

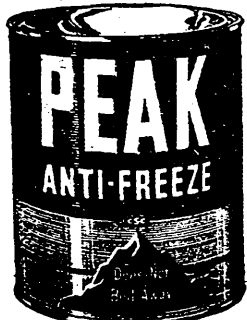
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Use Journal travel service

Traveling Salesman, 83, Rolls Back Years, Prepares to Hit the Road With Chauffeur

Sixty years on the road were rolled back Tuesday when William Berdie, 83, sat down for a few minutes to talk about his experiences as a traveling salesman.

Berdie, of 1612 E. Chateau pl., Whitefish Bay, was just getting ready to pack up his sample cases at the Schroeder hotel, where he had been attending the fall show of the Wisconsin Men's Apparel club. He had been showing the line of the Milwaukee Knit Products Corp., which he has handled for 45 years. He began his selling career in wholesale liquor.

The stocky, rosy faced salesman, surrounded by the brilliant sport shorts and sweaters of 1955, recalled when he sold heavy knit merchandise, men's sweaters of "shaker knit" with shawl collars and long legged swim suits. The best you could do for style in those big sweaters was a different color for collar and cuffs.

Now He Has Chauffeur
Contrasted with that are the present Italian model shirts and lightweight sweaters of orlon, cashmere and fine worsted, Berdie noted. He cited the club's new motto: "Dress right; you can't afford not to." Better dress has made young people feel more like behaving than when they went around in "sloppy overalls and chambray shirts and socks hanging over their shoes," Berdie said.

Being constantly on the move has kept him young. His territory has been Wisconsin and upper Michigan and he said he knew "just about everyone" in his area. In the early days, Berdie traveled by train and hired a "rig" in each town to make his calls. It was necessary, for example, to get up at 6 a.m. to take a train to Watertown. But for years he has traveled by car. His only concession to the years is that recently he has employed a chauffeur. The bags, which weigh 50 to 60 pounds each, have become a little heavy, he admitted.

Knows Several Languages
One of his reasons for success is that he knows several languages—Norwegian, Swedish, German, Polish and Italian. While he was talking, an old "Switzer," G. A. Lehnert, 74, of Belleville (Dane county), strolled in "to say hello." The sales talk drifted into Swiss and several dozen swim suits changed hands.

One of Berdie's most vivid memories was the time he was snowbound in a little Belgian community near Green Bay for five days. The woman of the house "couldn't boil eggs and the bread was tough," so Berdie ended up giving her some cooking lessons. The deck of cards was "like a bunch of blotters," and everyone sat around looking at each other. Berdie had this word of advice



Clothing salesman William P. Berdie, 83

for the traveling man: "Always be a gentleman."

He hasn't given retirement a thought.

"Why should I retire?" he asked. "All of my friends are out in the state."

Argues for Right to Change Name

The attorney for Samuel Horowitz, 34, former Communist organizer, renewed in the municipal court Tuesday the argument that a man can change his name without going to court.

Atty. M. Michael Essin advanced that contention when Horowitz was arraigned before Judge Herbert J. Steffes on charges of obtaining a Wisconsin driver's license and automobile registration under an assumed name, Paul A. Brown.

Essin moved for dismissal of the charges on the grounds that, because a man can change his name, the informations against Horowitz do not state an offense. Essin previously had been overruled on the same plea in the district court.

Judge Steffes set a hearing for Nov. 28 and ordered Essin and Joseph E. Tierney, a deputy district attorney, to file briefs. Horowitz, who was a Commu-

nist organizer in Minnesota, was extradited to Wisconsin last summer from Minneapolis. He has been free since Aug. 12 on \$7,500 bail posted by the Wisconsin Civil Rights Congress.

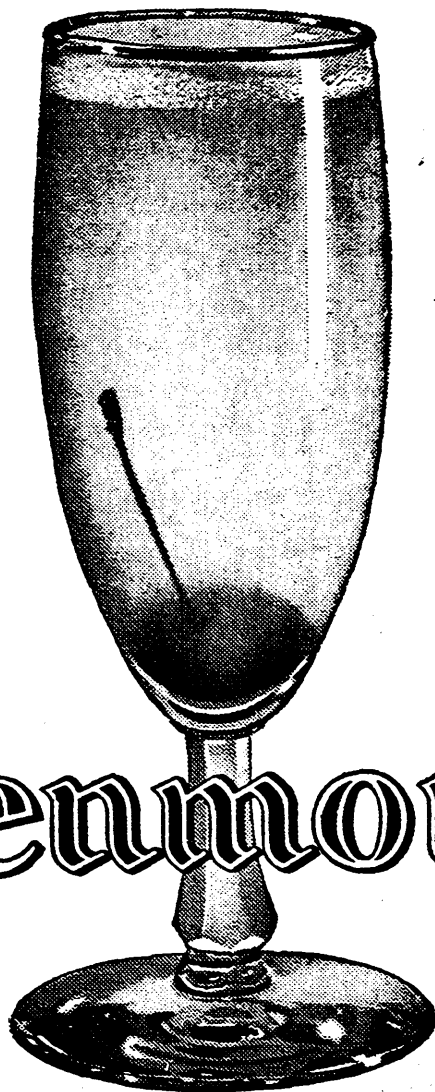
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18x26	7.37	28x18	6.94	36x14	7.96
20x14	4.77	28x20	7.26	36x16	7.72
20x16	5.24	28x24	8.12	36x20	8.59
20x18	5.55	30x14	7.01	36x24	10.10
20x20	6.10	30x16	6.79	40x16	9.49
20x24	6.72	30x18	7.96	40x18	18.18
24x14	5.48	30x20	7.57	40x20	10.59
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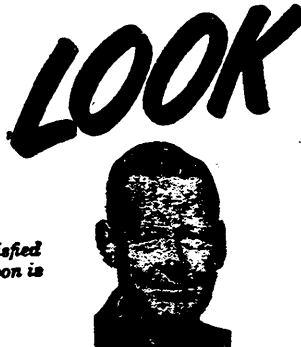
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