Farmer Smith's Column
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WOODLAND STORIES THE FOOTPRINTS By Farmer Smith



# "Better-informed Men Needed in Business" 

"We find business demanding far better-informed and indeed broader-minded men than were formerly required."
"A railroad man who merely knows how to operate econom ically the trains on his tracks falls far short of what is ideal, indeed of what is absolutely necessary, if he is properly to discharge both \%his duties to kis shareholders and to the public." "The banker who merely knows his local credits and can successfully gather in deposits and loan them in a manner that brings the smallest margin of chance that they will not be paid cannot be regarded as filling ideally a position in the profession of banking.'
"An industrial manager must have much greater technical experience and ability than was formerly needed, but he must have far more than that. He must have sound views regarding the relations of his business to society and a more highly developed social sense and responsibility than were heretofore regarddd as necessary

Frank A. Vanderlip,
President of the National City Bank, New York,
Mw Vanderlip says, in effect, this:

## You should own and use the new Encyclopaedia Britannica.

For, whatever your position or circumstances, the Britannica is the very work you require to promote yourself to the better-informed class. It is the one complete and authoritative source of knowledge-
for the tailroad man who must know more than how to run trains:
for the banker who must know more than local credits;
for the industrial manager who must possess far more than technical ability
for the merchant who must know more than ${ }_{\text {w }}$ wholesale prices and profits:
for the manufacturer who must look way beyond the sky-line of his mills

## for every one.

This great work gives you what you need to master business problems: it enables you to respond with facts and practical information to fortify your judgment. It gives you the wide knowledge and broad viowpoint essential to business success.

