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SALT FIRM ELECTS FRED W. MOORE HEAD

New President Took Reins of
Office at Annual Meeting
Last Saturday—Walker
Elevated to Vice
Presidency

News of the election at the annual meeting last Saturday by the board of the directors of the Diamond Crystal Salt Co., of Fred W. Moore to the presidency was an especially pleasing feature of the day's happenings in St. Clair. It was not unexpected. It was the natural outcome of a trend of events and his elevation to the highest position within the gift of the directors was but the culmination of a prediction freely made by other business interests of the city.

With the passing of the late lamented Henry Whiting, the presidency had been left vacant until the regular annual meeting on January 22, and the election by the directors of Mr. Fred W. Moore to fill said vacancy was certainly a fine tribute of confidence in his ability to guide the destiny of the company in the same capable manner in future as it has enjoyed in the past.

That he will measure up to this high standard is a foregone conclusion.

Mr. Moore has been connected with the salt plant since he finished school and entered upon his life's work. He began at the foot of the ladder so to speak, or in this instance on the dock, wrestling barrels, and his promotion up the ladder was due to his ability to discharge each new duty in a careful, painstaking manner, but in this climb he absorbed all the knowledge he could gain and capitalized on it by occupying for a number of years the important position of works manager. Then on the death of his brother, R. R. Moore, he was elected vice president which position he held until last Saturday, when after 30 years' hard conscientious work he was rewarded with the presidency.

Mr. Moore has always enjoyed the happy faculty of bringing to a successful issue anything of importance he has undertaken. For instance the Community Hotel project, stands



FRED W. MOORE.

out as an example. Few members of the Rotary Club ever expected to see the hotel built, and we are frank to say we doubt to this day if it would have materialized if Fred W. Moore hadn't put his shoulder to the wheel at the very start and imbued others with the idea of success by his hard work.

And it's the same with all his other lines of endeavor. As a member of the St. Clair County Road Commission he has devoted his time and energy in a successful effort to give his home county a system of good roads. In his Y. M. C. A. work no other official takes more interest or greater pride in providing for the best interests of the youth of the county and though he may be into work clear up to his neck, he always finds time to give the "Y" the benefit of his experience and knowledge gained through close contact with the various secretaries assigned St. Clair county.

In civic affairs he devoted several years' of his spare time to the offices of alderman, mayor, member of the Board of Public Works, member of the Board of Education and what not and though the citizenry at large did not always agree with his policies, still they always respected his efforts because they realized he was ever conscientious in all he undertook to do.

Aside from his affiliation with the big salt plant he is interested in other business institutions, such as director of the United Brass & Aluminum Mfg. Co., Port Huron; vice president of the Commercial & Savings bank, St. Clair and president of the St. Clair Community Hotel Corporation, which owns and directs the policies of the St. Clair Inn.

In the social side of life he is identified with the St. Clair River Country club, Detroit Bankers' club, Palmer Lodge, No. 20, K. of P., and a charter member of the local Rotary club.

In his church affiliations he is a member of and trustee in the Congre-

He was born in St. Clair, graduated from our public schools and has resided here all his life. With his wife and three children, Charles, Jack and Caroline, he resides on North Riverside avenue.

He has made a success of life and we trust has many years of activity ahead of him. Hosts of friends, near and far, will unite in extending congratulations and best wishes.

Other Officers Elected.

The directors of the company also elected Carl R. Walker vice president in charge of sales and advertising.

Franklin Moore was re-elected secretary and treasurer.