

Bargain Counter Honesty

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Mr. Isaac Keim.

IS THE BARGAIN COUNTER HONEST? This question is asked by thousands—but not as often as it was five years ago.

And right here, in the growing infrequency of the question is found its answer.

Yes; it is honest. IT CAN'T AFFORD TO BE OTHERWISE.

This answers broadly a question broadly put. So long as human nature continues unregenerated the bargain counter is occasionally going to show a "yellow streak;" but in the main it may be put down with emphasis that when any reputable store ad-

vertises some particular article as a decided bargain it is a bargain at the price offered.

As the modern metropolitan department store is the recognized and acknowledged parent of the Bargain Counter, it is from the viewpoint of the former that I am discussing the morals of the latter.

A CROOKED BARGAIN COUNTER IS THE MOST EXPENSIVE LUXURY IN WHICH A DEPARTMENT STORE COULD POSSIBLY INDULGE. Why? Because there are thousands of persons who visit the big department establishments solely on the strength of the bargains it offers in its advertisements. At least this is their attitude in the beginning. Their other-trading they do with the small merchant nearer their own doors.

One had bargain sale will disappoint hundreds of these special buyers, and consequently drive their trade away. An unbroken record for square and satisfactory bargain sales changes these occasional buyers into regular patrons. They come to the Big Bargain, but go out with a good list of other purchases. Finally they come, anyway, whether they are interested in the bargain of the day or not—COME BECAUSE THEY HAVE FOUND THAT AN ADVERTISED BARGAIN IS A REAL BARGAIN.

Then there is another way by which to get at what a Bargain Sale means to a big department store and why the latter cannot afford to deal in misrepresentations about the values of its bargains.

Sometimes one day's bargain sales in a single store amount to \$40,000, to \$50,000—yes, even to \$100,000. That means thousands of individual customers brought out by this special attraction. THEY MUST NOT BE DISAPPOINTED!

But how is it that the Big Department Store can afford to offer the bargains which they do offer? Do they sell these goods for less than they cost the house selling them?

Sometimes; but not generally. As a rule this sacrifice is not necessary. Generally, however, the bargains are offered at less than cost under ordinary conditions, if not below the wholesaler's cost.

How is this possible? The secret may be stated in six words: TREMENDOUS PURCHASING POWER OF CASH CAPITAL. Here is the nub of the whole question. The manager of the large department store finds himself in this position:

A public of possible patrons numbering high in the hundreds; a capital in ready cash. In short, he has the sinews of war and the people who are ready to come his way if the inducement offered is sufficient.

Then the only question is to buy close enough so that the goods may be offered at a remarkably low price, attracting thousands to the store and possibly yielding a very small percentage of profit.

A manufacturer of a certain article in common demand comes to him and says: "I have made up a surplus of this particular brand of goods; I need the room they occupy and the money which is locked up in this stock; rather than carry the stock over for another season I will make a big sacrifice in price. The sum involved may be \$10,000 or more; the manufacturer needs the cash and the department store manager has it; the only consideration is the PRICE, and if the manufacturer has been candid in his talk he will close out the whole big line of goods at a figure which enables his Bargain Counter merchant to sell the goods at perhaps half their usual retail price.

This with a hundred variations is the history of the kind of buying that makes the sensational prices of the modern Bargain Sale possible.

Isaac Keim

It is the boy who knows how to carry the message to Garcia who succeeds in life.

American persistency and push have captured the world, but of all the Americans I have ever met none have shown a greater amount of this persistency than the American reporter or interviewer.

The American Reporter

By MAX O'RELL.

As a detective he is far and away ahead of Sherlock Holmes. His "nose for news" will ferret out the minutest details of every financial scheme, every foul crime, every political combination and intrigue. He tells the police what they are searching for. He will almost read the innermost thoughts of the man who attempts to conceal from him that which he wants.

His imagination is more vivid than was that of Dante. What he does not learn from facts he puts together by the aid of this imagination. He figures out at a lightning speed the whys and wherefores of a subject. He will tell you with the force of conviction the motive behind a blood-curdling murder or other crime. His mind follows the workings of the political intriguers, even though iron doors and stone walls may bar them from his sight and hearing.

The foreigner traveling in his country soon comes to look upon him as merciless, but also soon finds it best to yield to his importunities for facts rather than take chances on his imagination, for the American public have a habit of believing that which the reporter writes, trusting in his ability to find the facts, a trust which is not oftentimes misplaced, though the public seldom realize the methods by which the facts are secured.

The American reporter is typically American. HE STANDS FOR PUSH, ENERGY, PERSISTENCY. He refuses to be defeated, and he makes the American newspaper the timeliest, most entertaining publication in the world.



SEED CORN ESSENTIALS.

The Year's Success Depends on Having Good Seed on Hand at Planting Time.

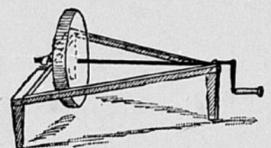
There are many essential points to be rigorously observed in either selecting or buying seed corn. In selecting from one's own fields the earliest maturing and most perfect ears only should be saved, and when a variety commences to lose its dominant characteristics it is time to get fresh seed. In sending away for seed, buy that grown in nearly the same latitude as your own, or if any change is made go a little north in preference to south. Understand your fields. Don't plant large eared white sorts in fields better adapted to medium size yellow sorts. The first movement toward making a corn crop is this matter of correct selection of seed. The quality of the seed is the next important thing. Do not be satisfied with "stock" (crib) seed corn. Be willing to pay a good fair price, and then demand high-bred seed. Order it from reputable growers or dealers and always order part of it at least in ear. Then you are planting with your eyes open—you know what to expect. Prof. Shamel says on this question: "By highly-bred seed is meant seed that is the very highest representative of the improved type. In other words, those ears which as nearly as possible represent the ideal ear. As every ear is different from every other ear, there can never be a large number of such ears. However, this very fact of wide variation makes the improvement of varieties possible. If there was no variation from which selection could be made there could be no improvement. It is by selecting those ears which vary in the direction desired and discarding the poor ears that a general advance can be made." Having made a wise selection and secured seed that will test for germination 95 to 96 per cent., one need have but little anxiety over the outcome of his corn crop. Does it pay to plant well-bred seed? Might as well ask: Does it pay to buy a good, pure-bred bull. Seed of established varieties have prominent and valuable characteristics. These characteristics, such as well-shaped ear, butts and tips well covered, rows compact and kernel set deep in the cob, give solidity and weight to the crop. Take such a variety as Reid's Yellow Dent—especially when the deeper dent strain is secured. It will grow uniformly good-sized ears, deep grain and the cob is well covered. Its full value is not apparent to the naked eye; but the scales always tell in its favor. This seed corn question is the most important one before American farmers this year. The success of your farming and feeding operations depend upon a good corn crop. See to it that good, reliable seed is on hand at planting time.—Prairie Farmer.

FRAME FOR GRINDSTONE.

Axes and Scythes Can Be Ground Without Interfering with the Man Who Turns the Crank.

A correspondent who lives in Westfield, Chautauqua county, N. Y., describes an excellent method of mounting a grindstone. The frame is shaped like a blunt-pointed wedge. The width at one end is about six inches, and at the other it slightly exceeds the diameter of the stone. Bits of scantling are used for the end pieces, and the edges should be properly bevelled. To these are nailed side pieces of inch boards four inches wide. At the wide end of the frame the side pieces can be extended a few inches and rounded off for handles.

Nail three legs to the outside of the end pieces. Cut the leg pieces wide at the top and taper to the bottom so that they will be wide where they join



SENSIBLE GRINDSTONE FRAME.

ends, and thus brace and stiffen the frame. You can use hard wood for boxes, but metal is preferable.

Take a bar of iron one one-quarter inches square and five feet long. Have a bearing turned at one end, and another 16 inches from the other end. Then set off one foot in length to form a crank, as shown. Drill a hole in the end for crank pin, on which put a loose shield.

One great advantage of mounting a stone in this fashion is that you can grind axes and scythes without interfering with the person who turns the crank.—N. Y. Tribune.

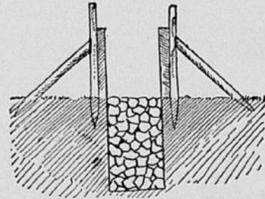
Rotation for Wheat Growers.

As to the best rotation of crops for a wheat grower, I would suggest the old rotation of corn, oats, wheat and clover or corn, soy beans or cowpeas, wheat and clover with timothy. The latter rotation I think is the better one where the farmers can use the crops, as it is virtually getting two clover crops in the rotation or every second crop a leguminous one. It must be borne in mind that no system in which the most of the products of the soil are removed from the farm can continuously preserve the fertility of the land. Unless the crops are partially returned to the land by pasturing or hauling on manure the clover and beans or peas only form a means of more perfectly draining the land of its elements of fertility.—H. B. Rice, in Farmers' Review.

LAYING A FOUNDATION.

Valuable Hints for Farmers Who Think of Building a Small Residence or Big Barn.

To build foundation walls, dig a trench to the frost line. Fill with loose stones. Now set up a plank on each side and hold them in place by stakes as shown in the cut. Fill in now to the top of the planks with loose stones and soft mortar—soft enough to fill all the



SOLID FOUNDATION WALL.

spaces between the stones. Allow the planks to remain until the mortar has set, then move along and build on another section. When the wall is hard, lay a little soft mortar along the top and imbed the sill in it. The wall will then be air tight.—Farm Journal.

COWPEAS FOR SEED.

A Profitable Crop in the Central South Where the Demand Is Steadily on the Increase.

As the great value of the cowpea has become more generally known, its cultivation has increased until it has become a staple crop all over the southern half of the United States. Each year the demand for seed increases and the price is uniformly high. In view of these facts it will no doubt pay many farmers who have never grown any seed to do so this year.

The cowpea, like the other legumes, has the ability to furnish the nitrogen for its own growth, and to stir up much in the soil beside. This enables it to make large crops on soils deficient in nitrogen. But it requires plenty of phosphoric acid and potash to grow a good crop of seed.

On some trial plots I had last summer the application of from 300 to 600 pounds of acid phosphate per acre increased the yield on an average 62½ per cent over the unfertilized plots. When 100 to 200 pounds of muriate of potash was added to the phosphate, the average increase was 71 per cent. over the unfertilized plot. The greatest profit came from the use of 300 pounds of acid phosphate. The soil was a clay of dolomite formation. Of course these results will not apply to all soils; but nearly all will pay a profit on the use of acid phosphate for this crop.

Peas for seed should be planted thickly in rows 18 inches or 2 feet apart, when the soil has become thoroughly warm. They should be kept clean of weeds by several shallow cultivations. A yield of 10 to 15 bushels per acre might be expected on average soil in an average season. Twenty bushels per acre is a good yield, although I have heard of 30 bushels being grown. As they are sure to bring from \$1.50 to \$2 per bushel in the spring, the crop is a very profitable one, especially when the seed is hard to get, as it usually is.—E. E. Miller, in Country Gentleman.

TIMBER CONSUMPTION.

It Is So Enormous That Systematic Forest Culture Must Soon Be Resorted To.

In the United States 4,000,000 feet of pine lumber are used every year for matches, or the equivalent of the product of 400 acres of good virgin forest. About 620,000,000 cross ties are now laid on American railroads, and 90,000,000 new ties are required annually for renewals. The amount of timber used every year for ties alone is equivalent to 3,000,000 feet of lumber. There are now standing 7,500,000 telegraph poles. The average life of a telegraph pole is about ten years, so that nearly 750,000 new poles are required every year for renewals. These figures do not include telephone poles and the poles required on new railway lines. The total annual consumption of timber for ties and poles is equivalent to the amount of timber grown on 100,000 acres of good virgin forest. For making shoe pegs the amount of wood used in a single year is equal to the product of fully 3,500 acres of good second-growth hardwood land. Lasts and boot trees require at least 500,000 cords more. Most newspaper and packing paper is made from wood. Although this industry has been developed only within the last 40 years, yet the amount of wood consumed for paper during that time has been enormous. The total annual consumption of wood for paper pulp is equivalent to over 800,000,000 board feet of timber, for which it would be necessary, were the trees all growing together, to cut some 80,000 acres of prime woods.—Yale Review.

New Industry Is Lively.

The beet-sugar industry is the most important feature of agricultural development now in progress in this country. It means much more than the money involved in sugar consumption, in intensive culture, fertilization, rotation, increased value of lands, and advanced wealth of national production. Mr. Nathaniel Stewart represents the investments in this industry in Michigan in three years to amount to \$7,700,000. The sugar expert of the department of agriculture says that annual rentals of sugar lands are from \$5 to \$15 per acre, and that the output of the present campaign will exceed 150,000 tons of sugar. Some estimates are higher. It will ultimately be a source of much income and profit to growers, though they often are and have been discouraged to abandonment of culture.

For American Girl Art Students in Paris

There Is a Bright Side to Their Life at the Club Provided for Them.

POVERTY and privation are so commonly the portion of struggling genius, and especially so among artists, that it has come to be the almost universal impression that the lives of those who are striving to make for themselves a name and place in the art world are filled with the gloom of attic room and the discouragement of a low-fed vitality, and whose only brightness is found in their love for their chosen profession and their hope of success in the uncertain future. Such may often be the true picture, the distressingly dark background out of which may shine some day the rare talents of those who have suffered and struggled and won at last the prize of public recognition and the ease of affluence, but there is a brighter side to the student life of aspiring artists, and we turn to Paris to find our illustration. In that city of culture and rare collections of art treasures, where for centuries artists and musicians, seeking to excel in their chosen calling, have resorted to avail themselves of the best schools and the best teachers, we find the American Students' club fulfilling a whole-some mission in providing an ideal

home for young women who have left home and friends to pursue their studies with great teachers and under the shadow of the world's masterpieces.

This American Students' club was founded nine years ago by Mrs. Whielaw Reid. The home of the club is a fine old mansion in the rue de Chevreuse, in the Montparnasse quarter of the city. There is enough of tradition and romance surrounding the old structure to interest and satisfy the most fanciful. One story is that it was once a convent, and its beautiful old garden and the cloister of the mansion itself lend credence to the tradition. It is probable though, from the best information obtainable, that it belonged to Duchess de Chevreuse, the seductive and restive friend of Anne of Austria. Not far away is the ancient Val-de-Grace, where the duchesse, while in temporary exile, held clandestine interviews with her queen. The old structure contains almost a hundred rooms, arranged in a rambling, irregular fashion, but all



INTERIOR VIEW OF A MEMBER'S DEN.

member or January of each year in the exhibition room, and to which the young American painters, sculptors and architects of the quarter look forward with heightened anticipation. And by the way, it is said there is not a more characteristically American dance given in Europe than this same affair at the home of the American Students' club, nor is there one at which there is a prettier commingling of beauty and talent.

But such events as have just been referred to are but incidental in the lives of these girl art students, for their chosen calling is the real business of life, and the hardest kind of hard work is done by them, and perhaps for this reason, when the high tension of studios application is removed, the girls find refreshing relief in turning with all the intensity of their natures to the occasional social diversions. And because art for art's sake is the main issue of life, the event of the greatest importance each year in connection with the club is the exhibition given by the American Woman's Art association, which affords the students an opportunity, to compete with fine work. It is hardly necessary to say that all members of the club do not exhibit at this exhibition, for a picture, before it can be hung, must pass a critical jury, and not everyone is ready to submit to this test within the first year or two. Among the club members are several who have won marked successes, and three or four are in Paris on competitive scholarships won in American schools. Some of its alumni are among the best-known women artists of America, for example, Miss Florence Shinn, Miss Katherine Huger, Miss Katherine Abbott, medalist of the 1900 exhibit; Miss Maud Stunn, Miss Elsie Ward and Miss Gertrude Partington.



GATE TO THE CLUB GARDEN.

A fact which is more and more forcing its attention upon the artists of Paris is the marked falling off in the number of young women coming to that city from England and America to study art. Two circumstances which, taken singly or in combination, may be assigned as the explanation for this condition. In the first place, the great progress made by art schools in England and America offer advantages to students which make a course abroad less imperative and hence not so attractive as formerly, and secondly, the dark side of the student's life at Paris has so often been emphasized, with highly-colored stories of suffering, starvation and even death through privations, that many are deterred from attempting to surmount the mountains of difficulty which, real or imaginary, lie in the path of success. For this reason it is interesting to catch a glimpse of the other side of the student's life in Paris, and to look in upon this club of young women who, surrounded by all the comforts of a home and with talents to develop and use, are working hard and achieving success.

Young women generally are not favorably disposed towards long and stringent rules, and perhaps for this reason the regulations governing this home are few and simple. While the girls may go out every night if they so wish, they must not go unaccompanied, and must always tell where they are going. The lights in the library are turned out at ten o'clock, and those in the reception room grow suggestively dim about the same time, although on some occasions they have remained until half past ten. The breakfast hour begins at seven o'clock for the early risers and

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