



1925-2025

un an avec Howard Phillips Lovecraft

#243 | 6 septembre 1925



*Dans le supplément photo du NYT, retour sur le vol San Francisco
Hawaï : un avion qui a réussi, un autre qui a dû amerrir faute de
carburant et n'a pas été retrouvé.*

[1925, dimanche 6 septembre]

Up late — wrote letters — retired 10 p.m.

Levé tard. Écrit des lettres. Couché à 22 h.

On l'a annoncé hier, pour HPL c'était la conclusion logique de trois jours de bougeotte, une journée sans bouger de chez soi, levé début d'après-midi et couché dix heures du soir, on l'a souvent vu procéder ainsi. Et des lettres, des lettres. Gageons que la veille au soir, revenant de sa virée avec Loveman, au métro du Brooklyn City Hall il a donné ses 5 cts pour le numéro du dimanche du *NYT* et ses divers suppléments. Et qu'il y a lu notamment, outre la suite de l'enquête concernant la dislocation en vol du dirigeable Shenandoah (mais les recherches ont cessé, concernant l'avion disparu de l'équipée San Francisco Hawäi), une page consacrée à la poétesse anglaise Amy Lowell, qu'il lit exhaustivement, une page magazine consacrée au 50^{ème} anniversaire du téléphone (et honneur perpétuel à comment Marshall McLuhan nous la raconte dans son *Understanding Media*), un article sur la production du *Siegfried* de Fritz Lang, que Leeds a déjà été voir et lui tout bientôt, et un article sur la dérive des continents. Parmi les pages publicitaires, celle de cette ville miracle de Floride où il suffit de s'installer pour faire fortune. Enfin, pour lui qui est un fidèle du Museum d'histoire naturelle, son exposition annuelle de poissons exotiques. Quant à la grande solderie des Little Blue Books à 5 cts au lieu de 15, gageons qu'il s'en est offert deux ou trois de plus pour ses voyages en métro.

Plus de 1 000 poissons tropicaux répartis dans 122 aquariums composent l'exposition annuelle qui a ouvert ses portes hier à l'American Museum of Natural History et qui se poursuivra aujourd'hui et demain. Les espèces rares et magnifiques provenant de l'Amazonie occupent une place particulièrement importante. La compétition est très vive dans la catégorie des poissons paradisiaques, avec sept couples de ces petites beautés turquoise et henné. On trouve également des poissons du Congo, des Indes orientales, du Brésil, du Siam, de Chine et d'Inde, qui vont de points animés de lumière virevoltante à de grandes affaires mesurant plusieurs centimètres de diamètre, mais pas beaucoup plus épaisses qu'un dollar en argent et dont la teinte n'est pas sans rappeler celle de l'argent neuf. Un intérêt considérable se concentre sur les poissons labyrinthes, dont pratiquement chaque couple s'affaire à construire un nid de bulles à la surface de l'eau. Le poisson mâle garde le nid, éloignant la femelle et souffle dans le nid chaque œuf qui en tombe. Le mâle doit être retiré de l'aquarium lorsque les œufs éclosent, sinon il mangera les alevins. Jacques Versteeg est l'exposant qui remporte les plus grands honneurs. De nombreux prix ont été décernés hier, dont huit médailles

1,000 STRANGE FISH FEATURE SHOW HERE

Varieties From the Amazon, India, China and Siam Exhibited at Natural History Museum.

VERSTEEG WINS 2 MEDALS

Paradise and Labyrinth Species
From Oriental Waters in Unusual Display.

More than 1,000 tropical fish in 122 tanks compose the annual exhibition which opened yesterday at the American Museum of Natural History and will continue today and tomorrow. Strange and beautiful varieties from the Amazon are particularly prominent. Competition is very keen in the paradise fish, with seven entries of these pairs of blazing little turquoise and henna beauties. There are also fish from the Congo, the East Indies, Brazil, Siam, China and India, and they range from animated points of darting light to big, lazy, flat affairs measuring several inches across, but not much thicker than a silver dollar and not unlike new silver in shade.

Considerable interest centres in the labyrinth fish, practically every pair of which is busy constructing a bubble nest on top of the water. The male fish guards the nest, driving the female away, and blows back into the nest every egg that falls out. The male must be taken out of the tank when the eggs are hatched or he will eat the young fish.

Jacques Versteeg is the exhibitor carrying off the highest honors. Numerous awards were made yesterday, including eight gold medals designed by Theodore Ebel Sr.

Eight different tanks of young fish are shown by Mr. Versteeg, including two tall, chimneylike affairs brought from Belgium, one a very fine "balanced tank," planted with a particularly decorative water plant, *Litar luteum*, which comes from the Congo.

Young fish also raised by Mr. Versteeg are the *Danio rerio*, of Indian origin, with fine maroon horizontal stripes on a white ground, the plants in this tank coming from a river in Singapore.

Mr. Versteeg was awarded another gold medal for egg-laying fish. In one of the tanks he shows five varieties from South America. The most showy are the scalars, from the Amazon, flat and shaped somewhat like two pyramids with bases joined together.

Near by are Mr. Versteeg's prize-winning fighting fish from Siam. There are seven different exhibitors showing these little fighting midgets, whose velvety blackness, relieved by threadlike touches of turquoise and burning red, is intensified when they show fight.

William G. Holbein and Carl Held were awarded gold medals for the best-balanced tanks.

d'or conçues par I. Theodore Ebel Sr. M. Versteeg présente huit aquariums différents contenant de jeunes poissons, dont deux grands aquariums en forme de cheminée provenant de Belgique, l'un d'eux étant un « aquarium équilibré » très raffiné, planté d'une plante aquatique particulièrement décorative, l'*utar luteum*, originaire du Congo. M. Versteeg élève également des *danio rerio*, originaires d'Inde, avec de fines rayures marron horizontales sur fond blanc. Les plantes de cet aquarium proviennent d'une rivière de Singapour. M. Versteeg a reçu une autre médaille d'or pour ses poissons ovipares. Dans l'un des aquariums, il présente cinq variétés d'Amérique du Sud. Les plus voyants sont les *scalare*, originaires d'Amazonie, plats et dont la forme ressemble à deux pyramides dont les bases sont reliées entre elles. À proximité, on trouve les poissons combattants primés de M. Versteeg, originaires du Siam. Sept exposants différents présentent ces petits combattants, dont la couleur noire veloutée, rehaussée de touches filiformes turquoise et rouge vif, s'intensifie lorsqu'ils se battent.

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THERE are no "employees" at Bamberger's. Only "co-workers." Co-workers with the founders and directors of the institution in the achievement of an ideal. There are scarcely any more time clocks! Only "house clocks," where each co-worker signs his or her time in the department itself. If you are a newcomer to the staff you are not late if you enter through your first days as late you can. A "house" refers you through the entire plan of the department, introducing you to the staff in general, lunching with you, in fact doing everything conceivable to set you perfectly at ease in your new surroundings.

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There is an arrangement for taking care of vacation and Christmas fund deposits; also for paying generous sickness and death benefits. A store magazine, "Counter Current," wherein you may see ourselves as others see us. A liberal dining arrangement for co-workers' purchases. Even so trifling yet considerate, an arrangement as an unobtrusive trifling stand, where five cents buys you protection from an unexpected shower!

THEN there is the educational department, especially to make you more efficient and more valuable not only to the store but to yourself. Technical courses are given for nearly every department in the store, to acquaint you with interesting facts about merchandising, to help you to increase your personal fund of knowledge but that help you constantly in your relations with patrons. All these courses are given "at the store's time" and if you wish a specialized type of training and preparation, with a generous portion of your profits at your disposal.

IMPORTANT in these things are, yet they are all only the tangible contributing factors to the famous Bamberger spirit. The greatest factor lies elsewhere, and inseparably—in the atmosphere that surrounds you, in the high type of persons with whom you associate, in

the pervasive morale of the Bamberger institution. Throughout the entire Bamberger store there is an atmosphere of eagerness and of quiet expression of surprise. Aids are wide and unobtrusive. Callings are high. Elevators are plentiful. Ventilation is perfect. Counter displays are bright and interesting. Merchandise is, without exception, of worthy character—worthy and all with full confidence of integrity. The clearest in the line in New Jersey. The co-workers, with their knowledge of the store, are chosen, each and every one, with the same great care that you have seen. Each one has passed rigid tests to determine his or her fitness for the type of position held. In no store are promotions and salary increases more conscientiously watched than at L. Bamberger & Co. Never does a Bamberger co-worker have to sit for an increase in salary. This is a matter of store pride, and there is a corps of sympathetic men and women whose duty it is to know each co-worker personally, to watch his or her record, and to recommend transfers, promotions and increases whenever and wherever occasion merits. No store is happier about advancing its own co-workers than it is high tribute to the thoroughness and the Bamberger store today has taken from the ranks.

NEVER do you feel, in the Bamberger employ, that you are not another cog in the wheel, just one more employee among thousands in a great institution where you are not a "number" but a "person." You are never merely a "number" without a name or a personality. But instead, from the very moment you enter the store's employ you are a person of importance, a co-worker in the achievement of an ideal. And that ideal—the ideal of the store's founders thirty three years ago—is service. Service to patrons, service to co-workers, service to the community in which the store is situated. "It is our work"—to quote from the Bamberger book, "to serve the community"—that you have pride in serving Newark worthily. No store is prouder of its service to the community than the Bamberger store. We want you to be a part of this vision, and the Bamberger store to be an expression of this progressive spirit. We want you to be a part of this vision, and the Bamberger store to be an expression of this progressive spirit. We want you to be a part of this vision, and the Bamberger store to be an expression of this progressive spirit.

And so it is that no matter where you may have worked previously, no matter what ideas you may have carried regarding department stores and employment in them, there is a contagious enthusiasm in the air at Bamberger's, which, before you are even aware of it, is making you a part of the Bamberger spirit. It is making you a part of the Bamberger spirit. It is making you a part of the Bamberger spirit. It is making you a part of the Bamberger spirit.



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PURPOSE is a man or woman is like the magnetism in the center of a compass. No matter how far the needle wanders, it always, back the needle swing to the true North, the magnetic direction point. If, however, the needle fails to return to the North, the cause lies in that it is weak, and it is re-magnetized.

Your life-aim is your true North. How steadily do your actions point toward it? When you are deflected momentarily from this great purpose of yours, do you soon swing back? Or are you ever bewildered? Is your activity expended first in one direction, then in another, depending upon momentary feelings and influences? If it is, you are like a demagnetized compass. You are handicapped in your career, and you are lost.

Most men and women are afraid to face the truth about their purpose, or lack of it. They think that "the world" is their enemy. They are afraid to face the truth about their purpose, or lack of it. They think that "the world" is their enemy. They are afraid to face the truth about their purpose, or lack of it. They think that "the world" is their enemy.

and an necessary, people because they are not living a well-planned life for a clear-cut aim.

What is Pelmanium?

Suppose you want to realize success in a well-planned way. You want to know the value of a definite point. If you plunge in at a point directly opposite to your purpose, you will find that you will have a hard time to get back. You will find that you will have a hard time to get back. You will find that you will have a hard time to get back.

This scientific planning of an act, or of an entire career, is Pelmanium. Pelmanium shows you how to make the success of life help, instead of hinder you.

Lack of purpose will soon be revealed out of your life for the definite aim that Pelmanium offers. You will find that you will have a hard time to get back. You will find that you will have a hard time to get back. You will find that you will have a hard time to get back.

Will you dare face the fact that you may have valuable aims, but that you are not doing anything to reach them? Will you dare face the fact that you may have valuable aims, but that you are not doing anything to reach them? Will you dare face the fact that you may have valuable aims, but that you are not doing anything to reach them?

The Kind of People Who Are Pelmanians

1. Think of the kind of people who are Pelmanians. 2. Think of the kind of people who are Pelmanians. 3. Think of the kind of people who are Pelmanians. 4. Think of the kind of people who are Pelmanians. 5. Think of the kind of people who are Pelmanians.

Investigate for Yourself

Now do not offend yourself in any way by reading the book "The Pelman Institute of America." It is not a book of theory, but a book of practice. It is not a book of theory, but a book of practice. It is not a book of theory, but a book of practice.

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