

Public Library

What Should Its Attitude Be on Fiction?

By DR. HORACE G. WADLIN, Librarian Boston Public Library

OUR TIME the novel has become the principal form of literary expression. It is within the best novels that one finds the clearest interpretation and the keenest criticism of life. It is a common fallacy to speak of fiction as if it were "light" literature, unworthy of serious attention, and to group all other kinds of books together, without much discrimination, as the only profitable reading. But a book that stimulates the imagination or the emotions may be in the best sense educational, and many books written with distinct educational purpose are of little real value. Besides this, fiction is now more widely read than any other sort of literature, and therefore it is through this medium that those who would move men today make their appeal.

In the large output there is, nevertheless, much trash. As Cervantes once said: "There are men that will make you books, and turn them loose into the world with as much dispatch as they would a dish of fritters," and much of the fiction of the day fails to rise above what somebody has called "promiscuous mediocrity."

Standards of taste differ, and librarians are not infallible. Nevertheless there is a fairly distinct line separating the wheat from the chaff. It should always be remembered that the selection must be uninfluenced by personal bias, and that merit in a novel is not confined to its literary style, but includes other values—notably truth to life, high ideals, broad human interest and the power to furnish sane and healthy entertainment to the average reader.

These principles, if applied in practice, will necessarily exclude many books of the day, which in six months or so will be forgotten. But under this standard no book of abiding merit will be disregarded; there are too few of them.

No two public libraries have the same local conditions, but unless books are to be bought without discrimination the problem of selection must be faced. This, of course, is where the question of fiction becomes troublesome. It cannot be ignored, however, since no public library can buy all, and in most cases only a few of the novels of the day, and every public library is morally bound to make the best possible use of its funds.

Horace G. Wadlin

Muscular Work Reduces Brain Power

By S. S. Braden, Utica, N. Y.

In reply to an article in "When to Read," it can be said that muscular work reduces the power of the brain. When the food is being digested the organs conducting this work need blood. The blood therefore leaves the brain and flows away to assist the stomach and intestines. If, nevertheless, the brain is put to hard reading, the blood will be drawn away to the brain. Poor digestion and difficult reading must certainly result. "You can't do good work by doing two things at once."

I tried an experiment once in order to prove this. Before departing on a bicycle ride one day I fastened a watch on the handle bars. At one time there was a clear road on a smooth boulevard. Taking advantage, I rode on at top speed, urging every muscle in my legs to its utmost and at the same time keeping my eyes fastened on the watch. What happened? I tried to read the time, but the letters dimmed before my eyes. The muscles in my legs required so much nourishment that the blood hurried there from the upper regions of my body.

Another case: I have attended high school and on occasions done considerable physical labor. Suppose that after a hard day's work, worn out with fatigue, I should have attempted to solve a problem in geometry or write an English essay. Do you suppose that my brain would respond? Hardly. A feeling of listlessness and a dull mind would have resulted.

At some gymnasium meets I have noted that the participants prepared their home work beforehand.

So, too, in regard to examinations. No pupil should think of studying the night before an "exam."

All famous athletes refrain from too much mental exercise.

Women Make Good in Business Field

By J. K. Harpison, Boston, Mass.

Anyone who believes that woman's field of activity in business is limited should be convinced to the contrary by reading the following figures from a report of the London board of trade: Women bankrupts were less numerous than in 1910, the figure being 399, against 495.

The woman grocer was the least successful among the tradesmen of the sex, taking the number of failures as a criterion; the woman milliner and dressmaker next, then the woman draper and haberdasher, and, fourth, the woman lodging house keeper.

Married women are slightly in the majority of the failures (161) and single women greatly in the minority (81). There were 157 widows. The woman bankrupt entered into many fields.

Among others one notes in the list eleven bakers, four butchers, seven farmers, five fishermen, four nurses, two photographers, eight restaurant keepers, five schoolmistresses, six tobacconists, two gardeners, nine toy dealers, six stationers and three undertakers.

Aviation Chances Seem Most Hopeless

By Jessie Adams, Cicero, Ill.

Of all the experiments the world has ever known, it strikes me very forcibly that aviation is the most preposterous and its chances for success the most hopeless. The other day at the Clearing aviation field another life was sacrificed, thereby adding one more name to the long list of those that have been killed.

Some persist in believing that the end for which they are striving will be accomplished. But are not the odds too great against them and the loss of such brave and fearless men a loss to the world in general?

When one realizes the anxiety and sorrow caused in each individual case, it seems that some action ought to be taken to prevent such legalized form of suicide, even though, for reasons unknown to the vast number of doubters, aviation be all that can be wished for.

I dare say that humanity will never suffer for the need of it. The world will progress without it till the end of time.

The saving of those two aviators from a watery grave by the pontoons under their hydroaeroplane suggests that if a couple of balloons were added for safety in the other element aviation might be less hazardous.

Professor Metchnikoff advises us to live on buttermilk and beets, but we'll bet he often sneaks up a side street and orders a steak.

Doctor person tells us that the sting of a bee will cure rheumatism, but a bee hive is not a handy thing to have around the house.

Pumpkin pies are not a political issue.

NATIONAL CAPITAL AFFAIRS

Diplomatic Circle Is Remarkable for Its Versatility



WASHINGTON.—Now that the seashore and mountains have practically closed their seasons and each steamship is bringing its quota of Americans from Europe, society in Washington is preparing for the season. Changes in the diplomatic corps fortunately will take from the capital only a few of its gifted and versatile members. Foreign governments have long made it a point to send to Washington gifted representatives. No sooner had Marchese Cusani, the Italian ambassador, been appointed to Washington than it became known that in his own country he had a reputation as a portrait painter. His portrait of the late King Humbert is regarded as a masterpiece. In the embassy are many products of his brush. Mr. James Bryce, the British ambassador, is, of course, one of the noted scholars and writers of the world, and Mr. Jusserand, the French ambassador, possesses literary gifts of a high order.

These serious activities on the part of the elder diplomatists are balanced by the talents of the younger men and women in the foreign colony. Jonkheer Loudon, minister from the Netherlands, is an accomplished pianist and violinist. Mme. Loudon also is a brilliant musician and she has sung at many private entertainments. The members of the family of the Costa Rican minister and Mme. Calvo are versatile musicians, and their friends often have had the pleasure of hearing a recital by the younger ones.

Viscountess Benoit d'Aszy, wife of the naval attaché of the French embassy, could easily make her living, should it be necessary, by fashioning novel favors for cottillions. She entertains a great deal in Washington and when she is at home in Paris. For her cottillions she usually invites several of her friends to help her make the favors, such as fancy picture frames, little French baskets and attractive waste paper baskets of fancy cardboard and crepe paper. She is regarded as one of the most gifted amateur actresses in Paris and Washington.

Another accomplished young member of the diplomatic circle is Mr. Henri Martin, chargé d'affaires of the Swiss embassy. He can write fantastic verse with the ease of a professional poet, can cut all sorts of fancy figures on ice or roller skates and can dance a clog with the finish of a vaudeville performer. Mr. Haniel, chargé d'affaires of the German embassy; Mr. Alfred Horstmann, also of the German embassy, and Mr. De Bach, of the Russian embassy, also are fancy dancers.

Mr. Mitchell Innes, counsellor of the British embassy, directs his energies to more practical things when not engaged in diplomatic affairs. As a gardener he has had success and he finds his chief recreation in "puttering around" the garden of his home in Washington.

May Fight Battles in Air, Says General Wood

THAT it is the opinion of the military experts of this country that the aeroplane in the future will determine the victor of battle, whether on land or sea, was evidenced by a statement made the other day at the War college by Gen. Leonard Wood, chief of staff of the army, just prior to starting on his annual tour of inspection of the army posts.

"I wish it were possible," said General Wood, "for every officer in the army to make a flight in an aeroplane with the army aviators. I believe that by this means we could obtain enough officers willing to make a life study of the great possibilities of the aeroplane as an instrument of war—to make this country the foremost in the world in aviation. We were the first to recognize the possibilities of the aeroplane in warfare, but have been handicapped in furthering their study by the small numbers of officers willing to enter the aviation school. Other countries, following our lead, passed us in the application of the aeroplane to military science. They have a large corps of men studying every possible phase of the aeroplane in warfare."



"I am in favor of encouraging aviation in every possible way, for I firmly believe that it is not idle talk to say that battles in the future may be fought in the air. If I had the power I would increase the pay of the officers who enter the aviation school. There should be some compensation for the risk to which they daily put their lives. I hope congress at its next session will pass the pending bill increasing their pay 20 per cent."

"Our recent army maneuvers, in which the aeroplane was used extensively, proved that aviation is no longer an experiment, but a practical science. General Bliss in his report to me of the maneuvers states that the value of the aeroplane for scouting and bomb throwing purposes was clearly demonstrated."

Has Not a Doubt That Man Came From a Monkey

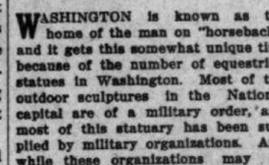


and more especially those of geologic antiquity, shall present marked morphologic differences, and that these differences shall point in the direction of more primitive forms.

"No conclusion can be more firmly founded than that man is a product of an extraordinary progressive differentiation from some anthropogenic stock, which developed somewhere in the later tertiary among the primates. He began then as an organism that in brain and body was less than man, that was an anthropoid. From this stage he could not become at once as he is today, though in some stages of his evolution he may have advanced by leaps, or at least more rapidly than in others. He must have developed successively morphologic modifications called for by his advance toward the present man, and have lost gradually those features that interfered with his advance or become useless—progress which is still unfinished."

Among other things: that man lost on his way from monkey to man is a long and hairy tail. Mr. Hrdlicka does not say so, but he indicates it.

Washington the Home of the Man on Horseback



WASHINGTON is known as the home of the man on "horseback," and it gets this somewhat unique title because of the number of equestrian statues in Washington. Most of the outdoor sculptures in the National capital are of a military order, and most of this statuary has been supplied by military organizations. And while these organizations may be powerful enough in hauling in the money they certainly do not know how to spend it artistically, for a greater lot of rubbish never littered up a city than these equestrian statues in Washington.

Among the soldiers of the Revolutionary war represented in the capital's squares and circles are Washington and Greene. Jackson and Scott belong to the period of 1812; the latter also to that of the Mexican war. Of Civil war leaders there is a far more plentiful supply, among them Sherman, Sheridan, Thomas, McPherson, McClellan, Hancock and Logan, with Farragut and Dupont thrown in to represent the navy.

Another special military group is that of foreign generals in the Revolutionary war—Lafayette, Rochambeau, Von Steuben, Kosciuszko and Pulaski, and surrounding the Lafayette statue in Lafayette park, Rochambeau (again), Duportail, De Grasse and d'Estaing. Among the statesmen and jurists Franklin, Marshall, Webster and Garfield have memorials, and congress has recently authorized a memorial on a great scale to Lincoln. Bills were passed by the senate the other day providing for statues of Hamilton and Jefferson.

These memorials are all in addition to the contents of Statuary hall at the capital, to which each state is entitled to contribute two figures. In that assemblage the whole gamut of merit is run, both in artistic representation and in historic distinction. It is said that the statue of Gen. Geo. H. Thomas in Thomas circle is the finest equestrian statue in the world, but it has very few companions as works of art in Washington.

Among the Other Animals. Baker—In five years you won't see a horse on the street. Wayburn—Yes; they would be safe on the sidewalks.—The Causeur

Advertising Talks

ADVERTISING COPY NEEDS DISTINCTION

Most Successful Ads Are Those That Attract Greatest Attention.

By GEORGE W. MERCER.

If your style of advertising is to be distinctive and in a class by itself, or unusual, your copy of every printed announcement, or other copy, must tell a story in words or picture or both. It must serve a definite, distinctive purpose, indicated by some trade name, season phase, public need or transient circumstance, either singly or jointly and universally. The advertisement that is not distinctive and has not a style of its own is the advertisement which fails to bring advantageous results, either directly or indirectly, although not instantly, no matter how cleverly written. Illustrated, created or circulated.

There never was, or never will be, an acceptable substitute for sound metal legitimate goods, or honest men. The conscious satisfaction of possessing the genuine, to say nothing of the recognized and negotiable worth of the real thing, outweighs every consideration for the tawdry and the false, however artfully disguised. Your advertising copy will be distinctive and will ring, or show solid gold if it possesses that ingredient of 24 carat. It must be genuine to possess a style of its own.

One of the most distinctive advertising features of any retail business is the merchant's show window. It is in his show window that the merchant can create a style of his own. Originally, the window performed its complete function when it introduced into the establishment as much light as its varying degrees of opaqueness and the universal presence of dust laden cobwebs permitted. That was in the "good old days" before the store window was promoted into the sales division and forced itself into its present place at the head of the procession as a money producer. Light can be produced in various other ways, but business drawn into the store by reason of goods displayed in the show window cannot be obtained in any other way. Hence, the modern show window.

A Silent Partner. The display in the window has become a partner in the business. A silent partner, to be sure, but one whose silence is particularly golden. The power of the display window is measured by the cash in the register at the end of the week.

The real value of the distinctive window display is measured by these two standards of business units: New customers made and increased sales to old customers. Now, if anything more can be asked from a bit of space confined within the limits of a pane of plate glass, two walls and a background, I would like to have someone name it. The development that has come in recent years is based on such a principle that it seems almost incredible that it was so long in reaching the present stage. Perhaps that is due to the fact that only within recent years was it discovered that window glass may be cleaned by the use of certain compounds of water, soap and elbow grease, and it is surprisingly true that we have some merchants on our main streets today that have not discovered the peculiar properties of the above compound.

The principle is this: "Every one wants to buy what he can." The converse of this principle is about 80 per cent. true, that is, "No one wants to buy what he cannot see." Your advertising copy, to be distinctive and have a style of its own, must be just as opaque as the merchant's window, so that "he who runs can read," as we are all running today.

Example of Distinction. One of the best known and distinctive advertisements that had a style of its own of the pictorial class that has ever been published was the famous Bovril illustration of the ox in the teacup. In addition to its effectiveness for its primary objects and purposes it was also, in a striking degree, typical of the business tendency of the time—the condensation and crystallization of whatever lends itself to the process.

Advertising is not an exact science. If it were everything could be done by rule. Advertising is an experimental science. Each case must be treated on its own merits and in accordance with its special conditions. It is needless for me to say that one of the most engrossing matters of concern in the conduct of modern business is advertising. It is no longer a theory but a condition that confronts the merchant, and its compelling force is felt in every department of trade. Without advertising an undertaking has little or no chance in the long run. Publicity is a wave of information which rolls along and gathers force by its very momentum. Study it over, your advertising. Study it over, your copy. Study it, your proof, and here in closing I want to

advertised for a Lost Hotel. Funny thing happened in Pittsburg the other day. A former member of the United States marine corps came to town and took a room at a Liberty street hotel. He then went out for a stroll about town. When he wanted to return to his hotel he had forgotten its name and location. After a two-days' hunt he inserted an advertisement in the Leader, which he hoped would aid him in his search, as he had left in it some valuable paper in a dress-suit case. Fortunately, the

say that it is the proof, the set up, that counts the most of all. Your story may be well told but if it is not well made your efforts can be counted as lost. The printer that handles your copy is the man to keep your eyes on.

BEST NEWS IN THE PAPER

Classified Advertising an Efficient Salesman and Interesting to All Readers.

Several newspaper men from different cities got to discussing the other day what was the best news in the newspaper they were reading together. One of them insisted that the game between the leaders in the two-league baseball championships attracted the most readers. Another persisted that it was the page of political speeches for the day. A third argued that the best news in that paper was the column of classified advertising, under the heads of Wants, For Sale, To Rent, etc. He argued that the information in these columns was read with keener interest than anything else, because it related more to people's daily lives.

The women, he contended, were particularly affected by such advertisements as those for housemaids, and of housemaids looking for positions. Even if they were not looking for servants themselves, it threw a bright light on their own household troubles.

The men, he said, were touched by the things that were being offered for sale. The farmer found out which of his competitors was trying to dispose of market produce; owners of houses were interested to see what other houses were selling for. Men that rented houses were always looking out for something better than what they had.

Whether or not the newspaper brother was right, it is certain that a column of classified advertising always comes down very close to home life. It is scanned by a great many people who enjoy seeing what others are trying to buy or sell, even if they are not searching for anything themselves.

If then you have any unsold goods, or you wish to sell anything, if you want a better job, if you want help, the classified advertising in this newspaper gives you an audience listening with keen interest to know about the trade you want to make. A small amount invested in this form of advertising brings quick and wonderfully cheap returns. It is a singularly efficient form of salesmanship.

ADS CUT HIGH LIVING COST

Advertising a Public Benefit and of Great Help in Aiding Proper Distribution of Goods.

Advertising is a public benefit and in nowise a contributing factor in the high cost of living, according to the consensus of opinion voiced by speakers at the luncheon given by the Hawkeye Fellowship club at Chicago the other day. Were it not for advertising the public would be bankrupted, as the result of soaring prices, it was asserted.

The meeting was the second one called by the club to consider the high cost of living problem. At the preceding meeting the discussions were so animated and the speakers had so much to say on the subject that it was found necessary to adjourn to a future date in order to finish the program.

The elimination of advertising as a factor in raising prices of daily necessities, it was agreed, left the responsibility for higher cost of living with other factors.

M. O. Smith, who was assigned to a talk on the effect of advertising, said: "Advertising is a proposition of salesmanship. Its chief usefulness is aiding in the proper distribution of merchandise. It is far cheaper than the services of high salaried salesmen, whose offices, in part at least, it performs."

"For example, take the sewing machine as an article that has been distributed almost exclusively through house-to-house canvass. You will find that among the necessities of life the sewing machine is sold at a greater percentage of profit in relation to the cost of production than almost any other thing you can recall."

Interesting Women in Advertising. A three-column article in one of the advertiser's magazines is taken up with an effort to answer the question "Why Women Are Difficult to Interest." The lengthy explanation offered shoots wide of the mark. The simple truth is that if any advertiser finds it difficult to interest women it is because he does not make proper use of space in a good home newspaper. When a newspaper gets into the home it gets into the hands of the women. They make a pretty thorough job of reading it. Every item in the home newspaper that relates to dress, personal adornment, entertainment, diversion or domestic economy in any of its thousand ramifications gets the woman's immediate attention, whether she finds it in the news or in the advertising columns.

Must Keep Name Before Public. It makes no difference how long a man has been in business or how good a reputation he may have, he must keep his name and business before the public if he is going to continue to succeed. A new generation is constantly coming to the front and must be made acquainted with the old firms and the merchandise they handle.

She Saw Him First. "Is Fraulein Elsie at home?" "No, sir." "But I saw her at the window just now." "Yes, and she saw you, too."

POULTRY

HANDY IN A POULTRY YARD

Water Device, Shown in the Illustration, Works Automatically—How it is Made.

The illustration given herewith shows a handy device for watering chickens, writes Richard Lee of Neosho Falls, Kan., in an exchange. Set an airtight keg or barrel on a stand or box with a small pipe A leading



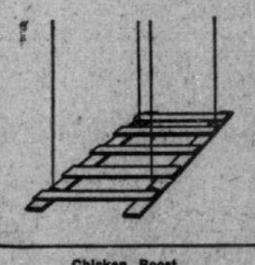
Automatic Chicken Waterer.

from the bottom of the keg to the bottom of the trough, while another pipe B extends from below the upper level of the trough up into the head of the barrel. Fill the keg and cork up tightly, then remove cork from bottom of pipe A and the water will run into the trough until it rises high enough to shut the air off at the lower end of pipe B, when the water will stop running. When the water in the trough is lowered enough to admit air into pipe B the water will again run from A.

RAT-PROOF CHICKEN ROOST

Ample Protection Afforded Against Predatory Animals by Device Suspended from Roof.

The accompanying illustration shows a convenient chicken roost which is proof against rats, minks and weasels. This roost is made of two pieces of plank four feet long, four inches broad and one inch thick; five pieces of plank three feet long, two inches broad and one inch thick; four pieces of wire about eight feet long.



Chicken Roost.

As shown in the illustration, the three-foot pieces are nailed crosswise to the four-foot pieces and a wire attached to all four corners. It is then suspended from the roof in the chicken house with the front end of the roost about sixteen inches from the floor while the back should be twenty-seven inches.

POULTRY NOTES

The caponizing season is at an end.

Start the trap nests if you are keeping a record of your winter layers. The battle with vermin is a never-ending one, because the lice never quit.

The early pullets are beginning to lay, but as a general thing, eggs are very scarce.

The best remedy for sick fowls is the ax, but with proper precaution they won't get sick.

Two or three applications of kerosene to scaly legs makes as sure a remedy as can be found.

There are those who begin with scrubs, intending to keep purebreds later on, but they seldom do.

It is possible for the hens to lay when shedding their feathers, but not when growing the new crop.

Chaff about straw stacks makes good scratching litter and the sooner it is hauled up the better it will be.

If the poultry-house is overcrowded, kill off some of the older birds. Keep stocked up with young thrifty layers.

Those old hens may be valuable as "keep sakes" but the young and vigorous ones will produce the most eggs.

Do give the later summer-hatched chicks a chance to eat their meals without being run over by older birds.

Do not use harsh methods in breaking up the broody hens. Remember that broodiness is nature's provision for rest.

Excited men and women make excited birds, and that has a bad effect on the egg-producing mechanism of the birds.

Advertising pays the poultry raiser as well as the business man. If you have first-class fowls let others know about them.

Our "chicken calendar" says that about one month hence we may expect cold weather. How about that, hen house?

Sell all the old hens that you do not intend to winter. At this season they command a reasonably good price in market.

Get in your winter supplies and utensils—this includes the incubators and brooders, and what new stock you must purchase.

You may think you know a good deal about how to raise poultry, but the deeper you go into it the more surprises you will find.

Because the weather is cooler do not infer that it will be just as well not to clean the houses. Keep it up, summer and winter, hot or cold.