A cheerful man about forty-five, with

"I don't know what kind I want, but

was not in a mood for pleasantry.

"It's all right to dream noble dreams

Mr. Whitehead will answer in this

When you get a customer from the

Give service. Keep after your ship-

STEAMBOAT NOTICES

WEERDAY SAILINGS WEEKDAY SAILINGS
FROM ARCH ST. WHARF
For Burlington Island Park—8:39 A.
6 P. M.
For Bristol and Trenton—8:30 A. M.,
10, 0:00 P. M.

For Trenton Only-11:00 A. M.

(Trenton Express)

Sunday Schedule & Labor Day For Burlington Island Park—8:30, 0:00 A. M., 1:00, 3:30, 5:00 P. M. For Hristol—10:00 A. M., 3:30, 5:00,

8 30 P. M. For Trenton—8:30, 10:00 A. M., 1:00, 2:30, 5:00, 8:30 P. M. One way fare—25c Saturdays, Sundays and Holidays, 30c; Children, 15c,

Moonlight Excursion Tonight & Every Evening up the Beautiful Delaware

Three-deck Iron Steamer Queen Anne Leaves 8 P. M., Arch St. Wharf. Moon-lights Friday, Saturday and Sunday, 55c, including war tax. Other Nights, 40c.

.....

To Bristol

Burlington Island

Park and Trenton

See the Beautiful

Upper Delawars

"Shirts," I spapped.

"Fifteen, I think,"

"What's the difference?"

sin to a Cheshire cat said?

"Fifty cents-ha, ha!"

Then I got beastly sarcastic.

ou want?

375 SHARES PENN WORSTED CO. PAR \$100 salesroom, 201 Phila. Bourse.

BARNES & LOFLAND

### \$35,000,000 REPUBLIC OF CUBA 5% Gold Bonds of 1904

pons due September 1, 1919, of the Bonds will be paid on presentation r office on and after that date, SPEYER & CO. New York, August 39, 1919.

FOR SALE
AT MERRICK VILLA
Opposite Knight Park, Collingswood
Two-Story Houses—Bungalow Type
Homes of distinction. Artistic, well built,
ideal surroundings, fine lawns and old shade.
Hardwood foors, steam heat, newly papered
and painted, fireplaces, shades and screens.
T to 9 rooms. Three minutes to train or
troller. Apply to H. I. MERRICK. at The Manor, or 922 Lafayette Ridg., Philadelphia

PINANCIAL Dividends

### United Drug Company Common Stock Dividend No. 12

The Directors of United Drug Co. have declared a regular quarterly dividend of 194% on the common stock of United Drug Co., payable October 1st, 1919, to stockholders of record September 15th, 1919. JAMES C. McCORMICK. Tressurer. Boston, August 25, 1919.

THE LEHIGH COAL AND NAVIGATION COMPANY

Philadelphia, June 25, 1919.
DIVIDEND NO 168
The Board of Managers this shay declared a quarterly dividend of two per cent (\$1.00 per share on the Capital Stock of the Combination of the Capital Stock of the Combination of the Capital Stock of the Combination of the Capital Stock o a registered on the books of at 3 o'clock p. m. July Mt. 19 ill be malled to Stockholders w I permanent dividend orders HENRY E. PEASE, Secretars

NOTICE OF REDEMPTION OF BOXDS

NOTICE OF REDEMPTION OF BONNS
Notice is hereby given that KENTUCKY
RIVER OIL COMPANY has called for redemption on October 1, 1919, at the office of
the Merchants Union Grust Company, 715-17
Chestnut St., Philadelphia, all of its First
Mortgage Ten Fear Sinking Fund Six Per
Cent. Gold Bonds, dated April 2, 1917, and
secured by the mortgage of Kentucky, River
Oil Company to Merchants Union Trust
Company, dated as of the second day of

KENTUCKY RIVER OIL COMPANY, By GEORGE W. KENDRICK, I Vice-Presic

Proposals

OFFICE OF THE SUPERINTENDENT OF PUBLIC GROUNDS AND IN H.DINGS OF THE COMMONWEALTH OF PENN. SYLVANIA. CAPITOL BUILDING, HARBISHURG, PA.

NOTICE TO CONTRACTORS.
Sealed proposals, accompanied by a check on a solvent bank or trust company, duly certified by a proposal accompanied by a check on a solvent bank or trust company, duly certified by a proposal guaranty, will be feeling at the office of the Superintendent of elved at the office of the Superintendent of Pounds and Buildings of the Company and the construction of the Company and the construction of the SOLDIERS AND SAILORS MEMORIAL BRIDGE slong Capitol Park Extension and State street. Harrisburg, Pa.
Specifications, plans, proposal and contract forms are on file and can be seen in the office of the Superintendent, at Harrisburg, the office of the Chief Engineer in Baitimore, and the office of the Architect in New York, and Compacting Stony Obtain sets of the Superintendent, at Harrisburg, the office of the Superintendent of the Architect in New York, and Compacting Stony Obtain sets of the Superintendent, The reach will be refunded upon return of the swill be refunded upon retur

ANIA. MITCHELL, T. W. TEMPLETON, Superintendent Begretary BRUNNER Architect,
ARNOLD Wavenue, New York City.
J. 3. GREINER & CO.
J. 21. GREINER & CO.
Engineers Fidelity Bidg., Baltimore, Md.

proposals. in triplicate, will be at the above address at 11:06 a, m., her 2, 1919, for furnishing all of the las and labor necessary to resurface. September 2, 1919, for furnishing all of the materials and labor necessary to result for all of the upper and lower driveways all of the upper and lower driveways through the U.S. National Cermetery, Gettys-burg. Fa. including also certain other work burg. Fa. including also certain other work as shown on pians c-28.3 dated August, 1919, as shown on papelications may be had upon application at this office. Proposals to be field in triplicate and must bear guaranty there was also as the superior proposals. The BOAD REPAIR WORK, ETC. CETTYBURG. PA. NATIONAL CEMETERY and address to the Zone Supply Officer. Washington, D. C.

PROFOSALS FOR GASOLINE, OILS AND GREASES—Raw Materials Division, Office Director of Purchase, Munitiens Building, Washington, D. C. Scaled proposals will be received here for furnishing gasoline, kerosene, fuel oil, lubricating oils and greases required by the Agray Agray GREASES—Raw Materials Division Office rector of Purchase, Munitiems Building, sahington, D. C. Scaled proposals will be eived here for furnishing gasoline, kerose fuel oil, lubricating oils and greases mired by the Army during October, Nomber and December, 1919, until 10 a. m., ptember 15th, 1919, instead of September, as previously stated. Further information on application.

PROPOSALS FOR SERVICE CAPS Office Director of Purchase (C. & E. Div. Purchasing and Contracts Section). Munitions Building. Washington, D. C. Sealed Proposals, in triplicate, will be received at above office until 11:00 a. m. September 19, 1919, for furnishing 456,408 Service Caps. Proposals must bear guaranty of 10 per cent. Proposal blanks and information sent on application.

### PARTNERSHIPS

WITH DEEP REGRET WE ANNOUNCE the decease of our partner, Mr. Hibberd WITH DEEP REGRET WE ANNOUNCE the decease of our partner Mr. Hibberd B. Worrell, with whom we have been connected in the real estate business for the terms of 33 and 30 years, respectively. The business which has been established for half a century will, in accordance with Mr. Worrell's wish, be carried on by us at the same address, with the same personnel and under the same firm name.

FRANK G. GRIER.

FRANK G. GRIER.

Trading as Hibberd B. Worrell & Co., 555 N. 17th st.

DIRECTORY OF ACCOUNTANTS Public Accountants

FYSTEMS INSTALLED AUDITS INVESTIGATIONS, FINANCIAL AND COST
REFPORTS SAMUEL COHN 1114-15 PENN

EQUARE BLDG

### WAIST FIRM TO EXPAND

Factories of Nemours Co., Under New Managers, to Girdle World New York, Aug. 30,-Samuel Kron-New York, Aug. 30.—Samuel Kronberg, of the Bijou Waist Company, announces that arrangements have been completed whereby the management of the waist department of the Nemours Trading Corporation will be taken over by his concers. The new department will be managed jointly by Samuel Kronberg and his brother, Louis Kronberg, Messrs, Kronberg say:

### GOSSIP OF THE STREET

### to be sold Wednesday, September 3, BANKER DEPLORES EFFORT OF LABOR TO START STRIKE

Doubts if Rank and File of Workers Want Walkout at This Time—Gossip of the Street

"IT WILL be nothing short of a crime," said an investment banker yester-day in commenting on the letter of the labor leaders to Judge Gary, chairman of the United States Steel Corporation, "if the leaders succeed it forcing this issue at the present time." From every source of information From every source of information ald command he had concluded that the greatest wave of prosperity that the United States had ever experienced was ready to sweep the country from on end to the other, affecting every industry as such a wave naturally would He said that it is unquestionably true that the rank and file of the workers don't want any strike. There is, he said, no data which he is aware of to show the average wage of steel workers, and the attrage increases in wages recently, outside the figures supplied by the United States Steel Corporation, but, he remarked, these figures may be taken as representative of the industry as a whole, although there are certain plants where the figures would be slightly higher.
"In 1902," he continued, "the average annual wage of each employe of

the steel corporation was \$717. Last year, 1918, the average was \$1685; for the month of December, 1918, alone the average was \$1950. Compare this with the average for the year 1914, when it was \$905, and it can be seen that the average annual increase for the sixteen-year period from 1902 to 1918 was 172 per cent."

The opinion most commonly expressed on the steel strike situation in the financial district yesterday was one of doubt as to whether there really would be a strike, but if there should be one that it would be short-lived.

Another banker said he understood that the present average annual wage of all steel workers in the country is over \$2000. "I hold no brief," he said, for the United States Steel Corporation or any other steel concern, but I am credibly informed that since the war the steel corporation has granted ten wage increases. Many of their employes own their own homes, and over

60,000 of them are stockholders of the corporation.
"What I don't know," he said, "is the alleged living conditions of the workers which have been painted in colors which bring a shudder, but I question even if they do whether the fault is not their own and should not be fastened on the steel company. We have all read the reports of welfare associations where the hopes of the welfare workers in their endeavors to uplift through the bathtub route, resulted in finding the nice white enameled tubs were used as coal receptacles. Verbum sap," he added.

### Further Plans for Stabilizing Exchange

Foreign exchange still continues a leading topic among bankers and An interview with a banker printed in this column a few days since, suggesting as one means to get around the stabilization of the exchange rates between the United States and Great Britain and France the taking over by this country some of the securities held by these countries representing the allied debt, has been seconded by an interview published on Thursday by the London Times with Benjamin White, who is known in Great Britain as a financial expert. Part of the interview is as follows:

Britain's allies. Mr. White points out, are in her debt to the amount, of nearly £1,600,000,000, and he adds: 'If the amount of say £20,000, 000 on account of Belgium and £20,000,000 on account were transferred to the United States from Great Britain, and the former opened a credit of £250,000,000 in favor of the latter country, exchange would become normal between the two countries, we should have breathing time to increase our industrial output and the high ideal for which the United States took its stand would be demonstrated afresh.

### Proposed Lottery Loan of Twelve Billion Dollars by France

There was considerable amusement, mingled with serious comment, in certain parts of the financial district yesterday over the announcement from Paris that one of the French deputies had introduced a bill authorizing a lottery loan of \$12,000,000,000 without interest, the bonds to be redeemed at par by drawing every six months for twenty years. The bill also provides for prize drawings, and each day for two years one number will be drawn, which will carry a prize of \$250,000 and each week two numbers in addition, entitling the holders to \$100,000 each and ten numbers worth \$50,000 each, After the first two years prizes of \$250,000 will be drawn each week instead of each day.

Of course, it was acknowledged that both legally and ethically the plan would be impossible in this country, but every one who expressed an opinion on the matter said they believed it would be an unqualified success here. They recognized that the gambling instinct in human nature is so strong that such bonds would find a ready market. One broker figured out mentally that notwithstanding the huge amounts offered as prizes, the total would not more than equal 214 per cent interest on the \$12,000,000,000 for twenty

A client in a broker's office said if he drew a \$250,000 prize he would salt down \$200,000 and buy more bonds for the \$50,000. All acknowledged that they believed there would be a good market for such bonds

### Bank of England Reduces Interest Rate on Foreign Balances Among a number of things which he said he could not understand, a well-

known member of a banking and investment firm said he could find no explanation why in the cabled reports from London it should be stated that the Bank of England on Thursday last had reduced the rate of interest on foreign balances from 41/2 per cent to 3 per cent when money in New York at the same time was bringing 5 to 6 per cent, and yet we are said to have more genuine money than any other country in the world, and England was trying to borrow more from us.

Another banker offered as an explanation that the Bank of England had been paying more on these deposits than it received from its own loans, a majority of which were made at 3½ per cent. He further explained that the high rate above mentioned originated shortly after the war began and was intended to attract funds to London so that the world's banking center should be retained there. There were several foreign countries, where such the part of the Bank of England was not necessary they already owed so much money to Great Britain that the rate of exchange from them was in favor of London.

A certain New York concern, it is said, has made an offer to purchase the George B. Newton Coal Company, of this city. A tentative offer is made to the holders of the different preferred stocks, contingent on the holders waiving the unpaid accumulated dividends. A flat offer of \$10 per share is made to the holders of common stock.

Brokers who discussed the subject yesterday said they would strongly advise the common stockholders to accept the offer, largely on account of certain provisions in the preferred issues. The company has never paid any

# 'DUAL RAIL PLAN' UPHELD BY BRYAN

Calls Magnates Political Cor-

Washington, Aug. 30.—William Jen-nings Bryan laid before the House in-terstate commerce committee yesterday his dual plan of state and federal ownship of railway lines as a solution tolerable, and characterized railroad

ownership," declared Mr. Bryan, re-ferring to the railroad administration. "A subsidized newspaper never thinks to tell that the government took over the railroads when the private owners could not run them. The government With J. H. Mercer, cattle commissioner A substitized newspaper never thinks to tell that the government took over the railroads when the private owners could not run them. The government in the seed of the sansa State Livestock Association. With J. H. Mercer, cattle commissioner in every known waist center in the world, and, having developed a demand in many lands, with the slumping of trade in one district, we hope to have a continuous outlet for our products in other warkets. Eventually, we will have an international business reaching to every an international business reaching to every civilized country."

LAFOLLETTE RAPS PAPERS

Talks Twelve Hours Against Oli Lessing Bill—Not Finished Yet Washington, Aug. 30.—Discussion by Senator La Follette, of Wisconsin, of the all land lessing bill again yesterday prevented final action on the measure. The Wisconsin senator yielded the floor late in the day after speaking twelve hours in three days against the measure. The Wisconsin senator yielded the floor late in the day after speaking twelve hours in three days against the measure, but announced that about two hours more would be required to conclude his appech.

During his remarks the Wisconsin senator yielded the floor late in the day after speaking twelve hours in three days against the measure that amounted that about two hours more would be required to conclude his sapech.

During his remarks the Wisconsin sonator strucked the newspapers of the country, saying they were "controlled." After laving made the charge several transpaces of the country, saying they were "controlled." After laving made the charge several transpaces and the country, saying they were "controlled." After laving made the charge several transpaces of the country, saying they were "controlled." After laving made the charge several transpaces and the country and the country and the control of the proposition of the Plumb plan that the color of the producers.

The were "controlled." After laving made the charge several transpaces and the control of the proposition of the Plumb plan

# WESTERN STOCKMEN

dwellers as to meat prices, western stockmen yesterday laid before the Senate agof the railroad reorganization problem. In doing so, the former secretary of state denounced private ownership of the railroads as indefensible and intellection of the railroads as indefensible and intellection. The doing have the packing industry.

"I'm going home and tell my neighbors ranks would be saultary, not ably among the steel men of the state denounced private ownership of the railroads as indefensible and intellection."

"I'm going home and tell my neighbors."

The committee purporting to represent the senate against the steel men of the state of the steel men of the steel men of the state of the steel men of the steel men of the state "I'm going home and tell my neigh-

magnates as political corruptionists.

"We have never tried government ownership," declared Mr. Bryan, reeat the whole beef carcass," said

# ON STOCK MARKET

Improvement in General Labor Attitude and Better Foreign **Exchange Noted** 

New York, Aug. 30 .- The Sun's promise in the opinion of many observers of a broader and higher market that the atmosphere had been cleared I wanted. for securities in the near future. There and that neither the steel men nor the was distinct, though perhaps not per-manent, improvement in the trend of strike. This feeling was reflected proforeign exchanges until the last day gressively in the stock market.

The United States at week end. be corrected. torney general declared that progress was being made in reducing commodity In truth, neither the longs nor the I've evidently got into Keith's by erprices. Washington advices stated that shorts could feel convinced of any cerror. I'll get out and go to a store!" was being made in reducing commodity the Plumb plan for government opera- tainty that events between Friday and and out I went. shelved and the constructive railroad The former had the advantage of ex-

### High Prices for Two Years

A stock exchange house undertook a imposium of business opinion on the epiring to the questionnaire sub-The resultant report said: Opinion apepars to be about evenly and wages that are incident to it. two and a half years before we will get any serious reaction. Presumably a condition that remains relatively static for two and a half years in this changing country is regarded as about as near permanent as we may ever get in entire list, aided by the extensive buy-questions will be answered in the order our business experience—at all events ing of oil shares which were given coneliberately."

This is not unimportant as implying nfidence in the basic economic strength of the pation, the inner consciousness of well being, as it were. There are happenings from day to day to keep surface emotions ruffled as, for example, the controversy over the peace treaty, agitation attendant upon labor unrest and anxiety concerning the outlook for our foreign trade

Favorable factors underlying these the firm and equitable stand taken by form. claims of public and employe with the exchange floor.

In a word he told them that the only cffective way to cut the cost of living was by reducing prices and not by raising wages. Coming from the head of government and expressed in forceful logic, its direct drive at fundamento the simple and profound alike. There Raymond Asserts Public Servcould at once be discerned a change in the attitude of the labor leaders. Mr. Gompers hastened from Europe and added the influence of his experience and mental poise to the sober second thought of his associates, in the field of

### Government Determined

The direct result was a communication, which Mr. Gompers caused to be sent to local union heads advising that strike action be withheld until the government had had a reasonable opportu-FIGHT PACKING BILLS

nity to demonstrate its ability to lower the lovel of commedity prices, for a period as long possibly as a ninety days. In line with this highly encouraging accomplishment, assuming labor will heed the behest of its leaders, was the blunt order which the President authorized the Director General Hines to posed rates can be adjusted, and asserts that if the new fares are put into effect he will feel obliged to take action nity to demonstrate its ability to lower "Never Met a Shipper Who Fav-

Washington, Aug. 30.—Interjecting some silver padvice and warning to city dwellers as to meat prices, western stockmen yesterday laid before the Senate agniculture committee further protests. suaded to accept the President's offer and to signify their intention of waiting on the results of the antiprofitecrine campaign. The effect elsewhere is labor's ranks would be saultary, not ably among the steel men of the Youngstown district, or rather that portion of them who belong to the unions. The committee purporting to represent the Youngstown men came to New York and asked Judge Gary for a persistent of the control of the contro

STEAMSHIP NOTICES

sonal hearing. The latter, in courteous terms, declined to see the committee and suggested that it submit its arguments in writing. Later the committee' spokesman replied that unless a bear spokesman replied that unless a hearing was granted the strike vote which had already been taken would be allowed to become operative.

But evidently the committee was not prepared to follow its spokesman as far as that, since it developed on Thursday last that the steel men were advised to do nothing for the present.

Author of "The Business Career of Peter Filit" and "Bruno Duke—Solver of Business Problems"

A Saturday Shopping Episode

IT WAS a beastly wet Saturday morn—per. See that every promise you make is fulfilled.

Write each customer a letter after he

advised to do nothing for the present. the sweetest of dispositions sours on it-Meanwhile Mr. Gompers arranged to self. see the President yesterday afternoon, HIGH PRICES TO PERSIST of the significant thing about That morning my wife had laid down all this, of course, is the fact that everybody apparently is striving to financial review of the week says:

The week closing today was highly constructive and its developments gave defect.

The week closing today was highly constructive and its developments gave defect. avert a strike movement, and what tested that I hadn't time, but after a Wall street had good reason to feel hair a little thin on top, asked me what

let me see something." or two when some setback was experi- advance in securities' prices on Thursnced as a result of the reduction in day and yesterday did not accosion any the Bank of England interest rate on very material influx of outside orders. foreign deposits from 41/2 per cent to The anxiety of the short interests to cover, badly squeezed as they were, This tended to induce the withdraway was not allayed by the decision of the like? of deposits and a consequent increased Stock Exchange governing committee demand for dollar exchange in London, to close the exchange today. The short ritably. There was a pronounced growth of op-timism with respect to the labor situ-portions and those who had commit-Money rates did not advance as ments of that nature could not view it was expected they would do because with composure a three-day recess with the showing made in last Saturday's the most cheerful sentiment prevailing learing House statement, revealing a at the outset. And it was not easy for to every one)-as cross as two sticks. small deficite in reserve above require-ments.

the shorts to find a supply of stocks I was not in a mood for pleasantry adequate to their needs, although offer-Yet, what do you think that first cou-The deficite in question was technical ings were not lacking for the same rather than actual and one easily to reason having to do with the extended

### Shorts Hard Hit

Across the street I went through a similar performance, until I asked the tion of the railroads had been virtually Tuesday would be favorable to them. legislation was in train to be introduced isting conditions within the market, and man the difference between the two and ticipating that anything would happen over the turn of the week essentially to 1979 representative business to the questionnaire sub-California in the government's suits but do it quickly and get out." "Opinion appears to be about evenly divided as to the permanence of the of oil lands in San Joaquin county in present prosperity and the high prices that state favored the railroad, holding and wages that are incident to it. that the acquisition of the patents to all day, but don't let it keep you from the land of 1687 who have answered the the land did not show fraud. The matthat it will be an average of at least joined from developing the lands in Mr. Whitehead will answer in this question, but this did not prevent a column questions on marketing, buy violent advance in the Southern Pacific ing, selling, advertising, letter-writing. business education, and on matters per shares in very heavy buying.

The movement spread through the taining to the choice of a vocation, All it gives us time to make our calculations siderable impetus by dispatches from dence can be acknowledged. Reader Mexico City, stating that the ptroleum initials only will be published. It will hask committee of the Mexican Senate had take from four to fifteen days for a replireported in favor of amending Article to appear. 27 of the Mexican Constitution in a

27 of the Mexican Constitution in a manner to eliminate the retroactive feature having to do with foreign holdings of Mexican oil lands.

Those foreign interests, therefore, which had acquired such holdings prior to May 1, 1917, were to be left in possession of them. The Mexican Petroleum Company will be, of course, one of the legal to the largest beneficiaries under this recults and the same of the legal to the largest beneficiaries under this recults and the largest beneficiaries under this recults largest beneficiaries under this recults and the largest beneficiaries under tossing waves of passing sentiment can be leum Company will be, of course, one of the largest beneficiaries under this rection of initiative and energy in the solution of the solutio of the multitude of difficult problems. recommended. The price of that com- friendliness and personality into the The most forward step to that end was pany's stock ran up ten or more points, sale, seen at the beginning of the week in with the other oils following in good W The standard shares were not other fellow, analyze the reasons and President Wilson in treating with the far behind and the week closed yester-railway shopmen's demands. In his day with prices at the top and their When you lose a customer, find out why letter to the public and to the uneasy progress interfered with, apparently, and remedy the trouble. workmen, the executive balanced the only by the sounding of the gong on

# OUTRAGEOUS BURDEN

ice Company Is Responsible for Jitney Expansion

Newark, N. J., Aug. 30 .- In a letter sent to Thomas N. McCarter, president of the Public Service Railway Corpora-tion. Thomas L. Raymond, city commissioner, as director of streets and public improvements, declares he deem the new fares under the zone sys tem, shortly to become effective, "mos unreasonable," so far, at least, as New-ark is concerned, and "a most out-rageous burden upon the people."

ruptionists and Declares Private Ownership Intolerable

Tells Senators

Tells Senators

Tells Senators

Tells Senators

Turn to work forthwith or forfeit their positions to army control.

This step indicated clearly enough that Washington was determined, to adhere to the letter of the President's carlier communication and take the bull by the horns. There was hope that if

STEAMSHIP NOTICES

## Vacation Trips by Coastwise Steamers

If you love the water don't miss these ideal days for a short restful trip at sea. Pleasant companionships and every comfort will add to the pleasure of the voyage. Fares include meals and stateroom berth. Plan to go now. OLD DOMINION S. S. LINE, for Old Point Comfort, Norfolk, Newport News, Richmond, Va., and all points South. Leaving daily except Sunday at 3 P. M., from Pier 25, N. R., New York, OCEAN S. S. LINE, Mondays and Thursdays at 3 P. M., from Pier 35, N. R., New York, for Savannah, Ga., and other Southern southers.

SOUTHERN PACIFIC S. S. LINE, Wed. and Sat. at 12 noon from Pier 48, N. R., New York, for New Orleans, La., Gulf Points and

For passenger information and reservations apply to Consolidated Ticket Offices, 1539 Chestnut St., Philadelphia. J. J. BROWN, C. P. A., Coastwise Steamship Lines, Pier 49, N. R., N. Y. UNITED STATES RAILROAD ADMINISTRATION Director General of Railroads

### THE BUSINESS DOCTOR

By HAROLD WHITEHEAD

has received his goods, asking if they Most business men are busy on Satwere satisfactory.

Write customers between trips asking them if there is anything you can do for them at the office before you see them That morning my wife had laid down aguin. the law that I buy some shirts. I pro-

armania ......Sept. I am located in a city of over 100,000, and am launching into the "Sign and show-card" business.

Do you consider this an overcrowded field, and would you advise a married man of thirty-three to engage in it? I propose develing only my sparse time (after 4 p. m.) to it in the beginning. Orduna .....Sept. Orduna .....Oct.

Carmania ..... Nov. "Shirts? Yes, sir. What kind do Do you approve of form letters to pros-pects with business card inclosed? Or is a personal call with samples better? Mauretania .....Oct. 13

Would you advise the preparation of form letter by a letter-writing specialist? How would you measure charges? Do You know of any periodical relating to the above business? of me, "anything there you

Will you be good enough to give me the names of some good books on salesmanship, and any other suggestions you deem advisable?

SHOWCARD WRITER, "What's the price?" I asked ir-There are splendid opportunities for "Those are two and those are two-fifty." showcard writers to the man who is not a mere writer of cards. The successful showcard writer should be a good ad-There I was, wet, rushed for time, vertising man and a good salesman, for he must have the faculty of putting selleevish (as might have been obvious

> attract favorable attention. Yes, I approve of form letters, but not with the atrocious rubber stamp heading that you use. Why not make the heading of your letter in the form I see I've made a mistake, of a showcard—it would be unusual and

ing ideas on cards in a way that will

at once tell the story. I suggest sending a good strong letter with perhaps a booklet containing a score or so ideas, and then follow that Philadelphia-Bristol (Avenments Dock Venusia .... Sept. up with a personal visit.

Department stores and stores are good prospects. A series of advertisements in this and other good A poor enough answer, but better change the technical position. The than the first man's. I bought some— papers (prepared by your advertising shorts were especially hard hit in bought—is the right word, for he never agent) would be a splendid way to a papers (prepared by your advertising

Make your charges plenty, don't enter



No splash or drip. No sink complete with t them. Positive shut-off—saves water sk your plumber for Savill's Swan-neck

THOS. SAVILL'S SONS

are hereby cautioned against supplying labor, material or stores to the Brazilian S. S. "JAHOATO," now lying in the bort of Philadelphia, unless authorized by the undersigned, as no bills contracted without our authority will be paid. O. Ltd., Agents.

**CALIFORNIA AND** PACIFIC COAST

SAN FRANCISCO TO

into any price competition. Have your work so good that price is of little consideration. I have mailed you a list of

good books on salesmanship and also trade journals dealing swith showcard

TO BE CONTINUED

STEAMSHIP NOTICES

ANCHOR

Aquitania ......Sept.

NEW YORK to LIVERPOOL

SOUTHAMPTON

NEW YORK to PLYMOUTH,

HAVRE and SOUTHAMPTON

NEW YORK to PLYMOUTH and

CHERBOURG'

NEW YORK to PLYMOUTH,

HAVRE and LONDON

NEW YORK to PIRAEUS

BOSTON to GLASGOW

Elysia ......Sept. 1

NEW YORK to GLASGOW

PHILADELPHIA to LONDON

ennonia .....Sept.

Vennonia .....Oct.

Pier 16 South

1200 WALNUT ST., PHILADELPHIA

JAVA-PACIFIC

Scindia .....Sept.

Royal George ......Oct. Royal George .....Nov.

Caronia .....Sept

Saxonia ......Oct.

UNARD

writing and advertising.

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