

THE "HELLO" MAN FEEDS THE PIGS

THUS WINS FAVOR OF FARMER'S WIFE.

Then It's Easy to Persuade Her She Needs a Telephone, and Husband Agrees.

In all that has been written about the remarkable expansion of rural telephone lines which has taken place in the last decade very little has been said regarding the humble canvasser whose energetic efforts have been largely responsible for bringing the dwellers in the most isolated places into communication with the outside world.

Everybody knows that the telephone, which used to be the luxury of a few city people, has become almost as necessary to the modern farmer as the mowing machine, reaper and other up-to-date machinery which he uses. Everybody has read of sections of the United States where nearly every farmhouse is connected with every other and where the heaviest of blizzards does not check social intercourse.

Valuable as the telephone unquestionably is to the farmer, it often needs patience and diplomacy to convince him that by paying the charges made for farm line service he will be sure to get his money back. Canvassers in the cities have to be men capable of presenting their propositions quickly, clearly, incisively. The business man decides, often almost in a flash, whether he wants to in-



CONVERTING THE FARMER'S WIFE. The telephone solicitor simultaneously wipes the dishes and talks up the advantages of telephone service.

roduce a private branch exchange at the office or an extension set at his house. But not so the farmer, especially in the more distant neighborhoods. The habit of dicker over terms is an inherited one in many sections. The man who from early boyhood has been accustomed to consume \$ worth of time in considering whether or not he will spend \$1 is not exactly easy for even the best solicitor.

WINNING OVER THE WIFE.

A special type of rural canvasser has, in fact, been developed. The men who succeed in farm line soliciting do so by the exercise of extraordinary patience and resourcefulness. One young man who gained a remarkable record in the first years of this century for his work in a New England state where the rural development has been marked as anywhere in the United States explains his success as due largely to the recognition of two conditions—one the almost invariable opposition at the outset of the farmer's wife; the other, the willingness of the man who has already subscribed to do missionary work among his neighbors.

"To overcome the good lady's antagonism," says he, "is a prime consideration. She is very likely to be the head of the family, I find. 'Why, I have rocked cradles, put a whole family of children to bed, cleared away supper dishes, fed the pigs and done almost everything else you can imagine to get on the right side of the farmer's wife. You might suppose that she would welcome the installation of a telephone, and she is, as a fact, generally very glad to have it once it is in. Oftentimes, indeed, she will insist on its not being taken out when the man, for reasons of economy, feels that they must dispense with it.

"But in adopting innovations women are naturally conservative, and she is likely to object to anything that seems to be a considerable sum annually for telephone service appalls her. The husband is much readier to see where the money will come back, but the woman doesn't see the usefulness until it has been directly proved that the convenience pays. Even after her initial opposition has been overcome she is likely to balk at the signing of the contract. A woman always fears there may be some hidden danger in putting one's name to a piece of paper.

LIKE TROUT FISHING.

"The best way to win over the average farmer is to secure the recommendation of a satisfied subscriber. More often than you would suppose some one man is responsible for the fact that neighbors for miles around are taking the service. I was out the other day with a poultry farmer in one of the poorest communities of the state, where I hardly expected to meet with much success. This man, who had subscribed almost a year ago, I found to be enthusiastic to the point of harassing up and going about with me. At home after house I found the people indifferent and apathetic while I talked, but presently my companion would put in a word. 'Dick, what this young fellow says is all right,' he would say. 'Mine has made a lot of money for me, and you'd better have it.'

"I headed thirty new subscribers as a result of one afternoon's work, though, of course, I didn't get them all to sign on that day. 'The rural canvasser has to keep eternally at it. The greatest difficulty is in landing people who are tempted, but who will not come to time. This is a typical case. In a country store not long ago I encountered a foxxy old fellow, very well-to-do and not a bad sort, but who was giving me the run-around. I had just been talking telephone with the storekeeper when the old fellow, with his fur coat collar about his ears, asked me, 'Say, could I have one of them things at my house?'

"Of course you could," I replied, seeing in prospect another subscriber. "And if I had one I could talk all over the state, and even down to New York?'

"You certainly could." "Well, I'm certainly going to have one. I can't afford it myself, but I think that my wife will pay for it. I subscribe for the daily paper and she ought to take the telephone. Just come up to my house and have a talk with my wife."

"I had the time and she didn't give it to me for anything less, could you? It demurred that he probably should not use it much; that people would make themselves a nuisance by forever ringing the bell; that it might get out of order just when he needed it most; that it was just a rich man's luxury, anyway. Finally his last objection was overcome and he set down to sign the contract, exclaiming in evident admiration of his own audacity, 'Well, I believe I will do it, just for the devil of the thing.'

NO HOUSE IS HOPELESS.

"One lesson every telephone canvasser has to learn is that no house in the country is hopeless. However poverty stricken it may look, there is always the likelihood that the inmates will be glad to make sacrifices for the sake of the connection with the great outside world. One of the easiest contracts I ever landed was with a family living in a dilapidated old house of which about half the panes were gone from the windows and in

which remnants of underclothing had been stuck to keep out the cold. My first thought was to waste my time on the place, but I decided to find out who lived there. A very profane and disagreeable old man came to the door. Every other word was an oath. Three young children, all looking like imbeciles, stood and gazed at me. A young wife, a foreigner evidently, lay sick and bed-ridden. Without ceremony I was ushered into the bedroom and explained my proposition. To my surprise the woman, who evidently had great influence over the old man, said promptly in broken English, 'Ah, we must have a telephone; everybody have a telephone now.' The contract was signed on the spot, and lest I have any suspicion that the family might not pay, the money was offered me for the first quarter's bill."

Every good rural canvasser discovers that the appeal to local pride is a strong incentive to take the service. The argument is constantly used that such and such a town five miles or ten miles away has a very large number of subscribers; this place, therefore, which has only half as many, will need to get a hustle on it if it is to be regarded as up and coming. Influenced by this plea people will sometimes put in telephones, saying explicitly that they intend to keep them only a year. Yet once the telephone habit is formed and they become thoroughly "educated," as the phrase is, they seldom backslide!

NATIONAL GUARD NEWS.

Major General Charles F. Roe will review the 6th Regiment on Saturday night, and a reception will follow. There will be a regimental drill on Tuesday night.

An exhibition of mounted exercises will be given by the twenty-five members of the riding class of Company F of the 7th Regiment at the Metropolitan Riding Academy, in West 58th street, on Wednesday night. The class will now take up outdoor rides. The regiment will parade for divine

MORAL DANGERS OF STREET PLAY

ENGLISH NOVELIST SUGGESTS REMEDY.

Use Public School Buildings and Organize Recreation—London Child Gamblers.

By Mrs. Humphry Ward.

These are two sides to play—the making, contriving, willing side and the co-operative side. In the first the child is the king of his world, exercising his tiny will on all that is smaller than he, feebler than it. In the second, it is learning to give and to receive, to yield that it may get, to obey that it may triumph. The first is the earliest. A child who is dressing, undressing, schooling, petting, bullying its dolls is all the time sharpening its own personality, strengthening its own sense of power. I saw an amusing instance of this in my own grandchild who was supposed to stand on its feet. But the doll was topheavy, the weight of her head pulled her down and she constantly fell over. A friend standing by said, laughing: "The doll's got too much brains, Mary." Mary immediately straightened herself on her two strong legs, and with a glance of contempt at the healthless doll, said with indescribable jubilation, "I've got no brains; I can stand!" The inferences were rather topsy-turvy, but the triumph was complete.

So much for the development of personality. Next comes, as we all know, the discipline of personality—and here it is that all combined and co-operative play is so invaluable. But no need to dwell upon this. It has been said before in that saying which at any rate we all like to attribute to the Duke of Wellington, as to the playing fields of Eton. There is nothing that the richer classes value so much as this aspect of play for their children. We all know what it means for character, for physical development, for the play of the body. The games of the children of the poor, however, are now, perhaps, overdone with toys, overdone with games. Here we have to guard against excess and exaggeration. But the children of the poor have still to enter on their true heritage of play. And here I think one may say that America has led the way. Your vacation schools, your organized playgrounds have been teaching us all—ourselves first, other nations next.

DANGERS OF LONDON STREETS.

What are the opportunities lying dormant in the play hour of children? We have borrowed vacation schools from you. We wish we could borrow your evening play centres. But I think we have something now going on in London—something which you have not got, as part, at any rate, of your public system—which, it seems to me, shows what ought to be the next step both in England and America.

For what we want is not merely a holiday provision, not merely an occasional provision—we want a daily and familiar alternative for the children of the poor to the life of the street, with its physical and moral danger, and we want to use the public schools for that purpose. At least, that is my own experience. I don't know from experience what your streets may be like as play places for children, but I can tell you something of our own, of course, the districts of London vary greatly, but take this testimony from a schoolmaster in Hoxton, one of the poor districts of London.

"This man of twenty years' experience writes to me that for a large number of the children in his school the word 'home' has no meaning. 'I will write only of what I have seen and come in contact with during my twenty-two years as a teacher in Hoxton. Many of the families live in one room, and often during the whole of the evening the children are huddled together here, in this one ill lit and badly ventilated room. Father very soon goes out, and probably mother, result—the children wait until they return before going to bed. A hard case is that where the mother goes to work, and returns at 8 p. m. or later, children cannot be trusted indoors; they therefore play in the streets. If they are allowed indoors they must have a light—it would be dangerous and also expensive. They naturally, therefore, seek the streets, where they play or huddle together until mother comes home.'

"Many a plan is here laid for petty theft. The smaller ones are encouraged to beg from shopkeepers, and often are compelled by the older ones to steal from the shops while they, the older ones, wait round the corner. I have seen twenty children of all ages playing outside a public house for hours, amid sights which render them callous. If it rains, they seek a sheltered side street, and play there to the accompaniment of virulent abuse from the occupiers of the houses. My experience of London children is that they do not know how to play. It would be a good work merely to teach them how to play. But, again, speaking from twenty-two years' experience of boys in London, no game is enjoyed by them which does not give opportunity for gambling. They gamble with buttons, screws, cherry stones and picture cards from packets of cigarettes. I have seen boys playing a real game of 'banker' with these picture cards, sitting silently for two hours at a stretch absorbed in the game."

PARENTS COOP UP CHILDREN.

Only a few weeks ago in the same district the police magistrate made a despairing speech about the lawlessness of boys in the streets. What, he asked, are the schools and the homes doing? These are the questions that are being asked in the life of the child. At Manchester at the present moment a special effort is being made to stop the gambling of boys of school age in the streets, and at Bradford lately the Town Council and the education committee have been specially concerned with some very serious matters connected with the life of children in the streets, and with the measures necessary to modify it.

Meanwhile, among the more respectable parents, the reaction against this life of the streets and the fear of bad company for their children is creating another evil. You will sometimes hear it said by the well-to-do that the children are as well off in the streets as anywhere, and that it is codding and fussing to try to take them out of them. Well, it does not much matter what we think; the question is what the parents of these children think—and there can be no doubt whatever that the respectable parents, with us in England, at any rate, are more and more determined to keep their children out of the streets, and that means that they spend a very large portion of their play time cooped up in tenement rooms eleven or twelve feet square, with no room for play and a minimum of fresh air.

HOW COIN "SWEATERS" WORK.

Closely allied to the making of counterfeit coins, and usually combined with that nefarious trade, is what is known as "sweating," which requires considerable skill to accomplish successfully. A rubber mould is used in which a gold coin to be "sweated" is introduced, and held with a clip. The copper wires having been adjusted, the coin is immersed in a bath of cyanide of potassium and an electric battery set going. The action of the electricity upon the coin in the acid uniformly "sweats" the metal—that is to say, causes so much of it to become detached. This process is gone through with a large number of coins, and the gold deposit thus obtained is extracted from the acid.

It is for the purpose of detecting the existence of such reduced coins that bankers weigh gold coins in a balance, and if one is in the scale it will immediately be shown by the indicator. The "light" coin is then taken out, and whatever the "shortage" represents, that amount the customer will have to make up or be "fined."

DRY GOODS.

O'NEILL-ADAMS CO. Store Occupying Two Blocks Sixth Ave., 20th to 22d St., N. Y. Our Delivery Service in New Jersey Is the Most Complete of any New York Store

Another Large Purchase of the Newest Washable Dress Fabrics Imported Voile Suitings, regular 25c qualities, at 14c yard. 12,000 yards in the much wanted stripes, checks and plaids, all the leading shades and combinations. 6,000 yards Imported Mercerized Check Suitings; various size checks. Regular 25c. qualities at per yard. We will also continue the sale of Silk and Cotton Washable Dress Fabrics Choice of this season's newest weaves and printings, beautiful floral designs, suitable for Summer frocks, including self-colored dots, plaids and figures in all colors, also white and black. Former prices up to 50c. per yard; special at. 19c

Stirring Values in Women's Suits O'Neill Building. The smartest models of the season for almost half regular price. Only a limited quantity of these splendid Suits to offer at this price. They are made of fine light weight shadow striped worsteds on the handsome Dreedmill model, buttoning across chest with four buttons, gracefully hanging below hips; the trimming of new deep collar and tie as well as slashes of coat and cuffs are black satin, lined with taffeta. Never offered before for less than \$37.50; special sale price. Women's \$22.50 Coats at \$14.75 Exceptionally handsome Lace Braid Coats—Made over taffeta, in a pretty design, with short top sleeves, in blacks only. They would regularly sell for \$22.50; sale price. \$14.75

Several Splendid Specials In the Latest Wool Dress Fabrics Black Dress Fabrics, Usual \$1.50 Grades at \$1.00 This season's most popular weaves: 45-inch all-wool French Voile, crisp fine mesh, silk finish \$1.00 52-inch all-wool Chiffon Panama. Sold usually at \$1.50 per yard; special at. 89c and \$1.00 Black Dress Fabrics, 69c Imported Mohairs, Imported crisp Voiles, Granite Cloth, Chiffon Panama Cloth and Serges. Value 89c. and \$1.00 per yard, at. 69c Unusual Values in Colored Dress Goods 50-inch all-wool Panama—in all the leading shades, blonde, leather, brown, gray, electric, Copenhagen, royal, navy, reseda, tan, garnet and cream, at, per yard. 69c

High Grade Mohairs Direct from Bradford, England We show excellent assortments of these popular fabrics, including a variety of two-tone effects and shadings, stripes, at, per yard. \$1.00 Closing Our Remnants of Dress Goods at 25c yard The lengths range from two to seven yards. Plain and fancy Suitings, silk and wool Etoffenes, stripes, checks and mixtures; large assortment. Splendid opportunity to secure fine materials at a fraction of actual worth. 25c

Four Exceptional Values in Silks \$1.10 Black Dress Taffeta, 79c One yard wide black Dress Taffeta—fine quality, very bright lustre, will give splendid wear. Value \$1.10 per yard; special at. 79c 79c Black Taffeta, 59c One yard wide black Taffeta—excellent quality for skirts. A grade that usually sells for 79c. per yard; special at. 59c 69c White Habutai Silk, 45c A special lot of 27-inch white Habutai Silk, washable, a quality that is exceptional at the price offered. Value 69c. per yard; special at. 45c 59c Rough Shantung Pongee, 45c 24-inch Rough Shantung Pongee—bright and silky, in a good line of the most popular colors, including Copenhagen blue. Value 59c. per yard; special at. 45c

Summer Knit Underwear For Men and Women Men's Real French Underwear, 79c Regular \$1.00, \$1.25 and \$1.50 grades. Men should take advantage of this unusual opportunity and secure a supply sufficient to last the entire season. Two and three thread real fine gauge, closely knit unbleached Balbriggan, self finish throughout, silk fronts, silk finish cuffs and neck and drawer ankles; long or short sleeve shirts; drawers in regular length or stouts. Lisle thread in very fine gauge, pure white or unbleached real Sea Island cottons in cream color, very light weights. Every garment guaranteed perfect and regularly sold by leading houses throughout the country at, each, \$1.00, \$1.25 and \$1.50. Special for this week at, each. Men's \$2.00 English Underwear, 95c Full fashioned, regular made, white English merino Shirts and Drawers, perfect quality, beautiful finish, very light gauge weight, containing a small portion of wool. Shirts with long or short sleeves. Drawers made with double spliced seats, ankle length, regular or stout. A small lot which the makers sent here to their New York agents to carry in stock closed out by us at half price. Hence we can offer a \$2.00 garment for. Women's \$1.00 Union Suits, 59c Women's very fine sheer quality Swiss ribbed pure white lisle thread Union Suits, low neck, sleeveless, wide umbrella legs, trimmed at neck and knees with handsome laces. 59c 35c Summer Vests at 25c Swiss ribbed sheer light weight lisle thread Vests—low neck, sleeveless, trimmed at neck, handsome designs of imitation hand crochet, white, pink and sky; very pliable and elastic; perfect new goods. Usually 35c. each, at 25c

DRY GOODS.

Our Annual Sale SUMMER HOME FURNISHINGS BEGINS MONDAY. TRADING conditions have brought us unprecedented buying opportunities and the remarkable saving is reflected in our low prices, making it possible for you to fit up your Summer Home at a saving of fully one-third. We have never bought at such low prices before—never sold at prices as low, so you can well appreciate the advantage of making your selection now. See our page announcement in the Sunday World.

RESTAURANT EIGHTH FLOOR Simpson Crawford Co. SIXTH AVE. 19th TO 20th STREET. NEW YORK.

Here's the Greatest Sale of Real Laces Ever Held in New York. THE entire stock of the most noted American importer of Real Laces at less than half. Thousands of yards of the latest styles of Real Laces, imported this season, in this sale at less than the prices of machine made kinds. You can now purchase Real Laces, hitherto so expensive, at small cost and add to your costume, evening gown or waist that touch of richness so desirable. Real Filet, Real Included are Real Princess Laces, in Bands, Gallions, Evening Gowns, and Trimmings for Berthas on Evening Gowns, for rufflings and trimmings on Bridal Costumes, &c. Never such a collection of Real Laces priced so low.

At 50c., 98c., 1.48, 2.98 yard; worth 1.25 to \$10 The most sensational offering of the year in the newest Filet, German and French Van Laces. The very widths that are now demanded by Fashion for ruffles on sleeves, &c. Some are Matched Sets, others odd widths, but all the newest patterns of this year. Not a dozen worth under \$1.50, many worth more. Half Price and Less at 75c Dozen Yards Special—The attention of Dressmakers, Milliners, Customers, Theatrical Costumers, &c. is directed to an offering of 5,000 Yards of Regular 75c to \$1.00 42 Inch Chiffons at 39c These are silk weave Chiffons and Mouseline de Soies, in white, ivory, cream and black. 5,000 yards for Monday at, per yard, 39c

Unusual Values in Knit Underwear. 5,000 Women's 35c Vests at 19c THROUGHOUT the entire men's and women's Knit Underwear Section you'll find unusual values, saving opportunities that surpass any similar offerings that have taken place in almost two years. Trade conditions bring the prices down. Now is the time to buy.

Women's \$1.25 imported Silk and Lisle Vests, also plain French Lisle Vests with deep hand crocheted yokes, in square and V shapes—special 69c Women's 75c. Pink, Sky and White Vests, with various and hand crocheted yokes; also plain top and hand-crocheted yoke in imported lisle Vests; sheer and durable—special 50c Women's 50c. imported Swiss Rib Vests, with plain and fancy yokes. A big assortment of garments—special 29c

Men's and Women's Imported Hose, 19c. That's less than the regular price right now in Chemnitz. You'll admit that there has never sold for such little prices. Now is the time to secure a generous supply. Imported Hosiery for Men and Women Men's are plaids, jacquard effects, solid colors in silk lisle and tan, white and tan lises; all have double soles, heels and toes—special price at. 19c Hosiery for Men and Women—Men's are jacquard effects, plain black sheer lisle, hand embroidered, also plain black silk lisle and black, gray, tan and navy Ingram lises. Women's are plain black, white and tan lisle hose, also black and white and tan lace hosiery. All the newest colors, regular sented. Special per pair. 29c

Lingerie Waists, \$3.75 Dainty waists for warm weather wear—fifty different styles to choose from. Prices make it advisable to secure your season's supply now. Excellent waists, both in design, cut, material and fit.

The Smartest Lingerie Waists in town—3.75 This smart mannish Shirt Waist, Gibson model, with mannish plique stock collars, made of Anderson 2.48 Gingham, in colored checks and stripes, at. Madras Waists—Very beautiful quality of satiny striped, light weight Madras waists; fine pleated front, long 2.25 sleeves; tucked cuff, at. Sheer Lawn Waists, pleated front, short sleeves with roll back cuff, fancy neck; lace trimmed cuff; special 1.25 at. Lawn Waists, also the best value in pin tucks, fine quality lawn waists; all seams finished with French 4.95 heading. Lawn Tailored Waists, made by the Royal Co., long sleeves, some finished with detachable linen collar; others with soft stock collars; two button tucked cuff; real value at \$1.25

Boys' \$2 Wash Suits, \$1.25 THE genuine Hydegrade Manchester Galatea Wash Suits, made by the "Mothers' Friend Co." "Manhattan," "Cadet" and "Phoenix" people, celebrated makers, famous the world over for Boys' Wash Suits. We bought a surplus stock at less than half. The styles are Russian and Sailor Blouse, ages 2 1/2 to 10 years. The combinations include almost every conceivable design in the plain and white effects, as well as the fanciest—some embroidered, others plain—in fact, almost everything you can find for your boy, and the prices for suits ranging in value from \$2 to \$4 are only \$1.25 and \$1.95 Boys' Combination Suits, \$4.45 To make to-morrow's Boys' Bargains interesting reading we have condensed about 400 boys' all-wool Combination Outfits into one lot, consisting of elegant effects in fancy mixtures, as well as all-wool Blue Serges; all have two pairs of Knicker \$4.45 Pants; ages 8 to 17—surely an extraordinary value at.