# THE NEW ERA. 




## "PERSONAL CONTACT"

A Small City Chamber of Commerce With a Lesson and a Love Story
(By Tom S. Elrod in Lestie's Weekdy) $\left.\right|_{\text {plain tell "em to go to the plaee }} ^{\text {where they jutly betong" }}$ Norman Phillips, editor and pubtisher of the Ceatral City Tribune,

made o hatf unconscious motion | minde os hatf unconscious motion | "What about labor?" North asked |
| :--- | :--- |
| with |  | the card a stranger had presented the face of the card to determine i it was engraved or merely printed De whether it was the produet of a aewspaper or job printing office. advertising to all sorts of ventures, good, indifferent and so on. Job of-

fices had a habit of getting the work of the very people the newspapers
had boosted. So the thumb motion and the thought were second nature. By that time Phillips had read
enough o know enough o know that the eard was
presented by John North, newly chosen secretary of the Central City Chamber of Commerce. ehanges from
"Sit down, Mr. North," he invited
"So you are the new secretary." pected, North admitted, "and I sus do would be the first thing-that of
ealling on the editor of Central City" teading newspaper and getting a line on local conditions. You know came from over in Ohio, where it
have been doing commercial secretary work for the past eight years
Every town has its own problems and while I am more or less familiar with your state in general, I wish to kno
ticular John North went back to his of
ice with a half smile on his face Phillips allowed his keen eyes to He was not surprised at what he had
take in the young man, detail for heard. A few talks with so-called
detail. detail. Apparently about 29 , straight leading citizens had shown him wha
 sort big fanily. A man who
amounted to something worked and
it didn't it didn't make much difference where he worked so long as the job
was honorable. Employer and employe belonged to the same todges
and ehurches, chummed around toploye belonged chummed around to-
and ehurchee,
gether and all that. Now they are beginning to pair off. The working-
men bere distrust ansthing the emmmen bere distrust anyrhing the emm-
ploping class dose and the employ-
ery don't give labor eredtr for being ery don't give labor credik for being
honest. Can pou do anything to
ehango things?"

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\begin{gathered}
\text { hanno things } 9 \\
\text { "No," the sece }
\end{gathered}
$$

 shy myself, but I can point to a fow
by
new pathe and its up to the popple new paths and its up to the people
whether they travel any of them. thether they travel any of them.
t ean suggestt hings, but I can't carry them out. The folls bere in Central City will have to do thar.
North spent his first days in Central City in the business of getting
aequainted. He had a passion for aequainted. Ho had a passion for
knowing peopic and listening to what they had to say. Litlle by little be
learned all of the private grudgee learned all of the private grudges,
the petty jealousies. Be was wapned not to become too elosety aecquainted with this man, and to
shun that one lest $\mathrm{h}_{\mathrm{e}} \mathrm{gm}$ in bed, as one newty made friend expressed it. He made a hist of names and business
classifieation of all visitors to his of--
o e Ebe Wr. Wfilstoryv bo hbuines
fice. The list thowed that the em-
ploging clase was calling but labor ploying class was calling. but labor
had not put in an apparance. It had not put in an appearance. It
was his business to know why. Consequently he made it a point to call at the home of Aliee Post and deliver
a perfectly useless message about a perfectly useless message about
some work he desired done the folsome work he desired done the fol-
lowing day. This, however, gave him an excuse to meat her father, a
middle-aged man, intelligent-look-middle-aged man, intelligent-look-
ing and in seenaingly comfortable ing and in seeraingly eomfortable
circumstances. At any rate his circumstances. Al any rate his
home was on a pleasant street and
was one of those livable little places Wome one of those livable little places
that make a visitor yearn to return. "I've been rather busy meeting
people since I got here," North exppopie since I got here," North ex-
plained to Jason Unst, "but I haven't

Water Always Finds
Its Level Eventually
The baws of Nature arve certation and livexorabta, and the laws of sueenst

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buying, pestirieted eredin, grod
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salesmanship-all theso are
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eient. They amount to thes eient They amount to tass
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organization is a eorty, usclets oryanizalion is a costy, usetexs
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The more peoplo who ente
the store and bay, the clieap the overhead per dollar of
salases and the greater the profit. That is a rule of business. YYu
ean'l get around f nor sidestep. WILL YOU BE RNCUDED IN THE HIGR PERCENTAGE OF

Not if your business methods
are right -and inelude above are right-and include above
all JUDCIOUS ADVERTISING.
nose, good chin, rather eager eyes,
plenty of dark-brown somewhat expressive mouth. "You
"Doctor." said the editor, "youva

$\square$

## self," he began, "if you went prying around into Central City's affairs, so

 I might as well tell yout. I suppose committee who went over to conferwith you and offer you the leal job You were over here two weeks ago few of the high spots. That part of Central City you saw was all dressed up in its best hig and tucker, putting on airs for company. Now me about our town, or when I have occasion to write some of this blurb stuff about the place, for the paper. Central City becomes the garden spo
of the world. It has more progres sive, broad-minded citizens per capita than any town. anywhere. It has the fest schools. the best this,
the best that. and absolutely the beat the best that, and absolutely the best gether in tranquality and perfect unity. The sun shines when it should. and there is a proper amount of rainfall. But tha's for outside consumption.
after the truth.
"The truth is," Phillips resumed, "that the town's al" shot up. A lit men are trying to run it. They are
public-spirited just so long as it holps their private business. Last
summer a fellow neri out and tried to raise monry hy subscription 80 w. c.e.uld have band concerts on
Main street every Saturday night. The merchants all opposed it because, they said, people came in from the country on Saturday night
without any inducement, and if a hand was playing on the stree toome of he visitors might listen to the music instead o fgetting inside the
kTores to buy goods. So we offered to have the concerts on some other night, but the merchant prinees got into a squabble ahout where the con-
certs were to be given. One fellow down tho street here offered to donote 50 cents a week if the band would play in front of his store. He said it would attract attention to his place. Thas's the size of 'em. They and it's air-fight. They tell me just
what to print and what to keep out. Tve got a familtion inst can't the factories. In looking over the

## Business

## Failures

"And yet," North went on, "we're not going to give up, are we? Worre make a few thins hum. And if I
on't work along orthodox lines, that ill $\mathrm{be}_{\mathrm{e}} \mathrm{my}$ fault-and yours. If wa results maybe they'll forgive u
the end. You've lived here some "Since haven't you?"
here, then high school, then away to ollege. Father works in a factory解 the advertising. I just can't ing men thing and how they feel
toasted

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Strike. Because-
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