

# SCHWAB TELLS HOW THEY SOLD \$84,000,000 WORTH OF SHELLS

Detroit, Mich., July 3rd.—Speaking before the annual meeting of the World's Congress of Salesmanship here this morning, on the subject of super-salesmanship, Charles M. Schwab, chairman of the Board of the Bethlehem Steel Corporation, said in substance:

"The highest salesmanship consists in making the buyer understand the true merits of the article you are seeking to sell. My experience has taught me that the effort to make a man buy something he does not need in the long run defeats its own purpose.

"The super-salesman will not only study the immediate needs of his customer but he will provide against those needs even before the customer realizes that they exist.

"Let me tell you something of the experience of the Bethlehem Steel Company. Last year we entered upon a constructive program involving expenditure for the next few years of about \$100,000,000. Many of our friends urged us to go slowly and wait until all costs had been reduced but we believed that when facilities were needed they ought to be provided, and that a manufacturer should not speculate upon what he might be able to do in the future. He should do it now. That was the largest construction undertaking I believe ever entered upon by a single corporation.

"Costs are very much higher now than they were then. They promise to be much higher in the future. But by beginning when we did we were able to greatly increase our facilities so that they are available now when they are so supremely needed in the interests of National Defence.

"Bethlehem Steel is today putting \$20,000,000 into plants, entirely for the use of the Government. In peace times such plants will have no value but there are times when more than the business value is necessary. We know that this work ought to be done and we are doing it.

"We feel that the plants of the Bethlehem Steel Corporation for ordnance making, for steel manufacture and for shipbuilding—for we build nearly 40 per cent of all the tonnage of ships turned out in the United States—constitute a national asset of supreme value at a crisis like this. It is our ambition to make that asset of the greatest possible effectiveness in assuring for our country and for our Allies an overwhelming victory in this, the greatest of all wars.

"Business men are profitable if it is to continue to succeed, but the glory of business is to make it so successful that it may do things that are great chiefly because they ought to be done. We at Bethlehem, are trying to conduct a profitable business but profit or no profit, Bethlehem Steel has volunteered to serve the American Government and to that service we dedicate every man and every material resource which we can control.

"I have had some experience as a salesman and I have found that it is a great deal easier to sell a big thing than it is to sell a little thing. It was easier to sell the Carnegie Steel Corporation to Mr. Morgan for \$50,000,000 than it would be to sell a \$100 piano to a farmer who was not interested in music.

"At the outset of the war in Europe, I called on Lord Kitchener and Admiral Fisher. They wanted great quantities of war materials. They wanted Bethlehem to make them. It did not take any skill on my part as a salesman to induce the British Government to give Bethlehem these contracts, but it did take a great deal of effort on the part of Bethlehem to develop that thoroughness of organization and skill in management all down the line, which made the British Government feel confident that we could deliver to them the material they wanted and which we promised.

"Later on in the war, Mr. Grace, President of the Bethlehem Company negotiated a single contract with the Allies for \$84,000,000 worth of shells. That was the largest single order ever given up to that time to one company. Mr. Grace did not have to work very hard to persuade the Allied Governments to buy those shells, but he did have to work to supreme degree to prepare far ahead of time to be able to deliver those shells, and then to do the job on time after he got the contract.

"The supreme salesman, furthermore, must be a man who cannot only make the customer want to buy, but who can also make the salesman's own producing organization equally enthusiastic to deliver the

goods. "One of our great efforts at Bethlehem is to seek to instill confidence and enthusiasm in our own men. We employ some 75,000 men. Our annual payroll is at the rate of over \$80,000,000 a year or nearly \$7,000,000 a month.

"Bethlehem has prospered, but the fact about Bethlehem in which I must keenly rejoice is that our men also have prospered. The average earnings of each wage earner in our employ was in 1915 a little over \$900, whereas for 1916 the average earnings were over \$1,200 per man, an increase of more than 30 per cent in one year. Since January 1, 1917, we have increased the wages of our men another ten per cent.

"These large earnings have been realized because in every instance possible the man obtained a share of the profits which he helped create. And that is one of the reasons why our men have not only been prosperous but enthusiastic in their work.

## MANY VETERANS WERE ON PARADE

### Heroes of Fenian Raid, Northwest South Africa, and Present Struggle Celebrated Jubilee

The semi-centennial of Confederation was observed in Belleville on Monday morning by a parade of veterans of all the wars in Canada's history since 1865, cadets, and soldiers. With the "men of old" of the Fenian Raids, the Northwest Rebellion and the Boer War, marched the heroes of the latest days, those of the great European conflict, and the boys of the Cadet Corps, training for the day when they may be of use to their country. The I.O.O.F. Band, including veterans of the present war, paraded at the head. It was delightful to see how many men of the Fenian Raids attended, springing with almost all the vivacity of youth to the strains of "O Canada," "The Maple Leaf" and other patriotic airs. Lieut.-Col. Barragar and Lieut.-Col. E. D. O'Flynn marched at the head. Following the veterans of previous wars came those of the present war, many walking, some supported by canes, and some in a crippled condition riding in cars. Lieut. D. V. Ketcheson, M.C., son of the mayor of Belleville, was given rounds of applause. He had arrived in the city on Sunday afternoon unknown to almost everyone, and the parade on Monday was the first occasion which the public had of greeting the young man who won commission and cross on the fields of France and Flanders. The Cadets were out in good form.

At the armories Lieut. Ketcheson was cheered to the echo by the veterans and was introduced to each of them. He was wearing his right hand still in a sling. Mayor Ketcheson declared he was proud at the Jubilee of Confederation to greet the men of over fifty years' service, and those of the Great War, who had returned from fighting in the greatest battles of the world. No men were more welcomed than the young veterans. The mayor did not feel like making a speech for his heart was full. He felt a round of the veterans before him and of the boys whom he saw in khaki cadet uniforms. One thing our nation had neglected was training our young men. We should never be caught asleep again.

Str. Mackenzie, former premier, veteran statesman and soldier, was greeted with deafening cheers as he stepped forward with erect form to speak. He spoke of the veterans of '66, and of the later wars, and of those who had returned from France after having fought in defence of the world and after having upheld the glorious name won by their ancestors. Looking at the Cadets, he was reminded of 1838 when he commanded just such a company of boys as they were. He was pleased beyond measure to see these boys taking their place alongside the veterans of the last sixty years. He hoped they would become stalwart citizens. The aged statesman complimented the women of Belleville and of the country in general for the assiduity with which they had continued their work of making comforts, and he urged them to still further endeavor for the sake of

the country.

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their defenders. Sir Mackenzie spoke of the difficulties which faced the parties before Confederation, but both laid aside private controversies in order to work out the common weal. Confederation was the result. He linked up with this the situation of today and said that conscription would send those who held back from doing their duty. (Applause.)

Sir Mackenzie led in three cheers for His Majesty and the gathering of soldiers, veterans, and citizens dispersed after singing "God Save the King."

## AUTO DEMOLISHED

### Turned Completely Around and Crashed Against Pole on Dundas Street

An autoist, proceeding eastward yesterday, met with a mishap on Dundas St., near Burgess' grocery. The oil and water on the road caused the car wheels to slip around and the driver turning the head of the car to the centre of the road, made the machine completely turn around and face westward. In the turn the machine was flung against a telephone pole, the wheels on the right side and the windshield being smashed, and the body and axle twisted. The local autoist escaped without a scratch, but suffered a few wrenches of the muscles of his neck and leg in his lightning-like turn.

Mrs. W. E. Holton. Upon the second day of July at Marlboro Road, Broglyn, N. Y. died Mrs. Mary E. Holton, widow of the late W. E. Holton.

Mrs. Holton was the second eldest daughter of the late Cornelius J. Starling, and was born in Belleville and after the decease of her husband, went to Brooklyn where she has ever since resided. But one sister survives of Mr. Starling's large family, Miss Ida Starling.

The late Mrs. Holton was beloved by all who knew her, both in her native city, and in Brooklyn. Her sudden decease will be universally regretted.

Mrs. Holton leaves, surviving her, six children and a number of grandchildren, who all reside in Brooklyn. The remains of the deceased lady will be brought to Belleville for interment.

## MILITARY WEDDING

### Celebrated at the Tabernacle Methodist Church

A quiet military wedding took place at the Tabernacle Methodist church on Monday, July 2, when Miss Pearl Mae Diment, daughter of Mr. and Mrs. Henry Diment, Chatham Street, was united in marriage to Sergeant Percy Elliott Kerr, 14th Battalion, C.E.F., now of Kingston, formerly of Thomasburg. The Rev. S. C. Moore officiated.

## GRAND MUSICAL FESTIVAL

### To Be Given By Isolda Menges For The Great War Veterans' Association

Great enthusiasm is being awakened in the weeks Musical Festival, which is to be held in Belleville on July 23rd, under the management of The Great War Veterans' Association, when Isolda Menges will give six separate programs, several of which will be entirely popular. Miss Menges spent nearly a year playing to the wounded soldiers in Europe, before she came to New York. She is the greatest instrumentalist England has yet produced, and English people, the world over, are proud of her achievement. Photographs of the Festival are to be taken for publication in the New York and London papers. The War Veterans' Association are advertising the Festival for fifty miles around Belleville. Already many leading citizens from neighboring towns have signified their intention of visiting Belleville during the Festival Week.

DIED. HOLTON.—In Brooklyn, N.Y., on Monday, July 2nd, 1917, Mary E. Holton, widow of the late W. E. Holton.

# JAMES GALLAGHER, OF MARMORA TOWNSHIP KILLED IN QUARREL

### Samuel Rogers Charged with Causing His Death—Were Performing Statute Labor—Fatal Dispute Came on Saturday Afternoon After Day Spent in Quarrelling—Preliminary Trial this Morning at Marmora—Committed for Trial.

Samuel Rogers is now lodged in the county jail here, on a charge of having caused the death by assault of James Gallagher of Marmora township.

The two men in company with a third, Edward Story, were performing their annual statute labor on a road beat on the 8th of Marmora, about five miles from Marmora village. Gallagher was the roadmaster and Rogers, who works for a neighboring farmer, by the name of Hugh Farrell, worked the latter's team. Story, the sole witness of the fight, is described as not very keen intellectually.

Mr. Gallagher was a Catholic and Rogers a Protestant. They appear to have been quarrelling over religion Story, in his evidence this morning, stated that the quarrel began early in the day. Warm words were exchanged and finally, about four o'clock in the afternoon, Rogers is said to have struck Gallagher with a shovel. The blow was probably fatal.

Rogers went at once to notify Farrell. The latter came and found the body in one of the wagens, with life apparently extinct. Dr. Thompson of Marmora was summoned and after viewing the re-

mains, he notified the coroner, Dr. Bissonnette of Stirling. A jury was summoned and after the remains were viewed, they adjourned until Thursday of this week.

In the meantime a brother of the deceased had a warrant issued by Magistrate Hubbell, of Marmora, and Rogers was placed in the lock-up at Marmora.

This morning he was brought up for preliminary hearing before Magistrate B. C. Hubbell and Wm. Bonter. Mr. Carney represented the crown, A. A. MacDonald the Fitzgerald family, and W. D. M. Shorey of this city the defence.

Three witnesses only were examined—Hugh Farrell, Edward Story and Dr. Thompson. The story they told is that recorded above. Farrell testified that Rogers admitted to him that he had struck deceased with the shovel.

Upon the strength of this evidence the magistrates committed the prisoner to the county jail at Belleville, to await trial at the next assizes.

Tragedy with Asthma is the only expression that seems to convey what is endured from Dr. J. D. Kellogg's Asthma Remedy is beyond measure. Where all was suffering there comes normal and the bronchial tubes completely cleared. This unequalled remedy is worth many times its price to all who use summoned and after viewing the re-

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## ADVANCING IN GALICIA

LONDON, July 3.—Despatches from Petrograd reports that the Russian offensive is developing in an absolutely favorable manner. The advance in Galicia is still in progress. Beside Konichy and other fortified positions, the gains include the forest as far west as Kell, all the German trenches to the south and the woods west of Schibalm, the trenches south of Potoury, and all the positions on the slopes of Mount Goura.

## ENEMY REPULSED BY THE FRENCH

PARIS, July 3.—The French War Office announces that the Germans made repeated attacks last night on the Aisne front on both sides of the Ailles-Passy road. The most violent fighting continued throughout the night but the enemy was thrown back each time and finally abandoned his efforts this morning.

## MANCHU DYNASTY RESTORED TO POWER

LONDON, July 3.—A Peking despatch states that Hsuan Tung, the boy emperor, has been enthroned by General Chang Hsun's forces, thus restoring the Manchu Dynasty. Gen. Chang Hsun is maintaining the strictest order and no trouble in Peking is feared. It is expected that President Li Yuan Hung will resign at once.

## RUSSIAN PEOPLE CELEBRATE THE FIRST VICTORY OF THEIR ARMY SINCE REVOLUTION

PETROGRAD, July 3.—Crowds of enthusiastic citizens marched through the streets of Petrograd carrying portraits of War Minister Kerensky and General Brushloff while others thronged the sidewalks and filled balconies and windows, cheering and waving flags handkerchiefs in celebration of the first victory of Russian arms on the eastern front since the revolution.

THE HAGUE, July 3.—The war prisoners conference between representatives of Germany and Great Britain held its last sitting yesterday. A protocol was signed and the points on which an agreement was reached will be submitted to the British and German governments for confirmation.

## RINGLEADERS OF FOOD RIOTS IN GERMANY IMPRISONED

COPENHAGEN, July 3.—Two ringleaders of the food riots which occurred at Steffin, Germany, on June 19 and 20, were sentenced to eighteen months and a year's imprisonment, while others received lighter or suspended sentences.

## EAST ST. LOUIS IS IN CHARGE OF NATIONAL GUARDSMEN UNCONFIRMED REPORTS SAY NUMBER OF DEAD, AS RESULT OF ANTI-NEGRO RIOTS IS 250.

EAST ST. LOUIS, July 3.—Comparative calm prevails here now that 1,500 Illinois National Guardsmen have taken charge of the city. While the death list as a result of the anti-negro riots is known to be at least twenty, unconfirmed reports place the number of dead as high as two hundred and fifty.

# THE BLESSING OF A HEALTHY BODY

Has Not Had An Hour's Sickness Since Taking "FRUIT-A-TIVES".



MR. MARRIOTT, 72 Lees Ave., Ottawa, Ont., August 9th, 1915. "I think it my duty to tell you what 'Fruit-a-tives' has done for me. Three years ago, I began to feel run-down and tired, and suffered very much from Liver and Kidney Trouble. Having read of 'Fruit-a-tives', I thought I would try them. The result was surprising. During the 3 years past, I have taken them regularly and would not change for anything. I have not had an hour's sickness since I commenced using 'Fruit-a-tives', and I know now what I haven't known for a good many years—that is, the blessing of a healthy body and clear thinking brain".

WALTER J. MARRIOTT, 50c. a box, 6 for \$2.50, trial size, 25c. At dealers or sent postpaid on receipt of price by Fruit-a-tives Limited, Ottawa.

## Social and Personal

Mr. Cecil M. Ashley spent over Sunday in the city.

Trenton has let the contract for a 60,000 New High School.

Capt. H. Hart is home from the Murray Canal for the holiday.

Mr. Wendell Osborne, of Osgoode Hall, Toronto, was in the city Saturday.

Mrs. E. Farrow has gone to Toronto to visit her brother, Dr. Wm. McCormick.

Mr. Percy Cooney and Miss Gladys Shannon, of Belleville, spent the holiday in Shannonville.

Dr. and Mrs. Campbell and son of Creighton are visiting the Dr.'s mother on George St.

Mrs. T. M. Farley of Trent Road left today to spend the summer with her son at Rowletta, Sask.

Mr. E. Gus Porter, K.C., M.P., and Mrs. Porter are spending a couple of weeks at Mount Clemens, Mich.

The Misses Margaret and Kathleen Gallagher are visiting their aunt, Mrs. Jas. Quinn at Tweed.

Mrs. P. J. M. Anderson has returned to the city after having spent her past three months in Edmonton.

Dr. and Mrs. Sprague, George St., left today for Perth and the Rideau Lakes where they will spend a month camping.

Dr. Patterson, of Detroit, Mich., is in the city renewing acquaintances. He left here about fifty years ago to take up the practice of his profession in Detroit.

Mrs. Bert Reeves, accompanied by her son, John, went to Springbrook on Saturday to spend the holiday. Master John will remain for the balance of the holidays.

## MEMORIAL FOR FALLEN BROTHERS

There was an impressive memorial service held last Sunday evening in St. Thomas' Church for Private Clayton Pickell and Private Isaac Pickell, both of whom fell in France. They were members of the 38th Battalion. Archdeacon Beamish officiated at the service.

## THREE BOYS RAN AWAY

Three boys ran away from the Sheffer yesterday and have been located in Trenton. They were on their way to Bancroft. Two are brothers and are from that place, and one hails from Tweed. Their ages are nine, nine and twelve years. Capt. Raston will follow them.

# HAIG WILL BECOME HISTORIC FIGURE

May Be Hailed as Supreme Military Genius.

## LIVING IN GREAT TIMES

If the Commander of the Forces of the Empire in France Succeeds in Breaking Through the German Lines He Will Undoubtedly Be Hailed as Greatest British General

If the British army should break the line this summer, the greatest figure in all British military history will be Sir Douglas Haig, Commander-in-Chief of the group of British armies in France. With his talent and his legions rests the final decision. An invisible commander, Sir Douglas, a silent man in the background directing vast forces. Not one out of ten of his soldiers has



even seen him. Yet no other general has had such an influence on any army as he on the British.

The army knew of Haig, but the public knew nothing of him. He was a soldier's soldier. To no leader in publicity so irksome as to him. No body could be more incapable of pose, and nobody could make less fuss in the command of a great army. If ever a commander was chosen by the silent vote of an army, it is he. When it was rumored that Sir John French was going to retire and I asked the question who should take his place, the answer was always Sir Douglas Haig. Through all the struggle Haig has been at the front, proving himself to junior commanders and to the French as capable for high command in modern warfare. In a month after he became Commander-in-Chief of the whole army left the lightning influence of a new hand.

People are slow to realize that they live in the presence of great men. It is possible that Haig may stand higher in British history than Wellington or Marlborough, but because we have seen him come to the front, we do not think, as yet, of placing his name beside theirs.

Soldier's Diet. The food of soldiers engaged in the war varies according to their nationalities. The principal meal of the Russian soldier consists of steech, something between a gavel and a soup, the chief ingredients of which are cabbage, potatoes, oatmeal, and fat meat—preferably pork. These are boiled together, with salt and other seasoning, the result being a thick, nourishing, and by no means unpalatable dish.

The Italian soldiers, who are splendid marchers, live largely on a flavoured diet—macaroni, spaghetti, and so on. They are also very partial to fruit, which is issued together with wine and cigars, as part of their rations whenever possible. No German soldier considers his daily menu complete without a sausage of some kind or other, and the "stranger" its flavor the better. A nutritious pea soup is also a staple of the army ration.

The mainstay of the French soldier consists of his beloved "gousses," as he calls it. It is really a thick nourishing stew, made of meat, potatoes, and various other vegetables.

The English "Tommy" may be described as omnivorous.—Family Herald.

## A Great Journalist.

Prof. Paul Milukoff, the new Secretary of Foreign Affairs in Russia, is a national figure, a leader of all Russia at the present time. He is a man of wonderful abilities. He made his name first as a great historian. His splendid volumes on the history of Russian culture, although written many years ago, are still successfully published and republished. At the same time, Professor Milukoff is an excellent journalist. Since the founding of the Petrograd Beech he has been its editor, and even a few weeks ago the Petrograd correspondent of the Associated Press reported that he found the new Russian Secretary of Foreign Affairs reading proofs in the editorial room of the publication. One of the Petrograd journalists, who had occasion to watch very closely Professor Milukoff's journalistic work, told me once, about three years ago, that if all the journalists of this paper were to stop work for a day or two, Professor Milukoff would be able himself to fill up the entire paper.