

CHAPTER XXI

MOVING THE FAMILY EAST

Grace was born a few weeks before Grandfather left for Boston. It seemed best, therefore, to leave the family in Wausau until the danger of hot weather was past. Mr. Latshaw, Mr. Boardman, a railroad man, and Grandfather had rented for the summer the top floor of a cottage at Nantasket Beach, containing four bedrooms and one bath. Several week-ends were spent by Mr. Latshaw, Mr. Boardman and Grandfather lying on the beach and discussing various problems in advertising, the power of advertising agencies, the position of The Curtis Publishing Company and the fundamentals of advertising.

Mr. Latshaw had a philosophical mind, was a shrewd observer and a keen judge of men and their motives. Mr. Boardman was Boston manager of the George Batten Advertising Agency. He was a good deal of a philosopher and had a whimsical way of stating fundamentals. At the time Grandfather did not realize what a rare education in advertising he was receiving, but later as he talked with men seasoned in the work, he came to see that he had been given an insight into the operations of advertising which many who had spent years in the work had not attained.

At the moment it seemed but play time. As a matter of fact, it was an education such as few newcomers into advertising had received. If in a preceding chapter it appeared that Mr. Latshaw did not furnish many specific directions to his recruit, it was not from lack of ideas with which he bubbled over, but rather a belief that it was best to give Grandfather a vision of the advertising industry and throw him on his own responsibility so far as developing his own work was concerned. To the

skillful direction and vision of Mr. Latshaw in the first two years of the work is due much credit for the ultimate success of the Commercial Research Division.

In September Charles came on to enter high school. After a study of the school systems of Greater Boston, Grandfather concluded that the best schools were in the Newtons and since Charles at that time expected to enter engineering, he entered the Newtonville Technical High School, which at the time had an outstanding reputation among secondary schools of engineering and gave much attention to preparing students for Massachusetts Institute of Technology.

The ocean was a novelty to Charles and for a couple of weeks Charles and Grandfather continued to room at Nantasket. This meant for Charles a hasty breakfast and an early start to reach school. Little time was allowed at school for lunch and when after a ride across the bay on a steamboat, dinner was reached about seven in the evening, Charles had a good appetite. One evening, after Charles had eaten everything in sight and was disposing of a final piece of pie, Mr. Boardman in his whimsical way turned to him and said: "Say, sonny, are you beginning to feel a little less hungry?"

One night there was a full moon, a bumper high tide and a north-east wind. High water was assured, boats were dragged up from the beaches and placed at the foot of the retaining wall. Charles and Grandfather after dinner went down to see the high water. Standing on the retaining wall, they saw out at sea a wave of exceptional height. They leaned over the wall to watch carefully to see whether as the big wave came in it might touch the retaining wall, when - swish - came the wave right over the wall. Fortunately the bulk of the wave went over the wall a little ways below them and they escaped with wet feet. Hastening back to the

boarding house, they told of the big wave, but the tale was received with incredulity. Finally they persuaded an old resident, who insisted that no such thing had ever happened or could happen, to come down to shore where it was all too apparent that the sea had gone over the wall and deluged the yards inside with salt water.

However, a seaside resort is a lonesome place after the crowds have gone and in a couple of weeks the novelty had worn off, the air had a touch of Fall, and Charles and Grandfather moved to the Newtonville Y.M.C.A. where they obtained a room with a private bath. Grandfather was spending much of his time on the road and Charles lived here by himself most of the time until the family moved East. This quite shocked the Easterners who were accustomed to consider a boy of thirteen almost too immature to be on his own.

Meanwhile, Charles and Grandfather had dropped in for a Sunday at the Newtonville M.E. Church and had been cordially received. It had been a struggling church with a little red building such as is common on the western plains. It was supported chiefly by two wealthy men. It is said that one day these men considered abandoning the enterprise. "We have tried everything," said one of them, "except one thing. Let us try that before we quit. Let us go to the Bishop and say we will pay \$1,000 more than is paid any Methodist pastor in New England if the Bishop will give us a man worthy of the salary."

So to this little red church had come Rev. Campbell, a man really worth the best salary paid a Methodist preacher in New England and already the church began to feel the inspiration of his outstanding sermons and his winning personality. All this was at the time unknown to Charles and Grandfather, but they liked the sermon and enjoyed the cordiality of this

little congregation and decided on the spot to make that the family church.

As outlined in another chapter, Grandfather was to deliver the president's address at the Wisconsin State Teachers Association in October. That would be a good time to bring the family back. So Charles was left by his lonesome for three weeks while Grandfather took a business trip West, spoke in Milwaukee and moved the family.

On Sunday Charles attended church as usual. One of the wealthy men, seeing Charles alone, inquired for Grandfather and found the boy to be in the city alone. He invited him to dinner. Charles accepted and Mr. Rich said: "I will wait while you telephone the people you are staying with." Charles said that it was quite unnecessary, that he was entirely on his own. This seemed to Mr. Rich quite unbelievable and when upon cross-questioning he finally became persuaded that Charles had not been placed in charge of anyone, he was quite shocked. When the family arrived, Grandfather and Grandmother found they were already well known in the church as the parents who had left a thirteen-year old boy on his own in a big city for three weeks.

However, no one had a criticism to offer as to how the experiment turned out - all had high praise for the manner in which Charles had taken care of himself. As a matter of fact, Charles, before Grandfather left, had found a house which Grandfather rented and now Charles had had the house cleaned and all arrangements made for the moving. The goods had been sent on in advance while the family spent a few days in Milwaukee. The goods arrived the day the family did, and due to arrangements Charles had made, it was possible for the family to sleep the first night in the new home. Charles' chief disappointment was that the goods had not come a couple of days earlier, as he had hoped to have the house all settled before his mother arrived.