

S 456  
F902 M1  
8A7

# Community Business

Legislation-Improvements-Health  
Recreation-Charities-Education

Industry-Transportation-Agriculture  
Wholesale-Retail-Conventions

Volume  
Three

Madison, Wis.

May 15, 1918.

Number  
Five

## SHEEP AND WOOL CONGRESS IN FALL

Progress Reported on Work of  
the Wool Conservation  
Committee

Four hundred and twenty sheep have actually been placed among boys and girls of Dane County through the efforts of Mr. E. J. Cooper, who has been acting as boys' and girls' club leader in this county. Ninety boys and girls own small flocks at the present time. The number will exceed one hundred by fall.

This was the statement made by Mr. Cooper at a meeting last week of the Wool Committee of the Association when he made his report to that committee and outlined the work for the coming year.

Mr. Cooper reported that the dog situation was bad in the county and that a total of seven sheep had been killed by stray dogs. The committee plans to make a strenuous effort to secure the passage of constructive legislation, which will make the recurrence of these mishaps impossible in the future. Legislation on the subject has been gathered by Chairman George C. Flynn of the committee. It is startling to realize how lax Wisconsin has been in this matter.

It is proposed to set the machinery in motion early this fall in order that the sheep may be bought at a good price and in turn sold to the boys and girls on a better margin than was possible this last year owing to the lateness of the season.

During the past season twenty-five merchants of the city raised a guarantee fund, which was used in the purchase of sheep in car load lots. These merchants virtually loaned their credit up to \$2,500. In making his report Director Milo C. Hagan, who is acting as treasurer and trustee of the committee,

## AGAIN ELECTED PRESIDENT OF THE CHAMBER OF COMMERCE OF THE UNITED STATES

The "calling-back-to-service" of Harry A. Wheeler of Chicago as president of the Chamber of Commerce of the United States for the ensuing year, after he had played a



HARRY A. WHEELER

most important part in the formation of that organization six years ago, is of more than passing interest to Madisonians.

It was Harry A. Wheeler, who, while piloting the affairs of the newly formed Chamber of Commerce of the United States, found time enough to make a number of trips to Madison and guide us in the formation of a civic, commercial and industrial community organization. It was Harry A. Wheeler, who, because of the deep personal

## OVERLAND HOME BIG CITY ASSET

New Building is One of Finest  
Auto Plants in the State.

From one car in 1914 to a modern, completely equipped garage, costing \$150,000, is the history of the growth of the Overland-Madison Company, now located in its new fire-proof home at King and Wilson streets, with 60,000 square feet of floor space.

The new building, of brick and reinforced concrete construction, is one of the finest and most complete garages in Wisconsin. The first floor, finished in gray and mahogany, is devoted to the display of new cars. The offices are in the rear. The second floor is largely used as a stock room, carrying nearly a \$50,000 stock of supplies, accessories, lubricating oils, greases, pneumatic tires and tubes. The basement is reached by a concrete drive from the street and has been fitted up for the storage of individual cars. In the rear of the building is an individual unloading platform.

### Battery Service Complete

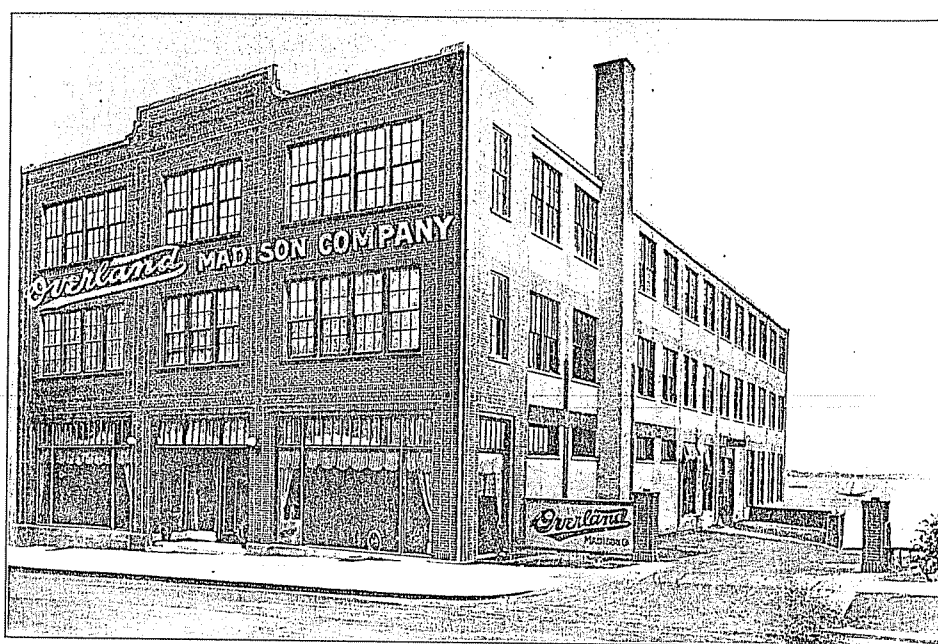
The Overland-Madison Company is especially well equipped with a battery service section to take care of this important end of the business. Magnetos and general electrical repairs require skilled mechanics and provision has been made to give complete service in this department. Battery charging, adjustments and repairing demand competent workmanship. The advantages of a complete and well equipped department are recognized by the experienced automobile owner.

**WIN THE WAR SPIRIT IN BUSINESS LETTERS**—See that a win-the-war spirit gets into your business letters. This is the slogan of a movement launched by the Department of Commerce to remind business men that the every-day business letter is a most effective instrument for creating confidence in the government's war policy and for inspiring others with the determination to see the war through at any cost. Don't give anyone the idea that you are apologizing for your government's restrictions or that you are chafing under them. Spread the impression, the absolutely correct impression, that over here we are backing this war unqualifiedly. Make known to the whole business world that you are for this war and that you are going to see it through, regardless of inconvenience, loss of trade, loss of money, or anything else.

**DEMAND THE ENDORSEMENT CARD**—Why is it merchants, bankers and others still continue to grab at every Tom-Dick-and-Harry sort of an advertising scheme that comes along? It's an easy thing to ask if the solicitors have the endorsement card of the Association of Commerce—first; send all such solicitors to the office of your Association—first. That's what you have a committee on charities and advertising for. Demand the endorsement card. All such matters should be taken up with the Association's committee on endorsements—first. You injure your Association by taking an advertisement or lending influence to such projects yourself, on your own initiative. The committee has established the rule that all program advertising, all lodge and religious advertising DOES NOT get its approval. All out-of-town "clever fellows" should be investigated first. If every member would only think to refer such fellows to the Association—first, much time would be saved—to say nothing of the actual dollars which might be held in reserve for other more worthy projects. As a general rule, the members understand the policy of the endorsement committee but someone is always kicking over the traces from time to time. It happened last week. Demand the endorsement card, first, before granting a hearing. Did you get your card to post? Is it posted in a conspicuous place?

**MAIL TO SOLDIERS IN FRANCE**—American relatives, writing to soldiers in France, are requested by the United States Postal Service in France to be more careful in directing mail to soldiers. They are asked to write with ink, to use "private", or rank title instead of "Mister," to make their writing particularly clear and legible, and to write names in full instead of using initials. This office will assist those who have difficulty in getting their mail properly addressed and will rewrite letters for mothers who do not write the English language.

**MAIL ORDER COMPETITION**—A number of local establishments have found that the best way to meet mail order competition is with the price. In these local establishments orders have been accepted on the same basis as the mail order house accepts them. One grocer was able to make a good profit in this way because the mail order house charged two prices for one article and about quarter price for another. The average was the same, and the local grocer had no difficulty in meeting this competition. It would seem to be a good idea to advertise the fact that "we will meet mail order competition." The Board of Directors discussed this point at some length at their meeting Monday and suggested that the retail members have their attention called to this phase of the question.



The new home of the Overland-Madison Company, containing three floors and basement, with 40,000 square feet of floor space, fire-proof and modern in every particular. The rear of the building overlooks Lake Monona, which has a circumference of over eleven miles.

**CREDIT COMMITTEE MEETING RESULTS**—The Credit Committee met at the offices of the Association Tuesday evening and considered a number of complaints, which were filed with them by the office staff directly in charge of the Credit Rating Bureau. It was moved and carried that the complaints, which were registered with the committee, be published in *Community Business* for the information of the members. The complaints are as follows:

1. Members ask for ratings and fail to spell names correctly, which causes unnecessary delay.

2. Some ask for ratings and furnish only the last name; others, the full name with address lacking.

(COMPLETE NAME AND ADDRESS IS VERY ESSENTIAL.)

3. City banks are not good references. Many times students have small checking accounts in local banks and give such banks as references. Out-of-town banks, especially where they know the families, are much better references.

4. Students often give their room-mates or friends as references. Such references should not be accepted.

5. Members often demand ratings at once, when they could wait a half hour or longer.

6. They expect gilt-edged ratings and fail to ask their customers to give references, which would greatly facilitate the work of the office force.

7. They call up at five minutes to six and ask for a rating on a party, to whom they have to deliver a package that night.

8. They ask for ratings immediately on people, who have just recently moved into the city. The office usually has to write to the former homes of these people in order to get ratings on them.

The Credit Committee passed a resolution to the effect that all new members of the Credit Rating Bureau should be requested by the secretary to furnish the offices with the lists of their credit customers and their ratings within three months after becoming members of the Bureau; further, that all members should be required to furnish revised rating sheets on their credit customers at least once a year.

## OVERLAND HOME BIG CITY ASSET

(Continued from page 1)

### Garage and Storage.

By a system of tracks and cables, the top floor of the building will store one hundred new cars, suspended from the ceiling, and there is room on the floor for another hundred cars. The distribution of Federal tires over the counter has proven to be an important feature, and many orders are filled by mail throughout the Madison trade zone. Inasmuch as the building is equipped with every modern convenience, including electric lights, steam heat, freight elevators and passenger elevators, the demand for storage space by private car owners has almost taxed the garage to capacity. The outside entrance to the basement makes entrance to and exit from the building exceedingly convenient.

### Repair Department

No modern automobile garage is complete without an up-to-date repair department. In planning this department, the Overland-Madison Company has had the experience of the entire Overland organization to plan the lay-out and secure the necessary working organization. That the patrons of the company have approved of this department is evidenced by the fact that the Madison organization is the largest distributor in Wisconsin of the Overland and Willys Knight automobiles, which are made in twenty-one models.