EXHIBIT SHIP OF UNITED STATES TO VISIT SOUTH AMERICAN PORTS

Unique Scheme Designed by American Manufacturers' Export Association to Increase Trade Relations With Sister Republics—Portland One of Few Northern Cities to Receive Visit.

Senor Don Eduardo Suarez, Minister from Chile

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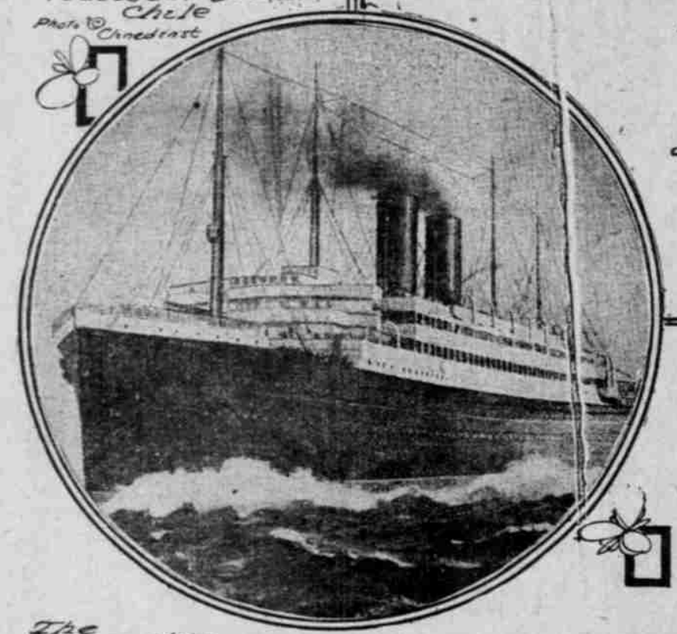

The Steamship "Exposition."

WASHINGTON, April 20.—(Special.)—To increase trade relations as well as good will with the republics of Central and South America, a unique project is about to be inaugurated by this country. It is proposed to send an ocean liner, filled with a complete display of American-made goods, to visit every important port on the South American continent.

The plan was devised by the American Manufacturers' Export Association, and has the official indorsement of the President of the United States. By this means, consumers will be shown, not by catalogues or photographs, but by the article itself what the quality of American manufactures is. Portland will be among the half dozen American cities to receive a visit from this ship. San Francisco and Seattle will be the only other Pacific Coast cities to have this opportunity.

An ocean liner filled with a vast array of American-made goods will visit every important port in Latin-America and will serve as a trade ambassador from the manufacturers to the millions of Latin-Americans, who, either by force of habit or by reason of other circumstances now look to the European markets for their machinery, their fabrics, their hardware, their food products and their clothing.

Trip Officially Indorsed.

This great ship will sail under the patronage of the American Manufacturers' Export Association, an organization of producers that is country-wide in its influence. It will sail, too, with the official indorsement of the President of the United States, the Department of State and Commerce and Labor and with the good will of the Pan American Union.

Already the Department of State has prepared instructions to the diplomatic representatives of the United States throughout Central and South America to herald the approach of the exhibit ship and to extend to the representatives of the manufacturers every courtesy that such an expedition may enjoy.

Already too, the ministers in Washington of the neighboring republics of the South have assured the trade missionaries of a cordial welcome. They have agreed with President Taft that "anything tending to a more perfect and mutual understanding among the peoples of this hemisphere and to the greater development of the commercial relations between them" should be encouraged as far as diplomacy can encourage it.

With these more than friendly assurances, the project for the cultivation of a broader trade relationship between the republics of the two continents has matured. Products of the skill and brains of North American manufacturers will be carried to the very door of the consumer in Central and South America. This consumer will be shown—not by catalogue, not by photograph, not by a salesman's story—but by the manufactured article itself, what it is we have to sell, how it works and how cheaply it can be purchased.

Large Sum Expended.

To make this floating exposition possible, thousands of dollars have been expended and thousands more will yet be expended by the manufacturers. To secure and operate an ocean liner; to fit it out with exhibit booths, with great show cases, and to provide motive power for the machinery in motion, has been an extraordinary undertaking. It has required the co-operation of factory and mill experts from New England to the Pacific Coast to provide a show of products that will compel the interest of these prospective customers.

From New York this vessel will sail for the West Indies. Three or four days will be spent at each of the important ports of these islands before the exhibit ship touches at Vera Cruz, in Mexico; Colon, the Central American seaports and the trade centers on the South American Coast. By easy stages, the vessel will work its way south to Rio Janeiro and to Buenos Ayres, where a week and perhaps two, will be spent before she sails around the Horn and enters the Pacific.

The West Coast of South America is an almost unexplored wilderness so far as American trade is concerned. It has never been "pioneered" except by a few railroad builders, and the millions of Latin-Americans living along this coastline from Santiago, Chili, to Guayaquil, Ecuador, are as the inhabitants of another world to the great producing interests of the United States.

New Trade Area to Be Opened.

Within less than two years the Panama Canal will be open and this entire West Coast made even more accessible to American markets than is the East Coast now. Ships passing through the canal will be able to reach Valparaiso as soon as a vessel, sailing from the same American port can reach Rio at this time. The perilous Horn will stand no longer as a hazard against American shippers, and the remote countries south of the Isthmus of Panama along the Western seaboard of South America will become fertile fields for trade expansion.

These are some of the facts which have prompted American manufacturers to send out as an advance agent, this expensively equipped vessel, the trade explorer, this physical demonstration of what the enterprise of North America has to offer the thrift of South America.

The services of some of the leading students of trade conditions and trade possibilities of the countries to be visited on this cruise, have been called in by the manufacturers in the organization of this great commercial movement. Henry T. Wills, foreign trade expert and secretary of the American Manufacturers' Export Association; John J. Finnell, consulting engineer, who has for years foreseen the industrial opportunities of Latin-America, have assembled the data and have been placed in executive charge of the projects. They will be under the advice of a board composed of representative manufacturers throughout the country.

Plan Explained to Government.

These men came to Washington and laid the plan before the Departments of State and Commerce and Labor. They reminded the officials here that every administration for 40 years has preached trade expansion in Latin-America; that consular and diplomatic agents of the Government have been made trade educators; that "dollar diplomacy" had become a fixed policy of the Federal Government, and that the Pan American Union, maintained under the patronage of all these countries, has as its single mission, the cementing of closer trade relations with the American republics.

Then it was that the practical plan of appealing to the consumers of the countries to the South for their business by means of a floating exposition was laid before the Government. Here was an agency for carrying out the very policies, these men said, that all administration forces have been concentrating upon for years. The plans were spread out and at once the two great departments of the Government most vitally interested in the extension of the export trade, approved.

More than that, President Taft himself reviewed the possibilities of the manufacturers' project. He saw in it immediately splendid opportunities for the exploitation of American-made products and wrote Mr. Wills a letter strongly indorsing the whole movement and commending it to people of the countries to be visited as a plan worthy of American enterprise.

Diplomat May Go Along.

Plans are now under consideration to send along with the vessel a distinguished diplomatic officer of the United States. He will be loaned to the enterprise by the State Department and will be given a leave of absence for six months or such time as the cruise may take. A diplomat familiar with the customs, languages and needs of the Spanish-Americans will be chosen and his presence aboard the ship will make for the cultivation of closer social relations with the countries that will entertain the commercial visitors.

Unique methods have been adopted to acquaint the visitors who will board the exhibit ship with the qualities of goods displayed before them. For instance, a general bureau of information will be provided. This will be connected by phone with each exhibit booth. The exhibitor, unable to speak Spanish or French or German, as the case may be, will talk to the customer through the bureau. Expert linguists will be at the switchboard to translate the inquiries and then the replies. Should there be no exhibitor present at the time, the visitor can inquire himself of the bureau concerning the article he may be inspecting.

Passenger accommodations for at least 200 exhibitors have been reserved. Also accommodations for the force of mechanics, who will be needed, for the machinists and for the general staffs of the manufacturers, are provided. Motion exhibits will for the most part occupy the decks while the show cases and other classes of goods will be displayed in the saloons and between the decks.

Visitors to Be Welcome.

Wherever it is practicable the ship will go alongside piers at the various ports and the visitors received direct from shore. Where this is not practicable small power boats will carry the merchants and traders out to the vessel free of charge. The length of time the ship will remain in each port will, of course, depend upon its commercial importance. At some of the larger cities, it will remain for one or two weeks.

Advance notices of the arrival of the vessel, setting forth clearly its mission and an invitation to all merchants and supply houses to be the guests of the manufacturers, will be sent out through the diplomatic and consular agents of the government. Excursions even will be run from interior points in some of the countries for the benefit of those who may be interested in the products of the Americans.

The Spanish and metric system being the commercial language and the financial system in use in most of the countries of Central and South America, as well as the West Indies, all exhibitors will have their advertising matter printed accordingly, and in addition some of it will be printed in German, French and Portuguese.

To make everything as explicit as possible aboard ship for the visitors, the management will print a journal giving a full description of all the exhibits, the name and the place of the manufacture, with cuts of the exhibit itself, that there may be no mistake as to the product that is being displayed. Also the date of arrival and a full description of the ship, including the products aboard, will be printed in advance in the local newspapers of the cities to be visited. Engraved cards of invitation will be sent in advance to the government officials and to the prominent merchants along the route.

Cruise Will Consume Months.

This cruise will consume six and perhaps seven months. All the important ports along both coasts of the Latin countries will be included in the itinerary, and, it is altogether probable that when the vessel reaches the West Coast of the United States, a trip to the Orient will be mapped out.

A movement of exactly the same character and with exactly the same mission has been inaugurated by the great industrial interests of France. An exhibit ship is being designed under the supervision of the French navy for a cruise into the same waters that the American vessel sails. The French people are anxious to extend their Central and South American business and are assured of an appropriation from their government to further their plans.

Aroused by this competition on the part of the French industrialists, the American manufacturers are even now engaging their space aboard the American ship and are indicating the manner of display which their designers have recommended. They are realizing that they must act quickly if they are to reach the consumer first.

The stimulation to American trade in these countries, fostered by such a movement, cannot be estimated in advance. It is known in advance, however, that wherever the vessel touches, a cordial reception will be tendered. It is known that the merchants among the millions of Spanish-Americans are anxious to inspect American goods and to establish trade relations with the United States, if given the opportunity.

It was in this knowledge that this pioneering trip was conceived, and from the support given it already by the resourceful manufacturers, as well as by the Federal Government, its success is no longer in doubt.

Many Ports on Route.

The itinerary of the exhibit ship follows: New York, New Orleans, Havana, Cuba; Vera Cruz, Mexico; Tampico, Mexico; Progresso, Mexico; Belize, Honduras; San Jose, Costa Rica; Ceiba, Costa Rica; Colon, Panama; Barranquilla, Colombia; Kingston, Jamaica; Port au Prince, Haiti; San Juan, Porto Rico; Ponce, Porto Rico; St. Thomas, Dutch West Indies; La Guayra, Venezuela; Trinidad, British West Indies; Para, Brazil; Pernambuco, Brazil; Bahia, Brazil; Rio Janeiro, Brazil; Santos, Brazil; Montevideo, Uraguay; Buenos Ayres, Argentina; Bahia, Blanca, Argentia; Porto Borja, Argentina; Punta Arenas, Chile; Coronel, Chile; Valparaiso, Chile; Antofogasta, Chile; Iquiqui, Chile; Arica, Chile; Mollendo, Peru; Callao, Peru; Guayaquil, Ecuador; Buenaventura, Colombia; Panama, Panama; Punta Arenas, Costa Rica; La Union, Salvador; Champerico, Guatemala; Acapulco, Mexico; Manzanillo, Mexico; Mazatlan, Mexico; San Francisco, Portland, Seattle.

D do Gama, Ambassador From Brazil

Photo © Clinedinst

Gambling With Fate Shown to Be Losing Game

Desk Sergeant Tells Experiences of Three Men.

"ANY time that you check the bet up to Mr. Fate and ask him to carry on the game, you can gamble that he is going to make you show your hand mighty quick," remarked the desk sergeant, as he carefully brushed from the shoulders of a new uniform marks made by whitewash. He had leaned carelessly against the wall as he spoke, and the new jail, whose former business was that of a warehouse for a wholesale butcher supply company, had proceeded to decorate the shoulders of the new blue coat.

"Whenever any one comes to me and says something that he will or will not do, in the finality which many people have, I always think of three persons I have known in the last year, who checked over the bet to Fate and had it put up to them strong right away. One is a man now dead, Charles Rogers, and two are patrolmen, Guy E. Fuller, ex-divinity student, and Charles Hewston, the hero of a midnight battle with a holdup man last year, in which wounds he inflicted afterwards caused the death of the robber.

Officer Laughs at Automatics.

"Hewston carried a 38-caliber revolver. He was accustomed to make fun of the smaller and lighter automatic guns, which many patrolmen used. One night in an argument, he was making fun of the lighter weapons, when someone said that carrying seven or 10 bullets in a clip, gave the man using them a better chance, because he would not have to reload after five shots had been fired.

"If I can't get my man in five shots, I'll throw it at him and run away," Hewston said in reply, and Mr. Fate must have been just outside the door of the assembly room when he said it, because it wasn't a month before Hewston was called on to make it good.

"Hewston was walking along First street about midnight and commanded a man who was going the opposite direction, to stop. Instead the man drew a revolver and started shooting. Hewston pulled his own revolver and answered. He fired all five shots—the revolver being a sixshooter with one chamber empty, as they are carried for safety.

Wounds Cause Death.

"None of the shots seemed to tell at all, although when the man was found later in the night, all five bullets were scattered across his body, and had inflicted wounds from which he died next day. Hewston looked at the gun in disgust, then at his assailant. Then he broke the gun, threw out the exploded cartridges and tossed the gun at the man who was still shooting at him, and collapsed from a bullet wound in the groin.

"Fuller put it up to Fate strong, and the come-back was stronger. He confessed before the Police Commission that he had taken graft from houses in the South End, afterwards, but at the time nothing was known of it. He had been educated for the ministry, was well-read and occasionally wrote poetry.

Fuller Writes Poem.

"About this time a graft scandal in which high officials and a large number of policemen were connected, started. Publicity in the newspapers added to the spirit of unrest in the police department and the protest of the police. In the midst of it, Fuller wrote a poem, which he submitted to a newspaper. It was printed, Mind you, at this time, he later confessed, he had already taken graft but none knew it except Old Man Fate.

"The poem ran something like this, in one verse:

We walk our beats protecting those
Who throw it into us;
They say, "There goes the brute in blue.
Aint he the grafting cuss?"

"That was the last hand in the game. Fate would not stand for that. And circumstances shaped themselves at the motion of fate, so that Fuller was brought to confess his part in the affair.

Attempt at Suicide Fails.

"Charles Rogers was one man who played back and forth with Fate for a year and a half, and was finally beaten out of the only 'pat' hand he ever held. He declared his game from the start and seemed to be winning out, but Fate punished him before the thing was done.

"Rogers suffered with stomach trouble, and it was so acute that he was in agony a large part of the time. Being a man of Christian upbringing and wide education, the idea of suicide did not appeal to him but he decided that if he were not better in a year from date, he would kill himself.

"The year rolled around. Rogers was no better. On the anniversary of his decision he rented a room in a hotel, bought an oilcloth so that he would not soil the carpet, and shot himself.

"But the bullet, entering below his jaw, passed upward through his tongue, and lodged in the front of his skull. He awoke in a hospital. He could not talk, because his tongue was injured, but he knew that he had been beaten on the first hand.

Fate Finally Wins.

"When he was able to think, he decided that he would kill himself when he got out of the hospital. He seemed to be on the highroad to recovery. In the course of two weeks. He gathered strength for an operation to remove the bullet, which had lodged in the skull just in front of his brain.

"The operation was performed. He rallied well and on the strength of it, began to look on life with a brighter eye. By careful feeding in the hospital his stomach trouble was lessened and there was hope that it might eventually disappear altogether. Then he decided that he would not try again to end his life and would go upon a farm and try to retrieve the mistake he had made.

"Two days later, in a sudden relapse he died. That is why I think that it never pays to pass the bet on to Fate in any game. You always lose out."

Youthful Author Found.

"Nathan Cohen, aged 12 years, is the author of a new epigram," said the desk sergeant gravely, but with a twinkle in his eyes, the other night. "Such a thing in one so young is somewhat unusual, but when you think over the occasion, you will conclude, as I did, that the experience warranted it.

"The new epigram is: 'Virtue is its only reward,' and although it may sound like an old familiar, it is quite different, I assure you. This is the story.

"A broker, living on the East Side, late one night found himself down town. He thought that he needed a newspaper, costing 2 cents. He called Nathan Cohen, who is a newsboy, to supply the chronicle of the world's events. Cohen held out the paper in one hand and extended the other hand for 2 cents.

"The broker felt in his pockets. He had not a cent. Then he remembered that he had a $250 watch and that $250 watches are negotiable, even for such slight sums as 2 cents. He proffered it to the astonished newsboy, and took the paper then hurried away.

"Cohen was honest—enter virtue. He brought the watch to the police station, when he had found out that it was of Swiss make, struck musically the hours, half-hours and quarters, and was heavy with gold. He told the circumstance and turned over the watch to the police.

"The morning after, the broker looked for his watch in his vest, and finding that it was not there, reported the loss to the police. He mentioned the fact that it was a $250 watch and that he would give $50 for its return.

"Looking over reports a detective compared the reported loss and the turned-in watch of the newsboy. He informed the broker, and the broker claimed the watch. He did not pay the reward.

"Cohen is out 2 cents—the price of the paper, and $50, which he expected to get.

"Do you blame him for making epigrams?"

WOMEN CONTROL POCKETBOOKS; LACK TACT TO APPLY ECONOMY IN BUYING

Salesmen Reduce Trade to Science—Hypnotism Used on Housewives—Purveyors of Merchandise More Wily Than Customers—Managers Delve in Psychological Research.

BY KATHARINE MAYNARD.

IN the light of present-day discussions regarding the high price of common necessities, it should be interesting to discover whether women, as the distributors of family incomes, are obtaining full value for the money that they disburse.

It is apparent that selling is becoming more and more an art; for it is not enough that beguiling advertisements of the means for satisfying every known want stare at us from billboards and from streetcar signs and thrust themselves upon our attention from the thickest parts of our magazines, where the reading matter proper leaves off. But the enterprising salespeople are organizing some entirely new and hitherto unsuspected methods of wheedling the cash out of our pocketbooks.

Hypnotists Back Counters.

Salespeople are no longer placed behind counters to sell us what we want. They are there to persuade us to buy what their departmental manager wants to get rid of. They are there, not to accommodate us, but to hypnotize us. There has even been established recently a school of salesmanship, to teach these official persuaders the more efficiently to conduct their experiments upon us.

It is evident that the art of purchasing is by no means keeping pace with the art of selling. The latter has its experts to tell the purveyors of merchandise how to word their advertisements in order to create the proper psychological reaction. They have studied the details of this reaction until they all know why "tear off this coupon and mail it today" is more compelling than the more indefinite" mail this coupon."

In the modern mercantile stire the clerks are trained to use the business smile for the persuading of buyers; not content with that, the management goes more deeply into psychological research and the clerks are instructed to ask, "Do you wish to take this home with you?" a suggestion which, if followed by a large number of purchasers, means the saving of vast sums in the matter of deliveries.

Power Behind Suggestion.

The power of suggestion, with all its shadings, is no longer confined to the physician or the mystic. It has become the tool of the advertising agent. In fact, advertising has become a science, or something akin to it, its laws studied and classified, its operations known and its results accurately predicted.

The science of buying is largely overlooked. Yet the distribution of wages the country over is left in the women's hands and without their consent these elaborate tactics of the seller must fall of their purpose.

Too often women are not the conscious selectors of the merchandise they buy. They leave all to chance and whatever the commodity to be purchased, the food for the day, the clothing that the children wear, the furnishings of the house, its selection is purely fortuitous, a matter depending upon the persuasive powers of the clerk who waits upon them, the alluring look of things, or, more vaguely still, what the other woman is buying. Too often the purchaser is the victim of the seller instead of being herself the mistress of the situation.

Women Careless Buyers.

Women have for so long been the buyers, the class to which appeal is made in advertisements, in the display of goods, in the allurements of "special" prices and anniversary sales and all kinds of bargains, that we take for granted their fitness to deal with all these matters. As a matter of fact, the question of value is not paramount in the minds of most women when they go out to buy. If it were they would not be persuaded by fictitious price marks to part with good money for shoddy dress goods, which stretches and frays, or gaily-colored rugs which in a few weeks turn strangely lifeless-looking and stringy, or pasteboard-soled shoes, or any of the thousand and one articles of the imitative sort which are commonly exchanged for cash all over the country. It is not that we buy too much, but that we do not insist upon value received.

We all know how a man buys—an umbrella, a hat, a pair of shoes. He says to the clerk: "I want the best thing you have in stock for five dollars." And, usually, he gets it. The clerk knows it is useless to try to persuade him to take an article that looks nearly as good and is 48 cents cheaper, or that would look like an article that costs more money when one is half a block away.

And how do women buy? We all know, reluctant as we may be to admit our own follies.

Mrs. B., we will say, is going down town, induced by an appealing advertisement which she has read of wonderful bargain prices in window draperies. She stops to get Mrs. C. to go with her. Mrs. C jumps at the chance. She does not need window draperies; she has already feebly resolved to spend no money this month except on actual necessities, but she waves all that aside and goes with her freind, just because the idea appeals to her.

When they reach the store the window draperies are found to be unusually attractive. Mrs. B buys. Mrs. C hesitates, hates to miss such a rare bargain; wants her windows to look as well as those of her friend. The salesman sees at once a chance to exercise his talents and to win favor with the management. He asks Mrs. C to look at some new patterns, only a little higher in price than these bargain goods, but infinitely to be preferred to them. He displays their colors, appeals to her as a person of taste to say if they are not charming; gives them every advantage of light and drapery; in short, exercises his powers of suggestion until Mrs. C, picturing to herself how attractive her windows would look so decked, yields to his insistence, her economical scruples now quite forgotten, and outdoes her friend Mrs. B in her purchase.

Clothing and Food Same.

No use in dodging the question. It is in this way that nearly all the supplies for the home, the clothing and the food are bought for the average American family of medium income.

As a pertinent instance, take the case of a woman who, a few months ago, when sugar was at the highest point it has reached for years, bought a 100-pound sack because she needed sugar to can a few pears and believed it to be more economical to buy such supplies by the sack. As a matter of fact she could have gotten along nicely with a few pounds of sugar until this commodity came down again in price. These inflations never last long.

It is much this way that the average woman buys her daily household supplies. She buys what looks tempting or what the sales clerk offers. Instead of taking careful stock of the foods she already has in the house and making her schedule of meals, taking thought as to food values she buys whatever she happens to come across that looks appetizing.

If she has been detained by other duties until late in the day she buys what will cook most quickly and take the least time in the preparation.

Crime in Round Steak.

It is no less than astonishing to go into a butcher shop in a residence section of town in the afternoon and see how many women in succession will come in and buy round stead. A cut that is so tough, although its thickness be no more than that of a sheet of paper, that it requires athletic exercises of the most strenuous sort to masticate it. But it can be slapped into the pan and cooked while John is taking off his overcoat and washing his hands. Put on to cook at 10 o'clock in the morning and simmered slowly all day with an accompaniment of seasonable vegetables it would have made a palatable and a nutritious dish. But fried, as it will be when the purchaser has dashed home with it, it is no less than a culinary crime and as unfit an article of food for a tired man and helpless children as the paper in which it is rapped.

In the same fashion the unthinking housewife buys a bakery cake, forgetting that she has enough pudding left for the family dessert, buys a few sweet potatoes or artichokes for a change, forgetting that she has on hand some other vegetable that by tomorrow will be stale and useless.

Living Costs Mount.

Meantime the high price of living mounts steadily higher and John grows a little grayer and a little more work-worn, trying to keep up with the procession. And when they talk it over and lament the slipping away of the month's salary, she doesn't see how they could manage any more closely. Why, they are doing without things now that they ought to have. Would she be astonished to learn that by her injudicious management she has thrown away her own Winter suit and the new underwear that John has had to forego?

The science of management—the science of buying, which would mean as much to the family as an increase of a quarter to a third of her husband's salary, is all an unknown and undreamed of thing to her.

If John managed his business, day by day, in as haphazard fashion as she manages her expenditures he would soon have no business to manage. But he takes it for granted that his wife knows how to distribute his income among the various necessities of the home.

Husbands Don't Question.

He doesn't think of asking how it goes—good American husband that he is. He knows that everything is so high that it just can't be helped. The best he can hope to do is to hang on at the present rate until the children are old enough to help and then he and wife can take it a little easier.

Investigators have been discovering all sorts of interesting things about the relation of psychology to business and to the trades. One of the most notable is the study of the occupation habits of workmen by means of which psychologists have been enabled to help certain workmen to accomplish four times as much work with no greater exertion. They have studied out what are the useless motions and have eliminated them, that's all. It doesn't mean any harder work for the workman; in fact, after he learns the new way he can work with less fatigue and he earns larger wages because his output of work is that much greater. It is all in the matter of forming correct habits—eliminating the useless motions, gaining speed and accuracy, saving hours and people.

Woman Her own Psychologist.

Would it not be possible for every woman to be her own psychologist in this matter of distributing the family income?

Perhaps this thought might help. A business woman was obliged on her way to the office each day to pass a row of second-hand stores where apparently everything under the sun was to be had. She noticed that the best-appearing of each kind were every day dusted and arranged to make the best show and then the proprietor, "like a fat spider," as she said, sat down and waited for his victim.

She carried the thought with her as she went on up town and saw the window drapers hanging white sheets over the display windows and then getting busy inside placing the new goods in the most advantageous position. Setting the web, she told herself, to catch the flies. When she read the alluring advertisements of goods marked away down below cost, she told herself that no store could sell merchandise in that way and continue business.

In other words, she set up a counteracting thought, to balance the suggestion that the sales people were continually offering. As a person who does not wish to be hypnotized sets up his own will power against that of the practitioner, so she ushered each day her counteracting opinions, thoughts, ideas, to withstand the lure of gorgeous display windows, seductive bargains and tempting goods.

Buying Reduced to Science.

She made out a list, the night before of things that she actually wished to buy for the next day, whether groceries, household goods or wearing apparel and she determined not to depart from her list of articles really wanted. By this means she was enabled to escape from the thralldom of importunate clerks, zealous persuaders and all the allurements that belong to the art of selling. She created for herself a science of buying which fitted with her circumstances and her purse.

A science of buying, if we can achieve it, will enable us to hold to our own opinions in the face of the over-persuaders. It will enable us to have more money for what we want and show us how to spend less for what we wish we hadn't bought. It will enable us to get behind the scenes, as it were, and realize that all this great science of selling which has grown up in the past few years rests upon the consent of the women of the country to part with the salaries which are placed in their hands for distribution.

Scientific salesmanship is all right for the seller, but in the face of the great present day drain upon pocketbooks, a science of buying is as much needed. It would, in fact, do wonders if it could be brought within the ken of the average housewife who now buys by instinct, by caprice, by the lure of the eye, but not by reason.