in the crew -

The world has room for the manly man, with
the spirit of manly cheer;
The world delights in the man who smiles
when his eyes keep back the tear;
It loves the man who, when things are
wrong can take his place and stand
With his face to the fight and his eyes to the
light and toil with a willing hand.

The manly man is the country's need, the
moment's need forsooth,
With a heart that beats to the pulsing troop
of the liliad leagues of truth;
The world is his and it waits for him, and
it leaps to hear the ring
Of the blow he strikes and the wheels he
turns and hammers he dares to swing.

It likes the forward look on his face,
the poise of his noble head,
And the onward lunge of his tireless will,
and the sweep of his dauntless tread
Hurrah for the manly man who comes with
sunlight on his face
And the strength to do and the will to dare
and the courage to find his place."

In my knowledge of many men of the crew, knowing the cares and trials they have had and overcome, this reading appealed to me as a description of you all.

Sincerely,

John R. Humphrey
Keeper of the Log.

COMMUNITY FEDERAL SAVINGS & LOAN ASSOCIATION

MEMBER FEDERAL HOME LOAN BANK SYSTEM

SHARES INSURED BY

FEDERAL SAVINGS AND LOAN INSURANCE CORPORATION

8854 ST. CHARLES ROAD

February 24, 1936.

OVERLAND, MO.

P U S H

Round and round this little PUSH goes,
But when it comes out nobody knows!

OFFICERS AND DIRECTORS

PRESIDENT

HUGO F. BUDER
PRES. RITENOUR BOARD OF EDUCATION
VICE-PRES. TITLE INSURANCE CORP.

1ST VICE-PRESIDENT

WALTER H. BRANNEY
C. C. BRANNEY & SONS MERC. CO.
VICE-PRES. ST. JOHN'S COMMUNITY BANK

2ND VICE-PRESIDENT

JUDGE A. EVAN HUGHES
JUDGE PROBATE COURT

TREASURER

WILL ABRAM
WILL ABRAM BRICKLAYING CO.

COUNSEL

ROBT. F. STANTON
ATTORNEY AT LAW

SECRETARY

JOHN H. ARMBRUSTER

CHRIS. MEYER
SUPT. ALTON BRICK CO.
CREVE COEUR, MO.

GUSTAVE R. BAUMANN
BAUMANN BROS. UNDERTAKING CO.

WALTER F. ROCKLAGE
MANAGER KROGER STORE

A. J. LAGER
PROP. LAGER BAKERY

JOHN J. CROSBY
PROP. CROSBY FILLING STATION

AUGUST EVES
ENGINEER

HARRY C. MUMMERT
CONTRACTOR AND BUILDER
DIRECTOR ST. JOHN'S COMMUNITY BANK

WM. LABAGGE
VICE-PRES. JOHN H. ARMBRUSTER & CO

FRANK MEIER
REHARD CARPET & LINOLEUM CO.

"Freedom of the press" is a device invented so that publishers can say what they please when they please. Although we are careful to hurt everybody's feelings, we are more interested at the moment in the latter privilege. If considered a monthly periodical, this issue is quite late. But we are exercising our prerogative by keeping secret the reasons for it.

However, to partially compensate, this issue brings to our many esteemed readers, without extra cost, the most amazing achievement of its kind ever attempted in the history of American journalism - original photographic illustrations reproduced without the aid of half-tone, line cut, or other intermediary process.

This unparalleled innovation comes to you through the courtesy of that great artist-photographer, Sid Ashen-Brenner (enough hyphens?), custodian of the old Junior Chamber album. Sid will supply these pictures as needed in each issue until all four hundred in the album will have appeared. They will be doubly interesting because they were all taken in 1922 to 1924.

We have Sid to thank for the further suggestion that each of us obtain a small album, remove each picture as it appears and assemble them into a collection of our own that will be a miniature of the big J. C. Album. They are gummed on the back, with only one edge attached to this sheet.

Last Wednesday, Feb. 19, Howard Davidson of Chicago, former luminary of the St. Louis J. C. and ex-vice president of the national organization, blew into town hungry. So John Armbruster and Ed Palmer hurriedly assembled as many of the faithful as they could by phone, so we could help Howie eat dinner at the Marion DeVeaux Kingsway. Others present besides those four were: Forder Buckley, Bill Hoeflin, "Pop" Allison, Lou Leverington, Gordon (Doc) Felton, now of Minneapolis, Sam Withall, Andy Mungenast, Sherman C. Humason, Sid Ashen-Brenner, George Johnson, George Fishwick, and Chas. Cooley. Tardy - Mick Payne.

CHARTERED AND SUPERVISED BY



THE UNITED STATES GOVERNMENT

The affair was a small edition of our annual gathering during Thanksgiving week - much hilarity, everyone making his first speech, and much heckling. John Armbruster wielded the toastmaster's gavel. Howie told us of his advertising work with "Better Homes and Gardens," one of the Meredith Publishing Company's magazines. But most of all he told of the pleasure and satisfaction of visiting his old-time friends in St. Louis. It was "swell" to see you too, Howie!

It was the first time some of us had met Sherm Humason, the executive secretary of the U. S. Junior Chamber of Commerce. We found him such a pleasant fellow that we will have to get better acquainted with the new quarters of the national organization in the Mayfair Hotel, the now permanent seat of government.

Andy Mungenast sketched briefly the work of the St. Louis J. C. to establish a permanent marker or memorial here in honor of Henry Giessenbier, the founder of both the St. Louis and the U. S. Junior Chambers of Commerce, to mark the birthplace of this great movement. Those present showed such a lively interest toward taking part in this work that a committee was formed to interest and solicit all past members of the St. Louis J. C. in contributing to the necessary fund. The committee, which will cooperate with the present Junior Division, consists of: George Johnson, chairman, Ray Mills, Sam Withall, George Fishwick, and Chas. Cooley. While plans are not yet completed, you may send your contribution to Geo. F. Johnson, 4 North 8th St., St. Louis. What form the memorial will take will depend of course upon the size of the fund.



HENRY
GIESSENBIER

It would be interesting to touch briefly upon the inspiring career of Henry Giessenbier, who died last November 7 at the age of 43. With only a grammar school education, he became a clerk at the old International Bank at the age of 14. He changed to the Scruggs Bank in 1916, becoming assistant cashier and then cashier. Always with a flair for improvement he early organized city-wide dancing clubs into a Federation of Dancing Clubs. Out of this grew the Young Men's Progressive Civic Assn., under Henry's guiding hand, with him as its first president. This later became the Junior Citizens and then the Junior Chamber of Commerce. His passion for wider and more worthy horizons led to the formation of the United States Junior Chamber of Commerce, again with Henry as the first president, and for the rest of his life honorary vice-president. This organization now has member bodies in more than a hundred cities throughout the U. S. and several foreign countries. When appointed cashier of Scruggs Bank at 27 he was the youngest man in the city to hold such a position. At the time of the war the Junior Citizens, in a body under Henry's leadership, formed the nucleus of L Company, 5th Missouri Infantry, later becoming part of the 138th Infantry. Henry served throughout the war as a sergeant. Many of us have the pleasure of knowing his wife, Leona, and their two children, Dorothy, 12, and Henry, 8. Those of us who know Henry best think of him not from the standpoint of his great accomplishments so much as we think of a man and friend who lived the kind of a life that many folks like to preach about. Henry never preached, he just set the example. And that's what made him a great man.



DWIGHT

DAMON

DONALD

MARSHALL

St. Louis has enriched many cities by sending them some of her ablest sons. Two of the latest to leave are Dwight and Donald Holmes. Inasmuch as two other brothers, old time members, left also, we'll introduce the whole tribe. They are literally scattered to the four winds. Dwight's eleven years with

the Better Business Bureau here, mostly as manager of the financial department, fitted him to be snatched away by Omaha to manage their recently organized Bureau. He left last month with his wife (Ruth to us) and their five (count 'em) children. Dwight was one of the early secretaries of the J. C. Before that he worked at Purina Mills.

Donald, who also left last month, was enticed away by the Cellulose Converting Co., of Philadelphia, which we understand to be a cellophane business or sompin. For the last six years Don was engaged in sales promotion work for Orchard Paper Co., and for eleven years before that with Continental Paper & Bag Mills. His two boys, Don, Jr., 5, and David, 3½, will probably grow up to be Philadelphia lawyers.

Marshall, whom no girl has yet overtaken (look out! Leap Year!), moved to Boston about a year and a half ago, as many of us know. He owns and operates the Rapid Page Finder Co., engaged in equipping reference books with the new, rapid page finding index. Marshall invented this system and the machine that does the work, I believe. We remember Marshall best for his tireless work in behalf of the Hiking Club and other outdoor activities of the old J. C. Before organizing his present company he was with the American Bed Co. for some years.

Damon, who wasn't active enough in the organization for many of us to know well, is a fine fellow who is now travelling Missouri territory for Miller-Bryant-Pierce Co., typwriting supplies. While this is his headquarters, he sees St. Louis and his wife only a few times a year. He joined this company last fall, formerly representing Shaw-Walker and, before that, Continental Paper & Bag Mills. We heartily congratulate these four brothers on their progress. We miss them a lot but know they all have the stuff to make real names for themselves in their chosen fields. How about writing to us, Holmessssssssss?



CLARK RYAN

In this corner, ladies and gentlemen, you have the latest victim to succumb to the wiles of the fair sex. Clark Ryan contributed much liveliness to old J. C. circles, but he is at this very moment lost on a honeymoon to Biloxi and other Gulf Coast points. He was married on Feb. 15 to Miss Corrinne Goodwin, daughter of Mr. and Mrs. John M. Goodwin. Mr. Goodwin is a member of Goodwin, Ferris & Richardson, attorneys. For many years Clark had the agency here for the Pittsburgh Water Heater Co. He is now with the Ansell Amusement Co., managing the new Varsity Theater in University City. And it's a swell jernt

in case you haven't been in it. Congratulations on your latest successes, Clark! And Health and Happiness and lots of things!

We long wondered what happened to Herman Pistor, when Lo and behold! we got a letter from him from Dallas, saying, in part, "I have been in Dallas with the Texas & Pacific Railway since 1928. During the first four or five years I visited St. Louis frequently and sometimes saw members of the old J. C. During the last several years my duties have kept me largely in the office. I may be in St. Louis next week and may see you. In the meantime, don't forget the Texas Centennial will be held here this year and that I shall be happy to see any of the old J. C. members who may visit the exposition." Sure enough! The next week he dropped into my office and we had a happy though all-too-brief two-man reunion. But he has promised to come back again.

In January I saw a copy of the Tulsa Tribune which stated, in a headline clear across the page, "65 Conventions Already Booked for Tulsa This Year." Looks like Harry Krusz is really stirring up the old town. The article that followed was largely Harry's annual report. As most of us know he is conventions manager for the Tulsa Chamber of Commerce. The Tulsa World, in an editorial lauding the good work of the local chamber, said specifically, "In the matter of conventions alone the chamber is doing a fine job, one of direct interest to all our people." Of course, we told you so! When Harry went there we know he would do that kind of a job. (Tulsa has a now three-minute goodby kiss ordinance. Wonder if that's more of Harry's influence?)

In addition to his many duties as head of the real estate firm of John H. Armbruster & Co. and editor of "The Log," John also manages the Community Federal Savings & Loan Assn. of Overland, and we are indebted to him for the letterheads for this issue. It is also very interesting to know that this association, organized by John just two years ago, has passed the \$500,000 mark in deposits (or subscriptions) and that it has paid a 5% dividend each year. Organized under Federal laws, individual deposits up to \$5,000 are guaranteed by the government (There'll be a small fee for that good ad, John.)

I received some very thoughtful and deeply appreciated letters from Harry Schaeffer, Les Goebbels, Tom Cole, Garvey Lyons and Les Mahl, which (shall we say?) modesty forbids reprinting because they were too, ah-h-- complimentary toward this little effort of PUSH.

Joe Burger, sometimes known as the president of South Side Chevrolet Co., recently took a little vacation, with Mrs. Burger, out where the West ends, in Arizona and California, leaving the four (count 'em) children at home. Anyone who knows how hard Joe works knows he deserves a little rest. He reports a marvelous time, except that what they substitute for drinking water in Phoenix almost ruined his vacation.

Bulletin on Bill Gentry: on one of the worst of the Admiral Byrd days I picked Bill up prowling around the Delmar Loop and brought him down to his office. He looks fine, is improving steadily, although he does not yet go to the office every day. It's been a long siege, but Bill's too ornery to give up.

Please, everybody, tell me what's happening, no matter how trivial. Send the news if you have to make it up, because I have collected most of this by accident.

'Till next time, sincerely,
CHAS. F. COOLEY, Jr.