

Kaiser's Success as Captain of Industry

Monarch Runs Pottery Works Successfully

fully, Conducts a Big Store in Berlin and Manages Farms—Turns Drummer and Solicits Orders—Germany's Versatile Ruler a Practical Business Man

By Rudolph Von Elphberg.
(Copyright by Curtis Brown.)
BERLIN.—If fortune had not made the Kaiser a ruler, he could have achieved great success in life as a man of business.

This is an assertion that often has been made in the head-headed leaders of commerce in this country, but consider that the speakers were Germans. It might have been suspected that excess of loyalty had something to do with the warmth of their admiration for the Kaiser as a "captain of industry."

But Andrew Carnegie and the other American millionaires who recently have been visiting Germany have no such reason for "soft soaping." His Majesty Wilhelm II, and there is little doubt that the marked tributes to the Kaiser's efficiency as a practical business man which have just been paid by these authors, are not the work of altogether spontaneous and sincere.

The origin of the Imperial pottery works and farms at Cadmen is highly interesting and throws light on the versatility of the Kaiser's character. Some years ago, after he had gained public honors as a ruler, diplomatist, administrator, military organizer, naval reformer, musical composer, artist, preacher, yachtman, designer of warships, and in other capacities too numerous to mention, the Kaiser conceived the idea of turning his attention to manufacturing and trade.

Erected Model Plant.
He branched out in this direction partly to show that he could gain success as a plain practical trader and partly because he felt that personal experience as a proprietor of manufacturing work would lead him to the insight into many problems of modern statesmanship, such as the relations of capital to labor, legislation with a view to commercial interests, and so forth.

The Kaiser chose Cadmen as the site of his business enterprise and there he erected model factories where exquisite specimens of pottery are now produced in large quantities. Wilhelm II did not hold aloof from the practical details of the business, but plunged eagerly with all his wonderful enthusiasm into the work of making his enterprise a striking success. Engaging a professional engineer as his adviser in regard to technical points, the emperor retained the actual management of the concern in his own hands from the beginning.

He engaged the members of the business staff, selected the accountants, chose the clerks, and even picked out the workmen of whom he personally approved. His orders, which kinds of pottery were to be made and in many cases altered the designs submitted to him with his own hands.

Retains Management.
Owing to his initiation into all the departments of the enterprise at the outset, the Kaiser has been able to retain the practical management of the works in his hands ever since their foundation. This fact was rather strikingly demonstrated to the party of American capitalists during the visit to Cadmen, autograph letters of instruction from the emperor to various heads of departments being shown to them to illustrate his Majesty's personal supervision over many branches of his business.

To facilitate his control over affairs, the Kaiser erected a residence for himself alongside of the works at Cadmen. The Kaiser has been able to solve the difficult problem of being a humanitarian employer and at the same time earning substantial profits at his business. His workmen live in new little cottages built for them by their imperial master which they are enabled to occupy at a nominal rent.

Each cottage has a garden and is constructed on the most approved sanitary methods. Every workman receives an old-age pension or a lifelong pension from the time that he becomes through accident or ill health incapable of working.

Provides Well for Widows.
The widows and orphans of the workmen are provided for on the same generous scale, all the funds required for these purposes being taken from the profits of the business. The workmen are thus made to feel that they have a direct interest in the concern, so that

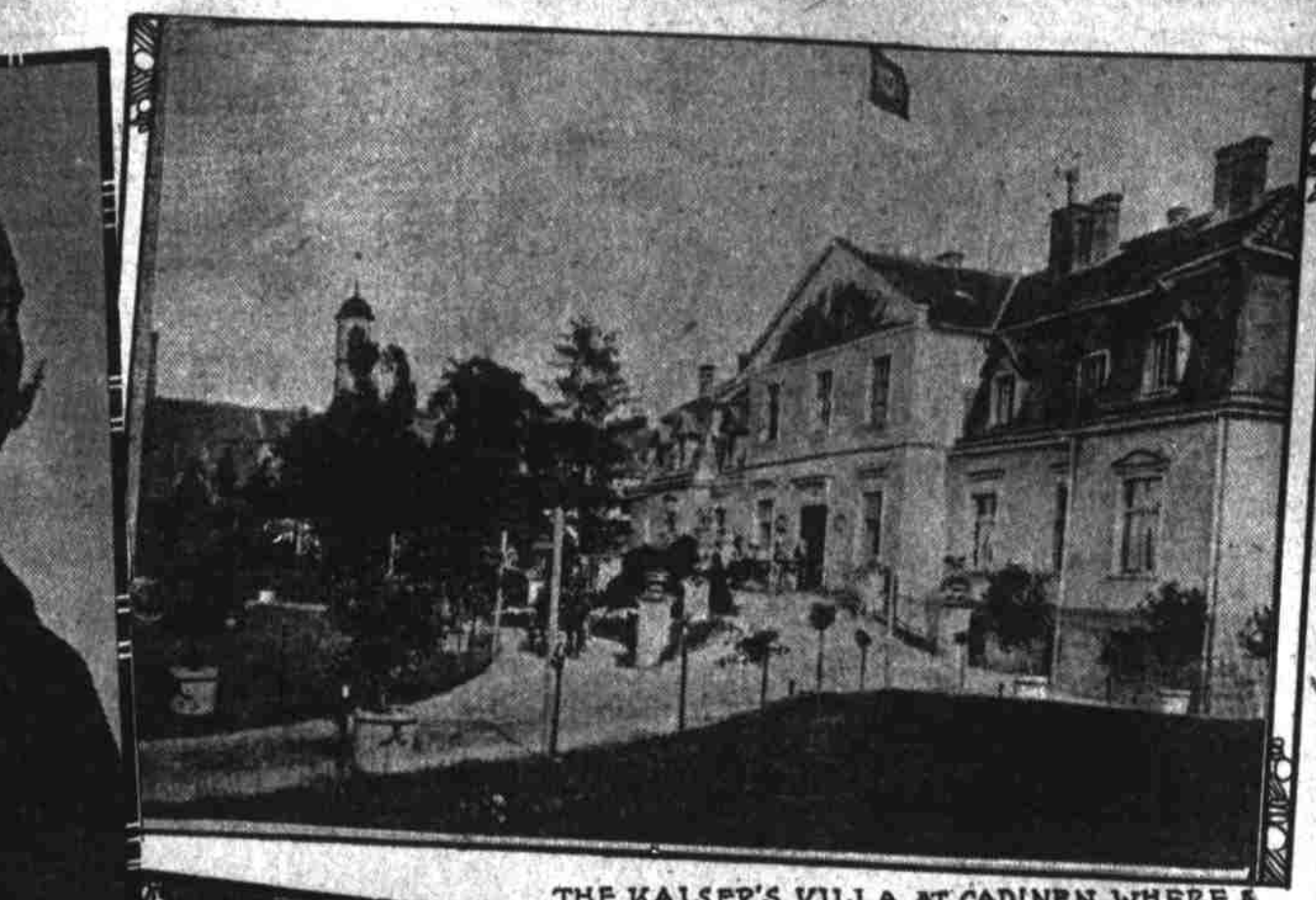
they on their side do their utmost to turn out the best possible products. They work only seven hours a day from Monday to Friday, three hours on Saturday, and not at all on Sunday. Various local clubs, founded under the direction of the emperor, provide for his sports and pastimes in the summer and for indoor amusements such as lectures and dances in the winter.

A free library likewise maintained from the profits of the pottery works provides for the employees' intellectual needs. The Kaiser himself built up these institutions one by one in his successful endeavor to make his industrial establishment a model to be imitated by benevolent employers throughout the country. In this direction, according to the Kaiser's conviction, lies the solution of the problems of capital and labor.

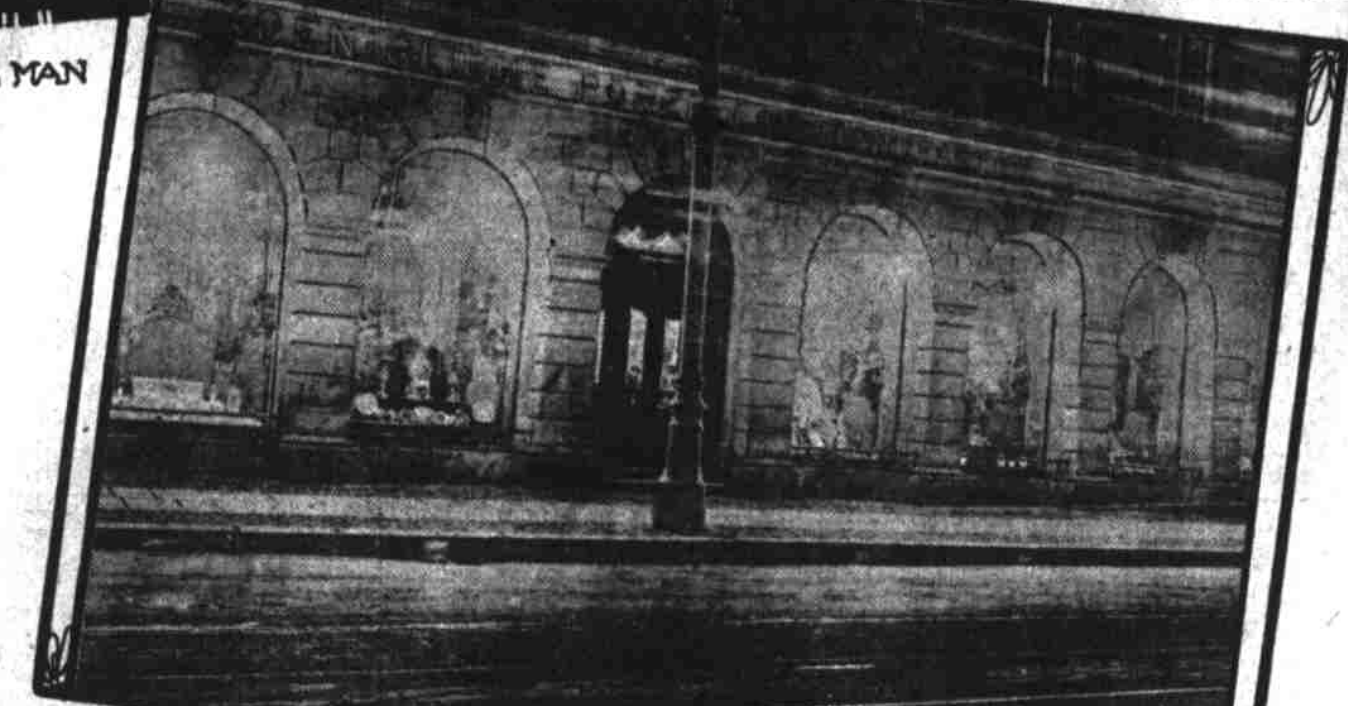
Differs From Other Projects.
When employers reveal more humane tendencies and when amicable relations exist between them and their employes the intense rivalry between capital and labor will (the Kaiser believes) disappear and give way to a sort of ideal friendship. He has brought about this state of affairs at Cadmen, but then he admits himself that he undertook the task with everything in his favor, whereas business enterprise founded solely to make the biggest possible profit must necessarily pursue other methods.

Nevertheless, the Kaiser has frequently expressed the hope that German employers of labor will recognize that in the imitation of his own methods of management at Cadmen lies the most effective means of checking the alarming growth of socialism.

When the Kaiser is in residence at Cadmen, which takes place during about eight weeks each year, he appears at the works at 6 o'clock in the morning and greets his men with a cheery, "Good morning, workmen." The Kaiser proceeds to make a tour of inspection, watching the men at work, listening to the technical details of machinery utilized for various auxiliary purposes, and checking the ac-



THE KAISER'S VILLA AT CADMEN, WHERE A PARTY OF AMERICAN CAPITALISTS WERE RECENTLY ENTERTAINED



THE KAISER AS A MAN OF BUSINESS.

STORES IN BERLIN WHICH WERE OPENED BY THE KAISER FOR THE SALE OF HIS WARES AND MANAGED BY HIM PERSONALLY.

count books in the commercial department. This process is repeated day by day and the Kaiser gets into close touch with the heads of departments by inviting them to lunch and dinner at his villa. When the Kaiser is absent from Cadmen, a weekly report is sent to him and the acting manager, his own deputy, visits him once a month to tell by word of mouth how the business is prospering.

On his farms at Cadmen the Kaiser grows wheat, rears cattle, and breeds swine with conspicuous success. Thus the Kaiser combines in his person and in his property the two forces of agriculture and industry which in Germany are not that far apart. Here at Cadmen the empress is Lady Bountiful and she has often declared that she would enjoy life more if her

husband could abandon his more onerous occupation as ruling monarch in order to devote himself exclusively to his business interests. The Kaiser has made use of his works at Cadmen to bring the crown prince and his other sons into close touch with the realities of industrial life of which they could learn nothing in their ordinary career at court. At Cadmen, the crown prince has also learned the lessons of a practical man of business which will be useful to him when his turn comes to rule over Germany.



HOW THE KAISER "BOOKS" ORDERS FROM A CARTOON PUBLISHED IN THE "VLK"

Accordingly he established a shop in the Leipziger Strasse, the busiest street in Berlin, where the wares manufactured at his works at Cadmen are sold. Thus the Kaiser becomes a shopkeeper and moreover he trades under his own family name of Hohenzollern.

Sometimes at court festivals, when he espies a wealthy man, he approaches him and solicits orders for the Hohenzollern store. When the orders are given, the Kaiser extracts a gold pencil from his pocket and after the manner of commercial travelers jots down the particulars on his snow white cuffs.

Emperor a Born Canvasser.
When he goes yachting along the coast of Scandinavia in the summer the Kaiser never forgets his shops and canvasses for orders with the same commercial zeal. Even when he visits foreign courts he frequently seizes the opportunity to solicit orders from his fellow royalties who are vastly amused by his business enterprise.

capital. Considering that the profits are decreased by the humanitarian institutions at Cadmen, this result must be regarded as an achievement of remarkable success. Together the Kaiser employs more than 2,000 employes in the various departments of his two businesses.

Breaks Down Barriers.
The Kaiser has partially broken down the barriers between the aristocratic and the commercial classes, but not entirely, for it is still impossible for the son of a shopkeeper to become an officer in any cavalry regiment or indeed in any smart infantry regiment. Even the Kaiser has been unable to overcome this dislike of shopkeeping. Nevertheless, some prominent members of the highest German aristocracy have followed his example and gone into trade.

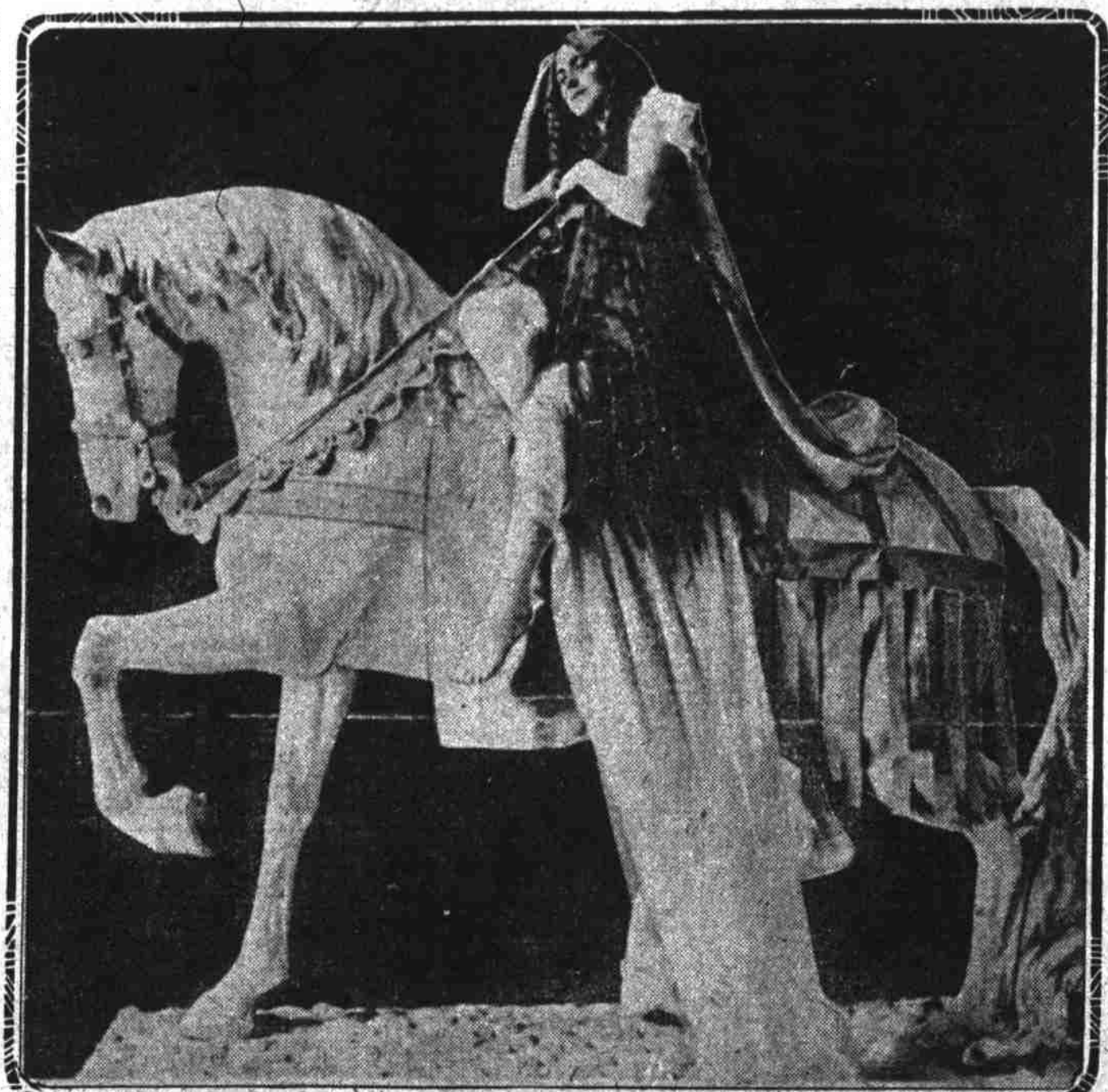
MOVE IN RIGHT DIRECTION--Fund of \$5,000 Raised to Fight Vice in New Jersey--Occupation for Criminals

By Mrs. John A. Logan.
(Copyright, 1907, by W. R. Heiser.)
IT is reported that the citizens of a New Jersey city have organized a society and raised a fund of \$5,000 "to fight vice." Judge William M. Lanning is the president. The pastors of the churches of various denominations are the vice-presidents.

are to be adopted in Trenton will furnish indisputable evidence that hearty cooperation in systematic efforts to uplift humanity and inspire ambition for right living will bear a rich harvest, especially if these convicts are sent to the best to do right and the better element that it is the more economic method of dealing with criminals, under military supervision. This would give unfortunate creatures an opportunity to do something for themselves.

in my face. While the machine cut the air, the wind whipped my face and my coat was carried backward by the wind as on the deck of an ocean steamer.

LADY GODIVA AT COVENTRY PAGEANT--La Milo, the Famous Model, Rode Through Streets Clad in Tights



LA MILO'S GODIVA COSTUME. THE FAMOUS LIVING STATUE AS SHE WILL APPEAR IN THE COVENTRY PROCESSION
PHOTO BY BASSANO.

From a Staff Correspondent.
LONDON.—Mounted on a handsome white steed, Lady Godiva again rode through the streets of Coventry on August 2.

Flaxen was the color first suggested for the wig, but it was pointed out that the effect would resemble tow, and it was only after many documents and pictures had been examined that the decision was ultimately arrived at.

personally supervised its manufacture, and himself journeyed down to Coventry to see the final tressing, ironing, and dressing of it. Its cost was \$200.

When the arrangements for the pageant were being made, there were many who wished her costume to be that of a Saxon countess, but La Milo Godiva would have worn when she afterwards received the thanks of the citizens of Coventry for her bravery.

HOW I FEEL WHEN IN THE AIR--Santos Dumont Tells of Sensations While Above Earth

By Santos Dumont.
WHEN traveling by an ordinary balloon we go with the air, and consequently do not feel it, and therefore my first impression as an aerial navigator in a dirigible airship was one of surprise to feel the ship going straight ahead.

It is interesting to note that only one member of the house of representatives has reached the presidency at the time of his incumbency in the house. That was James A. Garfield of Ohio, who was one of the best examples of the "Dark Horse" candidate which has become the custom of the country affairs.