

The Cudahy Soap Works---A Story of Success



IT IS only six years since the Cudahy Packing company began to make soap.

The output at first was less than 500 boxes a week. Nowadays it is over 10,000 boxes.

That means that in six years the sales of Diamond "C" soap have increased twenty-fold.

The showing is a most extraordinary one and has never been equaled. It proves that the public is always ready to welcome a new article—if it has merit and is vigorously and persistently advertised.

Speaking of advertising, there is an interesting story connected with the publicity end of Diamond "C." Evidences of the aggressive policy which is behind it and which has guided it to success are everywhere apparent. No matter where you go—Seattle or San Diego, El Paso or St. Paul, San Francisco or Spokane—you will speedily realize that Diamond "C," like a certain famous colored lady, "is in town." Immense wall signs, exploiting its virtues, greet the wayfarer in almost every town and city west of the Mississippi. Bulletin boards line the tracks of a dozen different railroads. More than a thousand newspapers proclaim to the world the reasons—and very good reasons they are, too—why the brightest housekeepers in the country use Diamond "C" soap.

In these and countless other ways is displayed the faith which its makers have in Diamond "C." They know that it is good; that once tried it will be used again and again.

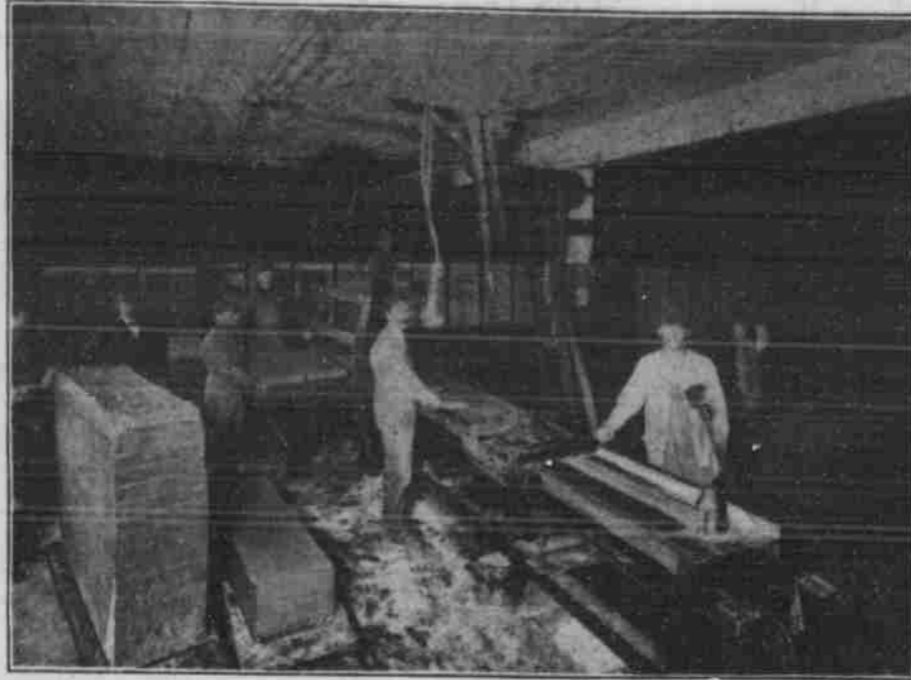
A big factor in the success of Diamond "C" soap is the premiums which are given in exchange for the wrappers. The idea of giving premiums is not original with the Cudahy Packing company, but that concern has distanced all competition in the variety and value of its premiums. At the premium department at South Omaha, as well as at the premium stores in Omaha, Kansas City, Denver, Des Moines, Minneapolis, Salt Lake City and San Francisco, no less than 500 different varieties of premiums are in stock constantly. These premiums range all the way from an aluminum thimble, worth perhaps 3 or 4 cents, to a magnificent dinner service of Haviland china, the retail price of which is \$50.

It is interesting to run through the letters which reach the premium department of the Cudahy Packing company daily. They come from everywhere on the map and from many a place not on the map. They express the writers' desire for every article that can be imagined—Turkish towels, games, books, dolls, rings, sleeve-links, watches, purses, mirrors, playing cards, clocks, scissors, nut picks, salt and pepper sets, knives, ink wells, pillow covers, china, curtains, opera glasses, hair brushes, carvers, umbrellas, mandolins, cameras, guitars, violins and a hundred other things of utility and beauty.

These requests receive prompt attention and it is the exception that they are not filled the day they are received.

When it comes to making and marketing a superior grade of soap, a concern like the Cudahy Packing company has an immense advantage over an establishment which makes soap and soap only. In the first place, it can always depend upon obtaining an abundant supply of raw material of the very finest quality. In soapmaking good materials are everything. Improved facilities are important, but good materials are still more important. The Cudahy Soap works has both. It also has the advantage of having in its employ men who have had years of experience in soapmaking and who have helped to bring to their present popularity several of the best-known brands of soap on the market.

Here perhaps is as good a place as any other to say that the Diamond "C" soap of today is very different from the Diamond "C" soap of 1896. The latter was a creditable article for a new concern, but it



THE CUTTING ROOM OF THE CUDAHY SOAP WORKS.

Diamond "C" soap, as it comes from the drying room, is in immense cakes, as shown in the illustration. These cakes are cut into strips by running piano wires through them.

would be absurd to compare it with the perfectly made, handsome and in every way first-class article which now leaves the factory at the rate of 150,000 bars a day.

home of Diamond "C" soap. The immense by describing some things which he said recently took place at a dinner in which a number of high-class natives and important foreigners were present. The host, ad-



SHIPPING DIAMOND "C" SOAP FROM THE STOCK ROOM.

In order to "age" it, Diamond "C" soap is allowed to remain in the stock room for sixty days after it is made. The largest shipment ever made in a single day was 8,231 boxes.



DIAMOND "C" PREMIUM STORE, 304 SOUTH SIXTEENTH STREET.

One of the handsomest and most attractively furnished stores in Omaha. The electric lighting arrangements are really beautiful. The place is well worth visiting, whether or not one uses Diamond "C" soap.

The making of soap is not an "artistic" occupation and yet it is well worth one's while, if the opportunity ever presents itself, to stroll through such a plant as the

all times a million pounds or more of soap; the drying rooms, cutting machinery and the pressing and wrapping tables—they are all interesting. They all serve to show what a degree of perfection modern manufacturing methods have attained. They enable one to understand why, nowadays, one can buy a better bar of soap for 5 cents or less than could be bought at any price fifteen or twenty years ago.

There are a good many good things about twentieth century ways of doing business. The making of soap is not the least of them.

Chinese Wives Supreme

Much sympathy has been wasted upon the women of China, whose condition is supposed to be little better than that of abject slavery. Yet it is not a rule in China for husbands to abuse or degrade their wives. There are, indeed, as many henpecked husbands there as can be found in the United States, where women enjoy the utmost freedom. Prof. Giles of the University of Cambridge, who has made a study of the relations of the sexes in the flowery kingdom, says that women have a few privileges that men have not. They are exempt from the bamboo punishment; no woman can be bamboozed. And a woman is a source of anxiety and misgiving to magistrate and counsel in any case in which she may be a party, for no Chinaman will enter into an argument with a woman—not from any feeling of chivalry at all, but from a rooted conviction that he will get the worst of it.

Prof. Giles revealed masculine secrets

mentally took place at a dinner in which a number of high-class natives and important foreigners were present. The host, ad-

pathos, that many Chinamen stood in constant fear of their wives.

"Now, for example, he does," said the host, naively pointing to a solemn and rotund magistrate who had impressed everyone as filled with a sense of his own importance.

At this all the Europeans present burst into uncontrollable laughter, which rather surprised the Chinaman, who had been seeking to acquire information on what they thought were serious matters.

Revealed to the Enemy

New York Times: General Heratio C King told this story at the dinner given to General Porter, the ambassador to France, at the National Arts club a few nights ago:

"It was during a long march of our regiment in the civil war, and the troops had been without food for several days. At daybreak one morning Sambo, the officers' colored servant, was startled by the sound of a cock crowing. Sambo turned to me and said:

"Massa General, yo done hear dat noise?"

"Yes," I replied; "it was only a cock crowing."

"I know it, Massa General; it was only a pullet crowing, but Massa General, how careless, how careless."

Gone Now

Philadelphia Press: "I noticed in your last issue," said the stranger, "that you say 'during a game at Gilderey's Golden Palace last night one man held a royal flush twice in succession.'"

"Well?" remarked the editor of the Gulch Tidings.

"Well, I just want to say I don't believe there's a man living who can do that."

"There isn't; but there was."

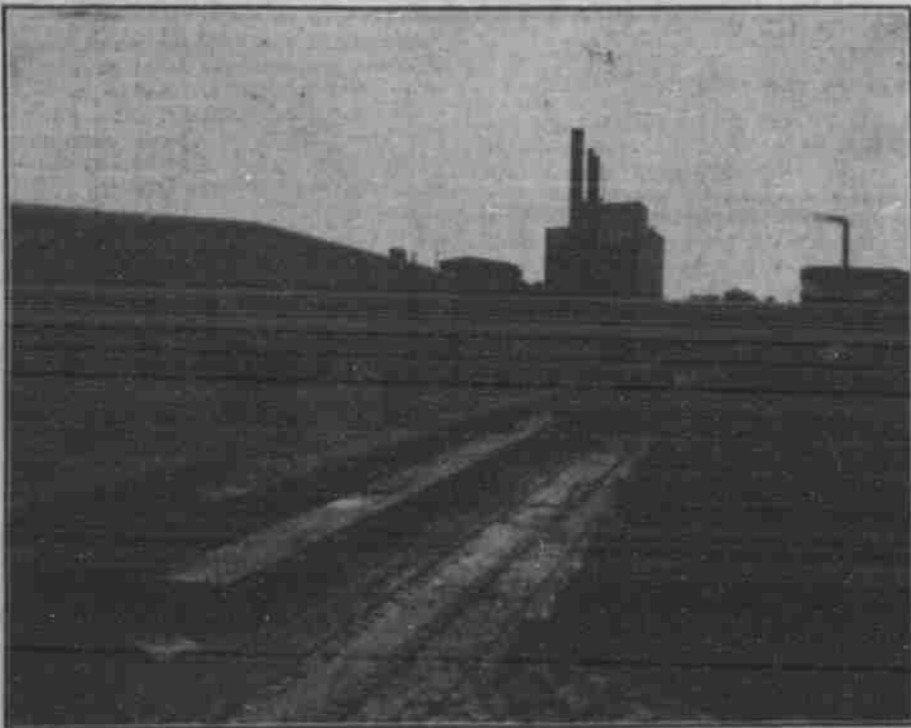
Hush Money

According to an English newspaper a man sitting down to be shaved handed the barber some money, saying:

"Here, put this in your pocket for yourself."

The barber replied that he did not often receive his tip in advance. The customer frowned.

"That is not a tip," he said, "it's hush money."



THE CUDAHY SOAP WORKS, SOUTH OMAHA, Neb.

The building in the foreground is the box factory. Beyond is the soap factory, a seven-story structure, 100x250, and having a floor space of 175,000 square feet.



PREMIUM DEPARTMENT, THE CUDAHY PACKING COMPANY AT SOUTH OMAHA.

One of the busiest places in Nebraska. Here nearly thirty young ladies are employed in wrapping and forwarding premiums, addressing circulars, etc.