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## Nosey The Newsy Says . . .

Bloom Bros. Co., Minneapolis manufacturers of leather and cloth souvenir items, has leased the 20,000 square foot building at 675 Rhode Island Ave., Golden Valley, and has begun operations in the new location. The 54-year old firm has been located at 25 N. Second Street., Minneapolis, where it employed up to 100 persons. The added space will provide facilities for expansion and additional employment of about 10% of its previous personnel.

Minneapolis-Moline Co. has announced the addition of a full line of chain saws for use by loggers, farmers, contractors, and sportsmen. The saws were designed by Moline and will bear the Moline label, but for the present at least, will be manufactured by contract by other manufacturers. About half the chain saws sold are in the farm market, and the new line provides additional sales volume for Moline salesmen and distributors in that field.

John J. Ahern, son of the founder of Rap-in-Wax Co. of Minneapolis, has relinquished his position as president of that company to take the chairmanship of the board. P. M. Grieve who has occupied the positions of executive vice president and general manager has succeeded Ahern in the presidency.

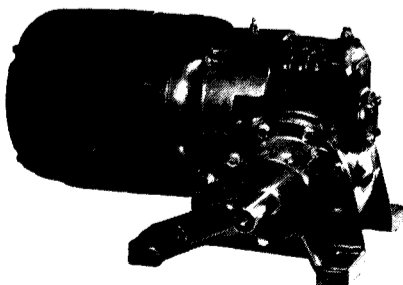
Scott motors are going abroad. McCulloch Corporation of California, which purchased control of Scott-Atwater Company of Minneapolis a few years ago, has announced the opening of a half million dollar manufacturing and assembly plant for Scott outboard motors and McCulloch chain saws, in Malines, Belgium. Parts for the motors and saws will be shipped from the United States plants.

Vincent N. Burnhart has been elected president of E. J. Longyear Co., veteran Minneapolis diamond drillers and manufacturers of drilling equipment. Burnhart, who has served as general manager and vice president since 1957, succeeds the late Donald M. Donaldson. Four new vice presidents elected at the board meeting are: Rudolph C. Gebhardt, vice president for mining; M. J. Gleason, contract drilling; Eugene Larson, marketing; and John F. Hoffmeister, for manufacturing.

Minnesota Mining & Mfg. Co. of St. Paul has announced the development of a thermoelectric generator to replace batteries used to power lights in buoys and other navigation aids. The generator converts propane fuel into electrical energy without any moving parts. The device is being studied by the U.S. Coast Guard for possible use by that department.

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## FARGO-MOORHEAD-HISTORIC GATEWAY OF THE NORTHWEST EMPIRE

Fargo, North Dakota, and Moorhead, Minnesota, twin capitals of the great hard wheat growing center of the world, were founded on practically the same day, by the same land development group, and for the same reasons.

Basically, the reason was the wonderful fertility of the Red River Valley, which was destined to be the basis for the success of two great railroads, and particularly the railroad empire of James J. Hill. Secondly, of course, was the fact that this was the particular point at which the Northern Pacific Railroad routed its Red River crossing.

Like most valuable new land developments, there was a stormy contest for the land rights of the townsites. A number of important stockholders of the road formed the Puget Sound Land Co., for the purpose of securing squatters rights to the land. Actual location of the crossing was not revealed and some deceptive moves were made to mislead other would-be settlers. In fact, the company had agents everywhere to try to mislead adventurers, in order to keep the most desirable tracts for these company officials and others who were in on the deal. A "Farmer Brown," in particular, was sent with three Scandinavian helpers to squat on the present site of Fargo. But Jacob Lowell, Jr., Henry S. Back, and Andrew McHench were suspicious of "Farmer Brown" and the moves made to deceive them, and they filed claims on the Southwest quarter of Section 18, Township 139, North Range 48 west, and became the first bonafide settlers of Fargo. "Farmer Brown" turned out to be G. G. Beardsley, a surveyor for Puget Sound. Other settlers rushed in following Lowell's filing, on July 1, 1871, and the Puget Sound people were almost pushed out. One reason for the boom in Fargo was that the land on the east side of the River, at Moorhead, had been acquired and was high priced. Otherwise, perhaps Moorhead would have become the principal city, rather than Fargo. The Puget Sound people, however, did not give up easily. They found that the Fargo settlers were on the Sisseton Indian Reservation, and brought action through the U.S. Deputy Marshall's office to evict the settlers. This was done with U.S. troops. But Lowell and his friends got Senators Ramsey and Windom of Minnesota to secure an order upholding their rights to the land, until July 25, 1873, when a treaty with the Indians released the land and the settlers were allowed to prove up their claims.

The city of Fargo was named after Hilliard G. Fargo, of Wells Fargo Express Co., which was making history in the West. He was a stockholder in the Great Northern Railroad. Moorehead was a partner with Jay Cooke in the investment company which was backing the Northern Pacific development of the region. So, the town on the east side of the river was named for him - misspelled, of course.

It was in August, 1874, that a farmer on a 40 acre tract on the Sheyenne River drove into Fargo with 1,600 bushels of hard wheat which he had raised on his small farm. Due to shortage of the European wheat crop that year, this wheat brought the unprecedented price of \$1.25 per bushel. This assured the financing of the St. Paul & Pacific Railroad which James J. Hill and his group were promoting and the success of the Canadian branch affiliated with it. The two became the Great Northern Railroad, and eventually, Hill acquired a considerable interest in Northern Pacific after that company became broke, due to financial panic and bad financial management. The region developed fast and with the rails providing adequate and

fast transportation of wheat to the Twin Cities and Duluth, those cities became milling and flour and wheat shipping centers of great importance. So, Fargo-Moorhead and the great Red River Valley played just as important a role in the development of Minneapolis and St. Paul and the entire Northwest, as did the great timber industry, which lasted only until about 1910, when it became almost extinct.

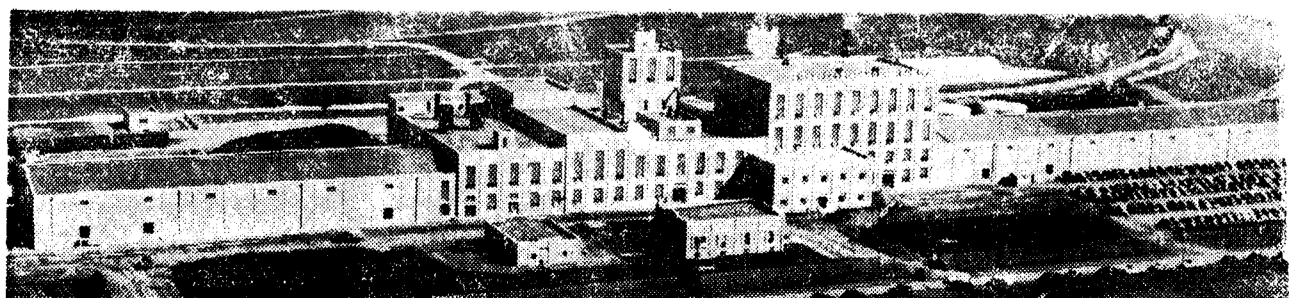
Fargo is now a city of about 50,000, with Moorhead gaining fast on it. In 1900 its population was only 9,589, which was just about the population of Moorhead in 1940. During the past twenty years, however, Moorhead's growth has been faster than Fargo's, and it is now about 25,000 and coming fast. The city, however, is still half a suburb of Fargo and half a city on its own. Moorhead has two colleges, Concordia, and Moorhead State College. It is developing and drawing new industries. The American Crystal Sugar Company has a huge beet processing plant on the north edge of the city. Other industries are: Min-Kota Mfg. Co., manufacturers of rock pickers, electric outboard motors, soldering equipment, torches, and aluminum combination storm and screen windows; Rasmussen Woodworking, kitchen cabinets, formica tops, bookcases, etc; Harry Simon & Sons, upholstered furniture; Wright Awning Co.; Kost Brothers, concrete products; Horvick Mfg. Co., electric hammermills; the million dollar Fairmont Creamery; and Moorhead Asgo Fertilizers. Moorhead has a million dollar hotel of seven stories, built in 1950, twin junior high schools at opposite sides of the town, a four-story, two million dollar hospital, a new modern bank building for the First National Bank, and a \$385,000 shopping development in downtown district.

An important railroad rate decision of 1925, rendered after a number of years of hard work and fighting by the Fargo Traffic Bureau, transformed Fargo into the most important distribution center for its size in the United States. Before this epochal decision was handed down by the Interstate Commerce Commission and the courts, Fargo was having trouble holding its industries and wholesale houses. The parking plant was up for sale for the price of the building material, and other companies were holding up or pulling out, due to the high and discriminatory freight rates. Prior to that time, freight rates on livestock, for example, were higher from Beach, North Dakota to West Fargo, than from Billings, Montana to South St. Paul. Interstate rates on all goods were 20% to 65% higher than similar rates in Minnesota, Nebraska, Iowa, or Wisconsin. No jobber, or industry could compete in Fargo with those points. Within 30 days after the new rates were ordered, Armour & Company bought the abandoned packing plant and West Fargo rapidly became one of the dozen largest meat packing and livestock handling centers in the country.

Although hard wheat is still king in the Red River Valley, diversified farming has cut down the predominance of wheat as a crop for the region. Moorhead, for instance, is a great potato distribution center. About 40,000 acres of potatoes are grown in Clay County, of which it is the seat, with an average yield of about 100 bushels to the acre. Seventy-five percent of this crop is sold in the Southwest for seed.

Fargo is the largest city and has the largest newspaper in North Dakota, the famous Fargo Forum. It has four radio stations and two TV stations, 30 hotels, and 10 motels, all of which it needs for the great number of conventions held in the city. A

(Continued on next page)



AMERICAN CRYSTAL SUGAR PLANT AT MOORHEAD

**Fargo-Moorhead** (Continued from page 1)

large auditorium downtown provides facilities for meetings and product displays for such conventions. It has an outstanding park system and an 18 hole golf course, 10 concrete tennis courts, a roller skating rink, a large outdoor swimming pool, 41 softball fields, 7 hardball fields, 11 lighted ice skating rinks, 12 lighted horseshoe courts, archery, and canoeing. The town enthusiastically supports the Fargo-Moorhead baseball Twins, which frequently wins the Northern League pennant. Fargo has a commission form of government and a low property tax rate, considering the exceptional city services and facilities. The North Dakota Agricultural college is located in Fargo and there are a number of fine trade schools. It is also the location of the home offices of several insurance companies. Fargo, together with its smaller but up and coming sister city, Moorhead, is quite a city for its size.

Fargo has fine recreation facilities.



**Steam from the... Baldwin Sales Room**

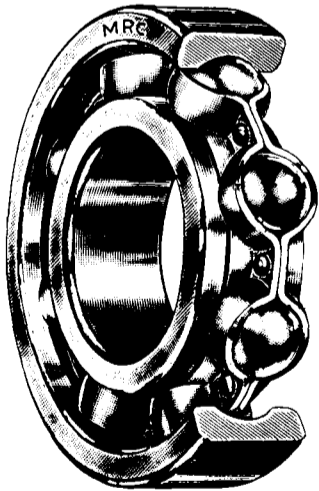
By Dennis Henderson  
Salesman Editor of the Month

Well, it's my turn again. Since I can't think of anything better to write about, I guess I'd better stick to my last - automation. It's an inexhaustible subject but of course, I don't know all about it. But I'm reminded of the boss who went out on the receiving dock one day to see what was going on and he noticed one pretty husky lad who didn't seem to be doing his share. "How come," he said, "these other guys are all carrying two sacks at a time but you carry one?" "Well," said the shirker, "I guess it must be because they're too lazy to make two trips."

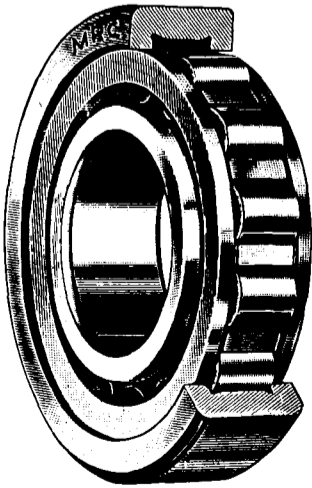
That's one sure and nice thing about automation - it will never make two trips when one will do. It's a way of getting more done and saving both heavy lifting, time, and man-power in doing it. You can put off installing it, like maybe you can put off an operation that you need but you feel you can't afford right now. Putting off the operation may cost your life, and sometimes putting off the modernizing that will cut your production costs, might mean the difference between life and death for your business.



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**"You Must be Joking Sir"**



Minister at prayer meeting - "We will now have a few minutes of prayer. Deacon Jones, will you lead?"

Deacon Jones (sleepily) - "Tain't my lead; I just dealt."

A colored deacon who was the leader in a southern congregation, wrote to the Bishop to explain the need of a minister for his church. He concluded his appeal as follows: "Send us a Bishop to preach. If you can't send us a Bishop, send us a Sliding Elder. If you can't send a Sliding Elder, send a Stationary Preacher. If you can't spare him, send us a Locust Preacher. And if you can't send a Locust Preacher, send us an Exhauster."

Modern art critic - "Ah! What is this? It is superb! Such soul! Such expression!"

Artist - "Yeah? That's the board where I clean the paint off my brushes."

Another Artist, showing his pictures to a friend - "Now, here's a picture--one of my best, too. I've just finished. When I started out I had no idea what it was going to be."

Friend - "After you got through, how did you find out what it was?"

One of the Baldwin Supply Company execs came home the other evening to find his wife had successfully shopped for a new hat. She tried it on for him. "How do you like it?" she asked.

"Just fine," he tactfully replied, "And no matter what people say, you wear it."

Nothing is quite as embarrassing as watching the boss do something you said couldn't be done.

Dick Nyrop's secretary entered his office the other day just as a look of worry suddenly came over his face. "What's wrong?" she asked.

"I had it right on the tip of my tongue," said her boss, "and now it's gone."

"Oh, don't worry," said the comforting secretary. "It will come back to you."

"Not that four cent stamp," said Dick.

**Curious Facts for the Curious**

The term, Poet-Laureate, or "poet of the laurel wreath," was originated by the Greeks. The Romans adopted it during the time of the Empire. The successful poet in a contest was crowned with a laurel wreath.

The title actually and formally originated in Germany when the crowning of the poet par excellence was revived. Henry V crowned his historian, Frederick I, his monk Gunther, who had celebrated Frederick's deeds in verse. Edward III of England conferred the title upon Chaucer, and the custom of the British monarch naming a poet-laureate became traditional.

The cry of "Wolf, wolf!" when there was no wolf worked in reverse to bring about the destruction of the ancient Grecian city of Amyclae of the Morea, near Sparta. The citizens had been panic stricken a number of times by false reports that an enemy was coming. So, a law was passed that no one should spread such a report, upon pain of death. Consequently, when the Spartans actually moved upon the city, no one dared give the alarm and the city was destroyed by its own silence.

If the Athenians had won the Battle of Syracuse in the year B.C. 413, the world, for the next thousand years would have been a Greek world, instead of a Roman one, and its great culture would have been given to western civilization first hand, instead of the fragments of a conquered and enslaved nation. The Syracusans won the battle with the help of another Grecian city, Sparta, which feared the ascendancy of Athens. Thus, this was one of the two or three decisive battles of the history of the world. Syracuse was the capital of Sicily, an important and strategic island on the Mediterranean at the time. If Athens had taken Syracuse, it could then have conquered the great city of Carthage on the African mainland, and would probably have preserved it, instead of destroying it as did the Romans later, to conquer the Western world and spread its wonderful learning and culture far and wide. Our language might have had Greek roots instead of Latin, and possibly the middle ages would have been less dark and the world might have progressed faster. But history and destiny seem to be no respecters of who has the finest culture, but rather which nation has the strongest legions. Today, we call it fire-power. And, who can say but that without the conquests of the war-like Romans, the combined culture of Greece and Rome might not have been spread throughout barbaric Europe?

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