

# Higher Earnings

## Proper Training of Working Force Assures Future

By H. G. SMITH, Boston, Mass.

**T**HE establishment of a successful shipyard at Quincy has meant of necessity the application of every possible principle of scientific management in all the many branches involved. We feel that only by constant betterment of our efficiency and the consequent training of a proper working force, are we assured of a proper future.

Scientific management, to my mind, is the application of certain principles to the directing and guiding and the assisting of labor along proper business and economic lines. These principles are universally recognized in the business world today, and are necessarily becoming more evident in every American shop as the competition grows keener and the necessity for the utmost proficiency correspondingly greater.

This is especially true in a plant where so many different trades are involved as in a shipyard. Only by dint of constant attention to details and careful booking of results for future comparison can efficient results be arrived at. The difficulty of obtaining such results is greater in proportion as the repetition is less.

For some years past we have endeavored to keep careful account of work done and the time spent thereupon in every department, and the use of this information has given us a definite idea of the efficiency of our working force, and has allowed them in turn to make higher earnings, with correspondingly greater satisfaction to us both.

Specialization of the work to which this points the way, elimination of unnecessary processes, and the necessity for proper aids to efficiency are three of the cardinal principles of scientific management which we have used, and are using more and more every day in the development of this shipyard.

We have not adopted the Taylor system as such, as our work is so complex a variety that we cannot employ any such general scheme in all our departments. We are, however, as is everyone else at present, constantly striving to increase the efficiency of the labor employed, and, with very few exceptions, in every case where a systematic study of the question has permitted the introduction of premium or contract work lessened costs have meant greater earnings to the workers who brought them about, and this with no injurious results to them.

*H. G. Smith*

I believe that false teeth are one of the elements in modern times which contribute to shorten life.

That is one of my pet hobbies, and although I am often laughed at for holding such an opinion, I believe it is correct and I will tell you why. A man rarely needs a set of false teeth until he is nearing fifty at the earliest, and he usually manages to get along for perhaps eight or ten years before that on a few natural teeth.

He is getting old in the meantime, and finding himself hampered by inadequate teeth. He must perforce forego many articles of food which other people can eat without any difficulty. Now, after ten years, perhaps, of abstinence from heavy foods, difficult to masticate, and getting older every day, he purchases a set of false teeth. Immediately he feels rejuvenated and starts to eating anything and everything with the avidity of a schoolboy. But his stomach rebels, although in many cases the man feels no ill effects at the time.

But after a while he gets indigestion, dyspepsia and a thousand other complaints, and all because of his false teeth. If he had let them alone he would have continued eating easily digestible food and his stomach, to say nothing of years to his lifetime, would have been saved. No, sir, I don't wear false teeth, and I never shall.

I possess the same fluency and command of German and English, but possibly I can use the English just a trifle more readily as I converse in it oftener than the other, which is my native tongue. When speaking with my father and mother I invariably speak German.

A good many years ago I had a very fair mastery of Italian and Spanish, but through disuse I have utterly lost the ability to converse in either. French I read with ease, but seldom essay to talk it because of bad pronunciation.

After all, a man nowadays needs to know but three tongues—English, German and French. The Russian matters little, for one can go all over the czar's dominions on one or two of the predominant languages.

The English will keep at the head of the procession, for many more millions employ it than any other one tongue. While a great language, it is in some respects very inferior to the German.

One can express his thoughts more clearly, I think, and convey his exact meaning more accurately in German. By reason of this the German literature is preferable to the English.

In many of the sensational divorce cases reported in the newspapers a correspondent is named, with dates and places. The judge hears the case and a decree is given. But is the correspondent to a divorce suit not a criminal if the trial judge finds the allegations true? Is not the one who has broken up a home, robbed another of that which is most precious and sacred, a worse robber than a burglar? Then why are the guilty ones not prosecuted after being found offenders in a divorce suit? Stolen articles can be replaced, but home ties and peace of mind never.

Could not the legislature amend the present law and grant the trial judge or jury hearing a divorce case the power at the same time of sentencing the correspondent if guilty to the penitentiary for from one to five years, at the same time making other statutory grounds punishable by penitentiary sentence? This would soon cure the divorce evil, save the home ties and protect the children.

# Advertising Talks

## "PEPPERY PARAGRAPHS"

The merchant who "takes everything as it comes" doesn't take much.

Success is not measured in feet, but by head and heart.

The time to prove yourself a real merchant is when times are bad—anyone can sell goods when business is good.

Try as hard to please customers as you do to get them to come to your store.

People won't buy at your store unless there is some better reason than that you want them to.

Where prices are fairest and goods the best, it doesn't make much difference to most people what church, lodge or political party the merchant belongs to.

The only genius required for success in business is the genius for hard work.

You'll gain far more by co-operating with your competitors than by fighting them.

If you give all the attention you should to your own business you'll have no time to work against another's.

The surest way to keep customers is to make it so profitable for them to trade at your store that they'll lose money to leave.

Some merchants conduct their stores as though one sale is all they ever expect to make—and it generally is—to the same person.

## MERCHANTS MUST ADVERTISE

Every Issue of Local Newspaper Should Contain Some Mention of His Goods.

No business man in any town should allow a newspaper published in his town to go out without his name and business being mentioned somewhere in its columns, says an exchange. This applies to all kinds of business—general stores, dry goods, groceries, furniture dealers, manufacturing establishments, automobile dealers, mechanics, professional men, in fact all classes of business men. This does not mean that you should have a whole or half or even a quarter of a page ad in every issue of the paper, but your name and business should be mentioned if you do not use more than a two-line space. A stranger picking up a newspaper should be able to tell just what kind of merchants the town has by a glance at the advertising. This is the best possible town advertising. The man who does not advertise his business does an injustice to himself and his town. He is the man who expects the newspaper to do the most free boosting for his town. The man who insists on sharing the business that comes to a town but refuses to advertise his business is not a valuable addition to any town. The life of any town depends upon the live, wide-awake and liberal advertising business men.

## PLAN CHURCH "AD" CAMPAIGN

American Missions Will Spend \$50,000 for Newspaper Publicity Next Fall.

Fifty thousand dollars' worth of newspaper advertising space is to be purchased next fall by the American Home Missions council in order to present current social and religious problems fully and frankly to the people of the United States. The money has been appropriated by the home missions council, composed of the twenty-seven general boards engaged in national home mission work and the council of women for home missions, which has nine constituent women's boards, national in their scope, these organizations representing practically the entire Protestant home mission forces of America. The campaign is to be under the direction of the Rev. Charles Stelzle of the bureau of social service of the Presbyterian church.

The campaign will begin early in the fall, culminating in "home mission week" from November 17 to 24. Committees will be organized in the 2,500 American cities having a population of 2,500 or more, these committees to become responsible for the campaigns in nearby towns and villages.

**Only One Kind of Honesty.**  
It is the liar who is ham stringing the body politic today. I believe that the day is coming when the law will prohibit untrue advertising in America, as it does today in Germany. No man can be permanently successful unless he is honest. In spite of the fact that some men seem to think there are fifty-seven varieties, but one kind of honesty, the good, old-fashioned kind remains.—Hon. F. W. Heron.

# ADVERTISING AS AID TO SALESMANSHIP

By FRANK M. DU NOYER.

The day is dawning when the publishers of magazines and newspapers, one and all, who are given to exploiting inflated circulations will be extremely unfashionable in the advertising world, and it will be the same with those unscrupulous and incompetent advertising agents whose only stock in trade is being able to arrange for placing accounts with inferior publications.

An enthusiastic man will create enthusiasm in others—not only by word of mouth but by means of the written word. It is so with a commonplace news item dressed up by a live man who has an imagination, and equally so with ad writers. Enthusiasm will take you right through to the customer.

The subject of clerk hire is always interesting to an advertising man, for though his ads have the pulling power to fill a merchant's store, unless the clerks are well posted on the merchandise that is featured from day to day; unless they are courteous, alert, painstaking and obliging it is obvious that results will not be satisfactory. I have asked why indifferent and incompetent clerks are so often found in important positions. Sometimes the answer is that this is a mill town and efficient help can command big pay in the mills. Now, that answer would not satisfy you if you were an advertising man with your heart and soul in your work, for you know from observation that one good clerk is worth more to a merchant than four incompetents. But conditions in that respect are rapidly changing, and we are all studying efficiency and how to get the best results for the money expended. There are many things that people must buy somewhere, and they are apt to buy most of these things through persuasive ads. And there are many more things they would buy if they were properly waited upon.

There is always a reason for everything whether it be success or failure. The great success of John Wanamaker of course is not due to any one particularly good idea that emanated from that brilliant mind, but there is one rule in his big Philadelphia store that surely has helped toward that end—it is that no clerk must see a customer stand waiting if it is possible to excuse himself from the counter he is waiting on and approach the one waiting with a remark something like the following: "I will be pleased to wait on you very soon;" and this must be said pleasantly; in fact the clerks must be pleasant and agreeable at all times under all circumstances to customers.

The text of an ad may be ever so well written, but if it is not attractively illustrated or displayed it will not arrest the attention—and is lost. This is a technical feature of advertising and I will pass on to the text. The text of an ad should always contain the facts. But just plain facts is not enough. Unless the ad contains that spark of life that is born of enthusiasm—unless the writer is really interested in this work and is able by what he says to hold the interest that has been awakened by the illustration or display, the ad will surely fail of its purpose. This principle is well known to local news writers. The enthusiastic local scribe who is able to embellish a commonplace news item with a lively imagination will get it past that city editor, unless it is a big day for news, without a mark on it—because it is readable and has human interest.

When a concern has been doing business the old way, without advertising, for several years, and has been successful, it requires patience, perseverance and much persuasion to get them to look toward the light. I have in mind the very trying experience of an advertising man with the head of a very old and conservative business concern. A young man just through college secured the assistance of the advertising man and they undertook to show the father the new and better way to do business. Of course there was some objection on the start, and the ad man was subjected to the indignity of being referred to in complimentary terms very often. But the ardent young college man said we must not mind father—the ad man must bear with him until the turning of the tide—when results began to show he would be on our side. One fine day the ad man called the young fellow in and told him he didn't think he could stand any more jolts like the one he received from his father that day. Among other things he said that the bill for advertising last month was outrageous and asked if he had come up that day to blow in the remainder of the plant. The son admitted that was pretty tough treatment, and said he wouldn't care to be present when the next month's bill arrived—about four times as much as the last one. Well, about this time results from the advertising began to show, and the life of that ad man was more fit to live. But that same man had the satisfaction at the end of four years of being told that the output of that concern had been multiplied by three, and that it was due in large part to judicious advertising.

**Honesty in Advertising.**  
Honesty in advertising as a policy as well as moral necessity was the theme of an address delivered to the Springfield Ad Men's club by Andrew N. Fox of Chicago. "There is only one better way to increase a man's emulthood than by calling him a fool," Mr. Fox said, "and that is by treating him like a fool on the surmise that he doesn't recognize the treatment. You can't fool the people in advertising."

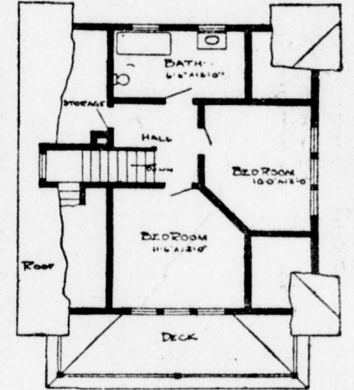
# IDEAS FOR HOME BUILDERS

## BY WM. A. RADFORD.

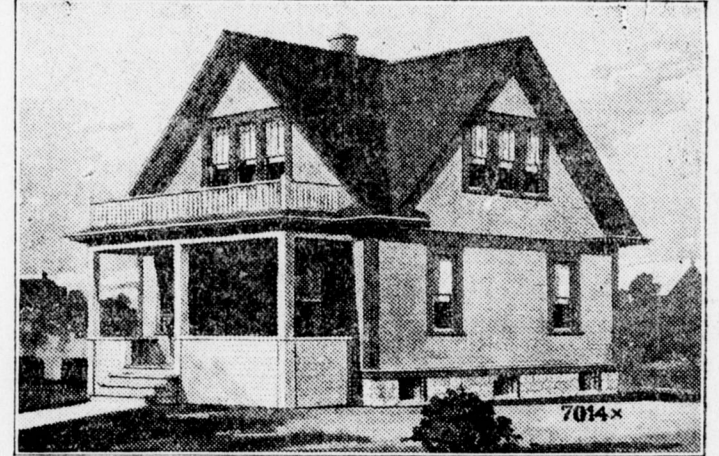
Mr. William A. Radford will answer questions and give advice FREE OF COST on all subjects pertaining to the subject of building, for the readers of this paper. On account of his wide experience as Editor, Author and Manufacturer, he is, without doubt, the highest authority on all these subjects. Address all inquiries to William A. Radford, No. 178 West Jackson boulevard, Chicago, Ill., and only enclose two-cent stamp for reply.

The front hall connects with the kitchen by way of a sort of cellar vestibule. This arrangement is all right. A great many houses are so built that you can't get from the kitchen to the front hall is likely to disseminate the dining room and parlor. The idea seems to be that a door opening from the kitchen in the direction of the front hall is likely to disseminate the savory odor of cooking when certain vegetables are undergoing the boiling process, and the perfume is not considered sufficiently "bon ton" to associate on equal terms with guests in the parlor.

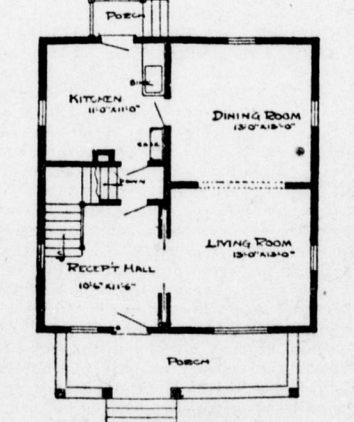
This plan, however, provides for double doors, a precaution that is likely



ly to meet with approval from the most fastidious housekeepers. The cellar-way leads down from this little vestibule, and there is also a set of shelves reaching from the floor to the ceiling. This set of cellar-way shelves is about as useful as any other feature of the house. For some reason it is almost impossible to keep jellies in the cellar without having them mold in the glasses. If kept in the kitchen the jellies shrink until the glasses are not more than half full; but shelves in a cellarway built like this seem to hit the happy medium, and the



sunshine and air than a narrow, contracted, old-fashioned affair. One great advantage of a house like this is the ease with which the housework is carried on. There are many pleasant features about the plan, one of which is the combination living room and dining room which makes practically one room nearly 27 feet long by 13 feet in width. The partial division in the center may be hung with curtains or not; but usually the



fruit comes out just as nice in the winter time as when put up in summer. Dry air in the house and damp cellar air meet here, and the results are very satisfactory. The value of a house is made up of little things. It is the many little things added together that make the round, satisfactory whole. The man or woman who wants a house to suit them must study the details before starting to build; otherwise the house will be unsatisfactory when finished. The fact is, few families can find a satisfactory ready-made. It is difficult for anyone to feel really, thoroughly at home in a rented house. There are fifty little things you would like to have different, but you positively refuse to put time and expense on a house that belongs to someone else. This is one reason why I so often recommend young people to start out in a home of their own. It may not be elaborate, but if it fits the pocketbook it is very likely to prove the nucleus of a happy and prosperous life. This little six-room dwelling has been built for \$1,800. It should not cost very much more than that today.

**Couldn't Keep Him Out.**  
Little Freddie was playing in the garden, when he happened to notice that the blinds were drawn down in the next house.

"Mother," said Freddie, "why are the blinds down in Mrs. Brown's house?"

"Only to keep out the sun," said she.

A few days later Freddie's mother informed him that Mrs. Brown had got a son. After thinking deeply for a few minutes, Freddie said:

"Seems to me, mother, it wasn't much good keeping the blinds down!"

**Modern Entertaining.**  
"He must have spent a mint on his daughter's coming out party. They had both ham and chicken sandwiches."

"Oh, these large affairs don't cost as much as an outsider would imagine. Those chicken sandwiches were only rented for the evening."

## False Teeth Tend to Shorten Life

By H. E. CROSSWELL  
Raleigh, N. C.

## Man Needs to Know but Three Tongues

By I. H. GEHRING

## Why Allow Guilty Persons to Escape?

By K. J. MARSHALL