

Worker Who Is Man Wins; Old Creed Again in Vigor. By Martin Arends.

Now, thanks to the spirit that keeps erring people near the path that it is good for them to follow, we are getting back to the old standard set by the Quaker, and followed so long by others. The craze for money with its train of nasty developments has brought a revulsion in the minds of most people against the business standards that have made them possible. Once more it is becoming evident that the great thing, the only thing worth while, is to "be a man." We still have a few men in this country, despite our great number of millionaires, etc., and these are showing the way out of the morase of prevalent business dishonor along the route that requires that the follower be a

costs, the collecting of dollars, may be accomplished without any manliness. The pessimist avers that usually it is accom-plished without any such attribute on the art of the successful one. This is pessimism. But there are enough examples of wealthy men, men of standing in their communities as well, who are known to have achieved their prominence through what is so admirably described colloquially as "being erooked," to cause the young man to cherish the idea that manliness is preferable to all things, pointing to the aforesald men as

motto of today or at least the rule of yes-

Pays to Be Manly.

Assuming that this is the only standard by which it is to be judged, it is safe to make the unqualified statement, it does pay. For employers, patrons, public in general, have come to know through years of and experience that nothing is so desirable, no matter whether one buys or sells employment, whether one buys or sells goods, as to know that you're doing business with a man. This has introduced itself. It pays to be a n It is those who are the men of today who will be the masters of tomorrow; for the "sharp, shrewd fellow" with less business morals than the pirate of old has had the props possibly another decade or two . before his final crash, the work of wrecking has been begun and will go steadily on. The fact that real men are forging to the top in all walks of life presages this. No vocation, from politics to the ministry, but has and lend clarity to the national utterances felt the effect of the new movement. Especially in the political arena—the best index to the mind of the public at large -- have men, men who were real men and, while posse ing other qualifications, were nominated and poris as in New York. elected because they were men, made their

which is simplest and yet hest for all men to be: a man."

This stern old father uttered what in his age was the wish of his age: that the country should raise men. This creed, be a man first of all, ruled the advice given to boys and youths for many, many years, in fact, up to a decade or two age. Then we began to get dollar crasy, and the solvice handed out to a young man had nothing in it concerning the formation and guarding of manly qualities, but was composed of information on the best ways and means to become an efficient money making machine. Nothing about hoper, honesty, or manilness.

The seed was lone in the sowing, but it was sown well and widely, and the crop matured quickly and in great quantity, and the harvest was all that was to be expected from the sowing of such seed in fertile ground. The business traditions of the day, as told in the multitude of stories of bank looting by officials dishonest competition, "high finance," and the other scandals that make an hosest business man feel terribly lonescome are the crop, and it is a bad sort of a crop, indeed.

*Be a Man First of All."

Now, thanks to the spirit that keeps erring which is the reason the people elected him to his high office. Mr. Roosevelt as a man, that the covering to the professional littérateur; as a reformer he had many hostile critics; as a soldier he was a popular hero, which will not weigh heavily in his favor when his final history is written, and as politician and statesman, even his most ardent admirers will admit that he has been surpassed. But as a man there is no word of criticism to cast against him. It is because he is a man, in the great sense of the word which applies to president. It was because he was a man that the cowpunchers of Dakota admired him, because he was a man that his cruade while commissioner of police in New York made his name prominent among the valuable citizens of the country, and the brilliant successes of the rest of his career are built upon the same quality. He has done things, because he is

elected him to his high office. Mr. Roosevelt well knows all this. His one great plea to the young men of the nation is—be men.

Down in Missouri there is another man, a black haired, snappy eyed little fellow who bears the name of Folk, who has become governor of his state and a presidential possisility because he is a man. There was a great hance for young Joe Folk when he was state's attorney when the St. Louis boodle ring was suddenly exposed. He could play the man, or he could have the nomination for

wanted. Others went weakly with the mighty gang of robbers; Folk chose to play the man and fought the gang. Everybody knows the

Other Men Who Believe in Right.

Jerome of New York is another of these present day examples of the new standard. He holds his present office not because he was the nomines of any political party, not because he had the indorsement of certain great citizens of New York, but because the name of W. T. Jerome on a ballot meant to the voters a chance to vote for a man. Robert La Follette, although in his last

ampaign and at present unfortunately tan gled in the meshes of an intricate political eachine, won his way to the governorship of Wisconsin on the same kind of platform that made Roosevett, Jerome, and Folk vic-tors. It was the powerful "railroad crowd"

on one side and "Little Bob" on the other.
"Little Bob" whirled over the face of the
state like a storm, let the voters look upon him, and told them just why he wanted to be governor. They saw and listened, and his majority appalled the other side. Poser La Follette may be, as accused, but, in the language of the crippled cowboy, it "doesn't hamper his style any." While no pretense is made to enumerate

you're doing business with a man. This all the new men of the "man" type, it would not have been true a few years ago be unfair to fail to mention William Allen but it is today, and he who doubts it soon. White of Emporia, Kas. White isn't a gov-discovers that a new standard of judgment ernor; he isn't a politician of any kind. He owns the Emporia Gazette and edits it, and a house with a big, green lawn in front of it. When he isn't writing stories and articles that tell his fellow Americans what is the matter with them and how to make cures in the simplest, sanest manner that come from any mind in the country. White is attending to the serious matter of keeping that lawn in good order. Emporia isn't big; White isn't an advertiser. He's a man. But because he is a man, the cry for him to come cas emanating from that section has often found its way to Emporia. But White hasn't heeded it. The lawn needs his attention, and, besides, a man is just as important in Em-

Just at present it bappens that there is a what you are. It is worth while.

Letter Writing Big Field; Expert Correspondents Few. By A. Frederick Rindler.

AN you write a good letter? Do you self in a manner to make yourself felt. Sev-know how to express yourself clearly, eral important factors are essential to suc-forcibly, to the point? The young consfully accomplish this result—viz.: in the affirmative has an opportunity

the most highly compensated and most re-sponsible employes in the business world. The fully equipped correspondent with the ability to "make good" in this particular kind of work will have no difficulty in finding a market for his services.

thoroughly mastered. It has been only in recent years that business men have begun to learn the value of good letters as business getters. Comparatively few have made it a careful study. The correspondence depart-ment was largely regarded as a " side issue " and its importance only partially recognized: This, however, has changed. Today it is sidered as one of utmost importance, and the art of business letter writing has been crystallized into a profession.

The young man who desires to enter this field should have shorthand as a basis. While by no means ersential, a knowledge of stenography often expedites his promotion to the coveted position of correspondent and fur-nishes an-admirable intellectual training. This accomplishment will be of value to him in various ways while he is familiarising himself with the business.

Text Books of Little Value.

The way to become an efficient correspondent is through experience. The books used in teaching letter writing are of comparaples of correct form, they are apt to develop the habit of using a formal, stereotyped phraseology, so strongly in evidence in modern commercial correspondence. The aim of the letter writer at all times should be to cultivate a direct, personal style—frank and cordial—yet being careful to avoid undue familiarity. The writer must not only be is talking about but must also have the ability to express himself in a clear, convincing way. Dr. Van Dyke, an eminent.

educator, said: write good English is to read good English.
English books of grammar or rhetoric are of comparatively little value. Anybody who reads carefully will almost uncons acquire the habit of writing correctly. Moreover, his work will impress his readers as being far more spontaneous than that of the writer who has rules of grammar and rhetoric in his mind and works strictly in ac-

Experience has proven this to be true. A certain case of expression, an nteresting, orderly way of presenting your acts is infinitely more important than the consists in its freedom from grammatical errors. Letters of this character are apt to be tedious, dead, and lifeless. Business letters must be clear and to the point.

Reading Teaches One to Write.

Good reading largely supplants the den-ciency of a neglected education. The young man should read only those books that are of vital interest to him. Reading without interest imparts little, and is practically useless. He should make it a habit of frequently expressing his thoughts on paper. For this purpose the young correspondent should provide himself with a note book, which should be his constant companion. Valuable ideas and thoughts will occur to him at any time and should be jotted down for future reference. Above all, he should study-analyze-

A suggestion that has been of immeasurable benefit to the writer is as follows: Get a number of publications that carry a large line of advertisements and answer many of them, especially those of business houses similar to yours. Make a careful study of the literature you receive. You will probably find that two-thirds of the letters you receive are faulty, which only demonstrates the need of proficient correspondents. You will also attracted to a letter stop. Read it carefully.

Ask yourself: Why am I attracted to this letter? Wherein does it excel others? What are its strong points? Would I be induced to buy on the strength of it? Note how the arguments are presented; study the

Imitation Road to Failure.

Don't copy-never imitate. The man who tries to copy will be found out. He will be thinking style when he should be thinking of the goods he is selling. The correspondent should study the works of others solely for the purpose of familiarizing himself with the underlying principles of good corre-spondence; how they are applied; how they could make his letters most effective, and the ideas they may suggest to him. Every man has a style of his own and any unnatural attempts to modify it will decrease the effectiveness of his letters.

must be able to make his letters " talk." A skilled correspondent can inject as much "energy" and "push" into his letters as a salesman right on the spot. To be effective, there must be personality and individuality about a letter, such as will make it recognised as distinctly yours. Express your-

2 A thorough knowledge of and absolute faith and confidence in the goods you are writing about or the subject you are dis-3. A perfect command of the language

Correspondent Must Be Reasoner.

To further increase the effectiveness of his work the correspondent should cultivate his faculty of intuition, or the ability to read "between lines." He should be a good deductive reasoner. It is undoubtedly true that graphology—the science of reading character from the handwriting—will be of considerable

It is assumed that the correspondent has a perfect knowledge of the mechanical details of letter wri. ag. If not, he should lose no time in familiarizing himself with them which can be done by consulting any ordinary text book on this subject. Let the date, salu-tation, body, and signature be executed in the accepted manner. If you are an "op-erating correspondent." I. e., one who operates a typewriter, keep your type clean.
Never strike one letter over another. Neatly
erase your error if possible; otherwise take a
new sheet. Indentations for paragraphs
should be even. Letters should be attractive nechanically as well as in subject matter. A letter should not look too " solid." Every thing being equal, a letter which looks easy to read is the most effective. Therefore, short paragraphs, short sentences, and short-simple-words should be used as far as possible.

Knowledge of Advertising a Help. The up to date correspondent should be fa-miliar with advertising. Indeed, to be thoroughly efficient a knowledge of advertising is absolutely essential, both in his work as a letter writer and likewise for preparing him-

self for greater responsibilities.

The student should, if possible, get his knowledge through experience. Few if any of the numerous courses advertised are of ber of excellent advertising journals which are mines of practical suggestions and in-formation for those who read them carefully and think. Most of the public libraries have well written books on this subject which will teach all the theoretical knowledge the stu-

Booklet advertising is an increasingly popgood grammarian is not necessarily a good, ular method of bringing your goods to the ent who can write result getting copy is an asset to any firm, It may be said that there is scarcely a business that will not find a neat, attractively written booklet a profitable investment. It tells your story as no newspaper advertisement or circular can. If it looks right, reads right, and is right your booklet will be welcomed by the re-

> Learn Types and Printing Language. Before attempting to get up a booklet the correspondent should familiarize himself with the names of different types and techni cal expressions in order that he may give intelligent directions to the printer. It may be said in this connection that unless the cor-respondent has a thorough knowledge of technicalities it is wise to refrain from giv ing too many directions, which are apt to cause confusion. A hint to the printer is

usually a good judge of correct form.

As a general rule it may be said that a booklet should not contain too much talk Let the fentences be short, crisp, and full of meat. The booklet is probably the longest lived of all forms of advertising and should therefore be as attractive as possible in paper, printing, Illustrating, and writing. . It

How to Get Out Circulars.

Business men frequently question the value of the so-called form or circular letter, and, judging from the large number of unattractive circulars reaching nearly every office in the country, there is reason to believe that business men fall short in certain requirements necessary to make this otherwise excellent principle in advertising effect-Business men apparently overlook several important, yet simple, factors which go to make this method of advertising profit-

How can your circulars be saved from the yawning waste basket and at least secure

The answer is: Make them as attractive as your other advertising. Exercise all the art and skill in your possession. With few cent stamp and be personally signed. A poor circular presents absolutely the weakest form of advertising. Let it be rememperfect as original letters and have as much of the personal tone as possible, and be con-

It is a profession adapted only to the wide awake, progressive, alert-to those equal at all times to the demands of modern com-The degree of your success is determined by the results you produce.

Broad Gauge Men Succeed; All Knowledge Is Corelated.

By John Trainer.

was expected of men and when they were supposed to be of broader gauge. The principle of the survival of the fittent, transposed into modern business terms as they exist today, says that you should know many things well and do one thing better than your fellow-men. Men have learned that to do one thing well they must have a knowledge of many things.

able to forecast the market, judge of values intuitively, have an insight into men, have a knowledge of everything manufactured in every part of the globe, and have an esthetic

the fact that where one man with a narrow outlook succeeds ten fail. It is the men pos-sessing broad culture that can command their price. Such men find their recreation in knowledge closely allied to their work.

Surgeon Is Linguist and Artist. Most physicians are specialists, and still there are many who, besides being masters in their own work, are linguists, writers, and musicians. One of Chicago's foremost surroons is an able linguist, an artist, and a tennis player. He not only has found recrea-tion in these arts and sports, but he finds them beneficial to his health and of assistance in his work. As his clientele began include patients of many nationalities, he decided that he could be of benefit to them only by speaking their language. He spent years mastering foreign tongues. A story is told of this doctor that one day he went into a ward with two patients, one was Frenci and the other German. He turned towards one and speke to her fluently in French, and did the same with the German woman. Another doctor who was standing by said: "I have just received an Italian patient, but I

HOUGH this is an age of specialization, can't speak to her." "Bring her in," mid there never was a time when so much the surgeon. "It will be just as easy to speak to three as to two."

> Dr. Weir Mitchell a Writer.
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> This man has given much time to tennis and to painting, because these exercises develop his hands. Dr. Weir Mitchell is one of the foremost nerve specialists in this country, but he has not allowed the study of nerves to drive him into a narrow groove. He is a master of psychics and is a writer of no

mean ability.

Philadelphia has another forem cialist in Dr. Barton, an aurist. Last sur mer the doctor played at a large su hotel, and when he had finished the got abroad that he was a great foreign p sician, when one of his townsmen said:
"Why, I know that man well he is an ear to help him in his work."

Ministers Are Broad Gauge.

Ministers are supposed to be one sided, but
the three foremest men in the country have
wide attainments. Mr. Hillis is as well known as an author as he is as a minister. Bishop Potter of New York is a well known sociolo gist and after dinner speaker. It is hard to say just how many languages Dr. Hirsch speaks, because he continually is mastering new ones. The following anecdote illustrates the point. He was present at a parliament sent in Japanese. The man to whom it was addressed could not read it, but Dr. Hirsch helped him out of the dilemma. A few minutes later another came, written in Coptic, and he translated the second with equal case. At the end of the meeting a man said to him: divine." Came the answer: "I don't know how much of a linguist I am; it is just as easy to master a dozen languages as one."

Routine Duties Are Easiest; Worker Has No Worries.

By Charles Lancaster.

O that class of young folks looking for work who regard that commodity merely in the light of a necessary evil to be dissipated with the least amount of injury to themselves, or who perfunction habit, but do not wish to advertise the fact by an extensive show of languor or gazing at the clock, I would suggest the

or gazing at the clock, I would suggest the plan of routine duties—work, in short, where the grind is a foreknown quantity from day to day, at least if not from week to week.

Foreknowledge begets that assurance and confidence so essential to the mental equilibrium. The worker saves the worry usually besetting him of the uncertain or irregular duties, and in consequence the time passes much more swiftly for him—which after all, next to the first class performance of the

rork, is the matter of prime importance.

The pleasant anticipatory timemarks of cherished recreations and amusements and pay day—will not seem so long in coming. infant's soothing sirup. It lulis the worker into sweet oblivion of all foreign matters. True all the more if the order of duties be fairly consecutive. Neither need they be duties of the absorbing or engrossing kind. Mechanical work where the mind is free to am can carry the same result.

The time slips by as lively for the expert does for the correspondence secretary with duties engressing. There is but little of ock gazing with either; hence, as a rule, the jobs of routine work are much easier to hold than the positions with duties more varying mstances is often likely to feel himself lost and just as often the day will seem like

Capabilities and willingness here count for naught. The uncertain feature of the duties is as liable to affect the good man as the poor one. The last germ is no respecter of persons, and many good men have been spotied along this line. Instances are too nu-merous to mention. Almost every industry counts positions of this class—whether it be in factory, shop, store, or other pursuit.

Time Passes Slowly.

The back or express driver who stands all the day long on the corner waiting for somethe day long on the corner waiting for some-thing to blow his way, or the little messenger boy who waits for the call, or the reporter waiting for an emergency detail can attest its truth. Every store salesmen or clerk in greater or less degree comes under this head, and a constant stream of business alone can mitigate the evil for him. The drummer who has his regular round finds the time stip by much more swiftly than his brother sales-man at the house who is on special detail duty. The same with the trades—the plumber, machinist, carpenter, electrician, etc. the baker, the butcher, and the typist, the type-setter, the instructor, the accountant, book-keeper, laborer, domestic help, etc.

Take a house girl about housecleaning time Take a house girl about housecleaning time when everything is topsy-turvey and she doesn't know from one hour to the other what is coming next, and she will confess at the end of the day that it seemed a week to her. The baker who has his stated number of loaves to bake in a day will sing along unconscious of the flight of time, while his brother baker of the special order catering setablishment worries through the day in anticipation of orders that may come to hand—a fact that of orders that may come to hand—a fact that makes him painfully conscious of the time and in corresponding measure lessens his effi-

Good Temper Aids Success; Story of the Eminent Judge. By John Weaver.

neighboring state there sat for twenty-six years a judge who was in physical pain most of the time. He had been wounded in the civil war. The wound never completely had healed. Surgery and medicine had done for him all that they could. His pain remained. Yet during all those years that he sat upon the beach ne colleague, no attaché, no lawyer, no litigant, or spectator ever saw him lose his

In his remarkable strength of will there is lesson for the many workers who cannot cause they cannot keep their tempers. In Chicago alone every day sees many men raised to executive positions or advanced from one executive position to another. It would seem that every man who deems himself eligible for any executive position would strive his utmost to remove from himself any quality that would interfere with his chances of promotion and success. Yet hunvent to their anger, irritability, and disgust, and most of these outbreaks are set down over which they must clamber if they hope to attain to better places in their work.

Lawyers and Doctors at S chool.

Some of the greatest physicians and surons in Chicago are lecturers in the various dical schools in the city. Lawyers whose medical schools in the city. Lawyers whose slightest service is compensated for with heavy fee and who have all the business they can do, attend law schools as instructors and lecturers. Now each of these physicians and each of these lawyers has in his school work plenty of chance to lose his temper. The students do not regard him with that excessive care that is showered upon him in his own office. A few of the him sive care that is showered upon him in own office. A few of the instructors do

PON the Sapreme court bench in a way to their tempera. But the best of them

temper surely can find in the examples of these men and in that of the heroic judge incentives to control their own temper.

Charles Schwab of steel fame never has been known to lose control of himself while engaged in business. Much of the success of H. H. Rogers is due to his calm temperament and to the widd hold that he exercises over the results of the success. ment and to the wirid hold that he exercises over his passions. A man who loses his temper instantly is placed at a disadvantage. Knowledge of psychology teaches that the man whose angry passions are inflamed cannot think with the clearness or directness that the calm minded man can. And this is

Temper in Business Is Costly.

Temper in Business is Costly.

The man who is angry too often says things that he does not mean. This in business proves costly. Aside from the fact that hasty, unconsidered words may cost social or business friendships, they may cost money. Almost any business man can tell of some bargain that has been made badly because one of the parties to it was angry or mentally disturbed and was prevented from calmly considering all the phases of the matter.

Employers who are looking for men to place in charge of sections of their work, in which posts the men must exercise their own discretion, never want a man whose justiment is impaired by his temper. The ideally successful man is the man who allows no outside influence to command him. Temper just as surely is an outside influence as is strong drink. Indeed, a man offer may be said to be drunk with anger. Care and constant watchfulness in most cares will simple. And as a matter of delians and contain its worth trying.

Hires Out as an Escort; New Job for College Man. By F. J. Byrne. MORE agreeable way of earning a tions and assuring them that he would be living, if one were so inclined, scarcely could be imagined than that pursued by a young Philadelphia man. He had had the advantages of a good preparatory school training, and although he had gone no further than his sophomore year in one of the large colleges of the cast, was well equipped, so far as gentlemanly training and cultured manner were concerned, to enter

the battle of life. Circumstances forced him to leave school and provide for himself after he had pursued the course for two years. He always had a liberal allowance and like many other young men had spent it in having a ood time. When occasion arose to earn his wn living he felt disinclined to give up the free and easy life to which he was accustomed for the economical existence of a bank clerk, a position which was offered to him, and during the month or so in which he was at leisure to look over his prospects the happy ence and manners at the disposal of the women who wished to shop, go to the theater, and be seen in public places where the escort of a man would be desirable, for a consideration.

Wrote Letters to Acquaintances.

He broached the subject to a few friends, and in reply to their natural objections that It looked like selling his good breeding, politeness, etc., for money, referred them to the numberless rules of success given to salesmen, cierks, etc., that they always should be courteous, polite, attentive, and decently dressed, and argued that since he had the requisite amount of good clothes there was no valid reason why he should not avail himself of any talents or gifts he had to make a living. Much against their advice he began systematically to drum up trade in the new field he had discovered. He wrote to all the married and young unmarried women he knew, stating politely but clearly his inten-

giad to act as their escort, not in the nature of a servant but as a companion, on any might wish to make during the day or evening. He also stated that his fee for such service was \$5 for an afternoon and a like sum for the evening. He received many answers. He also received appointments, some of them out of curjosity and some from a real desire to avail themselves of the

Earns a Good Income. Things went smoothly from the first, and he steadily pursued his efforts further, sending out a certain number of letters each day to women whose names he took from the blue book. He also received many names from this clients. Most of them, of course, were women of good position, who were glad to avail themselves of the presence of a decent, well dressed young man to accompany them to various public functions and occasionally to various public functions and occasionally to afternoon affairs. His method of operating was tactful? If occasion arose for spend-ing money, such as buying flowers or lunching and in some cases dinner, and theater tickets or cabs, he always insisted on paying. There was no more demand for money on the woman's part than there would have been had she been in the company of a male friend of her own social set. The expenditures. however, were mentally kept account of and orporated in the bill which was later sent under a personal cover to the lady who had

In a short time the young man was besieged for dates, especially by the suburban dwellers, who realized the advantage of his company at a dinner in town and later his escort to the train. He kept a regular appointment book and applications for dates were accepted or refused according to the