

"The New Yorker of index used regard that hig only at making in particular. . . . Many canal. . . . When I get off the ferry, I went to the old Anter Hotel, and without waiting for breakfast, started for William Walderf Aster's office."

Aug. 21, 1858:

"How can I make a million dollars?"

Sixty-two years ago a young country fellow journeyed from Sandy Spring, Maryland, to New York to ask that question of men who had done it.

"Buying or selling; which counts most?"

You may have answered that question in your own business; but you'll find it interPreparing for the great August Sale (which always starts on July's last Monday—this year, JULY 26TH).

Courtesy Days!

Gimbel Furniture Store

Pink, white and bisque.

-Gimbels, Salons of Dress, Third floor

\$3.95

He began with the elder William Waldorf Astor; "butted in" to his private office. George A. Coe was so amused by the young man's "nerve," he delayed a meeting of his directors to answer the impertinent question.

James Gordon Bennett sent the questioner over to the old Astor House for a meal before he would answer. But the interview with A. T. Stewart was hardest to get-and most fruitful

A. B. Farquhar, a dean of American business, goes on to tell in August SYSTEM of his first meeting with the leading business men of two generations ago; he begins a series of reminiscences: "My 64 Years in Business." Mr. Farquhar makes vivid the business customs of those days; he tells why men carried much of their business data in their heads; the traits that characterized the business giants of the '60s. He quaintly pictures New York of that time. As Mr. Farquhar's story unfolds, many a hint for business today will suggest itself to you; he's made his million and gives in System the experiences and methods that finally brought him success.

> That's why a quarter million business men want SYSTEM regularly, SYSTEM digs out the interesting facts and policies of business everywhere: men who have made successes tell in each issue why and how.

Get your copy of August SYSTEM at the news-stand today; 25C. You'll find many other interesting articles. 33 pays for a year.

esting to read how F. A. Seiberling, president Goodyear Tire & Rubber Company, answered it in his. In SYSTEM for August.

"Who pays wages?"

George M. Verity, president, American Rolling Mill Company, pays out a good deal of money every year in wages; he says, "neither capital nor labor pays wages." Read his article in SYSTEM for August.

"How your banker sizes up your business" You'd like to know what he thinks when you want to borrow money. C. A. Austin, president of the Mercantile Trust Company of New York, gives five rules for business men to follow when they ask for money.

"Killing sales superstitions"

is the way John M. Bruce describes his business. He has had a wide experience as a sales manager for several very large concerns. He finds many things that "can't be done" are superstitions and shows easy ways to kill them.

"Changing the credit 'No' to 'Yes'" sometimes makes a big difference in sales. H. H. Merrick, president, Great Lakes Trust Co., learned how to say "Yes" safely, as credit manager for Armour & Company. He writes about it in SYSTEM for August.

"Big profits in small accounts" has been the experience of the Rollins brothers, Des Moines Hosiery Mills. They sell a large volume, but nearly all of it to small dealers. "A manufacturing business on the Woolworth retail idea," they say; they tell the "how" in SYSTEM for August.



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