

DRUMMERS PLAN CHAIN OF HOTELS

Propose \$50,000,000 Corporation, With Buildings in All Important Cities

By the Associated Press
Atlantic City, Sept. 21.—A \$50,000,000 corporation, to be financed by the 600,000 traveling men of the nation, to lease, buy and build hotels in all important cities, was discussed favorably at today's session of the International Federation of Commercial Travelers' Organizations.

may today was not securing a square deal among the hotels. The proposed corporation is to be capitalized through the sale among members of stock at a par value of \$10 per share. If only one share was taken by each member the nucleus of the fund would reach \$6,000,000. There would be no underwriting of expenses, for as the organization is made up of salesmen said Mr. Hinckley, it is evident that the total capital of \$50,000,000 could be secured by subscription in at least ninety days.

After the hotels were secured they would favor in their conduct the commercial traveler. The explanation was made that the need of such a co-operative scheme was due to the extortion practiced, said Mr. Hinckley, upon the drummer. The project was referred for a report.

A legislative committee was created which is empowered to enlist legal counsel in all the important cities, who will be charged with settling disputes that arise between commercial travelers and hotels and with railroads.

At present, it was argued, if a grip is lost, the drummer has no time to wait and to sue, if that is found necessary. The same condition arises in controversies with hotel charges and railroad failures to deliver baggage on time. These attorneys will act for the open and settle claims.

Building Construction

Practical courses taught by practical men.

Reinforced Concrete
16 weeks' course in the design and erection of reinforced concrete structures.

Structural Design
16 weeks' course in structural steel and slow-burning construction.

Estimating
16 weeks' course in quantity surveying and the preparation of estimates.

Plan Reading and Drawing
22 weeks' course in reading of building plans.

Practical Mathematics
32 weeks' course in practical builders' mathematics.

Engineering Mathematics
16 weeks' course in applied mathematics, theory of structures and strength of materials.

Courses begin week of Sept. 20. Call or write for catalogue. Enrollment should be made promptly.

Y.M.C.A.
CENTRAL BUILDING, 1421 ARCH ST.

STRAWBRIDGE & CLOTHIER



Autumn Fashion Display

THE AUTUMN OPENING DISPLAY OF FASHIONS should be seen by every woman in Philadelphia. The Second Floor is one magnificent picture of Fashionable Apparel and Accessories, more beautiful and varied than ever before. Many ideas distinctly Eastern are shown, and the colorings used in decorative effects are beautiful—the Egyptian reds and Ming blue, the canary and rust shades of the Near-East, the jades and gold and silver, with plenty of black in fine relief. Black, particularly in the Evening Gowns of imported heavily-beaded robes. Sumptuousness in every quality that enters into these—

Street, Afternoon and Evening Gowns, Handsome Suits, Coats, Wraps and Furs, New Blouses, Millinery, Misses' Apparel

The fashionable crepe de chine, mignonette, tricolette and crepe-black satin are shown in lovely, practical Dresses at moderate prices—\$25.00, \$30.00 and up to \$65.00. And from \$65.00 to \$250.00, everything from simple, straight-line Frocks beautifully modeled, to the most elaborate black, white and colored Paillette Gowns. Dancing Frocks in exquisite tints, \$65.00 to \$80.00. Tailored Street Costumes, including many tailored redingote styles, \$37.50 to \$125.00. Novelty Suits of new and elegant fabrics, \$125.00 to \$450.00, and well-tailored cloths on more practical lines, \$45.00 to \$87.50. You can get a well-tailored Coat with deep coney collar at \$27.50, and a gorgeous Brocade Wrap at \$750.00. We have many styles not displayed on figures—ask to see them. Our stocks of WOMEN'S APPAREL are brimming with new and beautiful merchandise. Many particularly quaint models, different in every detail, and distinctive beyond description, are shown in our SPECIALTY SHOP OF MISSES', GIRLS' and CHILDREN'S APPAREL.

The Opening Display of Silks, Wool Dress Goods, Laces, Ribbons, Dress Trimmings, Lingerie, Negligees, Corsets, Infants' Apparel, Shoes, Gloves, Hand Bags and All Dress Accessories

All the new weaves and shades in Silks and Wool Dress Fabrics, amazingly beautiful. And, to use with them, Laces, Dress Trimmings, Ribbons and Neckwear—all reflecting the radiant loveliness of a season of Fashions inspired by the splendor of the East.

The display of Lingerie, Negligees, new Corsets and Petticoats is of unusual interest to every woman. Fashions all their own for Little Folks are shown. And every Dress Accessory is here—Slippers of rare loveliness in design, and Stockings of exquisite texture to accompany them, floating Veils of mysterious charm, Gloves, Handkerchiefs, Hand Bags and the intricately wrought Necklaces, all so necessary to the perfection of the costume.

ECONOMY NEWS FOR MEN!

We are glad to say that with the co-operation of one of our largest manufacturers we are enabled to add to the attractiveness of the wonderful—

Sale of Winter Overcoats

One-Third to Nearly One-Half Less Than the Regular Prices

We shall sell thousands of Winter Overcoats at regular prices when cold weather comes. We'd like to tell you that prices will be lower than a year ago, but they will not be lower. But you can save from one-third to almost one-half if you buy your Winter Overcoat NOW.

\$32 \$42 \$49

The great Sale continues to-morrow with several hundred Overcoats added. The season's regular prices for Coats of identical grades will be from \$50.00 to \$90.00—and a few worth even more.

Slow production last winter delayed delivery of several hundred Overcoats, but we allowed the manufacturers to ship them, knowing that costs were still rising. We have carried these over for this before-the-season Sale, and have also procured several hundred DIRECT FROM THE MANUFACTURER to make the variety and range of sizes complete. This maker sells us hundreds of thousands of dollars' worth of clothing in a year, and was willing to sacrifice all profit on this lot, to help to offset our own losses on the Coats from our own stock.

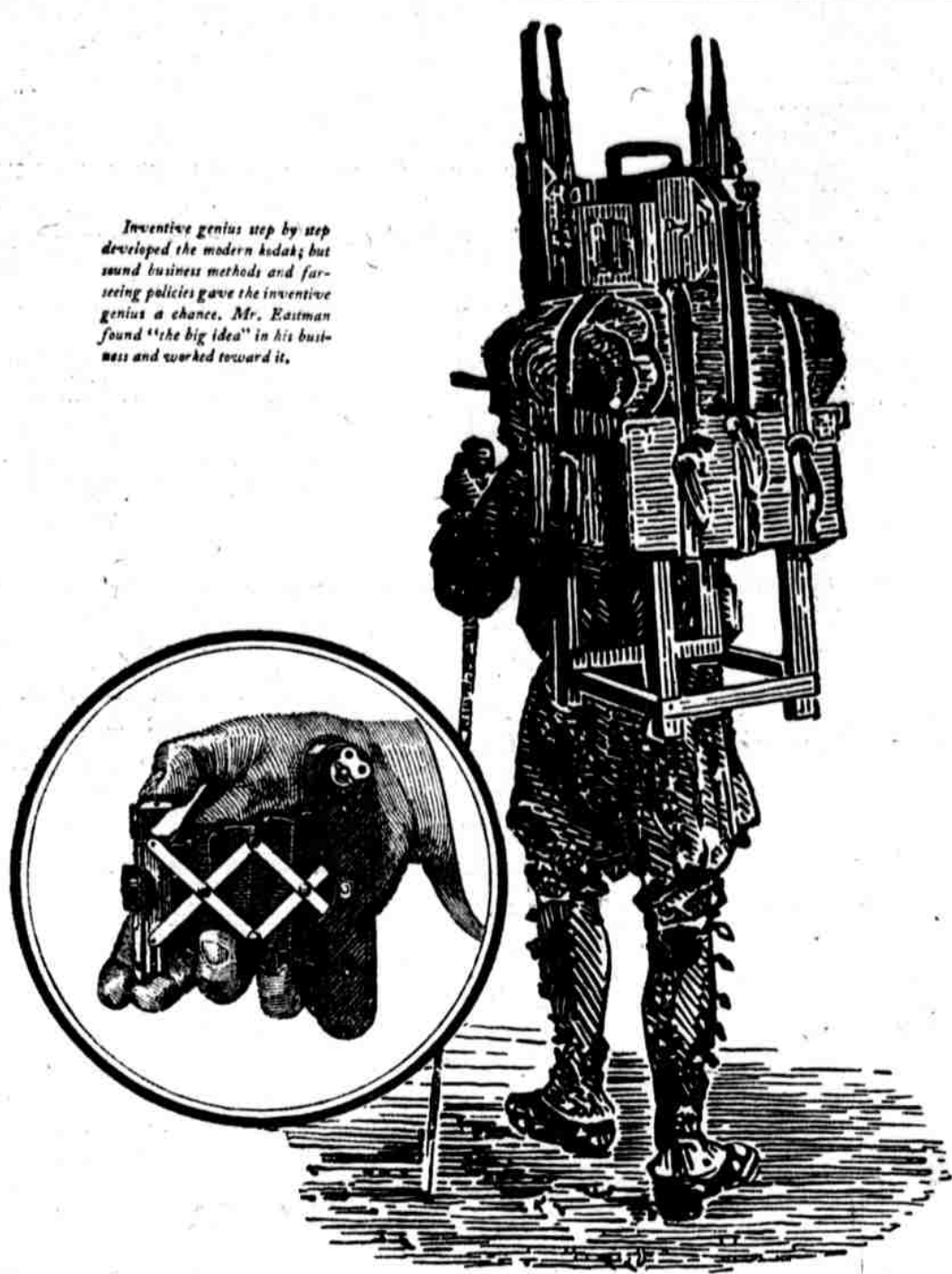
Many are new, many are carried over, and, while they are classed as miscellaneous lots, be assured that there is great variety, all up-to-date, perfect and in every way desirable—the very kinds of Overcoats critical men will be paying the full price for later—Long Ulsters, Ulsterettes, heavy Double-breasted and Single-breasted Overcoats, Raglan Overcoats, Form-fitting Overcoats—wonderful values at \$32.00, \$42.00 and \$49.00.

The fabrics include American and English fleecy coatings, Meltons, Kerseys, Plaid-back Coatings, Herringbone Weaves. Black, Oxford gray, browns, blues, etc.—an assortment that but few stores show in their regular stocks.

| | |
|--|---|
| <p>Autumn-weight Overcoats at \$26.50, \$32.00 and \$42.00</p> <p>An assortment of light- and medium-weight Overcoats at each of these prices—all at a GREAT SAVING—reductions averaging more than one-third.</p> | <p>Men's Plain Oxford Overcoats Exceptional Values at \$26.50</p> <p>A very remarkable lot of Winter Overcoats—the staple Oxford fabrics—in regular and stout sizes, at ONE-THIRD LESS THAN REGULAR PRICE.</p> |
|--|---|



Inventive genius step by step developed the modern kodak; but sound business methods and far-seeing policies gave the inventive genius a chance. Mr. Eastman found "the big idea" in his business and worked toward it.



Why Eastman's business grew

THERE was a time when the man who "took a camera along" had to load himself like a pack-horse; carried plates, chemicals, a light-proof tent, and a camera as big as a soap box. Now he can put the whole outfit in his pocket.

George Eastman, president of the Eastman Kodak Co., tells in SYSTEM for October the story of those early days; and describes the growth of the great business of which he is the head; how it grew, and why.

Inventive genius step by step developed the modern kodak; but sound business methods and far-seeing policies gave the inventive genius a chance. Mr. Eastman found "the big idea" in his business and worked toward it.

There's a big idea in every business. Whether you've found it in yours, or not, you'll enjoy reading Eastman's views about his big idea, and the way he worked it out.

Buy SYSTEM for October

YOU'LL want to read "How big should a business grow?" by one of the big men in one of the world's biggest businesses, John J. Raskob, vice-president, E. I. du Pont de Nemours & Co. A prominent sales manager discusses "Commission, salary, bonus; which is best?" He gives many instances of the advantages and disadvantages of each.

A. B. Farquhar in "My 64 years of business," tells of the time when he met Abraham Lincoln. There are other articles on finance, exporting, opening up new trade, building good-will at home, letters that inspire and office management. You'll find something for you in many of them.

On the news-stands now, October SYSTEM is 25 cents; or send \$3 for a year's subscription.

What George Eastman says about "the big idea"

Eastman began with the making of dry plates; he says in October SYSTEM:

"The idea gradually dawned on me that what we were doing was not merely making dry plates, but we were starting out to make photography an everyday affair."

"Two distinct policies thus presented themselves. One was to consider myself a manufacturer of dry plates, and perfect them as an end in itself. The other was to take the whole art of photography, and starting with dry plates, set out to make the camera as easy a recorder as the pencil."

"Such a choice comes to nearly everyone. . . . One may make a thing and make it well, and consider his business as primarily the making of things. Or one may set up an ideal and consider those things which he makes only as steps toward the ideal."

"The first method . . . is a journey with nothing but money as a destination. I adopted the second because, with an ideal, the journey's end is never reached; there is always the experiment, the hazard of going beyond where anyone else has gone. It holds as great a measure of fascination as did the search for the poles. . . ."

Read the whole story in SYSTEM for October

Mr. Eastman discusses his important policies: (1) The firm holding of an ideal; (2) The guarantee at any cost of whatever is sold; (3) Keeping out of avoidable debt, for capital purposes; (4) Control the alternative, that is, have a second way of doing everything; (5) Make the highest grade of product before attempting a lower; (6) Avoid over-organization.

SYSTEM

The Magazine of Business