

# Bethinking of Old Orleans

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## "SQUARE DEAL"



The photo shown here, taken eighty-one years ago, depicts a general store once located in the Town of Ridgeway in Jeddo, owned at the time by Carl W. Munzel. When we analyze everything in the picture we can understand more about the life and times of the early "teens". Obviously the building was very well kept as to its painted appearance. It not only serves as a country store but also a residence is attached at the side with some barns in the distance. Two teams of horses wearing blankets are tethered to the hitching posts. Both teams, we note, are hitched to bobs, one complete with a box, the other a flat bed. On this particular one, loaded with provisions, is a hand-lettered sign which states:

To My Patrons  
1910 Speaks For Itself  
"A Square Deal"  
Is My Motto  
For 1911. C.W. Munzel

We can assume that the man to the left in the picture must be Carl Munzel standing behind his

"Square Deal" message. We must remember that at the time; Theodore Roosevelt had been our president and one of his administration's policies was to offer through his new nationalism, every American a "Square Deal". Mr. Munzel, here in this ad, is playing off these words and the political sentiment of the times.

This wonderful piece of Americana comes to us from the photograph collection of Alan Isselhard, Historian in the Town of Clarendon. Every little community or hamlet had a general store years ago. It was an institution and way of life. Some even ran delivery wagons to homes in outlying areas. The bobsleigh with the sign might well be on its way for such a delivery service. It was common one week for a house wife to order things for the next week's delivery. As automobiles became more prevalent, the American way of life changed in our little hamlets. This picture also suggests that winters back then were colder too. Horses had to be carefully cared for, using blankets so that when they sweat in the freezing weather, they would not catch cold.