

# European Land Methods, A Achievement of America

## Newcomer to U. S. From Germany Gives Impressions in Address to Rotary Club

**EDITOR'S NOTE:**—Following is an address given before the Birmingham Rotary Club Monday noon by Dr. Wilhelm Krumpholtz, vice-president of the Beck-Koller Company, Detroit, and general manager of the Beck-Koller Company in the United States for one year, and formerly in Berlin, Germany, where he achieved international distinction as an authority on the philosophy of points and variations. He has lived and travelled extensively in many European countries, and his impressions of a newcomer in America are of outstanding interest and educational value. He was introduced by Rotarian Charles J. O'Connor, a member of the same firm.

It was with great pleasure that I accepted the invitation to talk before your club today. I thought that a description of my impressions when I came to this country, taken from the standpoint of my European experiences, would be of interest to you, inasmuch as the fact that my impressions are completely individual ones and are of no general value.

The first overwhelming impression of a newcomer to America is the height of downtown New York, of the mountains of Manhattan, to say. These huge office buildings are, without any doubt, one of the most admirable performances of human ingenuity, and, in my opinion, a very descriptive expression of American mentality.

**Marvels at Skyscrapers**  
As a technician, I naturally was very interested in the technical details of these buildings, and I admired the skill which was used in solving all the problems involved in the constructing of these skyscrapers. There is no European constructor that will ever be able to erect a building such as, for instance, the Empire State Building in New York.

Of course, skyscrapers are extremes in the architectural line, and they are not the normal way of thinking. America is the country of the extremes. While in Europe, I saw only tall buildings for office buildings, single one-story houses which are not so much as the skyscrapers of ground are preferred for living quarters.

Another extreme is in direct contrast to European conditions, inasmuch as the buildings over usually between three and four stories. Of course, it was only the technical marvel of the automobile which enabled American people to make their homes in the widely extended and often countrylike suburbs of the cities. This development was not possible in Europe on account of so few people owning automobiles.

**Housing Important**  
After all I have seen, I believe the housing question has a great deal to do with the stability and political development of people and countries. For instance, the average European rents a small apartment or a few rooms, does not own real estate of any kind, and for this reason is not really rooted in the soil of the country. Therefore, he can be easily influenced by radical and communistic ideas, and he has no responsibility for protecting his own country.

It seems to me that the high percentage of the population living in their own homes. This, of course, gives the people a sense of stability and conservatism, which in turn prevents them from being misled by radical ideas.

This point of view is further confirmed by a few observations I have made with regard to church and school matters. The religious feeling is much more developed over here than in most European countries, and also the interest in the functions of the church is more pronounced, which actually is another expression of the conservatism which I just mentioned.

A similar state of mind is certainly cultivated by the way the children are brought up. With regard to the children, a newcomer in this country is pleasantly surprised to find that the children are brought up to their welfare, both in a mental and a physical respect. While in Europe most children are kept in the background, they play a very important part in American life. As a demonstration of this, I mention, for instance, that in Europe you would never find a policeman on duty around the school to escort the children safely across the street, such as you see here. I was also very impressed by the way in which American boys and girls are treated, and I certainly agree with them.

**Planned Diets Helpful**  
In connection with the care given to American children, I feel sure that the planned diets and carefully selected foods customary in this country are largely responsible for their healthy condition. This holds true for American meals as a whole, which contain a remarkable amount of vitamins, much higher than that of European meals. It is believed that the vitamins contained in fresh salads, fruits, juices of all kinds and in the variety of fresh vegetables, which predominate in the daily menu in this country, are largely responsible for the vigor and vitality of the American people.

Another overwhelming impression of the newcomer to America is the enormous number of automobiles driven. Detroit is especially famous in this respect, because, as I have said, Detroit has more automobiles in comparison with any other city in the world. It is my understanding that one out of every two people in this city has an automobile in this city. This is a very amazing

they are in Europe. The street cars over there are much easier to ride, and the people who drive them in America. The companies over there do not have any regard for the passenger service, as those in the neighborhood. American engineers should make it a point to construct a motor street car in line with those used so successfully in Europe.

**Progress in Airplanes**  
This lack of interest in the technical development of street cars is really not understandable when you take into consideration the progress made in the development of air planes. There are some very good airplanes in Europe, particularly those of the Dutch airlines, which are wonderfully equipped and have excellent service, but I do not believe there is any commercial airline in Europe which will compare with the American planes in safety or speed.

In some European countries, for instance in England, the air service is not patronized to any great extent, and the people who have travelled are not long enough to justify going by plane. The speed of travel is much more over land than there is no object in taking a plane to save time. For instance, I was in London, London to Liverpool this summer, a distance of about 200 miles, I took the train and arrived in Liverpool in 2 1/2 hours by plane, taking every thing into consideration.

In addition to this, certain European countries have dense forests, particularly England, which is not so much in the danger zone. In connection with this, I mention that the speed of travel is much more over land than it is here. For instance, there are trains in Germany which are in operation at a speed of 100 miles an hour, which is something that we are not doing in this country. This has been made possible by very heavy built rails, strongly constructed, equipped with powerful motors. On the other hand, I mention that the speed of travel is much more over land than it is here. For instance, there are trains in Germany which are in operation at a speed of 100 miles an hour, which is something that we are not doing in this country.

**Faired Inflation**  
It was a most interesting experience for me to watch the manner in which the difficult question of inflation is being handled in this country. When I arrived in this country last year, the devaluation of the dollar was in full swing, and I was under the impression that general inflation was going to occur, as was the case in Germany, as well as in France and Belgium. In this matter, I found that inflation started in this manner.

During the first few months a very small devaluation began, which was handled in a very compulsory, and this movement accelerated more and more until the dollar was devalued to 25 cents. So I watched the situation very carefully last year. However, after a few weeks I came to the conclusion that this devaluation was not at all the beginning of inflation, but rather a very clever method of increasing business. Above all, the confidence of the American people was not changed by this devaluation.

According to my experience, the mental attitude of the people is of paramount importance. The Americans for the wonderful opportunities they have for playing golf. They have a very high opinion of the Continental Europe where 18-hole courses are available, and as a result of this I believe that I have more golf courses in Detroit area than there are on the entire European continent.

I just mentioned the fact that in some European countries the public spirit presents itself in an exaggerated manner. In this connection I should mention that the radio over there is very often misused for these feelings. In this respect fortunately American radio is better and being devoted, as it is, to real entertainment instead of political speeches. This may be the reason why there is such a universal interest in the occasional political programs which are offered in Europe, and the attitude of these friends talks of the President, which, judging from my own observations, is not shared by newcomers to this country.

I know there are many complaints about the low level of some radio performances, but, on the other hand, when you realize that the radio has to supply programs to satisfy millions of people, it is plainly understood why they cannot offer only high class entertainment. I find that there are such diversified programs that it is usually possible to select one of the best of them if one wishes to. I always appreciate the performances of the Metropolitan Opera on Sunday afternoons, as well as the New York Philharmonic Orchestra on Sunday afternoons, and the very few performances in Europe that can compare with them.

**The Same Holds True**  
The same holds true for the operas, plays and concerts offered in New York, Philadelphia, Boston and other cities. New York seems to be the center for the best performances of opera, for the best recitals of symphony concerts, and for the most perfect performance of plays. I was rather surprised to find that there is only one thing missing in American performances, and that is the atmosphere of the old traditions led to the art centers of Europe.

Being a member of a concert which has its home office in Austria, I am naturally very well acquainted with Austrian opera and music, and I have had the opportunity to realize that there is still something of the spirit of old artists and composers who lived there, lingering in these art centers, which I very keenly last

**Pendulum Swings Back**  
Now, the pendulum has swung in the other direction, the preferred investment being bonds and similar securities. The idea in the European continent are somewhat different, and the viewpoints with regard to investments in the countries that are

# STARS OF RADIOLAND

summer during a visit to Salzburg, where I attended and enjoyed wonderful services of music and concerts. It seems to me as if there is an atmosphere of the old masters, Mozart, Beethoven, Brahms, and the other great musicians around you. These old traditions are a part of the world, and cannot be found in a country as comparatively new as America. I believe that America has developed these old traditions in the high degree of perfection with which these performances are produced today in America.

With regard to moving pictures, it is not generally recognized in Europe that America has developed a new line more than European countries. As a matter of fact, these performances are usually have to be modified to a great extent in order to adapt them to European taste. It seems to me, however, that this adaptation will be unnecessary in the future because the American and European people are becoming more and more alike with regard to movies. The general level of movie performances is rising higher and higher.

**Movies Improve**  
If I were to make a comparison of the American movies in 1924 and 1934, I would have to confess that the quality of these movies has improved very remarkably. In 1929, I really enjoyed only 10 to 20 per cent of the films I saw, while at the present time, I like about 75 per cent of them. This is not because I have adapted my taste to that of the American film, but because the standard has risen so rapidly. Several years ago there were a lot of murder, adventure and improbable love stories produced, while today you can enjoy substantial performances which are closely connected with human life. In addition, I greatly admire the unique art of many of the American film actors and actresses.

**Anka Lundh**  
Recently making her debut to radio audiences in the United States, Anka Lundh, above, has a background of music and singing. She is a Swedish personality who has been singing since she was a child.

There is a very good reason for this point of view, since experience has shown that stock values go up to the same extent that the currency goes down, so that the value of the dollar is constant. I thought that these ideas would be interesting to you, and I believe that they are. I certainly want to mention the impression I gained from the attitude of the sports in this country. The interest in the American people developed in the American people is in any other country, even in England. Everything is sport-minded and it seems to me that this frame of mind is very good thing for the welfare of the country as a whole. In comparing my European experiences with those in this country, I have come to the conclusion that it is better for the feeling and spirit of the American people to have a sporting, which is inherent in every nation, to find an outlet in sports, rather than in activities of exaggerated chauvinism.

**Express National Spirit**  
Although I am not at all expert on the matter of baseball or other sports, I enjoy these games a great deal, as they seem to me to be an expression of the sound mind and the common sense of the people of this country. Apart from that, I believe that the exercise derived from sports, particularly golf, has done a great deal to improve the health of the American people generally. I know from my experiences on the European continent that many people enjoy the opportunities they have for playing golf. They have a very high opinion of the Continental Europe where 18-hole courses are available, and as a result of this I believe that I have more golf courses in Detroit area than there are on the entire European continent.

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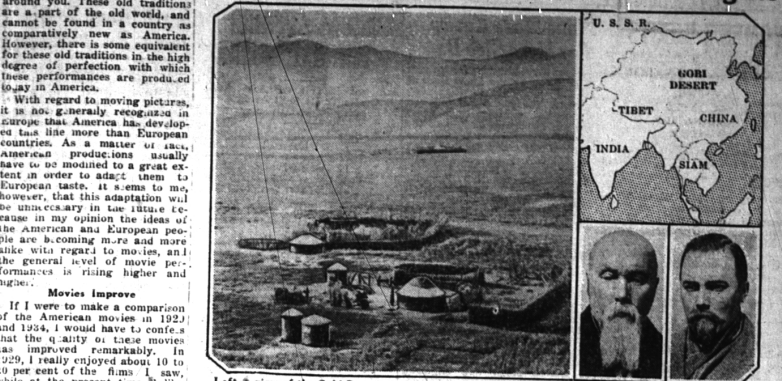
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# Uncle Sam Searches Gobi Desert Of Asia For Grass That Will Defy New Drougths



Left: A view of the Gobi Desert, in Mongolia, where an expedition headed by Dr. Nicholas Roerich will show bottom right.

The explorers will seek grasses and shrubs with root stocks of a type suitable for preventing wind and water erosion, which robs American farmers of millions of dollars' worth of topsoil annually.

Vegetation answering these specifications is believed to flourish in remote sections of the Gobi, where the rainfall annually is less than 10 inches but the average rainfall in the Midwest during the drought months of this year.

Other such expeditions, launched by the Department of Agriculture, have proved their worth. Crops introduced in this country by the department's expeditions are valued at \$100,000,000 annually.

Among them are the hardy wheat called durum; Peruvian alfalfa, now the most important variety in California; Pima cotton, the great crop of the Salt River Valley, Ariz.; the date palm, now grown as an established industry in the Southwest; Sudan grass, an important forage crop in many states, and others.

And the department places great faith in Dr. Roerich. For the last 11 years, he has made extensive scientific and cultural forays into Sikkim, Kashmir, Tibet, Chinese Turkestan, Magnolia, the Gobi Desert, and the Altai region.

During one year, amidst terrible hardships from which five main servants and a score of carrier animals perished, Dr. Roerich, his wife and aides were confined in tents by Tibetan authorities while the temperature ranged constantly about 30 degrees below zero.

In the last few years the distinguished man's interest turned to Tibetan botanical lore, which aided the department to his invaluable services.

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