

Valentine SNIPPETS of SALEM

665 – BRISTOL G&R Mousery

Contents:

Information about the G&R Mousery that operated on Hwy 50 in Bristol.

This information is from the William G Reynolds collection.

Karl Grohs and Ralph Reynolds operated the business at Grohs home.

G&R was a company that breed albino Mice and Rats for laboratories and zoos.

The Reynolds Family and the Gitzlaff families are related.

In 1952 mice 11 to 13 grams were \$.15 each

In 1952, 30-40 males and females rats cost \$.40

See also images on Gitzlaff family in the Valentine Digital Collection.

There are duplications in this package with each method of copy a little different. .

0-25 pages

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W. Reynolds
 8238 201st Ave.
 Bristol, WI 53104-9708

G+R LABORATORY

KARL GROHS, MANAGER

BREEDERS OF ALBINO MICE AND RATS

BRISTOL, WISCONSIN PRICE LIST

RATS

Effective March 1, 1952

GRAM RANGE	BASE PRICES
30 - 40 males and virgin females	.40
45 - 60 males and virgin females	.55
60 - 70 males and virgin females	.60
70 - 100 males and virgin females	.75
100 - 150 males and virgin females	.80
140 - 160 males and virgin females	.85
150 - 175 males and virgin females	.95
175 - 200 males and virgin females	1.00
200 - 250 males and virgin females	1.20
250 - 300 males only	1.60
300 - 350 males only	2.00
Select Mature Breeders	3.00
Discarded Breeders (No Express Allowance)	.70
Pregnant females, untimed	4.50

ADDITIONAL CHARGES:

Boxing Charge (less than 25 rats)	\$1.00 per box
Littermates,	10% extra
5 gram range	10% extra
10 gram range	5% extra
Specified sex	5% extra

TERMS: 2 percent 10 days, net 30 days.

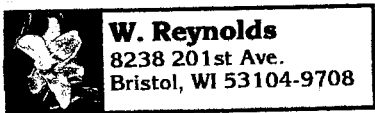
GUARANTEE: All shipments will be replaced if unsuitable for use, due either to inherent quality or damage in transit.

All rats are shipped transportation charges prepaid. We allow \$2.00 toward transportation on each shipment of 50 rats, except on discarded breeders.

MICE

11 to 13 Grams	.15 each
13 to 16 Grams	.18 each
16 to 18 Grams	.20 each
20 to 25 Grams	.25 each
Pregnant Females	.35 each
Dated Littermates	.35 each

ALL ORDERS FILLED PROMPTLY - - - WE WELCOME YOUR PATRONAGE



G+R LABORATORY

KARL GROHS, MANAGER

BREEDERS OF ALBINO MICE AND RATS

BRISTOL, WISCONSIN PRICE LIST

RATS

Effective March 1, 1952

GRAM RANGE

BASE PRICES

50 - 60 males and virgin females	.40
45 - 60 males and virgin females	.55
60 - 70 males and virgin females	.60
70 - 100 males and virgin females	.75
100 - 150 males and virgin females	.80
140 - 160 males and virgin females	.85
150 - 175 males and virgin females	.95
175 - 200 males and virgin females	1.00
200 - 250 males and virgin females	1.20
250 - 300 males only	1.60
300 - 350 males only	2.00
Select Mature Breeders	3.00
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W. Reynolds
8238 201st Ave.
Bristol, WI 53104-9708

Mice, Rat Farm Going Strong Local Items



Pied Piper of Hamelin would blow 'til his horn gave out before he'd get a mouse or rat to stray from the Ralph Reynolds' farm located on Hy. 50 near Bristol. The albino rodents quartered there have comfortable nests, excellent food and are destined for important scientific roles.

A year ago Reynolds and his brother-in-law, Karl Grohs, became partners in the G and R Mousery to breed mice and rats for medical schools and pharmaceutical laboratories. Grohs once had worked for U. S. Standard Products, one of the largest pharmaceutical houses in the country. His job was to supply lab technicians with rats and mice for experimentation. Grohs' experience proved invaluable when the two men started their own business last March.

Poor health forced Grohs to quit his job with U.S.S.P. several years ago, but he never lost the urge to have his own business. When he suggested to Reynolds that they start their own rodent breeding business on his farm, Reynolds agreed and the G and R Mousery was formed.

Start With Four

Reynolds had two abandoned chicken coops on his place which the partners, in their spare time, converted to rodent houses. They built several rows of wooden racks in each to hold the boxes that are nests for the albinos. Each box is made of tin and measures 20x10x5 inches. They are covered with heavy wire mesh held taut by wooden frames.

Food and a water bottle are placed in a trough near the front of each box. A glass tube annealed at one end is fitted into each bottle's rubber cork. The annealed tube enables the mouse or rat to lick a few drops of water from the end of the tube without letting the water spill onto the wood shavings



RAT, MICE BREEDERS—Karl Grohs, co-owner of the G and R Mousery, is pictured in the upper photo filling the water bottles in the mouse house. In the lower photo, Ralph Reynolds, Grohs' partner, is shown holding one of the albino rats they breed. With him are his children who help clean and feed the rodents. They are, from left, Betty, Joan,

A dump fire at 18th Ave. and 48th St. was extinguished by the fire department last evening. No damage was reported.

Special—Please read carefully. We wish to thank all of our customers who have patronized us during our stay in business at the Kenosha Locker Plant, and at the same time wish to announce that we have purchased the Racine Frozen Food Locker Plant located on Junction Ave. and 15th St. in Racine and in appreciation of your patronage we are offering to you bargains galore this week end as we wish to dispose of all meat on hand. Stop in and see us today—it will be worth your while. Frank Schneebarger Sr. and Frank Schneebarger Jr., Kenosha Locker Service, 2111 63rd place, Phone 2-7576.—Adv.

A large selection of dresses. Values to \$9.95, now in groups of \$1.79 up. Other savings too. Sunday's Store, 2415 Roosevelt Rd. Adv.

Good food, fine entertainment, excellent music, all for prices as low as one. Why not have your banquet at the Shangri-La.—Adv.

Fish fry, shrimp served every Friday. Two shuffleboards. The Alibi, 1349 50th St.—Adv.

Scrap Iron—Metals, rags, waste paper or salvage. Highest prices. We pick up anywhere. Lewis Salvage Co. Ph. 2-8258.—Adv.

Eddie's Beer Depot (formerly located at 1200 56th St.) is now located at 2118 52nd St. Phone 2-8258.—Adv.

Oliver LaRose wishes to announce that as of April 1, he will take over Frank Perli's Grocery Store, 4301 52nd St.—Adv.

Helen Bieneman Beauty Shop, 3607 Roosevelt Rd., will be closed all this week on account of the death of her mother. Will reopen Monday morning.—Adv.

Charlie Morzejkowski serves wonderful lobster, shrimp and fish every Friday at 6224 14th Ave.—Adv.

Esther's Beauty Salon is now open for business. Distinctive hair styling and permanent waves. Esther Martino Schmitz, manager, 1515 54th St. Phone 4-4152.—Adv.

All interested in Church of Christ contact Mrs. J. A. Scoville, 510 6th St. Phone 9269.—Adv.

The Beauty Mart—Featuring creme permanent waves, machineless or cold waves, guaranteeing \$7 complete with creme rinse and styling. Others to \$15. 513 56th St. (Across from Gateway theatre), ph. 4-2988.—Adv.

Smorgasbord dinner 6:00 to 8:30 p.m. at the Elks Club every Saturday evening for members, their families and guests. Entertainment following in the Pompeian Room.—Adv.

The fire department was called to the home of R. J. Wimmer, 7416 8th Ave., when the furnace became overheated yesterday. No damage was reported.

Auto radio, one day's service. Cudahy Radio and Television, 6718 28th Ave. Phone 2-2866.—Adv.

Ritter's Bakery, 4835 14th Ave., open all day Sunday. Danish, kringle, etc., also hot beans, ham, and potato salad.—Adv.

Park and Recreation Cooperation Praised

Cooperative planning is the latest trend in parks and recreation according to Robert L. Horney, Madison, district representative of the National Recreation association.

By working together, park and recreation departments made 1951 the year of greatest development and re-development of parks, Horney said at this morning's session of the

Smith Backs Tax Ceiling

Washington, D. C.—(WNS)—A 25 per cent ceiling on federal taxes, including income and corporation taxes is provided for in a constitutional amendment which has been approved by the legislatures of 28 states and needs only four more states. Rep. Lawrence H. Smith said he favored the amendment and felt that it would get the approval of the four states required to bring action.

"The time has come," Rep. Smith said, "to put a stop to this reckless spending. With such an amendment in effect, the administration would have to trim its appropriations to meet the limitation."

For some 15 years the movement to limit taxation to 25 per cent has been under way. If 32 state legislatures approve the plan, congress must act and call a constitutional convention. If four more states support the amendment through their legislatures, the amendment will go before the states for ratification.

Amendments may be proposed by 32 states but 36 states, or three-fourths of the states are required to ratify the amendment and put it into the constitution.

If put into effect, the amendment would repeal the 16th amendment (income tax) of 1913, give congress authority to collect taxes on individual and corporation incomes, provided that in no case the amount of taxation exceed 25 per cent limit gift and inheritance taxes to 25 per cent, and permit lifting of the 25 per cent ceiling in time of war provided that congress votes to lift the ceiling by a three-fourths vote of the senate and house.

Drivers Strike At Two Firms

A strike has been called by General Drivers' Union, local 95, against Harry Crow and Son and the Tirabassi Trucking and Escavating Company, excavating contractors. It was revealed today by Emile Robillard, business agent and secretary.

The union is asking a 12 cent an hour wage increase. The strike took effect yesterday at 7 a.m. About 15 drivers are out at the two companies. Robillard expects a call from the companies' representatives this afternoon to arrange a meeting. Other building and construction unions will honor

Obituaries

Mrs. August Haubrich Dies of Short Illness

Mrs. August Haubrich, 74, 6733 22nd Ave., died Thursday at her home following a short illness. She was born in Staunton, Ill., Feb. 6, 1878, daughter of the late Mr. and Mrs. Rudolph Stille, received her education in the schools there and came to Kenosha in 1897. She married August Haubrich, Sept. 6, 1897. She was a member of the Immanuel Methodist church and the Woman's Society of Christian Service.

In addition to her husband, she is survived by two sons and six daughters, Raymond, Harold, Mrs. A. F. Fitchow, Mrs. Sam Fato and Mrs. Eleanor Boyle, all of Kenosha; Mrs. R. W. Fitchow, Oakland, Calif.; Mrs. William Garner and Mrs. Charles Bromm, both of Pontiac, Mich.; a sister, Mrs. Emma Schneider, Staunton, 14 grandchildren; and five great-grandchildren.

Marine Gives Korea Picture

S/Sgt. John Audas, USMC, described the Marine's retreat from Chosin Reservoir to Hungnam before the Interprofessional Institute last evening at Oage Thomsen's. Showing of the film, "Retreat From Chosin," was accompanied by the sergeant's personal account of the long march.

Retreating Marines were aided by the Air Force and the Navy. Sgt. Audas reported, U. S. planes helped through air attack on the North Korean soldiers and by a parachute "air drop" of food, ammunition and supplies. The Navy shelled out coast towns towards which the men were headed.

Sgt. Audas, who is stationed at Great Lakes with the First Marine division, still is recuperating from wounds received on the march to Hungnam. After being hit he lay in a fox hole for 12 hours while the temperature stayed at 25 de-



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KENOSHA EVENING NEWS
(Wis.) Friday, Mar. 28, 1952

grees below zero. Finally he was placed on a trailer and sent to Hungnam, where he was put aboard a hospital ship and returned to this country by way of Japan. He credits blood transfusions given to him on the trip home with saving his life.

Servicemen want to get the war over with and go home, the sergeant believes. He said that most servicemen agree with MacArthur's proposal to hit the supply lines in Manchuria. It is his opinion that the Communist North Koreans are stalling in their peace talks and that they will continue to quell one action while they start another.

Dr. W. C. Stewart introduced the speaker and other guests. Dinner preceded the program, and a question period followed Sgt. Audas' talk.

An industrial fair at Colon, Panama, developed a big demand for inexpensive toys.

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April 10 or 11

Red Cross Blood Donor Committee



Today Your Pharmacist Drops A Few Facts About...

TIBIONE

While not a "cure-all," Tibione shows impressive results when used as an adjunct to streptomycin in the treatment of tuberculosis. This new chemical was developed by Prof. Gerhard Domagk, a German scientist. When perfected, Tibione will be available upon prescription by your doctor.

Your Doctor's Knowledge is the Key to Health... Use It.

HAERTLEIN
Retail Drug Store

Helping feed and care for the

Halls for rent, German American
Johnny Map, 1714 52nd St.

Schmitz Head

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WIDE Electric Co.

and construction unions will honor the picket line, Robillard said.

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TRAVEL SERVICE
WORLD WIDE

NEW ZEALAND POST

Red Cross Blood Donor Committee



While not a "cure-all,"

Tibione shows impressive results when used as an adjunct to streptomycin in the treatment of tuberculosis. This new chemical was developed by Prof. Gerhard Domagk, a German scientist. When perfected, Tibione will become available upon prescription by your doctor.

Rexall Drug Store

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"You say your family's missing? Have you tried the neighbors... they just had their TV set tuned up at AMERICAN TV SERVICE!"

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...s they purchased two male and two female albino mice. Today they have more than 10,000 mice, "and half of them are descendants of those first two pair," Reynolds said.

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Other Lee Hats \$10.00 to \$12.50
Lee Long Ovals \$10.00 & \$12.50

BELL CLOTHING HOUSE

gun to sell rats yet, however. They are waiting until they develop more breeders.

Entering Sales Field

G and R Mousery sells about 400 mice a week to medical schools and laboratories in the Midwest. Included in their list of customers are: Abbott Laboratories, Chicago; Lakeside Laboratories, Milwaukee; U. S. Standard Products, Woodworth, and the University of Wisconsin. Grohs does most of the selling with the help of Dr. Chester DeWitt, Silver Lake, who also helped put them in business.

All rodents used for experiments are sold by the gram, averaging about a cent and a half a gram. For mice, 25 grams is the maximum weight. Different experiments require different weights of mice, Grohs and Reynolds explained.

The partners pointed out that they are just beginning to get into the sales field, and expect to increase the number of outlets for their albino rodents when they can expand. To the best of their knowledge they are the only breeders of rats and mice in the Midwest with the exception of a mousery near St. Louis.

Until a few weeks ago overweight mice were considered their main problem. There was no practical way of getting rid of them at a profit. The market for pet mice apparently appeals only to small boys and they have their own way of getting them. Then Grohs and Reynolds discovered that live rodents are fed to reptiles. They contacted zoos in this part of the country offering to sell their overweight mice. At present they are expecting a contract from Brookfield zoo in Chicago.

Both rats and mice are in-bred in order to maintain the blood strain necessary to breeding saleable albinos. For that reason offspring from the same litter are chosen for breeding. The female albino gives birth to an average litter of 12 about seven or eight times a year. One prolific female

(Continued on Page Eight)



KEN JUNG

about this question

When I raised turkeys I carried insurance against loss of turkeys from fire, windstorm, hail, etc. It cost only about 5c per bird. Is a similar insurance available on other poultry?

For the answers to your insurance questions, feel free to call me at the Chas. H. Curtis Agency. Phone 7185.

on Saturday nights. 75c. Served until midnight. Uptown 6216 22nd Ave.—Adv.

We're serving delicious walleye pick tonight at Martin's Tavern and Restaurant, 7010 Sheridan Rd.—Adv.

Fish fry, shrimp Friday; fried chicken Saturday at Chris', Roosevelt Rd. and 28th Ave.—Adv.

Fish fry tonight—boneless baking pike. Scotty's Bottle House, 2905 52nd St.—Adv.

Fish tonight. Mrs. Houlette and Mrs. Upham serving, Al Fong's 3000 Roosevelt Rd.—Adv.

Fish fry and lobster Friday. Chicken Saturday, 8th Avenue Tavern, 4701 8th Ave.—Adv.

Club Cairo—Hy. 50. Dancing Saturday night. Old Time Dance Club. Music by Herbie's Sun Dodgers. Fine foods. Television. Open to public.—Adv.

Try our Bowler's Clubroom for your league banquet. A private room with private bar. Complete dinners served at popular prices. Phone Guttormsen's Recreation 2-2612.—Adv.

Florida fresh to you—just arrived, another shipment of the famous Ferris tree ripened Valencia seedless oranges, Marsh seedless and ruby red grapefruit. Ferris Orange Store, 5024 7th Ave., 2-9726. Open till 9 tonight.—Adv.

Dance at The Moose Hall, 5900 11th Ave. 9:00 p.m. to 1:00 a.m. Saturday night. Jack Aaltos Music playing. Welcome all.—Adv.

Bonnie Hame Mother's Club will sponsor a home-made and hand-made sale at the Community Building Saturday afternoon, March 2. Doors open to the public 1:30 p.m.—Adv.

Sparks from an acetylene torch

...control Month" and urged residents to support the crusade. He said can 215,000 Americans each year are being cured of cancer every year and this figure could be doubled by an alert public."

started a fire on the roof of building No. 58 at the Nash-Kelvinator Corp. yesterday afternoon, the fire department said. Damage amounted to \$90.

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Candidates Keep Hotel Suite Busy

Milwaukee — (P) — Suite 6D at the Pfister hotel had a run on Republican presidential aspirants yesterday. And it isn't even the presidential suite.

Harold E. Stassen, who had the room Wednesday night, checked out yesterday morning. Sen. Robert Taft of Ohio moved in at noon for a nap. In the afternoon Gov. Earl Warren of California took the suite over for the week end.

The presidential suite, the hotel explained, has been rented by two non-political groups for conferences.

Britain's Science Museum at Kensington now closes at 4 p. m. weekdays, to save power.

PAID ADVERTISEMENT—Authorized and to be paid for by Independent Good Government Organization, Paul Ponzio, Secretary, 6122 - 35th Avenue, Kenosha, Wisconsin.

Votes Plant Seeds Of Good Government

Springtime is planting time. Your city government is the result of the seeds you select when you elect members of the City Council.

Seed packages have detailed suggestions for getting the best results.

There are certain things required of a member of the City Council if your city government is to produce the best results.

No form of government can produce the best results unless it really represents all citizens. Therefore, it's absolutely essential to vote for men who will truly represent the entire city.

Men who have no special interests which must be served.

That's one of the main reasons Kenosha chose the city manager form of government. To get away from the special interests and sectionalism that are a part of the aldermanic form of government.

Members of the Kenosha City Council must realize that they employ a City Manager. His job is to follow through on their decisions.

Council Must Lead

Instead of being led, Kenosha's City Council must be capable of leading.

In order to be a leader, a councilman must be able to think independently.

A good councilman must be able to study problems calmly. He must be able to see both sides of a question. But most important he must make a decision on the problem that, in his opinion, serves the best interests of the majority of the people he represents.

Once that decision is made, the good councilman must be man enough to stick by that decision. He must stand up against pressure from high places.

The good councilman remembers that he was elected because the voters felt they could trust his judgment. To weaken and follow the wishes of a small minority is to betray the trust placed in the councilman by the voters.

Other Qualities Cited

There are still other attributes of a good councilman.

One that ranks up near the top is his ability as an administrator, a man capable of running a big business.

Running the city of Kenosha is the biggest business job in the city.

and discuss a business proposition with him? Could you depend on his advice? Would you stake your money on that advice?

Whether you like it or not, you are doing just that when you elect a man to the City Council. Each year you pay taxes and it is the City Council, who spends your tax dollar.

Whether the men who spend your money are efficient and capable is a matter you must decide when you cast your ballot.

You pay your taxes and take your choice.

Here are the qualifications of a good city councilman:

1. A good city councilman must represent all citizens of Kenosha and must act in what he considers to be the best interest of the majority. He must be above catering to small minorities.

2. A good city councilman must be responsible and conscientious. He must have an insight into civic problems and be prepared to think these problems through independently. When he arrives at a conclusion, the good councilman must be willing to stick to his decision. He must lead, not follow.

3. A good city councilman must be a good manager. Poor management of personal funds leads to bankruptcy. Poor management of city funds means higher taxes. A good city councilman is capable of spending your tax dollar wisely.

Kenosha has three candidates for the City Council who fulfill these qualifications. These men are Nicholas R. Wade, Charles E. Fischer and Robert K. Gerling.

Record Speaks for Wade

Nick Wade has served on City Council for four years. In that time he has demonstrated that he truly represents all voters; that he can think for himself and that once he has arrived at a decision he will stick to it.

He will not and cannot be pressured.

Nick Wade has been and will continue to be a conscientious councilman who is ready to give of his time for the betterment of

Mice and Rat Farm Going Strong in County

(Continued from Page Seven)

albino mouse gave birth to 21, a record for their mousery, Reynolds said. At least four females and one male are kept in each nest-box together with their young.

They're Heavy Eaters

Baby mice are extremely small at birth, weighing about one gram. They look somewhat like shrimp with tails. They are pink until they begin to grow fuzzy white hair which gradually covers their entire bodies except part of their ears, tails and noses, which remain pink. Females attain their "selling weight" in about 10 weeks and males about five. The weight varies from 11 to 25 grams depending on the type of experiment for which they are wanted.

Mice and rats are quartered in separate sheds. Each of the sheds has its own oil heating unit keeping the temperature at an even 70 degrees at all times. The mouse house contains 580 cages and the rat house about half that number. Mice consume about 500 pounds of food a week and rats, 200.

There is no readily discernible difference between rats and mice; they breed at about the same rate and look alike. Rats are larger, however, and there is a difference in teeth and other structures.

For experimental purposes, the mouse is used most effectively to test the effects of drugs used to combat communicable diseases, and the rat is used for testing hormone reaction. There are other uses for both, but these two are the ones in which the rodents are most often employed.

An oddity at the farm location of the G and R Mousery is that there are a number of cats that have free run of the mousery, two dogs and some chickens. Reynolds and Grohs say that they all get along, and haven't noticed any of their mice or rats missing.

Future plans for the mousery include adding another building and installing a ventilating and air conditioning system for each shed. The present rate of reproduction is forcing the expansion, the partners explained.

State PR Men To Meet Here

The spring meeting of the Wisconsin Chapter of the Public Relations Society of America will be held here Thursday, April 3, in conjunction with Kenosha's birthday party for Nash Motors. The theme will be "Community Relations in an Anniversary Year."

The visitors will tour Nash plant and then listen to a panel discussion of the birthday party project at the Dayton hotel. Members of the panel are R. S. Kingsley, chairman of the Citizens' Committee for

Japanese Cops Raid Red Cells, Arrest 162

Tokyo — (UP) — Police arrested 162 Communists today in what was described as Japan's biggest post-war raid on some 2,000 Red hide-outs and clandestine printing plants.

The raids were directed chiefly against the Japanese Communist party's extensive underground network of printing presses and propaganda distribution centers.

Main target was the Communist publication "Peace and Independence," which was suspended officially today.

Rotary to Mark Anniversary

The Kenosha Rotary club will be 31 years old Tuesday, April 1. To mark its anniversary, the club will honor past presidents and charter members at its noon luncheon meeting that day.

Rotary District Governor George Ray has been invited. The three active charter members are: Dr. Thad W. Ashley, Frank Isermann and Charles Plennig.

Elmer Pedley will be master of ceremonies, assisted by Robert Smith, both past presidents. Pedley will discuss the history of the club. Karl Krause, president, will cut the birthday cake.

List Past Presidents

Past presidents are:
1921, George W. Taylor; 1922, Robert Cooper; 1923, Robert Cooper; 1924, George S. Whyte; 1924, Lew E. Shippie; 1925, E. J. Geittman; 1926, Guy Loomis; 1927, Pedley; 1928, Walter J. Frost; 1929, Clifford E. Randall; 1930, Ray Sowers; 1931, Albert Steinbrecher; 1932, Karl J. Solum; 1933, Smith; 1934, Jessel S. Whyte; and 1935, Lewis Turner Jr.
1936, Charles W. Allen; 1937, Sydney E. Jones Jr.; 1938, Martin N. Jensen; 1939, Lawrence Denyes; 1940, Rev. Kenneth Martin; 1941, Fred E. Stemmy; 1942, Emory S. McNeil; 1943, Alvan O. Calloway; 1944, Norbert W. Roeder; 1945, James J. Barden; 1946, Morton C. Frost; 1947, Harry C. Stine; 1948, Ernest E. Conner; 1949, Rev. George R. Cady; 1950, Robert B. Whyte.

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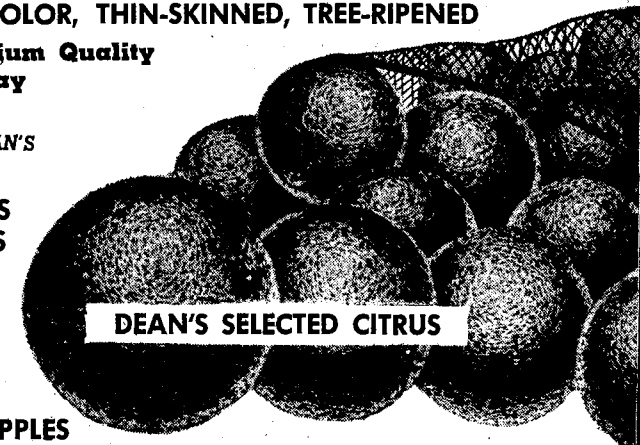
"ACME" recognized as tops in Indian River oranges—
"ORCHID" winner of Florida's grand prize for Grapefruit

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Of Good Government

Springtime is planting time. Your city government is the result of the seeds you select when you elect members of the City Council.

Seed packages have detailed suggestions for getting the best results.

There are certain things required of a member of the City Council if your city government is to produce the best results.

No form of government can produce the best results unless it really represents all citizens. Therefore, it's absolutely essential to vote for men who will truly represent the entire city.

Men who have no special interests which must be served. That's one of the main reasons Kenosha chose the city manager form of government. To get away from the special interests and sectionalism that are a part of the aldermanic form of government.

Members of the Kenosha City Council must realize that they employ a City Manager. His job is to follow through on their decisions.

Council Must Lead

Instead of being led, Kenosha's City Council must be capable of leading.

In order to be a leader, a councilman must be able to think independently.

A good councilman must be able to study problems calmly. He must be able to see both sides of a question. But most important he must make a decision on the problem that, in his opinion, serves the best interests of the majority of the people he represents.

Once that decision is made, the good councilman must be man enough to stick by that decision. He must stand up against pressure from high places.

The good councilman remembers that he was elected because the voters felt they could trust his judgment. To weaken and follow the wishes of a small minority is to betray the trust placed in the councilman by the voters.

Other Qualities Cited

There are still other attributes of a good councilman.

One that ranks up near the top is his ability as an administrator, a man capable of running a big business.

Running the city of Kenosha is the biggest business job in the city. Your City Council runs a \$3 million dollar business. That is really big business.

You can't be a good administrator but the president of the City Council.

Recently one local company started a million and a half dollar expansion program. People thought it was a big program.

On March 10 your City Council authorized a bond issue of two and one-half million dollars for the school system.

Note the Difference

The money for the company expansion will come from private funds. The school bond issue will be paid for by every homeowner and taxpayer.

Again comparing the City of Kenosha to a local industry, the school bond issue more nearly represents the expansion of just one department of a factory because the schools are only one part of the city business.

That is why it is so important to have men on the City Council who are able to handle the prob-

and discuss a business proposition with him? Could you depend on his advice? Would you stake your money on that advice?

Whether you like it or not, you are doing just that when you elect a man to the City Council.

Each year you pay taxes and it is the City Council, who spends your tax dollar.

Whether the men who spend your money are efficient and capable is a matter you must decide when you cast your ballot.

You pay your taxes and take your choice.

Here are the qualifications of a good city councilman.

1. A good city councilman must represent all citizens of Kenosha and must act in what he considers to be the best interest of the majority. He must be above catering to small minorities.

2. A good city councilman must be responsible and conscientious. He must have an insight into civic problems and be prepared to think these problems through independently. When he arrives at a conclusion, the good councilman must be willing to stick to his decision. He must lead, not follow.

3. A good city councilman must be a good manager. Poor management of personal funds leads to bankruptcy. Poor management of city funds means higher taxes. A good city councilman is capable of spending your tax dollar wisely.

Kenosha has three candidates for the City Council who fulfill these qualifications. These men are Nicholas R. Wade, Charles E. Fischer and Robert K. Gerling.

Record Speaks for Wade

Nick Wade has served on City Council for four years. In that time he has demonstrated that he truly represents all voters; that he can think for himself and that once he has arrived at a decision he will stick to it.

He will not and cannot be pressured.

Nick Wade has been and will continue to be a conscientious councilman who is ready to give of his time for the betterment of Kenosha.

A successful businessman in private life, he brings to the council the ability to handle that is needed so much.

Charles E. Fischer has proved his ability to represent people through his work as a union official. First as a shop steward and later as vice-president and president of Lodge 14 of the International Brotherhood of Machinists here in Kenosha, Fischer learned to think for himself.

He has learned how to think on his feet.

As a union executive Fischer got his training as an administrator and this has been expanded by training in industry as a foreman.

Bob Gerling, too, meets the three qualifications we have established. And in addition will add a valuable skill to the City Council because of his education in engineering.

When you consider that a majority of the money spent by the City Council goes for work requiring an engineering background,

they begin to grow luzzy white hair which gradually covers their entire bodies except part of their ears, tails and noses, which remain pink. Females attain their "gelling weight" in about 10 weeks and males about five. The weight varies from 11 to 25 grams depending on the type of experiment for which they are wanted.

Mice and rats are quartered in separate sheds. Each of the sheds has its own air heating unit keeping the temperature at an even 70 degrees at all times. The mouse house contains 580 cages and the rat house about half that number. Mice consume about 580 pounds of food a week and rats, 200.

There is no readily discernible difference between rats and mice; they breed at about the same rate and look alike. Rats are larger, however, and there is a difference in teeth and other structures.

For experimental purposes, the mouse is used most effectively to test the effects of drugs used to combat communicable diseases, and the rat is used for testing hormone reaction. There are other uses for both, but these two are the ones in which the rodents are most often employed.

An oddity at the farm location of the G and R Mousery is that there are a number of cats that have free run of the mousery, two dogs and some chickens. Reynolds and Grohs say that they all get along, and haven't noticed any of their mice or rats missing.

Plans for the mousery include adding another building and installing a ventilating and air conditioning system for each shed. The present rate of reproduction is forcing the expansion, the partners explained.

State PR Men To Meet Here

The spring meeting of the Wisconsin Chapter of the Public Relations Society of America will be held here Thursday, April 3, in conjunction with Kenosha's birthday party for Nash Motors. The theme will be "Community Relations in an Anniversary Year."

The visitors will tour Nash plant and then listen to a panel discussion of the birthday party project at the Dayton hotel. Members of the panel are R. S. Kingsley, chairman of the Citizens' Committee for the Nash golden anniversary celebration; Bruce Tower, J. C. Stump, executive director of the Kenosha Chamber of Commerce; Charles Bligh, executive secretary of the Chamber of Commerce; Ford Charlton, public relations manager for the KMA, will be moderator and E. R. Moore, public relations representative at Nash, will welcome the group.

Many to Attend

The following will attend: Fred L. Black, Detroit, public relations director, Nash-Kelvinator corporation; Gibbs R. Allen, A. O. Smith corporation, Milwaukee; Lee W. Baker, Als-Chalmers Manufacturing company, Milwaukee; Ben Barkin, Ben Barkin & Associates, Milwaukee; Virginia Ruth Becker, Community Welfare Council of Milwaukee county; Edmund S. Carpenter, Marquette university, Milwaukee; Allen H. Center, Parker Pen company, Janesville; Charles N. Christiansen, Marshall & Ilsley Bank, Milwaukee; William N. Connolly, S. C. Johnson & Son, Inc. Racine; Richard S. Falk, The

Anniversary

The Kenosha Rotary club will be 31 years old Tuesday, April 1. To mark its anniversary, the club will honor past presidents and charter members at its noon luncheon meeting that day.

Rotary District Governor George Ray has been invited. The three active charter members are: Dr. Thad W. Ashley, Frank Isermann and Charles Pfennig.

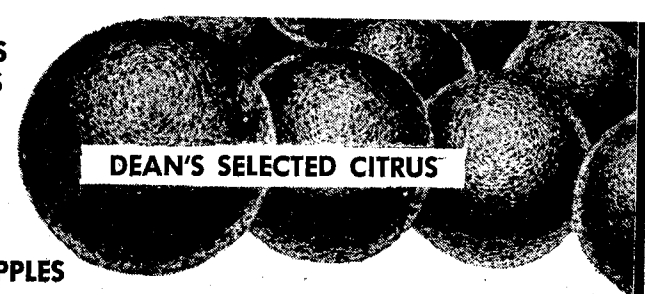
Elmer Pedley will be master of ceremonies, assisted by Robert Smith, both past presidents. Pedley will discuss the history of the club. Karl Krause, president, will cut the birthday cake.

List Past Presidents

Past presidents are: 1921, George W. Taylor; 1922, Robert Cooper; 1923, Robert Cooper; 1924, George S. Whyte; 1925, Lew E. Shippey; 1926, E. J. Gellman; 1927, Guy Loomis; 1928, Pedley; 1929, Walter J. Frost; 1930, Clifford E. Randall; 1931, Ray Sowers; 1932, Albert Steinbrecher; 1933, Karl J. Solum; 1934, Jessel S. Whyte, and 1935, Lewis Turner Jr.

1936, Charles W. Allen; 1937, Sydney E. Jones Jr.; 1938, Martin N. Jensen; 1939, Lawrence Denyes; 1940, Rev. Kenneth Martin; 1941, Fred E. Stemm; 1942, Emery S. McNeil; 1943, Alvah O. Calloway; 1944, Norbert W. Roeder; 1945, James J. Barden; 1946, Morton C. Heston; 1947, Harry C. Stine; 1948, Forrest E. Conner; 1949, Rev. George R. Cady; 1950, Robert B. Whyte.

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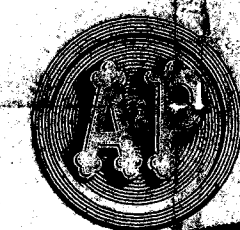
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thing but the very best of the City Council.

Recently one local company started a million and a half dollar expansion program. People thought it was a big program.

On March 10 your City Council authorized a bond issue of two and one-half million dollars for the school system.

Note the Difference

The money for the company expansion will come from private funds. The school bond issue will be paid for by every homeowner and taxpayer.

Again comparing the City of Kenosha to a local industry, the school bond issue more nearly represents the expansion of just one department of a factory because the schools are only one part of the city business.

That is why it is so important to have men on the City Council who are able to handle the problems associated with a business of this size.

There is one big difference between running a private business and running the City of Kenosha.

If those in authority in private business prove inefficient, the company may go bankrupt.

Boosts Tax Bill
In city government, inefficiency means higher taxes.

For some strange reason, people with a few shares of stock in a business will watch that business much more closely, be much more critical of its officials, than they will of their own city government in which their investment is much greater.

Owners of a business will demand that inefficient officials be removed immediately.

Yet these same people as citizens are not so quick to demand that their city officials be efficient. They want good responsible men to protect their investment in business.

They should demand as much of the officials they elect to the City Council.

Simple Test Described

The acid test of a good council man is simple.

Would you want to sit down

so much.

Charles E. Fischer has proved his ability to represent people through his work as a union official. First as a shop steward and later as vice-president and president of Lodge 34 of the International Brotherhood of Machinists here in Kenosha, Fischer learned to think for himself.

He has learned how to think on his feet.

As a union executive Fischer got his training as an administrator and this has been expanded by training in industry as a foreman.

Bob Gerling, too, meets the three qualifications we have established. And in addition will add a valuable skill to the City Council because of his education in engineering.

When you consider that a majority of the money spent by the City Council goes for work requiring an engineering background, you can see that a man with his training can help you get the most for your tax dollar.

Win IGGO Endorsement

These candidates, Nick Wade, Charlie Fischer and Bob Gerling, are endorsed by the Independent Good Government Organization. This group has as its sole aim the election to office of the men best qualified for the job.

Wade, Fischer and Gerling fill the three qualifications that are so necessary.

Each of them can be counted on to represent all citizens. None of these men has any ties or affiliations that can influence their thinking.

Wade, Fischer and Gerling are responsible and conscientious; they are willing to stick by their decisions. Their background indicates that their decisions will be dictated by what is best for the greatest number.

These are the qualifications of a good city councilman.

Wade, Fischer and Gerling have these qualifications.

Elect Wade, Fischer and Gerling to the City Council on April 1 and be sure of getting the most for your tax dollar.

(Continued Tomorrow)

Charles E. Fischer, executive secretary of the Chamber of Commerce, Ford Charlton, public relations manager for the KMA, will be moderator and E. R. Moore, public relations representative at Nash, will welcome the group.

Many to Attend

The following will attend: Fred L. Black, Detroit, public relations director, Nash-Kelvinator corporation; Gibbs R. Allen, A. O. Smith corporation, Milwaukee; Lee W. Baker, Allis-Chalmers Manufacturing company, Milwaukee; Ben Barkin, Ben Barkin & Associates, Milwaukee; Virginia Ruth Becker, Community Welfare Council of Milwaukee county; Edmund S. Carpenter, Marquette university, Milwaukee; Allen H. Center, Parker Pen company, Janesville; Charles N. Christiansen, Marshall & Isley Bank, Milwaukee; William N. Connolly, S. C. Johnson & Son, Inc., Racine; Richard S. Falk, The Falk corporation, Milwaukee; Loretto J. Fox, The Falk corporation, Milwaukee; Milton H. Frank, Wisconsin Power & Light company, Madison; David Goodman, General Electric company, Milwaukee; Charles W. Granger, Michigan-Wisconsin Pipe Line, Waukesha.

C. S. Haugensen, Ampco Metal, Inc., Milwaukee; Kenneth W. Haugensen, Allis-Chalmers Manufacturing company, Milwaukee; Walter J. Kessler, Pabst Brewing company, Milwaukee; Carl G. Mayer, Oscar Mayer & Company, Madison; Greta W. Murphy, Milwaukee School of Engineering, Milwaukee; Leonard P. Niessen, Cutler-Hammer, Inc., Milwaukee; Quentin J. O'Sullivan, Allis-Chalmers Manufacturing company, Milwaukee; John H. Paige, Wisconsin Telephone company, Milwaukee; Dudley B. Reed, Jr., Bucyrus Erie company, South Milwaukee; Clark H. Rowe, Ripon college, Ripon; Lawrence J. Smotherman, First Wisconsin National Bank, Milwaukee; George L. Staudt, Harnischfeger corporation, Milwaukee; William W. Wadel, Blatz Brewing company, Milwaukee; Ralph Jack Werner, Ralph Werner Associates, Milwaukee; K. B. Willett, Hardware Mutuals, Stevens Point; and Wilford D. York, Hoffman & York, Inc., Milwaukee.



and the best bread value you've ever bought, we'll gladly refund your money!

Better Because It's...

① MORE NOURISHING

Made with more milk nutrients so high in calcium and protein and so necessary for growing children. Yes, comparison proves that penny for penny among America's 10 leading brands, no other bread gives you more vitamins, minerals, iron and protein.

② MORE FLAVORFUL

Better tasting because it's made with the finest of ingredients that make for unsurpassed flavor. And the freshness date on the wrapper insures truly fresh flavor!

③ BETTER VALUE...

Buy It! Try It! You'll discover that many breads costing much more don't equal Jane Parker bread for quality, freshness, and down right good eating!

A Frank Statement About Bread From A&P

Almost any loaf of bread you buy today is a good loaf of bread. But bear in mind before you buy, that all breads are not the same. They may differ in quality of ingredients... nutritional value... flavor and freshness.

We make no exaggerated claims for Jane Parker White Bread. We use no secret process to produce it. Its goodness springs only from the use of fine ingredients, properly blended, and baked as carefully as you would bake at home.

A&P Food Stores

THE GREAT ATLANTIC AND PACIFIC TEA COMPANY



When You Can't Buy It ... Make It

Although he has many outside interests, Dick Jonas of the Engineering Department, has always placed photography at the top of the list.

For a long while, he has wanted to own a view camera, but each time he got enthusiastic about buying one, he remembered the price and his enthusiasm faded. One day while glancing through the U.S. Camera magazine, he ran across a set of plans on "How to build your own view camera." This was just what he needed.

Not being a guy who is easily discouraged, Dick set to work with a will. On the list of raw materials needed were: birch wood, brass, aluminum, sateen cloth and cardboard. The only relatively expensive item needed was a geared track used in focusing. This he purchased at a metal company for a nominal cost.

Over a period of about six months' time the stock of raw materials dwindled away to nothing and in their place stood a fine looking 4 by 5 inch camera.

"I'd estimate that the parts used ran me about five or six dollars," says Dick,



Dick Jonas with the view camera he made from plans taken from the U.S. Camera Magazine. The camera shown here is complete with a lens which he borrowed for the picture.

"but now that I've finished, the big cash outlay will be for a lens. I haven't decided just what kind I want, but I can afford a good one and still have the camera I wanted for a fraction of the retail price that I would have had to pay."

Dick says he still has the plans around in case you may be interested.

Jim Kruse Rained Out In Florida Race

It's a 2,900-mile trip to Daytona Beach, Florida, and back. That's a lot of miles to travel in one week just to sit in a hotel room and watch the rain come down, and that's just what Jim Kruse, Stamping Machine operator, did during the last week in February.

Jim headed south to the resort city to enter the "Indianapolis of Motorcycle Racing" annual event sponsored by the city of Daytona Beach in cooperation with the American Motorcycle Association.

"It was raining when I arrived," said Jim, "and it kept right on for four straight days."

Jim was scheduled to ride in the 100-mile national championship race for

amateurs. In this same race last year, Jim came in 16th among 112 entries.

February 23 and 24 were the dates scheduled for the event, and in the off chance that the weather would clear, all entrants stayed on for two extra days. "It was useless," said Jim, "just about the time it looked as though it might clear up, the clouds would roll in and it started all over again."

Jim, who has been racing for 15 years, rides a Harley-Davidson machine. A past president of the Kenosha Motorcycle Club, he has been active in this organization for the past four years.

"I guess we shouldn't complain too much about the race," said Jim, "because this is the first time it has been rained out in 16 years."

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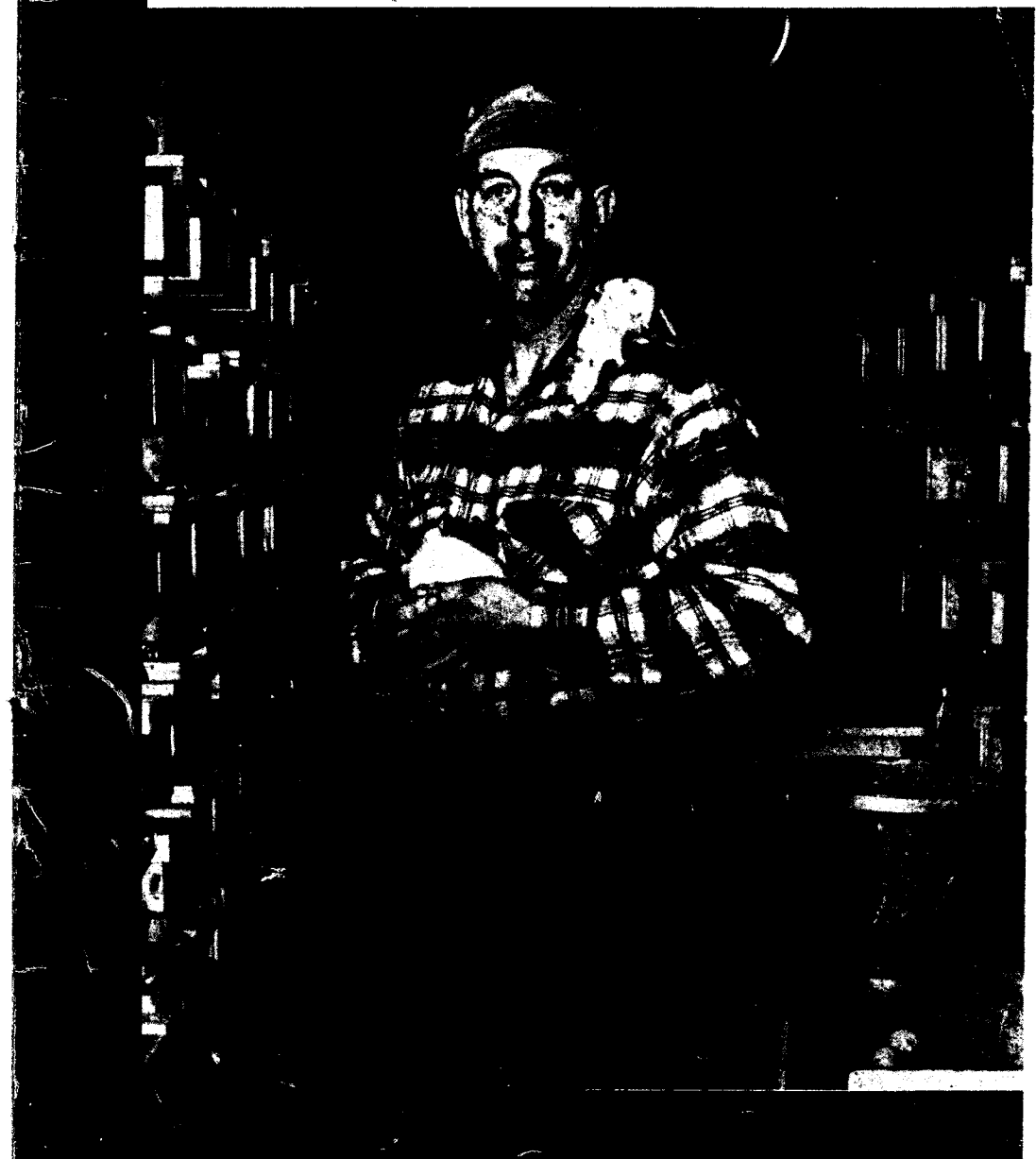
Snap-on

W. Reynolds
8238 201st Ave.
Bristol, WI 53104-9708

MIRROR

VOLUME 10 NUMBERS

MARCH 14, 1952



SALE OR SWAP

Storkline buggy, \$18.

10-inch wood lathe (new) and 4-inch jointer. Will sell or swap for other power woodworking equipment.

Gas conversion unit — Thermomatic, \$30.

7.60 x 15 Firestone tire and tube. Purchased in July and never used. Cost \$32.85. Will sell for \$25.

Automatic washing machine — Jacob's Launderall. Cost \$300. Will sell for \$35.

Wanted—Play pen.

Wanted—Dog house.

Lot for sale. On Pershing Blvd. in Forest Park. 65 feet x 120 feet. Water, gas and sewers.

FRONT COVER

Who said rats were unfriendly creatures? Here Ralph Reynolds of Raw Stores shows just how friendly they can be.

Ralph and his brother-in-law own and operate the G & R Mousery located on Highway 50.

It is impossible to get the exact number of rats and mice that are presently housed at the Mousery, but Ralph estimates that there are 10,000 mice and 1,000 rats.

Bred and raised for use in experimental laboratories, the rodents are albinos, having white fur and pink eyes.

For the complete story with pictures see pages 4 and 5.

Snap-on MIRROR

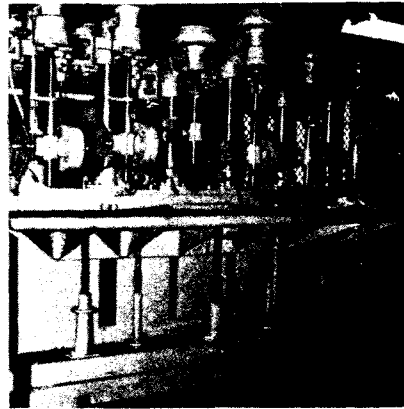
Published bi-weekly by and for the employees of the Snap-on Tools Corp., Kenosha, Wis.

Editor—John Conron

Associate Editors—Ed Bott, Bob Schneider

Contributing Editor this Issue:

Eunice Clapham



Final preparations are made for anchoring down the new six-spindle drill press recently added to the equipment in the Machine Shop.

HAPPY BIRTHDAY

March

- 1 Barbara Fenske Thomas Anger
- 2 Marian Heinisch
- 3 George M. Walraven Alfred Jarvis
Paul J. Schutt
- 4 Olga Gedwill
- 5 Richard Jonas Robert E. Daley
Donald Rovik
- 7 John L. Neddo Susan Langenbach
- 8 Frank Smith
- 9 Andrew S. Bakula
- 10 Marius Jensen Sally Peltier
- 11 Hugo Klees
- 12 Gloria Wudell
- 14 Walter Peterson
- 16 Kenneth Haubrich
Edward H. Adams

Ed Adams Hits National Honor Roll

February 18 was a bad day for bowling pins at the Hub Alleys. They didn't stand a chance against Ed Adams of the Engineering Department who rolled a 702 series to add his name to the list of top bowlers on the national honor roll.

Bowling for Ben's Inn with the Tavern Major league each week, Ed maintains an average of 182. He uses a finger tip ball and swears by it.

\$4,715 Worth of Extra Insurance Benefits Go To Snap-on Employees With Dependents

A sizeable increase in the benefits available under the Snap-on Group Insurance Plan was announced recently.

In order to present the clearest possible picture as to how these changes affect you and your family a list of questions and answers have been compiled which will give you the information you will want to know about the new plan.

For purposes of clarity, the questions and answers have been classified under two main headings: What the new plan means to me and, second, what the new plan means to my family.

If after reading this article, you have any further questions please contact the Personnel Office for the additional information.

What the New Plan Means to Me

Question—Has the former rate of \$6 per day on hospital rooms been changed?

Answer—Yes, under the new plan, the daily rate has been increased to \$10 per day for 31 days. That's an additional \$124 worth of benefits in this one feature.

Question—What is the average daily cost of hospital rooms in Kenosha?

Answer—Single rooms will run from \$10.50 up while two-bed rooms rates average \$8.50.

Question—Have there been any changes in the benefits for special hospital services such as laboratory fees, X-rays, drugs and operating room charges?

Answer—The former allowance of ten times the daily room benefits or \$60 has been raised to 20 times, which now brings the total benefits for such services up to \$200. You can chalk up an additional \$140 worth of benefits on this feature.

Question—What about surgical benefits? Does the new plan pay more on operations?

Answer—Yes, the previous maximum schedule for surgery was \$150. This maximum has now been raised to \$300.

Question—Just how do the new surgical benefits compare to the old on such operations as appendectomies and hernia?

Answer—In many cases, benefits have been doubled and tripled. Under the old plan, appendectomies had a maximum benefit of \$100. Under the new plan your policy will pay up to \$150. Under the old policy, the allowance for a single hernia was scheduled at \$50. The benefits for this same operation have now been tripled.

Question—If I'm in the hospital for something other than surgery the doctor will make frequent calls on me and these calls are charged to me. Under the old plan I had to pay for these calls. Has the old plan been revised to include these charges?

Answer—It has. A new benefit has been added to allow \$4 per day for each call made by your doctor for a maximum of 31 days. This amounts to \$124 in brand new benefits to you.

Question—I've heard some friends of mine who are under other group plans discussing a clause in their policies that covers hospital expenses in case of polio. Why don't we have such a clause in our plan?

Answer—We do. Under the new plan, you are covered for treatment of polio in the hospital with benefits up to \$2000.

Question—I suppose the addition of these new benefits will raise the cost of my premiums considerably?

Answer—On the contrary. These extra benefits cost you nothing. The entire
(Continued on page 6)

Pied Piper's Paradise

Among members of the Snap-on family are many who have interesting hobbies or part time activities, but by far the most unusual is the business operated by Ralph Reynolds of Raw Stores and his brother-in-law.

ONE YEAR AGO, this month, Ralph and his brother-in-law, Karl Grohs, purchased a pair of mice. These were not the ordinary kind of mice that you'd find scurrying across the kitchen floor. These two were white in color and had pink eyes, a combination that indicates a true albino.

Shortly thereafter, a litter of 11 was born to the pair, and it was then that Grohs and Reynolds formed the G & R Mousery.

You are probably wondering at this point just why anyone would be interested in raising mice, when there are so many people in the world who are trying to build a better mouse trap.

To get the complete story, we must go back several years to the time when Karl was employed at the U. S. Standard Products Laboratory, one of the largest pharmaceutical houses in the country.

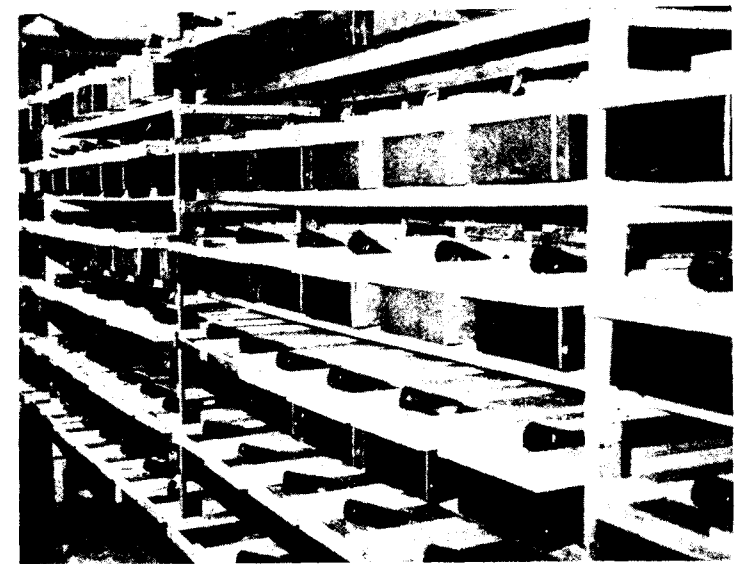
In order to test the reactions of the drugs which they produce, U.S.S.P., like many other laboratories throughout the country, uses white mice and rats for experimental purposes. It was Karl's job to maintain an adequate supply, and release them for injection and observation. Several years ago, he became ill and was unable to continue working. After a long rest, he suggested to Ralph that they form a partnership to breed and raise mice for sale to laboratories in and around the mid-west.

It was decided by the partners that they would set up operations at Ralph's home on Highway 50, where two large sheds were available that could be used to house the rodents.

"It's hard to believe," says Ralph, "that after just one year we now have more than 10,000 mice, and over 5,000 of them are the descendants of that first pair. They were a little slow starting,



Here a mother rat watches over her young. In order to maintain the correct blood strain for experimental purposes, these young will be bred together.



A partial view of the racks and cages in the mouse house. The majority of the cages are hand made. Special water bottles can be seen on the top of each cage.

but after a while we couldn't make cages fast enough to take care of them. We started breeding rats about three months ago, and already we have well over 1,000."

In order to maintain the blood strain, mice and rats must be in-bred; that is mates must be chosen from the same litter. The average rodent will breed seven or eight times a year with 12 young to a litter. They are quite small at birth, three of them fitting on a teaspoon. Females reach the maximum weight for use in the laboratories in about 10 weeks. Males will reach the same weight in five weeks.

Mice and rats are kept in separate quarters at the G & R Mousery. Each of the two sheds are well ventilated. Oil stoves are used to supply the heat required to maintain a room temperature of 70 degrees at all times.

The mouse house contains 580 cages which rest on racks running the entire length of the shed. Each cage is constructed of a metal box covered by a wire top surrounded by a wooden frame. Wood shavings are placed in each cage, and changed frequently for the purpose of cleanliness.

The feeding of these little creatures is no small task as you can well imagine. They are fed a well balanced diet containing the necessary requirements of protein, fat and carbohydrates. The food is purchased commercially in pellet form similar to a dog biscuit. Approximately 500 pounds of mouse food and 200 pounds of rat food are consumed weekly. Pellets are not put directly into the cage, but are placed in a trough of wire screen, consequently the animals must gnaw at their food through the wire mesh. This eating habit is characteristic of the rodent family, and when you stop to consider the quantity of food that is consumed, it doesn't seem to work any hardships upon them.

Fresh water is supplied to each cage by means of specially constructed water bottles equipped with glass tubes that pass through the screen into the cages. Each bottle contains a valve that regulates the flow of water into the tube. When Mr. or Mrs. Mouse or Rat develops a thirst, they just take a few licks at the end of the glass tube and these drops are quickly replaced through the action of the valve.

(Continued on page 7)

Insurance Benefits . . .

(Continued from page 3)

cost of the increased *Employee* benefits is assumed by Snap-on. Including the new polio benefits but without considering the additional surgery benefits your new policy is worth \$2,388 more than the old one.

What the New Plan Means to My Family

Question—Under the insurance coverage for my dependents, they are only allowed \$5 per day toward a hospital room. Has anything been done under the new plan to raise this allowance?

Answer—Yes, the maximum daily hospitalization benefit has been increased to \$8 per day for 31 days. That's a \$93 increase.

Question—How about the special hospital benefits for my family such as laboratory fees, X-rays, etc.

Answer—These benefits have been increased to 20 times the daily room allowance, which brings the total benefits for such services up to \$160 as compared with the total of \$50 under the old plan, or an even \$110 increase.

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**Crippled Children
need YOUR help**

Crippled children want to walk, talk and play like other children. They can if you help by giving to Easter Seals. Give generously—your dollars mean new lives for America's crippled children.

**19th ANNUAL
EASTER SEAL APPEAL**
March 13 to April 13

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CRIPPLED CHILDREN AND ADULTS, INC.
11 S. LASALLE STREET, CHICAGO 3, ILL.
THE EASTER SEAL AGENCY

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When You Can't Buy It ... Make It

Although he has many outside interests, Dick Jonas of the Engineering Department, has always placed photography at the top of the list.

For a long while, he has wanted to own a view camera, but each time he got enthusiastic about buying one, he remembered the price and his enthusiasm faded. One day while glancing through the U.S. Camera magazine, he ran across a set of plans on "How to build your own view camera." This was just what he needed.

Not being a guy who is easily discouraged, Dick set to work with a will. On the list of raw materials needed were: birch wood, brass, aluminum, sateen cloth and cardboard. The only relatively expensive item needed was a geared track used in focusing. This he purchased at a metal company for a nominal cost.

Over a period of about six months' time the stock of raw materials dwindled away to nothing and in their place stood a fine looking 4 by 5 inch camera.

"I'd estimate that the parts used ran me about five or six dollars," says Dick,



Dick Jonas with the view camera he made from plans taken from the U.S. Camera Magazine. The camera shown here is complete with a lens which he borrowed for the picture.

"but now that I've finished, the big cash outlay will be for a lens. I haven't decided just what kind I want, but I can afford a good one and still have the camera I wanted for a fraction of the retail price that I would have had to pay."

Dick says he still has the plans around in case you may be interested.

Jim Kruse Rained Out In Florida Race

It's a 2,900-mile trip to Daytona Beach, Florida, and back. That's a lot of miles to travel in one week just to sit in a hotel room and watch the rain come down, and that's just what Jim Kruse, Stamping Machine operator, did during the last week in February.

Jim headed south to the resort city to enter the "Indianapolis of Motorcycle Racing" annual event sponsored by the city of Daytona Beach in cooperation with the American Motorcycle Association.

"It was raining when I arrived," said Jim, "and it kept right on for four straight days."

Jim was scheduled to ride in the 100-mile national championship race for

amateurs. In this same race last year, Jim came in 16th among 112 entries.

February 23 and 24 were the dates scheduled for the event, and in the off chance that the weather would clear, all entrants stayed on for two extra days. "It was useless," said Jim, "just about the time it looked as though it might clear up, the clouds would roll in and it started all over again."

Jim, who has been racing for 15 years, rides a Harley-Davidson machine. A past president of the Kenosha Motorcycle Club, he has been active in this organization for the past four years.

"I guess we shouldn't complain too much about the race," said Jim, "because this is the first time it has been rained out in 16 years."

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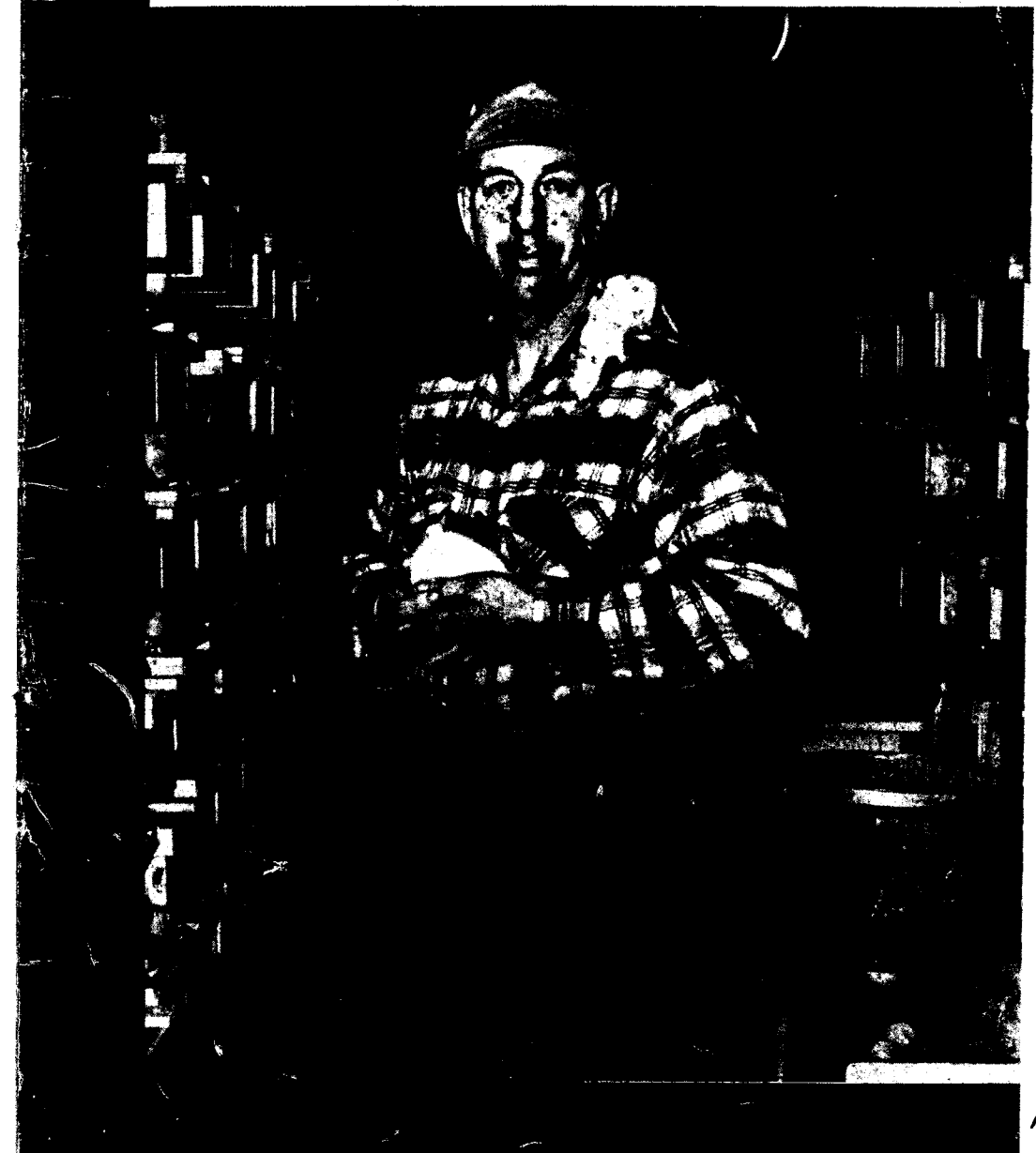
Snap-on

W. Reynolds
8238 201st Ave.
Bristol, WI 53104-9708

MIRROR

VOLUME 10 NUMBER 5

MARCH 14, 1952



14

SALE OR SWAP

Storkline buggy, \$18.

10-inch wood lathe (new) and 4-inch jointer. Will sell or swap for other power woodworking equipment.

Gas conversion unit — Thermomatic, \$30.

7.60 x 15 Firestone tire and tube. Purchased in July and never used. Cost \$32.85. Will sell for \$25.

Automatic washing machine — Jacob's Launderall. Cost \$300. Will sell for \$35.

Wanted—Play pen.

Wanted—Dog house.

Lot for sale. On Pershing Blvd. in Forest Park. 65 feet x 120 feet. Water, gas and sewers.

FRONT COVER

Who said rats were unfriendly creatures? Here Ralph Reynolds of Raw Stores shows just how friendly they can be.

Ralph and his brother-in-law own and operate the G & R Mousery located on Highway 50.

It is impossible to get the exact number of rats and mice that are presently housed at the Mousery, but Ralph estimates that there are 10,000 mice and 1,000 rats.

Bred and raised for use in experimental laboratories, the rodents are albinos, having white fur and pink eyes.

For the complete story with pictures see pages 4 and 5.

Snap-on MIRROR

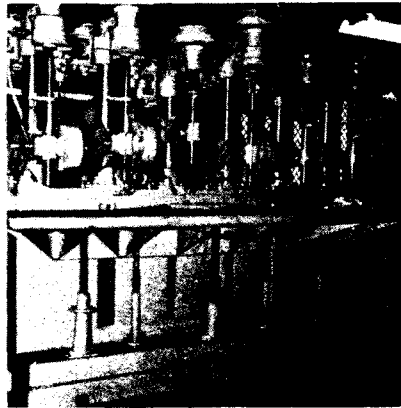
Published bi-weekly by and for the employees of the Snap-on Tools Corp., Kenosha, Wis.

Editor—John Conron

Associate Editors—Ed Bott, Bob Schneider

Contributing Editor this Issue:

Eunice Clapham



Final preparations are made for anchoring down the new six-spindle drill press recently added to the equipment in the Machine Shop.

HAPPY BIRTHDAY

March

- 1 Barbara Fenske Thomas Anger
- 2 Marian Heinisch
- 3 George M. Walraven Alfred Jarvis
Paul J. Schutt
- 4 Olga Gedwill
- 5 Richard Jonas Robert E. Daley
Donald Rovik
- 7 John L. Neddo Susan Langenbach
- 8 Frank Smith
- 9 Andrew S. Bakula
- 10 Marius Jensen Sally Peltier
- 11 Hugo Klees
- 12 Gloria Wudell
- 14 Walter Peterson
- 16 Kenneth Haubrich
Edward H. Adams

Ed Adams Hits National Honor Roll

February 18 was a bad day for bowling pins at the Hub Alleys. They didn't stand a chance against Ed Adams of the Engineering Department who rolled a 702 series to add his name to the list of top bowlers on the national honor roll.

Bowling for Ben's Inn with the Tavern Major league each week, Ed maintains an average of 182. He uses a finger tip ball and swears by it.

\$4,715 Worth of Extra Insurance Benefits Go To Snap-on Employees With Dependents

A sizeable increase in the benefits available under the Snap-on Group Insurance Plan was announced recently.

In order to present the clearest possible picture as to how these changes affect you and your family a list of questions and answers have been compiled which will give you the information you will want to know about the new plan.

For purposes of clarity, the questions and answers have been classified under two main headings: What the new plan means to me and, second, what the new plan means to my family.

If after reading this article, you have any further questions please contact the Personnel Office for the additional information.

What the New Plan Means to Me

Question—Has the former rate of \$6 per day on hospital rooms been changed?

Answer—Yes, under the new plan, the daily rate has been increased to \$10 per day for 31 days. That's an additional \$124 worth of benefits in this one feature.

Question—What is the average daily cost of hospital rooms in Kenosha?

Answer—Single rooms will run from \$10.50 up while two-bed rooms rates average \$8.50.

Question—Have there been any changes in the benefits for special hospital services such as laboratory fees, X-rays, drugs and operating room charges?

Answer—The former allowance of ten times the daily room benefits or \$60 has been raised to 20 times, which now brings the total benefits for such services up to \$200. You can chalk up an additional \$140 worth of benefits on this feature.

Question—What about surgical benefits? Does the new plan pay more on operations?

Answer—Yes, the previous maximum schedule for surgery was \$150. This maximum has now been raised to \$300.

Question—Just how do the new surgical benefits compare to the old on such operations as appendectomies and hernia?

Answer—In many cases, benefits have been doubled and tripled. Under the old plan, appendectomies had a maximum benefit of \$100. Under the new plan your policy will pay up to \$150. Under the old policy, the allowance for a single hernia was scheduled at \$50. The benefits for this same operation have now been tripled.

Question—If I'm in the hospital for something other than surgery the doctor will make frequent calls on me and these calls are charged to me. Under the old plan I had to pay for these calls. Has the old plan been revised to include these charges?

Answer—It has. A new benefit has been added to allow \$4 per day for each call made by your doctor for a maximum of 31 days. This amounts to \$124 in brand new benefits to you.

Question—I've heard some friends of mine who are under other group plans discussing a clause in their policies that covers hospital expenses in case of polio. Why don't we have such a clause in our plan?

Answer—We do. Under the new plan, you are covered for treatment of polio in the hospital with benefits up to \$2000.

Question—I suppose the addition of these new benefits will raise the cost of my premiums considerably?

Answer—On the contrary. These extra benefits cost you nothing. The entire
(Continued on page 6)

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Pied Piper's Paradise

Among members of the Snap-on family are many who have interesting hobbies or part time activities, but by far the most unusual is the business operated by Ralph Reynolds of Raw Stores and his brother-in-law.

ONE YEAR AGO, this month, Ralph and his brother-in-law, Karl Grohs, purchased a pair of mice. These were not the ordinary kind of mice that you'd find scurrying across the kitchen floor. These two were white in color and had pink eyes, a combination that indicates a true albino.

Shortly thereafter, a litter of 11 was born to the pair, and it was then that Grohs and Reynolds formed the G & R Mousery.

You are probably wondering at this point just why anyone would be interested in raising mice, when there are so many people in the world who are trying to build a better mouse trap.

To get the complete story, we must go back several years to the time when Karl was employed at the U. S. Standard Products Laboratory, one of the largest pharmaceutical houses in the country.

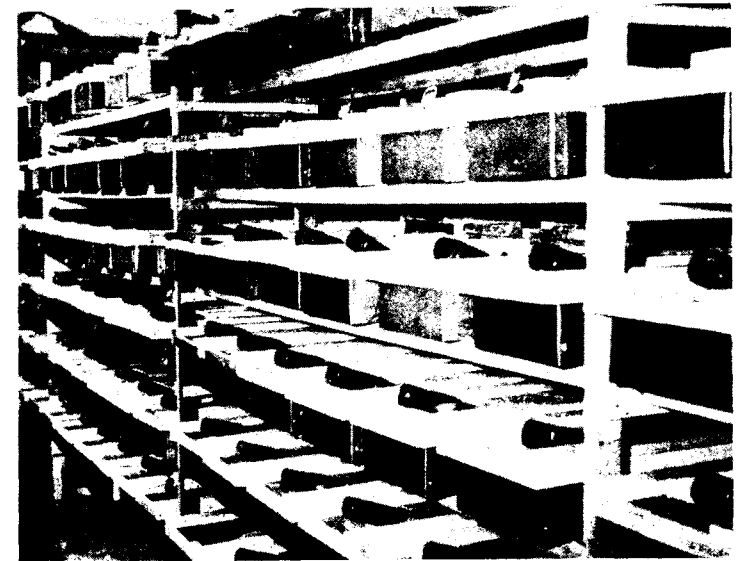
In order to test the reactions of the drugs which they produce, U.S.S.P., like many other laboratories throughout the country, uses white mice and rats for experimental purposes. It was Karl's job to maintain an adequate supply, and release them for injection and observation. Several years ago, he became ill and was unable to continue working. After a long rest, he suggested to Ralph that they form a partnership to breed and raise mice for sale to laboratories in and around the mid-west.

It was decided by the partners that they would set up operations at Ralph's home on Highway 50, where two large sheds were available that could be used to house the rodents.

"It's hard to believe," says Ralph, "that after just one year we now have more than 10,000 mice, and over 5,000 of them are the descendants of that first pair. They were a little slow starting,



Here a mother rat watches over her young. In order to maintain the correct blood strain for experimental purposes, these young will be bred together.



A partial view of the racks and cages in the mouse house. The majority of the cages are hand made. Special water bottles can be seen on the top of each cage.

but after a while we couldn't make cages fast enough to take care of them. We started breeding rats about three months ago, and already we have well over 1,000."

In order to maintain the blood strain, mice and rats must be in-bred; that is mates must be chosen from the same litter. The average rodent will breed seven or eight times a year with 12 young to a litter. They are quite small at birth, three of them fitting on a teaspoon. Females reach the maximum weight for use in the laboratories in about 10 weeks. Males will reach the same weight in five weeks.

Mice and rats are kept in separate quarters at the G & R Mousery. Each of the two sheds are well ventilated. Oil stoves are used to supply the heat required to maintain a room temperature of 70 degrees at all times.

The mouse house contains 580 cages which rest on racks running the entire length of the shed. Each cage is constructed of a metal box covered by a wire top surrounded by a wooden frame. Wood shavings are placed in each cage, and changed frequently for the purpose of cleanliness.

The feeding of these little creatures is no small task as you can well imagine. They are fed a well balanced diet containing the necessary requirements of protein, fat and carbohydrates. The food is purchased commercially in pellet form similar to a dog biscuit. Approximately 500 pounds of mouse food and 200 pounds of rat food are consumed weekly. Pellets are not put directly into the cage, but are placed in a trough of wire screen, consequently the animals must gnaw at their food through the wire mesh. This eating habit is characteristic of the rodent family, and when you stop to consider the quantity of food that is consumed, it doesn't seem to work any hardships upon them.

Fresh water is supplied to each cage by means of specially constructed water bottles equipped with glass tubes that pass through the screen into the cages. Each bottle contains a valve that regulates the flow of water into the tube. When Mr. or Mrs. Mouse or Rat develops a thirst, they just take a few licks at the end of the glass tube and these drops are quickly replaced through the action of the valve.

(Continued on page 7)

Insurance Benefits . . .

(Continued from page 3)

cost of the increased *Employee* benefits is assumed by Snap-on. Including the new polio benefits but without considering the additional surgery benefits your new policy is worth \$2,388 more than the old one.

What the New Plan Means to My Family

Question—Under the insurance coverage for my dependents, they are only allowed \$5 per day toward a hospital room. Has anything been done under the new plan to raise this allowance?

Answer—Yes, the maximum daily hospitalization benefit has been increased to \$8 per day for 31 days. That's a \$93 increase.

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Le Strange Reynolds



61















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