

# \$25 Buys Men's New Fall BLUE SERGE SUITS

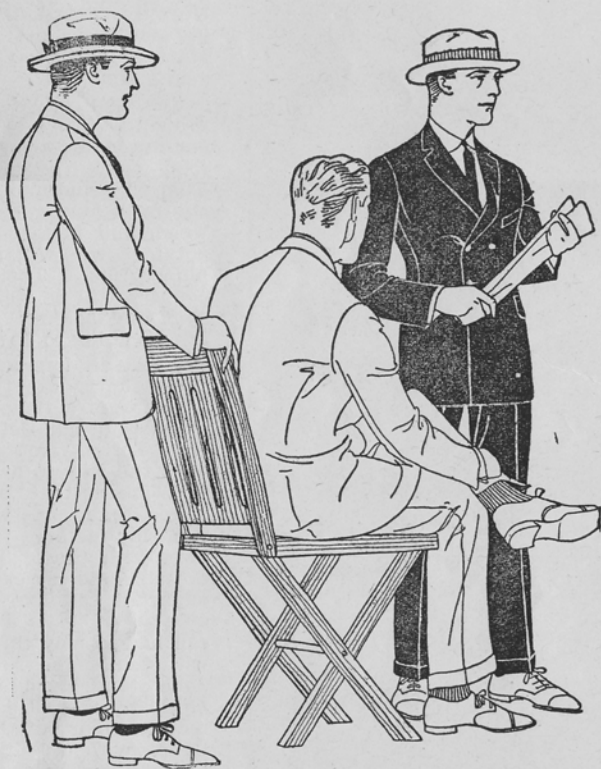
In values that surpass anything shown in new Fall styles.

We're merchandising the modern way, giving you real goods for your money.

These are new Fall Suits; accredited styles; fresh, crisp goods just in from the makers. Desirable in every way.

**With Lauerman Brothers' Good-as-gold,  
Money - back - if - not-satisfied Guarantee**

These Suits are made of medium weight, all-wool, blue serge. The details of finish and good looking style lines are of the character men like.



Styles for men of conservative tastes—three-button sack coats, full lined with good quality serge, vent back; a splendid Suit for dress-up or business wear.

Styles for young men, who say, "Make it snappy,"—two-button, double breasted models, half lined, vent back.

These are really wonderful bargains.

Send us your order as instructed below or come to our store and make your own selection.

## IF YOU ORDER BY MAIL:

First—Remember we guarantee your money back if not satisfied.

Second—Tell us whether two or three button style is wanted.

Third—Send chest measure, taken over vest with tape moderately tight under arm-pits.

Fourth—Give waist measure over trousers at waist line.

Fifth—Give inside leg measure, holding tape in crotch and extend to heel.

Sixth—Give your weight and height.

We guarantee satisfaction or your money back immediately and cheerfully.

# Lauerman Brothers Co.,

MARINETTE, WISCONSIN

(PUBLISHER'S NOTE—The reliability of this advertisement is hereby guaranteed by the publisher of CLOVERLAND MAGAZINE.)

# The 1921 Meeting of the U. P. Development Bureau

By L. D. TUCKER

AND Cloverland comes up smiling!

It was a sad blow to the doleful pessimist—this conference of Upper Michigan boosters. We had read and heard so much "hard time" propaganda that we were actually beginning to believe it; we had been so persistently pursued on every hand by the black-frocked gloom peddler that we were half "sold" on his proposition; we got it from the butcher, the grocer, the milkman and the janitor; we walked, talked, ate and slept in the down-in-the-mouth atmosphere until a smile seemed a daring enterprise.

And just when our friend the pessimist was preparing to set foot on the peak of his long-faced career, along comes this Development Bureau business and shatters his dream to a thousand bits.

It was generally agreed, by the hundred or more delegates, representing practically every industry now in operation throughout Cloverland, that the annual meeting of the Upper Peninsula Development Bureau, held in Iron Mountain, Saturday, Aug. 6, was one of

Other officers were elected as follows:

First vice president, Howard Nadeau, Menominee.

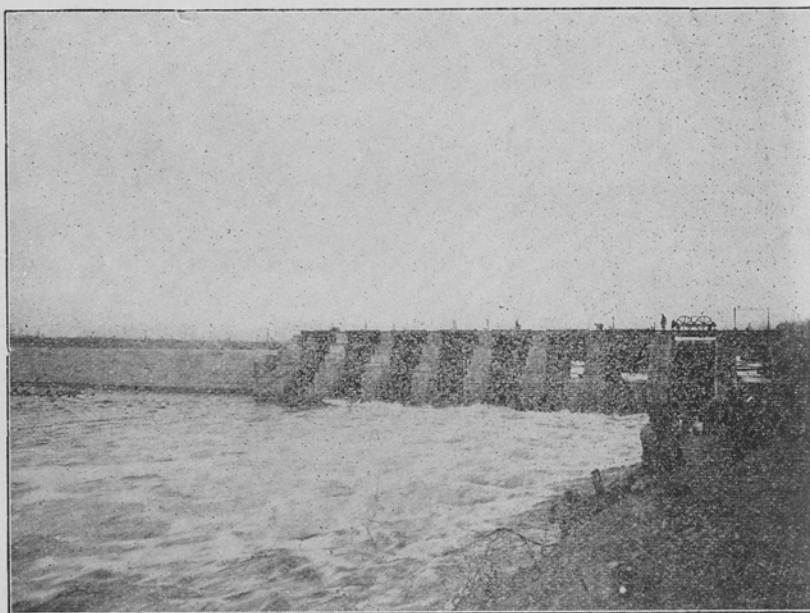
Second vice president, J. S. Jasberg, Hancock.

Treasurer, H. W. Reade, Escanaba.

Secretary-manager (temporary), J. A. Doelle, Marquette.

Probably one of the most important features of the session was the lengthy discussion relative to the future financing of the bureau. Heretofore the heaviest part of this task has fallen upon the secretary-manager, at a cost of considerable time and effort which might better be spent on strictly development work. During the past year the task has been particularly difficult, it was brought out, for the reason that, not only has the bulk of the work fallen upon the secretary-manager, but the temporary industrial depression has so effected the payment and the amounts of subscriptions that the bureau has not been able to meet all of its obligations, resulting in a deficit of approximately \$4,000 for the past fiscal year.

Group discussion emphasized the vi-



A Typical Cloverland Power Dam

the very few sun rays which have pierced the cloud of industrial depression throughout this section for the past year or more. It was not a superficial, exaggerated display of false hope and courage, but a spirited demonstration of genuine faith—faith in Upper Michigan, its vast natural resource, its wealth of natural beauty and its certain promise for the future. Faith, cooperation, effort and progress combined to sound the keynote, and those who participated left the session that day with a more steadfast conviction that the country is not going "haywire," but rather that Cloverland will see it through—that Cloverland will come up smiling.

Probably one of the most notable events of the session was the election of J. S. Weidman, lumberman and banker, of Trout Creek, to the presidency, succeeding M. J. Fox, lumberman, of Iron Mountain, who has served the bureau faithfully as its executive head during the past fiscal year. Mr. Weidman's selection followed a careful consideration of a number of Upper Michigan's most energetic citizens, and both the organization and Upper Michigan as well may feel justly proud in having secured so able an executive. Mr. Weidman's varied activities as lumberman, banker and all around "live wire" ably qualifies him for the task.

tal necessity of the bureau to Upper Michigan; the need for more available funds if the bureau is to function at top speed in the future, and the further necessity of a definite, energetic and workable financing program of such moneys are to be assured during the next few years. As the result of this discussion a special meeting of the board of directors will be held in Marquette on Aug. 27 to formulate definite plans for the future financing of the organization. A number of methods are under consideration at present.

## Secretary-Manager Resigns.

Another high-light of the conference was the official resignation of the secretary-manager, J. A. Doelle, who has so efficiently conducted the work of the bureau during the past two years. In his report, Mr. Doelle declared that he had already accepted a position with the State Agricultural Department at Lansing, which would bring him in close touch with the various development projects now existent throughout the entire state.

The announcement met with spirited objection, none the least coming from the newly elected president, Mr. Weidman, who declared that his acceptance was entirely contingent upon Mr. Doelle's reconsideration of the bureau secretaryship. After considerable discussion on this point, Mr. Doelle finally stated that, should his recommenda-

tions for an effective financing program be carried out, and if his status with the state board at Lansing could be adjusted without any confusion or detriment to that department of any kind, he would take the bureau proposition under careful consideration, and report at a later meeting.

#### The Talks.

The bureau's annual meeting opened with a short address by the retiring president, M. J. Fox. Mr. Fox reviewed the most important features of the bureau's work during the past year, and recommended a program for the ensuing fiscal year which would include such features as the tourist traffic, the deep waterway project and other important lines of endeavor.

The secretary-manager then read a lengthy report of the work of the bureau during the past year. Mr. Doelle first reviewed the financial situation, pointing out the difficulty under which he had been forced to work. Here, again, he urged a more adequate system of financing, and declared it essential if the bureau is to continue to operate effectively.

The secretary then commented upon the chief features of the bureau's activities, emphasizing such phases as the deep waterway project, the tourist traffic, the soil survey, agricultural experimental work, and roads, state and county park reserves, tourist camping sites, and other features which have commanded the bulk of the bureau's attention.

Mr. Doelle laid particular stress upon the tourist traffic as a community building feature. The annual inrush of summer visitors, and the money they leave in the region, he declared, should be looked upon as one of the greatest development features which the region boasts, and he urged that nothing be left undone to encourage that phase of the work.

The sheep and cattle situation, Mr. Doelle described as practically unchanged, for the reason that the present deplorable condition of the live stock market has blocked any appreciable move on the part of the western live stock operators. "We did not look for any great change in this situation," he said, "and are not at all disappointed that there has been none."

#### Gallup, on Agriculture.

E. E. Gallup, supervisor of agricultural education, State Board of Vocational Education, Lansing, discussed "The Michigan Farmer and the American Spirit," urging greater co-operation between the manufacturing and food-producing factions, toward an increased efficiency for both. Mr. Gallup made a strong appeal for the granting of a social sanction to the farmer, which would place the latter on a social level with the city worker, thus encouraging the farmer in his work and making farm life more attractive to the younger generation. The speaker also urged a more thorough agricultural education for the sons and daughters of the farmer, in order that the former may be fitted to carry on the work of their fathers, and that the slogan of "stay on the farm," rather than "back to the farm," may be maintained. "The one-third farmer population of today," Mr. Gallup declared, "should and must produce as much as the two-thirds farmer population of a decade ago, if the ratio of food-producer to food-consumer is to be maintained."

#### Afternoon Session.

Saturday afternoon's session opened with a short address by H. J. Gray, secretary-manager of the Michigan Tourist and Resort Association, with which the bureau has been associated for the past year, insofar as the latter's tourist department is concerned. Mr. Gray outlined the vast benefits of the tourist traffic to any section, and emphasized the particular advantages which such a traffic will bring to Cloverland.

"If we take care of this business as it should be taken care of," the speaker declared, "nothing can prevent its rapid growth." Mr. Gray has accomplished remarkable results through his work with the Tourist and Resort Association, and since the completion of the

arrangement with the Bureau last year, he has spent considerable time upon Upper Michigan's tourist campaign.

#### From the Shoulder.

Probably one of the most forceful and interesting talks of the day was given by A. P. Johnson, editor of the Grand Rapids News. Mr. Johnson may rightfully be called a genius of expression. His clear-cut, concise and meaningful statements created a profound impression. He began his talk with a simple lesson in geography: "Look at the map of the United States. Place the forefinger of your right hand into Lake Superior, your thumb into Lake Michigan; stick three fingers into the other three lakes. Imagine you are Atlas. Get a good hold on the shore lines. The grip you have on the world is Michigan."

"Nature has performed miracles in Michigan," the speaker continued. "The state lies in the center of what is geologically known as the Great Michigan basin, extending from Western Ontario to the Eastern shores of Wisconsin, sloping gently southward. In the early, fiery periods there was considerable argument between the natural forces as to what substance Michigan should be made of. The gaseous vapors, which then had things pretty much their own way, were finally driven into Indiana and Ohio, where they have thrived ever since, leaving Michigan the salt of the earth, most of the copper, and immense deposits of iron."

Mr. Johnson then continued with a snappy review of the natural resources of Michigan, and the various ways in which these resources have been utilized. Taking the average home as an example he pointed out the many articles in that home which are manufactured within the state—from the fly-paper on the kitchen table to the limousine at the front door.

The editor then emphasized the fact that what Michigan needs most today is advertising—advertising by its own people, whom, he declared, know less about their own home region than many outsiders. "We need an alarm clock in Michigan," he declared. "We need something to awaken us, and keep us awake. One great trouble with us in Michigan, we're too rich, and we don't know it. We're great, and we don't admit it. We need competition, to stir us up. We have drawn on the wealth of this state until we have become tired, and have gone to sleep on the job."

#### Takes Whack at Bureau.

"Pat" O'Brien, Iron County's intrepid editor, enlivened the day's session with a spirited whack at what he declared the bureau's policy of extensive advertising in the metropolitan dailies. The "attack" was a bit unlooked for, and, it later developed, somewhat unjustified, but it caused sufficient stir to "pep up" the meeting for the rest of the afternoon.

"Pat" first reviewed the consistent support which the bureau has received from the Upper Michigan press since the organization's inception. "The press in every county in Upper Michigan has been a most determining factor of the upbuilding of the Upper Peninsula," Mr. O'Brien declared. "Now then," he added, "has the work of the press always been recognized by those who should give it full credit?" Here the editor again emphasized the consistent service to the bureau by the press, and concluded with this statement: "On the other hand, what has the Upper Peninsula Development Bureau done for the press of the Upper Peninsula. I am not asking this question in a fault-finding manner, and I don't want any member of the Development Bureau to look at it from a criticizing standpoint."

Mr. O'Brien then pointed out what he inferred to be a flagrant instance of non-support of the Upper Michigan press by the Development Bureau, an incident growing out of the visit to this section, recently, of a representative of the Chicago Herald Examiner. It seems that the Examiner recently sent a man into Upper Michigan for the purpose of visiting the bureau and the land and lumber companies of Up-

(Continued on page 22)



*These companies were the first to bring cattle to cut-over lands, and carry on profitable and successful grazing in Cloverland.*

**WE** offer the western grazers their choice of 75,000 acres of cut-over lands in Cloverland; 25,000 in Northern Michigan; 50,000 in Florence and Forest Counties, Wisconsin.

Several ranches were selected and taken over last year by well-known western cattle and sheep men.

Write us for particulars or come and see these lands for yourselves.

**J.W. WELLS LUMBER CO.**  
MENOMINEE, MICH.

**GIRARD LUMBER CO.**

*J. W. Wells, President*

DUNBAR, WIS.

MENOMINEE, MICH.

## Centers of Trade

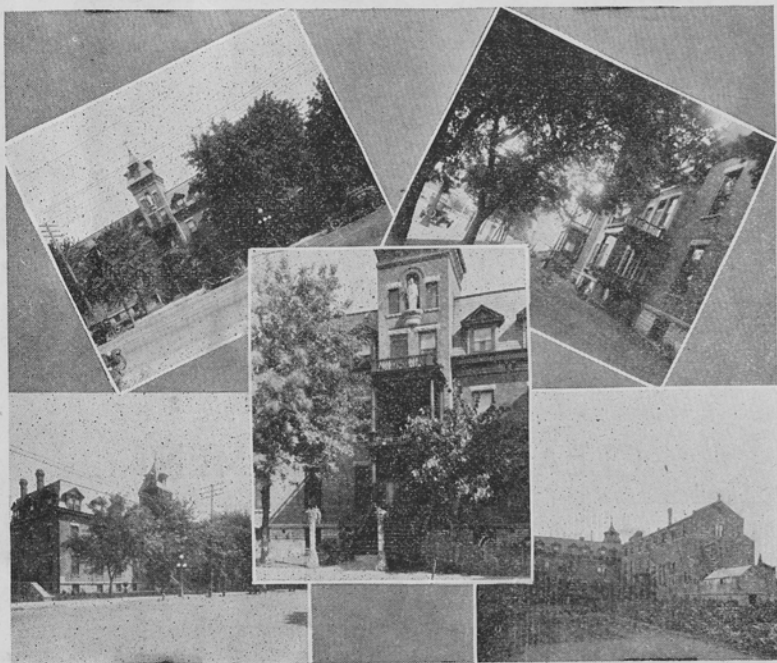


Green Bay's fur trade was greatly facilitated in 1793 when a horse and wheeled barge "portaged" cargoes between the Fox and Wisconsin Rivers, joining the Mississippi and the Great Lakes. New Orleans traders rowed up the Mississippi to barter at Prairie du Chien. After the Revolution, lake shore posts were established, among them Milwaukee. Roads were pushed into the interior; steamships and railroads followed, bringing trade that has been fostered to this day by institutions like the First Wisconsin.

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### FIRST WISCONSIN NATIONAL BANK Milwaukee

## St. Joseph's Hospital School for Nurses



This is a Catholic institution, but no young woman otherwise qualified for entrance will be debarred on account of other religious affiliation.

This school gives a thorough comprehensive three-year course.

Applicants must be between the ages of 19 and 30.

The minimum educational requirement is one year of High School work.

Applicants are admitted in March, June and September, and when vacancies occur pupils are admitted at any time.

Student-nurses are provided with board, room and laundry during the entire course. A month's cash allowance is given after the first three months.

### St. Joseph's Training School for Nurses MENOMINEE, MICHIGAN

## The Annual Bureau Meeting

(Continued from page 11)

per Michigan, in the interests of a farm-lands, advertising campaign. As a result of his visit the Herald-Examiner is now carrying in its Sunday editions a full-page advertisement, bearing the names of eight or nine prominent Upper Michigan land and lumber companies. Referring to this Mr. O'Brien declared, "the newspapers of the Upper Peninsula are loyal to the Development Bureau and will always remain so and will continue to boost for the Upper Peninsula, irrespective of what the Development Bureau does for them, but at the same time we believe that the Development Bureau, out of courtesy to an agency that always stands for the upbuilding and betterment of its community, no matter whether it is its home town, its county or the entire Upper Peninsula, should occasionally extend to them a little of that grease or sauce that many times goes to enrich the fellow across the line, who has nothing in common with our development or upbuilding."

It was clearly up to someone, directly connected with the bureau, to "come clean," and all eyes were naturally turned to J. A. Doelle, secretary-manager. Mr. Doelle smilingly acknowledged the "attack," and then declared: "Pat, there is a little misunderstanding here. The gentleman from the Examiner did visit me some time ago, and spent an evening with me—but he left without the bureau's sanction on his advertising proposition. The bureau had nothing whatever to do with the Examiner advertising scheme, and has given not a cent toward it. The companies whose names appear beneath that advertisement are responsible."

Whereupon, M. J. Fox, the bureau's retiring president, and a member of the firm of Von Platen-Fox, of Iron Mountain, rose and pronounced his own sentence—"guilty." "Gentlemen, the name of our firm appears on the list of Examiner advertisers. I believed I was doing the right thing in going into this plan, for the reason that I felt the Examiner could reach thousands of readers through its Sunday edition which our local papers could not, and you know we are eager to sell land. But—I am "guilty."

And that closed the incident.

#### Land Clearing.

L. F. Livingston, declared to be one of the most efficient and capable land-clearing experts in the middle-west, and who has recently been secured to supervise this work throughout Upper Michigan, gave a short but interesting review of results which have been achieved through an energetic land-clearing campaign in various other sections of the middle-west. Mr. Livingston explained the purpose and effect of organized land-clearing through the conduct of schools of instruction, and declared his intention of following out this plan in his Cloverland campaign. He urged that this feature be given the strictest attention by land and lumber companies desiring to immediately increase the value of their holdings, and offered his service and time to that end.

The speaker further outlined the provisions which the government has made to assist in the work, by turning over a large quantity of explosives, for use by the farmers, in clearing land. Such explosives, he declared, may be secured at a greatly reduced rate from the prevailing market prices.

#### Resolutions.

Following Mr. Livingston's talk, the president called upon Editor George Newett, of Ishpeming, chairman of the Resolutions Committee. Mr. Newett responded as follows:

"WHEREAS, the secretary-manager of the Upper Peninsula Development Bureau, Mr. John A. Doelle, has signified his decision to soon retire from the position he now holds, to accept other duties to which he has been chosen by the State of Michigan, and,

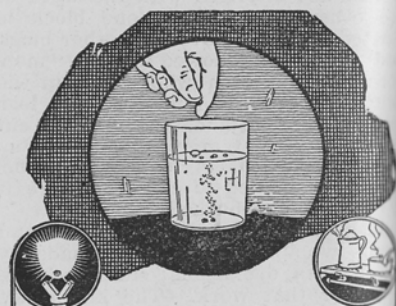
"WHEREAS, we recognize in Mr. Doelle an officer who has given to this

bureau exceptional service, be it hereby "RESOLVED, that this bureau extend to him its sincere appreciation of his ability, zeal and energy in the furtherance of the interests of this organization, with its kindest wishes for his continued success in his new work, which latter will still have an important bearing on the objects of this bureau;

"RESOLVED, that the bureau mourns the passing away of its former vice-president, Mr. Richard MacLean, that it shall always retain his memory as one of its most valuable treasures, and that expression of sympathy be tendered his family by this bureau,

"RESOLVED, that it is the sense of this meeting that the good work outlined by Mr. Doelle, and so well started by him, will be continued and perpetuated, and which our natural advantages warrant carrying on;

(Continued on page 26)



### "Crushed Stone" and water for cooking and lighting

THAT is Colt Carbide Lighting - and - Cooking reduced to its simplest terms. The Colt machine brings carbide (crushed stone) and water together, producing a marvelous gas.

This gas produces the hottest cooking - flame known; and a light that is seemingly a miniature sun.

The Colt Plant drops a handful of carbide intermittently into a self-contained tank of plain, ordinary water. The water releases the gas from the impregnated stone, and there you are!

You want to know what it costs and all about it. We'll tell you gladly, if you'll just send us your name and address on a postcard. Do that.

J. B. COLT COMPANY  
30 East 42d Street, New York

**COLT**  
TRADE MARK

CARBIDE LIGHTING-  
AND-COOKING PLANTS

C-4-21B

Everything In Banking

### SAULT SAVINGS BANK

Sault Ste. Marie, Michigan

Member Federal Reserve System