



HERE'S a look of joy on the face of the boy who is counting his nickels and dimes. For the Day draws near—'tis nearly here—The happiest of happy times.

When bombs jar things, balloons take wings, And fireworks light the sky, The boy is there with his annual scare—He's in charge of the Fourth of July.

Since Liberty's bell first pealed the knell Of the chains that monarchy cast, The boy has raised Cain, has caught the refrain Flung on from the mirrored past.

The day has been his, without query or quiz, It has echoed his loudest licks. Young South, young North whooped up the Fourth In the spirit of Seventy-six.

We've all been boys, and we love the noise Of the nation's natal day; Our hearts go out to the riotous rout And the smoke of the mimic fray.

So we yield the stage to the younger age On this day of no restraint; 'Tis the boy's own day, we bow to its sway—The Fourth and its patron saint.

Valley Forge Restored

INDEPENDENCE day, 1909, sees blood-stained, historic Valley Forge restored, and not only restored, but greatly beautified, improved and turned into a public park for the enjoyment of the people.

It is a fortunate thing that the time has passed when the pilgrim to Valley Forge in search of sights and relics of the historic camp, perhaps the most hallowed of our revolutionary reminders, was obliged to tramp over fields of none too friendly farmers and be constantly annoyed by signs warning off trespassers. Apart from which, the fatigue of such a trip was great, as there were no roads leading over the camp ground and no signs marking the way to the historic spots, only fields of waving grain or woodlands overgrown with underbrush. Consequently the hardest kind of walking over the steep hills was required to view but a few of the sights.

Through the untiring efforts of a number of patriotic men, all this has been changed and the state of Pennsylvania has been induced to assume and complete a task which was first offered and refused by the federal government, although the undertaking was clearly within its province, as the camp ground of Valley Forge is a relic which should belong not only to Pennsylvania, but to the entire nation, as every patriotic American must wish for its preservation and would feel proud in being part owner.

But whether by Pennsylvania or the national government, it must be at least gratifying to the nation to learn that the neglect of a century has been atoned for, and under the able and enthusiastic direction of the Valley Forge Park commission, a work of almost incalculable historical value has been done on the bleak heights above the Schuylkill, to which Washington's barefoot army crawled when the defeat of Germantown left them no other refuge.

Fort Washington and Fort Huntington have been restored. An iron tower 105 feet in height for observation purposes is being finished on Mount Joy, and from this tower not only a birdseye view of the entire camp ground and beautiful surrounding country can be had, but also Philadelphia, 20 miles distant, can be made out. A beautiful commemorative chapel of the Episcopal church has been built on the spot where Washington, in his direst hour of distress, knelt in prayer. The headquarters of the commander in the Isaac Potts house have been purchased, completely restored and turned into a revolutionary museum. Roads have been built which make possible quick communication between all points of the park, besides which, lawns and flower beds have been laid out and planted and even a guard house has been built to further heighten the park effect.

The Right Way to Write Letters

By Sherwin Cody

Author of the Cody System of How to Write Letters That Pull.

HOW TO MAKE A LETTER SHORT, YET STRONG.

There is a wide impression on the part of business men that letters must be very short if they are to be read instead of thrown in the wastebasket; and as a consequence they are often made so short that the reader does not know what they are about, and the important points that should be impressed on his mind are not made at all. The short letter may be read more widely, but still it may convince fewer in the end than a long letter that is read by only a very few, but really convinces them.

The secret of making a letter short, yet strong, lies in selecting representative points—one point that will give the effect of half a dozen. It is a matter of judgment as to what will have most effect, what is really typical and representative of the case. The man who knows his business thoroughly has a mass of facts from which he must select. He should take those which are simplest, most direct, and most closely related to the ordinary habit of thought of the person who is to read the letter or advertisement.

For example, a man came into my office the other day with a baking powder which he wished to make compete in his own immediate vicinity with a well-known brand. I asked him if he had any unique features in the manufacture which he thought made his powder better than the other. He mentioned half a dozen minor technical points in the manufacture, and finally said: "Of course we deliver baking powder fresh every day, while the other is made six months in advance." We immediately recognized a simple point which every one would see, and which would be sufficient as far as manufacture was concerned. More would be accomplished by emphasizing this point strongly and letting the others go than trying to cover all. Starting one typical point and then referring briefly to "scores of others," is the right way to produce conviction. But the one point must be a good one. Sometimes two, three, or even four points may be stated. In general, there should be one point for each feature or phase of the case.

HOW FAR APART IN TIME SHOULD LETTERS GO?

The time between follow-up letters is very important. Lists of names will not stand indefinite continuous working. They wear out and time must be allowed to lapse before another letter will pull properly. When time has passed, letters will begin to pull again.

At the same time, when a first attempt is being made, letters should usually be very close together, so as to concentrate the blows and try to get some advantage from the succession, and from taking advantage of interest while it is aroused. It often happens that two or three letters coming right on top of each other will accomplish what no one letter alone would accomplish, but in that case the letters should be very close together, not over a week apart, and sometimes only three or four days apart.

In other cases more time should be allowed to elapse, a month being a common period, and then three months, or even four months. In the end one letter a year may be all that will pay.

Usually this is about the proper arrangement: A large list made up from Dun or Bradstreet's is taken up to be worked for inquiries. A postal card inquiry comes back, and the inquiries are followed up closely with long, hard letters.

The answer to the inquiry will be as full a letter as can be written. It should be a long and strong letter. Within a week the inquiry should have a second letter, and ten days later a third, perhaps, with a fourth a month later, and then follow-up letters at intervals of two or three months. Others require six or eight letters one after the other in quick succession.

As the inquiries are cleaned up through getting some answer they are checked off, and there will be a certain residuum of names from which it is impossible to get anything at all. They are usually dead ones and should be thrown out altogether.

Those that replied and show they are alive may be put in a special list by themselves and given a special follow-up from time to time indefinitely. But everything depends on the returns.

FOLLOW-UP LETTERS.

There is a sort of fetich attached to the term "follow-up letters" by many persons, who have an impression there is something magic about them. Others think you will get orders if you keep after people long enough

and hard enough, just as the book agent gets orders from people who pay to get rid of the agent.

Letters cannot be used to worry anybody into anything. It is too easy to throw the letter in the wastebasket. The only possible hope is to excite interest.

The idea that you will get an order if you keep at it long enough is, therefore, also fallacious. The first letter may not close an order, if the amount involved is large. One letter will not sell a piano or a threshing machine. But the first letter is most likely to excite interest and get a reply. If the first letter does not develop interest, one can safely conclude that something is the matter with the letter and a better one must be found. If the first letter does not do something, none of the ordinary follow-up letters are likely to.

It happens, however, that the first letter usually gets some favorable result if the business amounts to anything in itself. The case is stated fully and fairly in that first letter, and those who are interested respond.

In planning letters to follow up a good first letter, the first thing that the average man does is to ask if the first letter has been received and to express surprise that nothing has resulted.

Nothing could be more foolish. As I said at the beginning, people cannot be worried into doing business through nagging letters.

The only fair way is simply to conclude that the first letter made no impression, and was thrown away and forgotten. Make the following letter as complete a soliciting letter as the first one. Try all over again, restating the entire case, sending circular, and the like. The second letter should attack a customer from a new point of view, that is all. There should be no direct reference whatever (in most cases) to any preceding letter. If a catalogue has been sent, inclose a small circular in the second letter, and offer to send another copy of the catalogue if the first one sent is not on hand. Never worry or imagine the first letter has been carefully laid away. Start fresh each time.

HOW TO FOLLOW UP BY LETTER.

The correct principle for arranging follow-up letters is to consider that a certain letter in a certain vein, from a certain point of view, will interest a certain percentage of the entire list, and make very little or no impression on the rest of the list.

The first follow-up letter should be made to appeal to another class, and be arranged from a different point of view, but otherwise should cover the same ground substantially as the first letter. All the important elements of a sales letter should be present in this follow up.

The main thing is to keep all the elements well in hand in every letter instead of considering that the customer will have in mind what you wrote before. He will either have forgotten it, or he never paid any attention to it, or it remains so vague in his mind you do not get your complete effect unless you restate all the salient principles.

Yet of course the follow-up letter must be really a fresh one. If a man looks it over and says: "Why, I saw that before!" he is likely to throw it in the wastebasket without reading it. If it is fresh he may take interest in seeing what more you have to say, but it is more the new manner of saying it than the substance that affects him. Driving the old points home is not objectionable to a man if the manner is fresh.

When circumstances are such that the previous letters must be referred to, this should be done as briefly as possible and wholly without worrying the customer or seeming to find fault with him for not having responded.

There should always, if possible, be

some fresh circular matter to go with each new letter, and when practicable the stationary and wording on the letterhead should be changed so as to make the outer appearance as attractive as possible, and as fresh-looking.

The essential thought should be the same, but the dress should be fresh. The old arguments should be put in in new form. That is the important element.

HOW TO ADVERTISE A SPECIALTY

There are probably very few business men who do not at some time or other have some little thing of their own invention or conception, or something that somebody else has invented or conceived, which they would like to advertise if they knew how.

A certain druggist I know has a tasteless castor oil. Everybody would rather castor oil didn't taste so bitter when it has to be taken; but how shall the news be distributed? A farmer has an improved pick, or an ax handle. Each and all dream of a fortune if they can get their discovery upon the market, and usually they look as far away from home as possible. They think of a small advertisement in a big magazine, inquiries by mail, or sales to large dealers through clever letters setting forth the merits of the article.

Those who succeed with these specialties, and there are many who do succeed and make small fortunes, nearly always begin very near at home. The man with the improved pick goes to every contractor in his immediate neighborhood and tries to interest him. If he can't interest a man he can see and talk to, he can't interest those far away, to whom he can only write.

When he has got a lot of his neighbors to using his pick, he finds he is beginning to make a little profit out of his sales, though the article is not known 50 miles away and the big country has never been touched. But the enthusiastic indorsement of his near-by friends he puts into a neatly printed circular, and writes a strong, enthusiastic personal letter to those who are so far away he can't go to see them. He gets only three orders from a hundred letters, but that is enough to show a profit on the first sales, and he knows that future sales will pay him handsomely. And so the enthusiasm of his

far and big interests take him up and help him to carry the good news everywhere, in return for a liberal share in the profits.

The druggist first tells his own patrons about his tasteless castor oil. They are so much pleased that he writes to a number of druggist friends in other towns, and because they are his friends they try his discovery. The merits of the thing create enthusiasm in each of these points, testimonials come in of their own accord, and the spontaneous enthusiasm of those who are pleased is little by little spread farther and farther. He doesn't bankrupt himself by trying to do too much, he feels his way step by step and letter by letter. He tries over and over again to tell his story till he has found the best way, and after a while the volume of orders coming in every day shows a fine profit.

On Their Minds.

"I've got something on my mind that I've got to get rid of," said the author, bursting in and seizing a pad and pencil. "And when you have gotten rid of it and have received a check for it, there is something down in the milliner's window that I want to get on my mind," said the author's wife, picking up his hat, coat and umbrella.

The Young Idea.

"Ma," said a newspaper man's son, "I know why editors call themselves 'we.'" "Why?" "So's the man that doesn't like the article will think there are too many people for him to tackle."—Christian Work and Evangelist.

HOW ARTIST GETS SUBJECTS

Unpatented Device That Noted Writer Suggested Might Be Useful to Authors.

"But, of course, it happens with everyone that the brain is sluggish sometimes, and I have invented a little spur for such occasions. Will you just help yourself to that square of cardboard on that chair over there—that's it.

"You see, I have two dials set side by side. On one of them is printed, in round robin form, a list of subjects for paintings: Windmill, old church, hay meadows, stone steps at Capri, Alhambra, Coney Island, Notre Dame, and so forth. On the other dial is printed a list of weather or time conditions, like moonlight, sunrise, haze, snowstorm, windy day, June clouds, and so forth. You'll notice that

only one subject at a time is shown through the little slit that I have cut in the paper that covers my dials. Now turn the left-hand dial."

"I turned it and came on 'Oxford.'"

"Now spin the other one for the atmospheric conditions."

"This brought me 'June clouds.'"

"You see; Oxford, in June. Very easy to paint Magdalen gardens under June clouds—and so it goes. But I seldom have to use my machine, as my mind is full of places I have seen."

Wonderful man! If men had never humored their laziness we would have had no great inventions. Why could not authors have a plot dial and a character dial? It might change the style of stories now current.—Charles Battell Loomis, in Success Magazine.

TUMOR OF FOUR YEARS GROWTH

Removed by Lydia E. Pinkham's Vegetable Compound

Lindley, Ind.—"Lydia E. Pinkham's Vegetable Compound removed a cyst tumor of four years' growth, which three of the best physicians declared I had. They said that only an operation could help me. I am very glad that I followed a friend's advice and took Lydia E. Pinkham's Vegetable Compound, for it has made me a strong and well woman, and I shall recommend it as long as I live."—Mrs. MAY FRY, Lindley, Ind.

One of the greatest triumphs of Lydia E. Pinkham's Vegetable Compound is the conquering of woman's dread enemy—tumor. If you have mysterious pains, inflammation, ulceration or displacement, don't wait for time to confirm your fears and go through the horrors of a hospital operation, but try Lydia E. Pinkham's Vegetable Compound at once.

For thirty years Lydia E. Pinkham's Vegetable Compound, made from roots and herbs, has been the standard remedy for female ills, and such unquestionable testimony as the above proves the value of this famous remedy, and should give confidence and hope to every sick woman.

If you would like special advice about your case write a confidential letter to Mrs. Pinkham, at Lynn, Mass. Her advice is free, and always helpful.

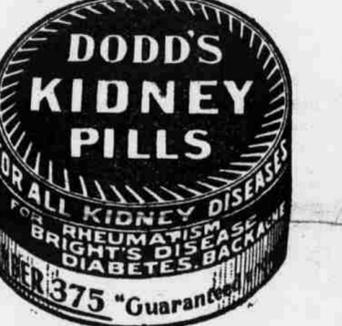
Profitable Work. "What's Jim doing nowadays, Billy?" "Mostly easy marks."

ARE YOUR CLOTHES FADED? Use Red Cross Ball Blue and make them white again. Large 2 oz. package, 5 cents

Mrs. Winslow's Soothing Syrup. For children teething, softens the gums, reduces inflammation, allays pain, cures wind colic. 25c a bottle.

Tell the Dealer you want a Lewis' Single Binder cigar for its rich, mellow quality.

Don't offer odds to the elevator boy or he'll take you up.



SICK HEADACHE

Positively cured by these Little Pills. They also relieve Distress from Dyspepsia, Indigestion and Too Hearty Eating. A perfect remedy for Dizziness, Nausea, Drowsiness, Bad Taste in the Mouth, Coated Tongue, Pain in the Side, TORPID LIVER. They regulate the Bowels. Purely Vegetable.

SMALL PILL. SMALL DOSE. SMALL PRICE.

Genuine Must Bear Fac-Simile Signature

Bad BLOOD

"Before I began using Cascarets I had a bad complexion, pimples on my face, and my food was not digested as it should have been. Now I am entirely well, and the pimples have all disappeared from my face. I can truthfully say that Cascarets are just as advertised; I have taken only two boxes of them."

Pleasant, Palatable, Potent, Tastes Good. Do Good. Never Sicken, Weaken or Grip. 10c, 25c, 50c. Never sold in bulk. The genuine tablet stamped C.C.C. Guaranteed to cure or your money back. 527

LAND OPENING—Alfalfa—Beets, Irrigated land in New Mexico. Healthful climate. Abundant water. One good crop year for land. Chas. T. Nixon, Chanute, Kansas. Agents Wanted. W. N. U., Kansas City, Mo. 27-1909.