

SHeldon SCIENCE EXPLAINED

It Applies to All Stores and All Employees--Mr. W. P. Olds Quotes President Sheldon of the Sheldon School.

"Sheldon Science" is the uppermost topic in store circles since the adoption of the system by Olds, Wortman & King, Trull & Gibbs and other leading Portland firms and by the MacDougall-Southwick company of Seattle, for the purpose of increasing the efficiency of their employees.

"Just what is Sheldon science?" was asked of Mr. Olds yesterday.

"I will answer that question in the words of Mr. A. F. Sheldon, president of the Sheldon school," replied Mr. Olds. "Mr. Sheldon was recently interviewed in Seattle and answered fully the questions which naturally arise in this connection. Here is the interview in full."

Mr. Olds gave the reporter the following view for the purpose of reprinting such portions as are of most interest, but it proves of sufficient importance to quote in full.

"The science of salesmanship proper, as really taught in the Sheldon school, is that is the gist of them boiled into one," said Mr. A. F. Sheldon.

"These five sciences are: Character-building as a science, health-building, science of reading human nature, science of logic, commercial and science of physiology--the philosophy of the human mind.

"Taking any one of the above--character-building, for instance--we define character as the central nucleus of the human mind, and the true womanhood, born of a combination of the positive faculties of mind, soul and body. We name 51 faculties and qualities of which man is composed, such as intelligence, sensibility, imagination, will, faith, ambition, concentration, energy, perseverance, tact, loyalty, honesty, etc. There have been many beautiful things written about character, but until our work is completed there has been no real science of character-building."

line which he loves than in some line of business which is distasteful to him."

"Are many of your students actively employed at the present time?"

"Nearly all of them. They number nearly 1,000, of whom over 80 per cent are men and women of considerable experience. Among them are millionaires, and hundreds of managers and proprietors. They range all the way from millionaires to office boys and in age from 15 to 72 years. I think our oldest student is Colonel McCracken of Portland, Oregon. He is in the 72nd year and a very able business man."

"Why do men who are already successful study your system?"

SHeldon STUDENTS KEEP UP WITH THE TIMES.

"In order to keep up with the times, guard against getting into a rut, and I suppose on the same principle that the best lawyer buys the most law books, and the best physician purchases the most medical literature, the best preachers have the largest libraries."

"Is there any other school of salesmanship, or any other way of getting this education without being a student of your school?"

"I do not know of any other school of salesmanship or of scientific business-getting or business-building. Of course, any one can study the various authorities on the reading of human nature, and can read much about character; however, our course is a condensation of very many volumes on these subjects and saves the busy man years of time. We have culled out many of the sciences, have culled out the wheat and blown the chaff away. The volumes from which I have gleaned our literature cost any one hundred dollars besides years of study to get the good from them."

TRUTHS WHICH ARE NEW TO PRACTICALLY ALL BUSINESS MEN.

"Is it your experience that all business men will find something new and valuable in your course, without regard to their previous knowledge, experience or success?"

"There are many things which people know, but do not know they know. They do not realize many common truths until these truths are made a matter of study, and I have found that there is a vast difference between knowing a thing and realizing it. Our science of salesmanship or business, broadly speaking, is common sense basic fundamental truths so thoroughly classified as to be made scientific--science being simply organized knowledge. From this it follows, naturally, that there are many truths laid down in our science known to all successful men. There are, however, in our 40 booklets truths which are new to nearly, if not to all, business men."

NECESSARY TO THE EXPERT AS WELL AS THE NOVICE.

"Then you advise the course to the expert as well as the novice?"

"Certainly do, as I have found that the ablest and most experienced men appreciate our work thoroughly and state to me that they have derived the most benefit from it."

"Is it for women as well as for men?"

"Yes, many of our students are women."

"Is it for buyers as well as salespeople?"

"Hundreds of our students are buyers; the reading of human nature, knowledge of the human mind, character, and the application of the fundamental principles of logic are just as valuable to the buyer as the seller."

"You teach, I understand, by true methods--that is, in classes and individually?"

"We have no classes under the direct guidance of the school. Our instruction is all by way of correspondence, by means of printed booklets and special correspondence, by which the knowledge is imparted, and examination of questions are answered in order to satisfy us that a student is qualified for a diploma. However, in many institutions clubs are formed among employees who get together once a week, or once in two weeks, and study the lessons together, thus forming classes and doing class work."

PREMIER SHEDDON.

"Mr. Sheldon, does your school teach store science so that it is easy for ordinary people to understand it?"

"Although a business man, I had studied these subjects for years before formulating this science, and as I used to teach a district school, I know how to make things plain. In commercializing these sciences I had in mind all the time John Jones and the grocery store and wrote to make John understand it."

"Do you teach the practical application of these sciences--that is, how to sell a pound of sugar, a collar, a pair of shoes, a typewriter, a dress, a suit of clothes, a picture or an engine?"

"No, science only deals with general principles, and each one who masters these principles applies them to his or her own business. Our science is not a lot of cut and dried rules of what to say and how to say it about any particular thing. I go upon the theory that if you make the man right, make him strong in character, make him a good judge of human nature, make him a good logician and give him an understanding of the human mind, the sales will take care of themselves."

MARKET TRUTHS PLAIN.

"Does your course include anything else, except these five sciences?"

"Yes. The five sciences I have mentioned, boiled into one, are included in the first 15 lessons of the course. Additionally there are 25 booklets on such subjects as wholesale merchandising, retail merchandising, credits, cost in relation to selling price, system in business, window trimming, etc., all practical business subjects, constituting as a whole a broad commercial literature. Each subject is treated by an expert in his special line."

"Then a graduate of your school is equipped for good salesmanship in any line?"

"High art is only attained in the school of life. Science is knowing--art is doing. It goes without saying that one can do anything better and attain high art more quickly if we know how. The same principles underlie successful salesmanship, no matter what any one is selling. The professional salesman can turn from one line to another much more easily than one who is not scientific in his work. Some men are better adapted to one line than to another and regardless of scientific instruction a man will make greater success in the

line which he loves than in some line of business which is distasteful to him."

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TWIN FALLS OBSERVES ITS FIRST ANNIVERSARY

(Special Special Service.)

Boise, Idaho, Sept. 5.—Twin Falls, the new town which was founded last year, is just now celebrating its first anniversary with a population of over 300. The town forms the center of a district of over 150,000 acres of fertile forest land which is now included in the new irrigation district. Water was first turned into the great canal system in June, in time for raising crops this year. The influx of settlers, however, began in the early part of last year. The branch of the Oregon Short Line from Minidoka to Twin Falls was completed a month ago and the train service has been established on a regular basis. This district is 6,000 acres larger than the famous Salt River tract in Arizona, which is being placed under irrigation by the government and is the third largest in the world under one system.

The principal crop for this year is sugar beets, the railroad paying \$1.50 a ton at its stations. The soil and climate, however, are suited for the growing of all vegetable products of the temperate zone. Most of the settlers are from the western states and territories.

WRIGHT BIDS FAREWELL TO STATISTICAL WORK

(Special Special Service.)

San Francisco, Sept. 5.—Labor statisticians from all parts of the United States have gathered here to attend the twenty-first annual convention of the Association of Officials of Bureaus of Labor Statistics, which opened here this morning. The convention was called to order this forenoon by Carroll D. Wright, who will shortly retire from his position as president of the association. For over 20 years he was connected with the federal service as commissioner of labor but was recently elected to the presidency of Clark university, resigning his work with the government to assume his new duties. The convention will adjourn on Thursday.

Celebrating German Day.

(Special Special Service.)

Charleston, S. C., Sept. 5.—This is German day and is celebrated not alone by the German citizens of Charleston but also by others, irrespective of nationality or parentage. Many buildings are decorated with flags of Germany and the United States and everything seems to be pervaded by a regular holiday spirit. Many business houses closed at noon to give their employees an opportunity to go to the Schutzenplatz and assist in the celebration of German day. The celebration is commemorative of the first landing of Germans in Philadelphia and is generously observed all over the country, wherever Germans in considerable numbers are found.

KC Baking Powder

NOT AN EXPERIMENT

Twenty years of success from Maine to California is its record.

25 Cents for 25 cents

MONSIEUR FRENCH MEET.

(Special Special Service.)

Helena, Sept. 5.—The Montana State Frenchmen's association meets in Lewiston today in annual convention.

5,000 STURDY SONS OF TOIL "THE OAKS"

Packed the great Amphitheatre last night to see Pain's Marvelous "Pompeii" at

SPECIAL EVENT TONIGHT

Wonderful Niagara Falls. Thursday night, Odd Fellows night, Emblems of the Order. Friday, Woodman's night, Emblem of the Order. Saturday, Ladies' and Children's night, handsomest society lady and comic fireworks devices. Sunday, famous Niagara Falls. Sale of reserved seats at Skidmore's Drug Store, 151 Third Street, and the O. W. P. & Ry. Co.'s Ticket Office, First and Alder Streets. Concerts by D'Urbano's Italian Band every afternoon and at 7 to 8 at night.

ROADS TO ANSWER FOR REBATING

Interstate Commerce Commission Begins Hearing in Regard to Violations of Law.

USE REFRIGERATOR CARS AS EXCUSE FOR RATES

Private Cars to Be Subject of Thorough Investigation to Remedy Abuses Suffered by Shippers of the Country.

(Journal Special Service.)

Washington, D. C., Sept. 5.—The interstate commerce commission has today begun the hearing in regard to charges brought against a number of railroad companies and private concerns operating private rolling stock for the transportation of their products. It is charged that the act to regulate interstate commerce is being violated in several particulars by the defendants. The proceedings are directed against the Armour Car Line, the American Refrigerator Transportation company, the Santa Fe Refrigerator Dispatch, and the following railroads: St. Louis & San Francisco, Tolson, Topoka & Santa Fe, St. Louis, Iron Mountain & Southern Central of Georgia, Southern Atlantic Coast Line, Seaboard Air Line, Pennsylvania, Southern Pacific and Kansas City Southern.

It is alleged that by way of rebates or other devices the refrigerator lines are acting for the railroads as authorized agents, and the railroads, acting through the refrigerator lines, are collecting and receiving for the refrigeration of fruit and vegetables lower rates from some shippers than they are contemporaneously receiving for similar services rendered to other shippers. This is held to be in violation of sections 2 and 3 of the act to regulate interstate commerce.

Another charge is that failure and neglect to publish at shipping stations and file with the interstate commerce commission the rates and charges imposed for the refrigeration of fruits and vegetables constitutes a violation of section 6 of the interstate commerce act.

The present proceedings are considered as a test and it is said they will prove of great value in informing congress that new laws are needed for national control of private car lines where combinations are made with railroads which affect the freight and refrigerator schedules.

FOLEY'S KIDNEY CURE

Will positively cure any case of Kidney or Bladder disease not beyond the reach of medicine. No medicine can do more.

FOLEY'S KIDNEY CURE

strengthens the urinary organs, builds up the kidneys and invigorates the whole system.

IT IS GUARANTEED
TWO SIZES 50c and \$1.00

SOLD AND RECOMMENDED BY
WOODARD, CLARKE & CO. AND S. G. SKIDMORE & CO.

Passed Stone and Gravel With Excruciating Pains

A. H. Thurman, Mgr. Wills Creek Coal Co., Buffalo, O., writes "I have been afflicted with kidney and bladder trouble for years, passing gravel or stones with excruciating pains. Other medicines only gave relief. After taking FOLEY'S KIDNEY CURE the result was surprising. A few doses started the brick dust, like fine stones, etc., and now I have no pain across my kidneys and I feel like a new man. FOLEY'S KIDNEY CURE has done me \$1,000 worth of good."

No Other Remedy Can Compare With It

Thos. W. Carter, of Ashboro, N. C., had Kidney Trouble and one bottle of FOLEY'S KIDNEY CURE effected a perfect cure, and he says there is no remedy that will compare with it.

REVOLUTION IS LED BY AMERICANS

Fillbustering Expedition Forming in Mexico to Overthrow Guatemalan Government.

HERO OF THE OREGON IS OFFERED A GENERALSHIP

John C. Foley, Who Took Two Expeditions to Cuba, May Play Part in Revolution—Mexico Looks With Longing Eyes Upon Its Neighbor.

(Journal Special Service.)

Mexico City, Sept. 5.—American adventures in Mexico may take an important part in overthrowing the present government of Guatemala. Agents of the revolutionary party of that republic are now here, and a filibustering expedition is being formed. Many Americans are enlisting. John C. Foley, who took two expeditions to Cuba during the Cuban war for independence, has been offered a general's commission, to be one of the leaders of the expedition into Guatemala. Foley resides in this city. He served in the United States army six years, and is an expert gunner, having taken part in the battle of Santiago on board the battleship Oregon.

Revolutionary agents state that some arms and ammunition have been secured in the United States, and additional supplies are expected. So far the Mexican government has taken no notice of the plans for the invasion of Guatemala. It is believed serious trouble in that country may result in the annexation of Guatemala by Mexico.

COLLEGE HAS NARROW ESCAPE FROM FLAMES

(Special Dispatch to The Journal.)

Albany, Or., Sept. 5.—Persons burning grass around Albany college last evening failed to extinguish the fire and at midnight last night, the fencing east of the college was found to be on fire. The blaze was extinguished by the night watch, but some embers were probably left for at 2 o'clock this morning a report came from there that the fire had crept up close to the boarding hall of the college and a force of men went to the scene and again extinguished the flames. It was a narrow escape for the college buildings.

HOP-PICKING BEGINS IN LINN COUNTY FIELDS

(Special Dispatch to The Journal.)

Albany, Or., Sept. 5.—Hop-picking commenced at the hopyards in this county yesterday and by tomorrow will be in progress in all the yards in this vicinity. The hops are yielding well and the outlook is very flattering. At the Cooper yards near this city a large force of hands is employed. Payment is by weight, 21 per 100 pounds being paid for the work. It is estimated that \$25,000 will be expended in Linn county for labor alone in harvesting the crop.

ONE OF QUANTRELL'S BAND RESIDENT OF GRANTS PASS

(Special Dispatch to The Journal.)

Grants Pass, Or., Sept. 5.—A press dispatch a few days ago stated that the members of Quantrell's guerrilla band were to be indicted for sacking Lawrence, Kansas, during the civil war. It is not generally known but there is a member of that celebrated band living in Grants Pass, W. W. Woolfolk. Mr. Woolfolk has been a resident of this place for about 15 years. He owns a brickyard just east of town. He is not worried over the reported indictment.

CASTORIA

For Infants and Children.

The Kind You Have Always Bought Bears the Signature of

of

Dr. J. C. Fitcher

In Use For Over Thirty Years

CASTORIA

YOU GET THE COMPANY, NEW YORK CITY.

used in getting the soundings. The survey of the river is being done in connection with the work started at Three Mile rapids above Celilo in removing obstructions from the river.

Some grocers sell Schilling's Best

moneyback; some don't.

They have their reasons both ways.