

The
American Method
Of Courting And Its Advantages
Over The European Method
By JAMES D. BRODIE
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Count Villiers was a man of the world—not a young man, frequenting clubs, theaters and other such places for getting away with the time pleasantly, but an elderly person who was thinking about the disposition of his children to their greatest advantage. One morning the count called his daughter Louise into his study and was standing with parted curtains before a fireplace when she entered.

"You will be eighteen next week, I believe, Louise?" he said, prefixing the remark with an *ahem*, indicating that he was simply preparing the way for an important announcement.

"Yes, papa."
"You are aware that our estates, being small in proportion to the antiquity of the family title and there being four girls to be provided for, one must look out for matrimonial advantages. Now, I have recently met an American in whom I became interested. He is younger than I, but you know I have a penchant for young men. I was telling him the other day about our family when he interrupted me by saying:

"Why will you not give me one of your daughters for a wife, count?"

"These Americans are very blunt, you know, so I did not take offense at his crude way of making his application. Besides, he had never seen you or your sisters. So I merely smiled and went on with what I was saying. But he stopped me to repeat his request. Then I took the matter up seriously and asked him some questions about his income.

"Oh, we Americans don't marry that way," he replied. "We marry for love. But that doesn't mean that we wait to be struck with it as by lightning. If we wish to marry we look about us for what we're after. If a girl accepts she takes the man for better or for worse."

"I replied that I had but one daughter of a marriageable age and I would be happy to introduce him to her. He will call this afternoon."

"Yes, papa," was the laconic response, though it was all that was expected from a French girl to whom a matrimonial plan had been announced, and she demurely walked out of the room.

The same afternoon a card was carried in by a butler on which was en-



WILL JONES
"DRAT THIS EUROPEAN METHOD OF COURTING."

graved the name of George Caruthers, Colorado Springs, U. S. A. The countess welcomed the caller and after a few minutes Mlle. Louise entered. The position of a young lady of the French aristocracy looked over by a commoner from the wild and woolly west for a matrimonial purpose is not conducive to a show off of any of her points except her beauty—that is, if she has any. Mr. Caruthers talked with the countess and cast an occasional glance at Louise. Every glance made her feel more uncomfortable, and when the suitor rose to go it was plain that the visit had been a failure.

A few days later the count announced to his daughter that he had other plans for her than a marriage with the American, which the girl well knew meant that Mr. Caruthers had declined her for a wife.

Some months later the American minister gave a ball, to which Mr. Caruthers, Count and Countess Villiers and their oldest daughter—the only one yet introduced into society—were invited. Mr. Caruthers was standing with his arms clasped behind him looking at the passing throng when he felt a rap on his knuckles. Turning, he saw Louise Villiers, who had tapped him with her fan, looking up at him with a very pleasant smile.

"Good evening, monsieur," she said. "You look bored. Doubtless you are wishing yourself back in your own country."

What a change from the Mlle. Villiers who had sat up stiffly for half an hour without speaking a word! Caruthers should have known that there was a vast difference between a girl trotted out to be shown like a broncho for sale and the same person free from such embarrassment. But he did not consider the cause, nor did it occur to him that he had declined to accept this same girl for a wife. The only obvious thing about it all was that during his call she was uninteresting, while now she was very charming.

Had he known the sex better he would have taken warning at that seductive smile, those bright eyes turned up at him so enchantingly. But one thought possessed him, that he had made a mistake, a very natural one under the circumstances, and that perhaps, after all, he would change his mind and make a second application.

A few days later Louise was again called into her father's study.

"Louise," he said, "I have a note from Mr. Caruthers in which he makes a formal application for your hand. He protests against what he calls our effete customs in such matters, but since he must defer to them, tells me that he has made a fortune in mines in his country and will be able to give you every luxury."

"Yes, papa."

"I have told him that his offer is favorably considered, but that, notwithstanding our marriages in France are arranged differently from those in America, I must leave the matter in your hands. He is to consider himself self-permitted to woo and win you."

"Yes, papa."

"That's all. You may go."

Perhaps the father of this young lady was not sufficiently prone to consider that about her age girls are liable to change from docility under parental authority to an assertion of independence. Louise knew that this talk about leaving her to accept or decline the suitor as she liked was absurd. And the count knew it too. When she left him he felt assured that she would accept Mr. Caruthers, and he dismissed the matter from his mind as an accomplished fact.

Since the suitor found himself obliged to adopt the European matrimonial method he concluded to do it all that way. He drove up to the chateau one afternoon and, going in called for Mlle. Villiers. She came downstairs to meet him in appearance at least a very different person from the girl who had been looked over by him on their first meeting. She was graciousness itself. There was nothing of embarrassment. Caruthers did not waste much time in coming to the object of his visit. The words of his proposal were formal; but, notwithstanding he was a blunderer, he was a true man and a modest one. His heart was in what he said with a frankness truly American.

The girl waited until he had finished, then said:
"The honor you have done me, M. Caruthers, is gratifying in the extreme, but I must beg leave to decline it."
Caruthers, who had supposed the count's assurance that his offer was considered favorably as tantamount to an acceptance, was startled. He was not only startled, but disappointed—indeed, he was very much disappointed. Then it occurred to him that while there are different matrimonial customs in different countries the human heart is the same everywhere. This young girl who had been brought up to consider herself bound to go where she was given had declared her independence. And, while before he was not quite sure he wanted her, he was now quite sure that he wanted her very much.

The next morning Caruthers called on the count and requested him to forego any attempt to interfere with his daughter's decision. The count looked very grave, listened with respectful attention and bowed his visitor out with great ceremony. Then he called Louise into his study and gave her a lecture on the sin of young ladies throwing over advantageous offers provided for them by their fathers. When the harangue was finished Louise arose and walked out of the room, her only reply being:

"Yes, papa."

When Mr. Caruthers returned to his room, he set himself down in an easy chair and, snappishly biting off the end of a cigar, remarked to himself:
"Drat this European way of courting! I've made an ass of myself for not doing the job in accordance with American methods. What I've done must be undone, and when it's undone I must begin all over again. Now one of three things are to be considered. Either she wants me or doesn't want me or doesn't know whether she wants me or not. The natural supposition is that she doesn't want me, and doesn't want me bad. Otherwise she would not have rebelled against her father's orders. But by the American method the first thing for a fellow to find out is whether he has any chance or not."

Taking a seat before a writing desk, he wrote a note to the young lady who had rejected him, asking her if he might consider himself a friend. He received a reply that he might. So he called, acting during the call as if he considered the matrimonial part of the matter ended. During several months of visiting and being with the young lady at various gay world happenings he became more and more inattentive to her and at last took up with one of his own countrywomen.

This was too much for the girl who had rejected him. A slight knitting of the brows, a decided coolness when he offered her some attention, showed him that she was piqued, and after that he had fairly plain sailing.

"Girls are like fish," he said to himself. "Some may be caught trolling with a spoon, some only in deep water and some in shallow lagoons. Some will bite at a bit of salt pork, but the most skittish can only be caught with a fly and must be played a long while before landed."

Caruthers finally landed Louise on what he was pleased to call the American method. He says that the European style may do for Europeans, but for Americans it's like everything else in Europe, old fashioned. He boasts that his wife was naturally American in her proclivities or he as a she would never have made a match.

HELPING ALONG THE RETAILER

He Gets Manufacturer's Aid In Fighting Mail Order Game.

SHOE TRADE FOR EXAMPLE.

Advertising of Brand by Maker Goes a Long Way to Introduce Goods Into New Territory—First Profits Smaller, but Business Is Built.

John Smith of Cresco, Ia., is in the shoe business. He is in competition with two other shoe stores in town and three general stores. He is also fighting for trade in competition with mail order houses in Chicago, Minneapolis and Kansas City.

When he puts in a stock of goods he finds that he cannot buy any cheaper than the stores already in the field. He can have shoes made with his own name on them which net him a profit on an average of 33 1/3 per cent per pair, but he is dealing with a value then which the people of his community know nothing about, and he realizes that it will be a hard pull to sell only those shoes which bear his own name and which have no identity as to value with the average consumer. He finds the other stores are established, doing a comfortable business. They are just as popular socially as he is, and he looks about for some aid to enable him to break into the shoe trade.

It is logical, then, that he should determine upon some advertised brand of shoes that is known to every family in his neighborhood, which has been advertised so effectively that the standard of value is fixed in the public's mind, so that when he hangs up his sign and puts his advertisement in the papers that he handles—shoes the people will immediately come to him because they recognize that he is marketing a well defined shoe value.

In a town like Cresco John Smith can generally get an exclusive agency. He can have a shoe that is not sold by any other store in his town—he can have a shoe that is not sold by mail order houses at all and that nets him on the average as good a profit as an unadvertised brand of shoes.

It is true that his initial profit on the advertised line of shoes may be smaller than the profit that is marked on the nonadvertised lines, but the advertised shoe seldom requires a clean-up sale or a cut price to move it, whereas this is the regular procedure with the nonadvertised shoe, so that the profit percentage margin per year is as good or better with the advertised line as it is with the nonadvertised. The dealer is able to sell a shoe that is known to every family in his neighborhood, which can't be sold by mail order houses and which is produced by a manufacturer constantly striving to give the dealer advertising helps and store co-operation so as to build up a constantly growing business.

The dealer gets from the manufacturer this friendly co-operation because the dealer is the sole representative of the line of goods in the dealer's neighborhood. The manufacturer desires to build the dealer's account as much as possible. He therefore supplies him with advertising matter, booklets, circulars, window ideas, and so on, and enables the dealer to be a live, progressive advertiser.—Printers' Ink.

TOWN BULLETIN BOARD.

Usually Put Up In Conspicuous Public Place, Destroying Beauty.

In most towns the law requires the posting of notices in public places. In selecting a conspicuous pole or fence a disfigurement is often created which will at times destroy the looks of a whole section.

What is there more unsightly than a large placard stuck up on a telegraph pole in a well kept street, perhaps in the town's finest residential section?

Since communities are or should be trying to overcome the unsightly decorating of fences, buildings and poles with all kinds of advertising matter it is necessary that the authorities find some other plan for posting such notices than the use of bulletin boards such as shown in the illustration.

New Town to Be a Model.
Announcement has been made by an American of the completion of plans for founding an entirely new city in Lower California directly on the line of the new San Diego and Arizona railway, near the old town of Tia Juana and the international boundary.

The plans for the New Tia Juana call for well constructed streets, a modern hotel, a casino, a sunken garden, a theater, a Spanish bull ring, pavilions and other places of amusement, including a lecture hall, plunge baths and a library.

WHAT IS CIVIC BEAUTY?

What is civic beauty? Not fine streets, parks, fountains and public buildings. "Handsome is as handsome does" also applies to a town. If a town be full of lawlessness, racket, noises, bickering, scandal, contention, it is not the town beautiful—it is the town ugly. Order is heaven's first law everywhere, and a town is no exception. Letting things go helter skelter is a losing business. Let a man deface his own property and it depreciates all property. Let the town do an ill piece of work or permit another to do it and the welfare of the whole community is weakened. Civic life is the main thing. It is for that fine streets and structures are encouraged. The true civic life implies things that are positive—purity, honor, cleanliness, decency, order, quiet. Behavior is the first thing a town needs to take care of if it wants to guard its own honor or welfare. Respectability is not in money, houses nor lands—it is in conduct, and right conduct is a utility, an advantage to a community. When that is not rightly prized a community is very unfortunate.

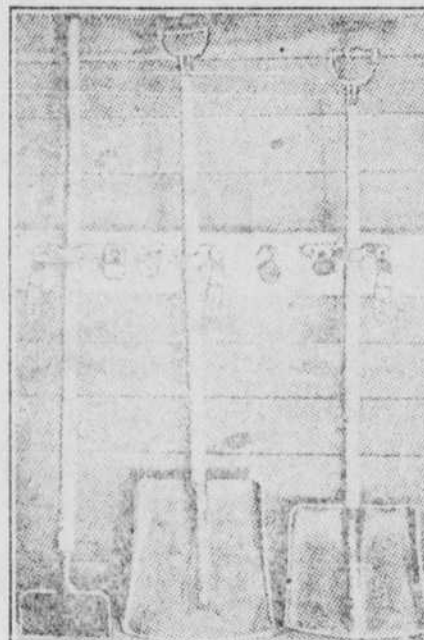
STREET CLEANING METHOD EMPLOYED BY LACROSSE.

Commissioner's Talk Explains System Used by Municipality.

In cleaning the streets of Lacrosse, Wis., George Polk, street commissioner, carefully studied the various methods which seemed adaptable to that city and from these has reached several conclusions as to the most desirable practice under the conditions obtaining there, which may be of use to other enterprising towns.

He believes that a machine macadam scraper, requiring but one team and a driver, who also operates the machine, can accomplish in a day more than twice as much work as twenty-five men using the old fashioned hoe. The latter method required five or six weeks for each of the semiannual cleanings, but with the machine this is now done within two or three weeks. Macadam streets in residence portions of the city are given but two cleanings a year, in spring and fall.

In cleaning the business districts hand sweepers are employed to take up the heavier refuse, such as broken glass, hoops, stones and other materials, many of which are dropped by careless drivers, these being kept constantly removed. Sand and dust are removed by machine sweepers in the morning or evening, the frequency



LOCKING RACK FOR SHOVELS, ETC.

with which this is required on any given street being determined by observation. The machines leave this dirt in piles, which are removed by the day force a few hours later. Hand sweepers are instructed when going on their routes in the morning first to clean the center of the street and to clean the gutters later after the shopkeepers are through sweeping the stores and sidewalks. Waste paper cans at the street corners he finds to be of considerable assistance in keeping the streets clean.

For cleaning brick or block pavements in the spring after a winter's accumulation of dirt he finds the quickest and cheapest method to be by the use of iron snow shovels in the place of old fashioned hoes. Each of the cleaning crew is required to furnish his own shovel, which is kept at headquarters in locking racks provided by the city.

These racks are made of ordinary straight hasps such as are kept in stock at any hardware store, which have been heated and bent in a half circle so as to fit closely around the handle. One end of the hasp is fastened permanently to the wall by a staple, while the other end may be fastened to another staple by padlock. These racks are arranged around the room in the men's quarters. In this way each man is sure always to obtain his own shovel or other tool, it being the practice to have the men furnish the locks also and thus be the sole possessors of the keys to the same.

Town Criers' Club.

A club to be known as the Town Criers was organized at an enthusiastic meeting of the leading business men of Fargo, N. D., recently. This organization is the outcome of the unusual interest in advertising which has been felt in the town for some time.

Your Baking Cannot Fail If You Use Puritan Flour

Because It's the Purest

Because It's the Finest



Two thousand barrels of the finest—purest flour made, leaves our mills daily and it is nearly all consumed in Nebraska. That's proof enough of what Nebraska thinks of Puritan. Thousands upon thousands of the state's best families are using it. Is yours one of them?

The bread made from Puritan Flour is whiter and lighter, the loaves larger, than from any other flour. It's the highest grade quality through and through, sold to you under a positive money-back guarantee. Try Puritan Flour and if you do not like it, take the sack back and get your money.

Wells-Abbott-Nieman Company
The Puritan Millers, Schuyler, Nebraska

C. A. Heck

Buy Watertown, Wisconsin Rye Flour, Gold Coin Flour. Get some Tankage for your hogs. I also have Oil Meal, Rock Salt, Barrel and Sack Salt. Give me your order for

Coal and Wood

I also handle Feed, Baled Hay and Straw and all kinds of Grain. Give me a trial.

C. A. Heck

GROCERIES!

Good groceries, and plenty of them, as good as there is in the city. Our delivery service as prompt and as good as any. Our prices are right, quality considered. We want your orders and if you can not come to the store, Phone No. 67. We also have the largest line of China and dinnerware in the county, at

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NO ALUM
NO LIME PHOSPHATE

"The use of alum and salts of alumina in food should be prohibited."
—Prof. Wood, Harvard Univ.

Safeguard Your Food by Using Always

Dr. PRICE'S
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Made from Grapes

Its purity, wholesomeness and superior leavening qualities are never questioned.

Fifty Years the Standard