"YOU'VE GOT TO GIVE THE GERMANS CREDIT, THEY'RE GREAT SALESMEN THEY STARTED THIS WAR TO GET A BIGGER MARKET, DECLARES ZAP

Discussion of Overhead Charges From Various Angles Shows That After the War Anybody Buying a \$2 German Hat Can Figure He Is Paving for a Lot of Things Besides the Plush and Findings

"Here the Other Day Somebody in the Dye and Color Trade Travels for Sixteen Days in a U-Boat From Germany in the Expectation of Selling a Few Thousand Dollars Dyes"

"I met Philip Zadkin in the subway this morning." Louis Birsky, the real estater. said. "He ain't going to Tannersville for his vacation this summer.'

"Why not?" Barnett Zapp, the waist manufacturer, asked. "I thought the air was so good by Tannersville."

"So it is good, ober Max says he holds such rotten cards up there." Louis replied. "He says he is going up to Saratoga Springs again. He was in Saratoga back in 1902 and in the 10 days he stayed there he got dealt a 450-spade hand twice, and one of the times he picked up an extra pinochle and Schuppe ace in the widder."

"Yes, and he could go there next year and never see a king and queen of trump together in one hand," Zapp said. "That's the way it is with health resorts."

"On the other hand, my wife's father swears by Long Branch," Birsky declared. "He sa" there's hardly been a season since 1898 when he ain't got at least two new accounts from the surf bathing, and he says the only time he regrets he couldn't swim was when old man Schoenblum, of the Schoenblum-Meyer Dry Goods Company, Pittsburgh, got out of his depth. Morris Posner held him up in the water for 10 minutes, and afterward he held him up in Pittsburgh for a \$5000 order."

"Some people has got all the luck," Zapp "If I could swim, Birsky, I bet yer I could lay around on the beach at Long Branch for five seasons before I get a chance to ressicue somebody, and then it would be just my Mazel that when I sell the Rosher a few garments, y'understand, he busts up on me the day after I ship him the goods. To tell you the truth, Birsky, I don't believe in going to the country in the summer time. Supposing you do get a few orders, what is it? Business ain't everything, Birsky, and besides, Birsky, if you go European plan to Atlantic City oder one of them places and put on every

By MONTAGUE GLASS

Listen to their children and husbands crying for Rollmops

dle West and their wives, Birsky, you're from the place where you buy most of your and them two fellers couldn't wait to get back to New York before they write you to send 'em a new statement of your re-

"Well, you couldn't blame them," Birsky said. "A credit man ain't a mind reader exactly, and he naturally suspects a customer in a tuxedo when he finds him buying dinner in a restaurant where, on account of the high price fixtures and decorations, the proprietor has figured out the over head on a club sandwich to be \$1.35. It don't make no difference how good a busi ness man's intentions may be, Zapp, when he eats in a high-price restaurant or ressicues a retailer from drowning, people is going to judge him by appearances. All they see is a feller making a hog of himself

meet some of them retailers from the Mid- A No. 1 salesman. Yes, Zapp, the heart of a salesman can beat just so strong underjust as liable to run across the credit man | neath a stiff bosom shirt as it could under a one-piece bathing suit. There's no regupiece goods or the vice president of the lation costume for selling goods, Zapp, and bank where you've got a loan, y'understand, if I would be a credit man and seen a customer stripped to his undershirt with a green shade over his eyes, riffling a red deck while the feller on his left is dealing a blue deck, y'une stand, I would first investigate whether the other fellers was in the market for a line of his goods before I suspected him of putting a crimp in his business resources, y'understand."

"Well, it's something you could really call tounderbar what people would do to sell goods, Birsky," Zapp said. "Here the other day somebody in the dye and color trade travels for 16 days in a U-boat from Germany in the expectations of selling a few thousand dollars dyes. I wouldn't run a chance like that feller did, even if I was handling a line of pigeon-blood rubles at \$300 a carat, supposing the U-boat could night a tuxedo and go down and eat for in a restaurant or trying to save a human life, as the case may be, and they never give hotel with the expectations that you would him a bit of credit for being a crackerjack ship, the dye salesman could kiss himself bet yer right now the English steamship

good-by mit his prospective commissions and probably get drowned into the bargain." "And anyhow the feller shows poor judgment in going to Baltimore with a line of dyes, Zapp," Birsky said. "He would of stood a much better show of getting rid of them goods in New York."

"But the way I figure it. Birsky," Zapp suid, "New York ain't in his territory. He is probably making Baltimore, Washington Richmond and towns south to Atlanta. whereas the New York salesman for these here dye goods would probably arrive in a U-boat later, and the feller that makes Chlcago and towns in the Middle West would come along by Zappelin somewhere around the first of August."

"I wouldn't be a bit surprised," Birsky said, "because this country and other countries is suffering something terrible from the scarcity of German-made goods. You take this here shipment of German dyes. Zapp, and it will probably save the lives of a lot of ladies who haven't been eating or sleeping for the last two years on account they couldn't get the exact shade of navy blue crochet cotton for embroidering doilles with. Also, Zapp, this country's supply of German imitation patent American safety razors has been exhausted for more than 18 months, and, furthermore, think of all the poor mothers and wives which has got to sit and listen to their children and hus-bands crying for Rollmops, phenacetin, Appetitsild, genwine Mainzer Handkase, men's plush hats, Wurzburger and Pilsener, when they know that there ain't a one of them things within 3000 miles of New York. But now these conditions is going to be changed. German-made phonographs, typewriters notorcycles, sewing machines and plane players, which is pretty near as good as the original American models, will be sent here in submarines which is different in one respect from the phonographs, type writers, motorcycles, sewing machines and plano players, because the submarine is better made than the original American submarine, yunderstand, but otherwise every one of them articles resembles each other in that the ideas was all stolen by German manufacturers from American inventor who ain't drawing a cent of roy alty from Germany for their inventions." "Well, you've got to give the Germans credit," Zapp said, "they're great salesmen. In fact, I read it somewheres that they started this war to get a bigger market for

"It must cost a lot of money to kill off competition that way," Birsky commented, just so many customers as competitors "I give you right, Birsky," Zapp said take for instance when Germany widence er market for her goods by taking in Bel her market for her goods by taking in Bel-gium and Serbia, y'understand, and there ain't many German lines of goods that could be affected either one way or the other by it, excepting maybe the funeral supply business. Yes, Birsky, it would be a long time before a German salesman of a line of German imitation American cash registers would be able to make his traveling expenses even stopping at a dollar a day German imitation American plan

their goods."

ses, in Serbia or Belgium, supp Germany is able to control that much ter-ritory on or after September 1, 1916. Furthermore, Birsky, even if Germany does manage to hold on to Serbla or Belgium after the war is over, a German salesman making Louvain, Antwerp, Brussels and all them towns would need an escort of Secret Service men, and fron-clad policies of life, accident and general liability insurance be-



Held him up in the water for 10 minutes. companies has received dozens of letters from German ocean steamer manufacturers saying that inclosed herewith is catalogue of assorted ocean steamers, and that duplicates of the Lusitania and Sussex are now ready for fall delivery at figures from 25 to 30 per cent, lower than the prices formerly quoted by the Belfast and Glasgow manufacturers. Furthermore, Zapp. It don't make no difference what the military experts says about why the Ger-man army puts up such a terrible fight in the Champagne district, the real reason you would find out from letters which in all probability the manufacturers of Rhine wine is now sending out to their American customers saying that inclosed herewith is a catalogue of German imitation French champagne for delivery after the close of the war, under labels of all the well-known French manufacturers, and in other re-spects cannot be distinguished from the originals, and oblige."

"Well, you've also got to give the Germans credit for having such Schrehel, Birsky." Zapp said. "If it was the Ameri-

our goods, Zapp, which you could take it from me, Zapp, if an old-established concern like Germany found it necessary to put out a sales force of 4,000,000 soldiers, mit a total expense account of \$2,000, 000 a day, y'understand, the quality of the German goods must be poor, because you know as well as I do, Zapp, articles which is made up right will practically sell them-selves; it is only the stickers you must got to push and push hard. Am I right or wrong, Zapp?"
"You are rig "You are right, Birsky, except your re-marks has got the tire carrier where the headlights should ought to be," Zapp said.

"In other words, Birsky, you've got the truck before the horse, because it ain't the quality of the goods which affects the salesmanship, y'understand, but it's the methods of salesmanship which affects the quality of the goods. For instance, if a manufacturer loses a hundred dollars at sixeable to a retailer in order to sell him. pinochle to a retailer in order to sell him two thousand dollars' worth of garments, y'understand, every one of them garments Birsky," Zapp said., "If it was the American manufacturers that was trying to get the German customers of French champagne manufacturers to buy American champagne, y'understand, they'd be foolish enough to put it in bottles with labels that you couldn't tell from Worcester Sauce already."

"I don't dispute your word, Zapp," Birsky said, "aber so far, we didn't got to"

y'understand, every one of them garments will assay 95 per cent. Iabor and material, and 5 per cent. pinochle. I myself seen ladies walking round the streets in dresses which an experienced garment manufacturers like me could tell at once was short turer like me could tell at once was short a lavies 350-spade hand in the width of the skirt alone. Also, Birsky, I seen ladies wearing garments which would of had over so far, we didn't got to 20 per cent. more embroidery if it wouldn't He got dealt a 450-spade hand twice.

been for the careless way the manu turer played his hand trying to lose to retailer on the day before the garment was sold to him. Yes, Birsky, the sol marks and the lobster a la Newburg marand the champagne stains which is in garments, while not visible to the bare as Birsky, will never come out of them ments, because they was put into them a dinner that the manufacturer gave, retailer down at Atlantic City oder Branch two months before the garr was dreamed of. And it's the same with Germany, Birsky. Anybody that a chance on buying a \$2 German plush after the war is over, could figure that h is paying for his hat as follows:

Plush \$.20 Findings
Busted Zeppelin
Verdun expenses
North Sea victory
Drive for Calais, 1914
Ditto, ditto, ditto, 1915
Bombarding Scarborough
Miscellaneous, Belgian and Berbian massacres

Total\$2.00 "Might if manufacturers would know there is a prejudice amongst consumer against paying for pinochle overheads as dinner overheads and even war overheads Birsky said, "the manufacturer would leav off selling goods by the pinochle or

method, maybe."

"Aber the trouble is, the consumer ain got that prejudice, Birsky," Zapp said "What does 90 per cent. of the ladies the goes into a store and buys toys for their goes into a store and bookkeeping, Blobables know about cost bookkeeping, Blobables know about cost bookkeeping, Blobables know about cost bookkeeping, sky? They never figure for a minute that a toy marked: Made in Germany would con 50 per cent. more in 1916 than it did in 1914, because the manufacturer had to 50 per cent. more taxes to the German G ernment in 1916 to cover the cost of sink the Lusitania and Sussex and other w of German military necessity. Neverem less, Birsky, even if the don't know is every lady that buys a German-made to in 1916 will be paying her pro rata share of the expense Germany was put to in murdering babies during 1915." "Then you don't think that Germany's methods of salesmanship will be success

"I hope not," Zapp concluded fervently,



NOBODY Loves a SMARTY-

you're smart" and actually being "smart"

cat," "teacher's pet," and so on.

teacher, did anything but like me.

and be injured for life.

Let us take the word "smarty."

is immeasurable. It reflects upon his very soul.

News and Views of Farmer Smith's Rainbow Club

A BUSY DAY IN OAK LANE



"FRITZIE" BOESCH

Children's Editor, EVENING LEDGER. The Cat and the Birds

FARMER SMITH,

Tim, the Newsboy By LEONARD BITTERMAN West Montgomery Avenue. Tim was a boy of eight years. He had old stockings, trousers, coat and sweater. He had no hat. His hair being so thick and

"SMARTY"

say. However, the words and phrases carry me back to my boyhood and to the

the vocabulary of a boy when he wishes to disparage the character of another

boy is very voluminous. It includes such terrible names as "smarty," "fraid

memory, the anguish it caused my proud soul to be called "smarty."

Dear Children-There seems to be a vast difference between "thinking

Just exactly what being smart or what the word "smarty" means I can't

In after life there are only a few things which grown-ups can be called, but

The anguish which this terrible, terrible word causes in the soul of a boy

"FRAID CAT" casts reflections upon his courage, and he would dare almost

anything, Indians, snakes and the like, even UNLOADED GUNS, rather than be called a "FRAID CAT." But I think it would be far greater honor to be

called this terrible name and LIVE than to prove that you are not a "fraid cat"

of "teacher's pet" for one whole day, and the lamentable part of it was, she, the

I remember one day some one gave me a bouquet of flowers which I did not want, and I took it and gave it to our dear teacher, and that carned me the title

Oh, the serrows of childhood! Would that I could go through those agonles

woelly, of course it did not hurt him not wearing a hat. His parents being poor, Tim had to go work. He was interested in getting an estion, but couldn't.

He went all over trying to get a job, but asy would not take him on because he wasn't neat. would not go home with no job, for

fear his father would beat him. It was only half-past 10. "What shall I do?" said Tim could not help being ragged, because he atways tried to be neat, but he did not have the conveniences as other boys had. Tim, growing cold and hungry, thought

Tim, growing cold and hungry, thought he would try and sell papers. "Where am I going to get money?" said Tim. He thought he would try and beg for it. This Tim did not like to do. But finally he had 25 cents. He invested the money in papers. He sold all his papers and went and bought more. By the end of the day (which was half-past 7) Tim had 31. He then started home. When Tim reached home he found everything new. Tim at

home he found everything new. Tim reached home he found everything new. Tim at first did not think it was his house. He started to walk out and Tim heard his mitther calling him. He turned around. Burely it was his mother.

What's all this?" asked Tim. Suddenly his father came in the room and said:

"Why, my boy, your uncle left us \$1000 in his will."

Poor Little Girl!

By BLANCHE LESCHINSKA.

HER Heles has no one to leve her. She
to work hard every day and does not
smech to sat. In it not sad? You must
be kind to the poor, for they have hard

Sent in by CATHERINE NEUMAN, N. 16th 5 An old cat lived near a bird house. Every day he saw the birds flying in and out. One day he said to himself, "How I wish I had one of those nice fat birds for my

dinner!" The next day he heard that the birds were ill.

"Now is my time," he said. "I will get a fat bird to eat today." So the cat put on a tall hat and a doctor's suit. He took a cane in one hand and the box of pills for the birds in another hand and away he went to the birds' house. As soon as he reached the birds' house he tapped at the

"Who is there?" asked the mother bird. "It is I, the doctor," said the cat-doctor. "I heard that your children were ill. So I have come to see them. I have some pills that I think will make them well. Open

the door."

The mother looked out, "Your words are kind," she said, "like the words of the good doctor. Your hat, cost, case and box of pills are like our doctor, but your paws are those of the old cat. Go away! I and my children won't let you in. We do not want your pills. We are more likely to get well without your pills than with them." well without your pills than with them."

Then all the birds flew at him. They pecked his syes, pecked his ears, tore his coat. Away flow his cane, away flew his box of pills. Then away flew the old cat himself and he never went back.

"To the Kind Donor" We wish to acknowledge the receipt of a packet of postal cards postmarked Camden. No name was signed to the gift; no directions given for its disposal. We, therefore, took it upon "ourself" to forward the pretty pictures to a little girl in a hospital. We trust that this little "thank-you" note reaches the thoughtful person for whem

"DELSIE" BOESCH

Do what is right.

A Memory Gem

Sent in by AUDREY WASHINGTON Ellsworth Street. Each day and every day

Each day and every day Do with thy might. Each day and every day

Speak what is true. Each day and every day

I wish to become a member of your Rainbow Club. Please send me a beautiful Rainbow Button free. I agree

to DO A LITTLE KINDNESS EACH AND EVERY DAY, SPREAD A LITTLE SUNSHINE ALL ALONG THE WAY

Name

Age

God sees you.

Care of the Evening Lupour.

FARMER SMITH,



STORIES OF CLOUDLAND

The Sand Man and Zu Zu-By Farmer

Smith "Good morning," he said to Tulip Heart.

'I hope you slept well." "Very well, thank you," said Tulip Heart. "You ought to have," snapped the Sand

Man, "I put enough sand in your eyes last Tulip Heart didn't know whether to laugh

or cry and looked at the bed knob to see what Zu Zu was doing. Zu Zu was trying to cry, but he couldn't teep his face straight, and when Dopy

Down Dilly came around and looked at him "You're a nice one to laugh, you are," said the Sand Man. "I've a good mind to leave you where you are for another month."

"Oh, don't do that, Mr. Sand Man," cried Tulip Heart. "You wouldn't like to be shut up in a bed knob yourself, would you?" "That hasn't got anything to do with it," said the Sand Man. "If he ever steals my pail of sand again and puts the moon to sleep I'll have Santa Claus turn him into a

spoke up Zu Zu. "Just touch this bed knot with your little gold pencil and let me out." "All right," said the Sand Man, "but you can't have your automobile beetle back for

a month."

"How am I going to get up to see my uncle, the North Star, then?" asked Zu Zu.

"You'll have to walk up the Milky Way," said Dopy Down Dilly.

"But it's 8,900,000 miles," said Zu Zu.

"I don't care if it's 10,000,000 miles," said the Sand Man. "I've walked lots farther than that when my wings broke down. I guess the North Star doesn's want to see any bad boys, either."

Zu Zu was just going to say something when suddanly Gruff Gruff. Tully Heart's old nurse, came sliding down from the criting an her golden rupe.

(End of third Certes).



Dear Farmer Smith-Will you please tell me if there is any way for me to get out to Byberry by trolley? We have tickets for the fair which is to be held in August and are very anxious to know how to get

out there. Please tell me how much it will

cost from my house. ISADORE ROSENBLUM Take car 60 on Allegheny avenue and ask for a pass. Get off at Frankford avenue and take car 5 going north. Get off at Bridge street. There an automobile bus meets the trolleys and carries the passengers to Byberry. The bus fare is 25 cents. Counting your car fare both ways and the bus fare both ways the trip will cost 60 cents.

A Kind Deed

One day a lot of boys were coming home from school. Thomas Green was with them As they were going to cross the street he saw an old lady. He ran to her and said "May I help you across the street, madam?" "Yes," replied the lady, "I was trying to When he came back the boys laughed at bim. Then he said: "Boys, you should be ashamed of yourselves to laugh. Maybe your mother will be like that some day, and wouldn't you want somebody to help her?" The boys said nothing, for they knew he

A Happy Day

By MARY HAYES, South 12th Street.
The other day mother took us to the country—my little brother, the little girl next door, her sister and ms. We took our lunch. We had sandwiches, cake and

our lunch. We had sandwiches, cake and milk, that we bought at the farmhouse near where we had our picnic.

Mother took her sewing and let us children do as we pleased all day. We played games and took our aboes and stockings off and went wading in the creek. Wasn't that fun? Then in the afternoon we had races and we read a story-book.

At night we were tired, but we had had a grand time.

(Continued.)

"MERCY ANNE," cried Jerry, "will be

In a minute she was on the ground beside Mercy Anne and the little country girl was explaining how she had been out walking and had seen the poor little dog limp yelpingly to the side of the road as a big machine had disappeared into the distance.

"Let's take him back," said Jerry, Barney will bind up his leg. Could we carry"—then suddenly a brilliant idea floated into her mind. "I know," she cried, and with that she poured out the story of May Belle and the automobile. In two minutes the little girls were walk-

ing down the road, carefully carrying the little brown dog. Straight ahead was the machine in exactly the same position as when Jerry had left it. When they came to it May Belle was making desperate efforts to crank the

car.

The meeting of Mercy Anne did not increase her good temper. May Belle knew she was beaten and she did not even bother to be sweat to Jerry.

No one spoke, Mercy Anne and Jerry just seemed to understand that the car wouldn't go, so they placed the little dog goatty on the greats.

gently on the grass. Suddenly Mercy Anne did a very queer thing. She jumped into the car, turned over a switch on the footboard, gave a quick jerk to the brass attachment on the steering wheel, and lo and behold—the engine started!

"Why Mercy Anne," cried Jerry, "how did you do that?" "It started on compression," replied the little girl modestly; "it sometimes does knew I hadn't the strength to crank it, bu

I happened to know about compression." "But Mercy Anne." put in Jerry. Mercy Anne smiled. "I know what you're going to say," she said; "you never thought a little girl from the country would know about automobiles. Well, you see, lots and lots of farmers have them, old models like these that you have to crank. We never had one, but Mazie's folks did. Well, the thing is to get home now. Please take the dog, Jerry. Get in, May Belle."

With that the little girl from the country jumped in the driver's seat. Very carefully the little chauffeur turned the car around

and drove it slowly back to the barn.

Not a soul was in sight. May Belle left

sullenly without a word.

It was not the work of many minutes to hunt up Barney, the head gardener, and soon the little brown dog, with his leg nicely bound in splints, lay on a bed of blankets, happily gnawing a bone.

And the most wonderful thing of all was

—Jerry had decided to ask Mercy Anne
to spend her vacation with her? Mercy Anne, with her queer clothee; Mercy Anne, with her dear, dear heart, that Jerry could not help loving!
The little dog had been the means of bringing the two little girls very close to-

The Engle

By ALPRED DORZEWSKI, Bichmond. The eagle is king of birds. He awoops down upon other birds and little animals, such as mice and cats. It is so strong that it can carry a man for about 160 miles.
If it acars an ocean, it will drop the man into the ocean.

No Nickels!!

MERCY ANNE PERKINS AT BOARDING SCHOOL gether. Somehow May Belle and her silly giggles had dwindled away to give place to

INDNESS

Mercy Anne and her sweet simplicity!

That night Jerry went to bed joyful in the knowledge that she had written the mother and told of her choice. Mercy Annelipped off to dreamland hugging the hair piness of the days of wonder that were to be hers—if Daddy would let her go. And, readers, Daddy did let her go! (Further adventures of Mercy Anne will

appear in a later issue of the Club News ?

SAFETY-FIRST CONTEST of the PHILADELPHIA RAPID TRANSIT COMPANY IS OPEN FROM NOW UNTIL

AUGUST 12 For the best STORIES, DRAW-INGS and IDEAS on HOW TO PREVENT and AVOID ACCIDENTS the following prizes will be given:

For Children Over 9 Years

Ist Prize—\$10 in Gold, or Solid
Gold Medal with your name engraved on it, or a Folding Kodak.

2d Prize—Choice of Desk, Genuine
Leather Traveling Bag, White
Ivory Dresser Set or a Talking
Machine with Records.

3d and 4th Prizes—Choice of Boy
Scout Tent, Erector Set with
Motor, Silk Sweater or Sterling
Silver Pocketbook.

Silver Pocketbook.

5th, 6th and 7th Prizes—Choice of
\$5 Gold Piece or Boy's or Girl's
Watch.

9th and 10th Prizes-Choice of Cameras, Boy Scout, Indian or Cowboy Suits or Sewing Case. AND

Fourteen other prizes—Choice of Roxes of Paints, Drawing Boards, Footballs, Basketballs, Boys' and Girls' Books, Music Rolls and School Cases,

For Children of 9 Years and Under

Under

Ist Prize—Choice of Gold Medal,
Boy's Watch, Solid Gold Bracelet or a Beautifully Dressed Doll.
2d Prize—Choice of a Tent, Sliding
Board for the Backyard, Doll's
Brass Bed or an Erector Set.
3d and 4th Prizes—Choice of Baby
Doll or Mechanical Boat.
5th, 6th and 7th Prizes—Choice of
Indian Suit, Cowboy's Suit, Red
Cross Nurse's Outfit or Doll's
Hammock.

Hammock. 8th, 9th and 10th Prizes Choice of Paints. Blackboards, Sets of Paints, Games or Doll's Dishes. AND

Fourteen other prizes—Choice of Tinker Toys, Quacky Doodle Ducks, School Bags, Books. SEND ALL STORIES, ETC.,

TO FARMER SMITH, EVE. NING LEDGER, PHILA-DELPHIA.