

Your Boy's Life's Work

What Shall It Be?

DRUMMER?

An occupation that is always attractive to the average American boy, who sees only its surface features and does not take into consideration the energy and hard work so essential to its success. It is a profitable calling, however, for those who master its difficulties and attend strictly to business.

By C. W. JENNINGS.

OF the most attractive of business men to the average youth is the drummer, or traveling man, or commercial salesman, or traveling salesman, as he is called in various parts of the country. This admiration on the part of the American boy, who is always on the lookout for some lifework that appeals strongly to his idea of what is both agreeable and profitable, is due to the appearance of comfort and prosperity which the traveling man presents when "on the road." This, of course, is only a surface feature of the business and does not do away with the fact that underneath this apparently care-free exterior there is the same necessity for the exercise of good business ability and application that characterize most other occupations.

Your boy who has an ambition to adopt this calling should be made acquainted at once with the facts in the case. He should be convinced right at the start that the traveling man's gold is not all glitter, and that he is one of the hardest worked individuals to be found among those who are trying to get on in the world.

That wagon load of trunks which he so blandly orders sent to the sample rooms of the hotel has to be unpacked, every one of them, and the contents practically spread out on counters and shelves and he must do it all himself, because it is his taste and knowledge of goods which must be used in arranging them so attractively as to hypnotize the local customer into buying. After a few hours these samples must all be packed again and sent on to the next town. The traveling man's easy affability and happy-go-lucky expression is not assumed much for pastime, but for the purpose of selling goods, and to sell goods in these days of strenuous competition means the hardest kind of work and study and acuteness. And, furthermore, as he works on a commission basis, either directly or indirectly, his success depends entirely upon his own efforts. This is more general in his case than in most occupations.

But if your boy still insists on being a drummer it is quite possible for him to be one and also have ahead of him the prospect of a great success as attends the other branches of mercantile life.

The best way for him to begin is with some wholesale house, the larger the institution the better. However, unless in the rarest of instances, he will not be able to earn his living the first year; for this time will be spent largely in getting acquainted with the rudiments of the business. Say he is a good, healthy lad of 18 or so, with the ordinary common school education. He had better choose the particular line of mercantile business he wishes to follow before he makes his beginning, as it will be somewhat difficult to make a change afterward. He will be paid anywhere from \$50 to \$150 for the first year's work, or from \$4 to \$12.50 a month, and will be put to work in the stock room.

Let us, for example, say that he has chosen a wholesale grocery firm and that he is assigned to the soap department. Here he will see an almost endless variety of soaps, from the high priced dainty kind used in his lady's boudoir to the yellow laundry soap, and it will be his duty to see that this stock is kept up and always in order. When ever any of the goods are depleted, he will report to the head of the department and they will be replenished.

Then he should be careful to note of the way visiting customers are attended to by resident salesmen, and after a year or so he will have opportunity of waiting upon somebody himself. If he makes good at this, he will have more of the same work to do, and after awhile will, perhaps, be able to show that he can take care of the most troublesome of customers. Then—it may be after four or five years' work—he can realize his ambition to be sent on the road.

During all this time he will have been absorbing everything he possibly can from the regular traveling men when they come back to headquarters, studying their methods of approaching and handling the retailers and the general technical phases of the business. He will also find that one of the fundamentals of a traveling salesman is to know all about the goods he handles. This includes a close analysis of the soap itself, a knowledge of the process of manufacture, of where the raw material comes from, of its chemical composition, of the prices at which it is sold and the lowest price at which it can be sold profitably, of what the freight rates will be to the town of the customer, of the terms of sale, of the financial standing of the merchant to whom he is making his search for trade, of what competitors are able to offer in the way of prices, quality, etc.

In short, he must be able to answer satisfactorily every possible question and argument that may be offered by a prospective buyer. And, finally—which is the crux of the entire matter—he must be able to get the man's

order. The most successful drummer of soap probably knows more about soaps of all kinds than any other man on earth.

During this process of acquiring knowledge and experience your boy's pay has steadily grown from the original eight or ten dollars a month of the first year to nearly double that the second, and up to \$30 or \$40 by the time he is waiting on customers.

On the road, he will be traveling at \$75 to \$100 a month and started at expenses, and he must be able, as always during his traveling salesmanship, to earn his pay. He will probably be given an important section of a little corner of new territory until he has proved himself, when his route will gradually be enlarged according to the needs of the firm and his own peculiar ability. Some traveling men are more successful among village merchants than in the large cities, and vice versa.

From this point on there is steady advancement, as your boy grows in experience and ability, and he will be getting acquainted with the other goods handled by his firm so as to sell everything on his list. As he advances his pay will increase until it reaches and passes the general average of about \$1,800 a year and expenses.

He will find that the firm is expecting him to be able to take care of larger and larger contracts, until he can go to a newcomer who is opening a large retail store in St. Louis, or Chicago, or Minneapolis, or some other large city and persuade him to place his entire order, or nearly all, with his firm, even though it should amount to as much as \$100,000. By the time he reaches this height he will be getting anything from \$3,500 to \$10,000 a year. Some traveling salesmen earn even more than this.

Once a traveling man, always a traveling man, is generally the case; but if your boy has the domestic instinct and wishes to settle down, he will not lack opportunity; for he can become the head of the local sales department at a good salary or else he can take up the buying end, which offers even greater pay. Anyhow, he has achieved a large and lasting success.

Some boys who live in small towns have made their start by getting a job in one of the local stores, learning all they could about the business, and made it a point to attract the favorable notice of visiting traveling men, with the result that the latter have recommended them to their own firms, and the latter have put them into the stock department, or even on the road, at living remuneration.

(Copyright, 1910, by the Associated Literary Press.)

John D. as a Jester.

Every little while Cousin John Rockefeller does something to add another plank of evidence to the theory that he has a deep-seated sense of humor. He is becoming more and more of a jolly sort of jester.

A short time before the Rockefellers left here for the east, Cousin Rockefeller and a number of friends were out golfing. Several women, wives and friends of a number of the contestants, were present, and John D. was having great sport poking fun at the golfers whenever one of them would make a poor stroke. The women laughed heartily at the expense of the erring player whenever John would spring one of his funny gibes and the oil refiner was in high glee.

It came the turn of one player who had just taken up the game a week or two previously, but who averaged as good a game as most of the others. "You'd better explain to the ladies," he whispered to his host, "that I am just a beginner."

"Tell them you're just a beginner," repeated John, "and enough for all to hear. 'Why, man, do you think any of the ladies present are so stupid that they won't know that when they see you drive off?'"—Cleveland Plain Dealer.

Father Didn't See.

The indulgent father whose nose had struck many sparks from the high cost of living grindstone, jerked a thumb in the direction of a passing young woman.

"Why didn't you get one of those untrimmed hats," he asked, "instead of that creation with the \$40 willow plumes on it?"

"Because," explained the daughter, as patiently as though she were speaking to a small child, "only women who have money enough to buy willow plumes can afford the economy of untrimmed millinery. As untrimmed hats are the only ones I can afford, for the sake of appearance I cannot afford to wear them. By so doing everybody would see that I couldn't afford willow plumes. Don't you see?" And he confessed he didn't.

Interesting Find.

An interesting find was made the other week by workmen while laying a conduit near Astwick, North Brecks. They came upon two complete human skeletons, male and female. The head of the male was most massive, and his height when living must have been at least seven feet. The woman was laid at right angles to the man, with her feet resting against the side of his body. Apparently when her lord died she had been slain and buried with him. The remains are thought to be long to the stone age.

Saving Car Fare.

"Do you think it is likely to get the conductor into trouble to offer him your fare after he has passed you by?" "I can't say. But I do know that that theory has eased my conscience many a time."

The American Home

WILLIAM A. RADFORD Editor

Mr. William A. Radford will answer questions and give advice FREE OF COST on all subjects pertaining to the subject of building, for the readers of this paper. On account of his wide experience as Editor, Author and Manufacturer, he is, without doubt, the highest authority on all these subjects. Address all inquiries to William A. Radford, No. 175 West Jackson boulevard, Chicago, Ill., and only enclose two-cent stamp for reply.

The great antiquity of concrete as a building material would justify a search for early examples of its use in architectural expression. But apparently this remarkable material, which, after all, is only just beginning to reveal its ultimate possibilities, was used by the ancients only for the baser purposes of piling up masses of masonry, or at best as a backing for stone and marble facings. The first suggestion of its fitness for architectural expression came when builders took the idea of constructing architectural features of cement mortar.

There is undoubtedly a fascination about being able to mold so thoroughly a plastic material as cement mortar into any desired form, or even to shape it by hand, while still soft, and so produce creditable work of decorative sculpture. But one invariably suffers a shock on discovering that beautiful stately colonnades or arcades and porticos, well designed and in style, are not built of stone, but that we are looking at a thin veneer of cement mortar, in short, that they are a mere sham.

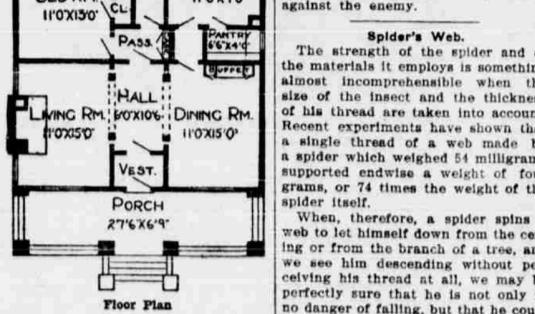
During this period of development, while architects were being led to adopt new materials, they did not concern themselves with the evolution of design in conformity with their new materials, and it followed quite naturally that no progress was being made toward the realization of a real concrete architecture. In fact an attempt was made in this direction.

It would be difficult to estimate



Ruskin's influence in bringing about a restoration of truthfulness in design. While it cannot be said to have extensively effected immediate and tangible results, it did set men to thinking, and in recent years—within the present generation, in fact—this subtle influence is gradually asserting itself, and naturally bringing about a revival of artistic inspiration.

It is hard to depart from beaten paths, and men as a rule will not dare not fill some genus carves the way. It is hard to give up the old familiar forms that have become a veritable architectural alphabet, which seems to most of us sufficient for the



expression of our architectural ideals. And now that we have entered on an era of concrete construction with a suddenness that is characteristically American, we cannot expect designers to throw aside all tradition and make for a new style. That will take time. Nevertheless they are coming to recognize in concrete a material that will afford abundant opportunity for originality and individuality, and accordingly bold excursions have been made into the new field, with creditable results.

Some of the most pleasing work with this new material has been done in the construction of small houses. The small cottage or bungalow has about it something that appeals to the homing instinct, and when the little house is well designed this is intensified.

Here is displayed a design of a little house that is to be built of frame and plastered on the exterior with cement mortar. We know that houses built in this manner are cooler in summer and warmer in winter than those of other construction, and the cost is very little more than that of frame construction. The effect of this design is artistic and it is of such a character as to attract attention, although there is nothing pretentious about it. Such a house will always be salable, and that is something to be considered when settling on a design.

IN OBEDIENCE TO ORDERS

French Boy Caused Merriment by Taking the Order of the Court Too Literally.

A droll incident is reported as having taken place in one of the provincial appeal courts in France. A boy, about fourteen, was summoned to give evidence, and his appearance was such as to move the whole court to laughter. He wore a long redingote, peculiar to the Basque country, and immense boots. His trousers, collar and hat were unquestionably those of a man. The court was convulsed, and the president asked the boy how he dared to treat the court in such a manner. The boy seemed surprised as the president, and taking out the citation from his pocket, read the formula inviting him, "Comparaitre dans les affaires de son pere." ("To appear in his father's suit.") ("To appear in his father's suit.")

THE ALARMING PREVALENCE OF ECZEMA

Of all the diseases of the skin and scalp which torture and disfigure mankind, three-fourths are eczematous. Millions are born with eczema, and it is the only thing other millions have left when they die. Neglect in infancy and childhood, irritating conditions affecting the skin, ignorance of its real nature, improper remedies and many other causes that might be mentioned have created an eczema which, with varying severity, has afflicted countless numbers during their entire lives. Eczema is a skin disease. It is not regarded as hereditary, nor contagious, and is impartially distributed among the rich and poor, the high and low. The agonizing itching and burning of the skin, causing loss of sleep, is usually the most distressing symptom and is caused by the bursting of little vesicles filled with an acid fluid, which burns as with fire the denuded skin. New vesicles form, fill and burst, scales form upon scales, and crusts upon crusts until disfigurement is added to torture.

One of the most successful treatments for eczema, whether applied to the youngest infant or the oldest person, is hot baths with Cuticura Soap and gentle anointings of Cuticura ointment. For more than a generation, these pure, sweet and gentle emollients have proved the most efficient agents in the speedy and permanent relief of all forms of eczema, scabies, itching and irritations of the skin and scalp. Although Cuticura soap and ointment are sold by druggists and dealers everywhere, in order that those who have suffered long and hopelessly and who have lost faith in everything may make trial of them without charge, a liberal sample of each will be mailed free to any address, together with a 32-page pamphlet, giving a description and treatment of the various forms of eczema, as well as other affections of the skin, scalp, hair and hands—send to "Cuticura," Dept. W., Boston.

Triumph of Courage.

Courage and the "power of the human eye," saved Walter Sargent, a prosperous rancher, in the Redwood district, San Jose, when he was confronted by a hungry mountain lion the other evening. Sargent was driving a herd of cows to his home in the foothills when he noticed the big cat stalking him. As it crouched for a spring Sargent turned and fixed the beast with his eye. Man and lion remained as immovable as statues for a few seconds and then the animal turned and trotted away.

Need of the Agriculturist.

"Here I am," said the returned wanderer, "back with the fortune I said I would make and ready to pay the mortgage of the farm!"

"Ef that ain't hard luck!" exclaimed the father. "As times are goin' now that mortgage ain't botherin' nobody. I'd a heap rather have seen you broke an' ready to do regular work for wages."

Why? Just Because.

"Papa," said the little boy, "why do they say a woman is 'setting her cap for a man' when she wants to marry him?"

"Because, my son," explains the father, softly, "if she sets her bonnet for him she knows blamed well the price of it will scare him to death."

Spider's Web.

The strength of the spider and of the materials it employs is something almost incomprehensible when the size of the insect and the thickness of his threads are taken into account. Recent experiments have shown that a single thread of a web made by a spider which weighed 54 milligrams supported endwise a weight of four grams, or 74 times the weight of the spider itself.

When, therefore, a spider spins a web to let himself down from the ceiling or from the branch of a tree, and we see him descending without perceiving his thread at all, we may be perfectly sure that he is not only in no danger of falling, but that he could carry 73 other spiders down with him on his invisible rope. Knowing this fact with reference to a single thread, we need not be surprised that the threads of a web, interwoven and reinforced one by another, have a very considerable strength and are able to hold bees and wasps themselves very powerful in proportion to their size, and to bend without breaking under a weight of dew or rain.

Catgut and Silk Worms.

Probably but a small percentage of the fishermen who use flies strung with fine translucent "catgut" are aware that the almost unbreakable substance that holds the hooks against the fiercest struggle of the fish comes from silkworms. The principal center of the manufacture of this kind of catgut is the island of Procida, in the Bay of Naples, but most of the silkworms employed are raised near Torre Annunziata, at the foot of Vesuvius. The caterpillars are killed just as they are about to begin the spinning of cocoons, the silk glands are removed and subjected to a process of pickling, which is a secret of the trade, and afterward the threads are carefully drawn out by skilled workers, mostly women. The length of the thread varies from a foot to nearly 20 yards.—Scientific American.

JUST THE WAY.



She—Where has your papa been all morning?

He—Developing a couple of negatives with an instantaneous developer.

AN ESTABLISHED FACTORY

Producing standard goods used by stores, banks, farmers and practically everybody, is sending its special representative to open a distributing office for this district and other unoccupied territory and desires a resident distributor with \$500 to \$1,000 in cash, carrying stock for immediately filling orders; we allow \$100 to \$200 monthly compensation, extra commissions, office and other expenses, per contract, according to size of district allotted and stock carried; permanent arrangements; references required. If you can fill requirements, write promptly, "Liberty" Manufacturing Association, 230 West Hubbard St., Chicago.

Aroused Suspicion.

Old Rooksey—Why did you quarrel with the count, my dear?

Miss Rooksey—He called me his treasure and it sounded altogether too suggestive.—Smart Set.

ASK FOR ALLEN'S FOOT-EASE

The Antiseptic powder to shake into your shoes. Relieves Corns, Bunions, Ingrowing Nails, Swollen and Sweating Feet, Blisters and Chapped spots. Sold everywhere. See Jones' only authentic. Sample FREE. Address Allen S. Olmsted, Le Roy, N.Y.

900 DROPS

ALCOHOL-3 PER CENT

Vegetable Preparation for Assimilating the Food and Regulating the Stomachs and Bowels of INFANTS CHILDREN

Promotes Digestion, Cheerfulness and Rest. Contains neither Opium, Morphine nor Mineral NOT NARCOTIC

Facsimile Signature of *Chas. H. Fitch*

THE CENTAUR COMPANY, NEW YORK.

At 6 months old 35 Doses 35 CENTS

Guaranteed under the Food and Drug Act.

Exact Copy of Wrapper.

SPHON'S

For DISTEMPER Pink Eye, Epizootic Shipping Fever & Catarrhal Fever

W. L. DOUGLAS

\$2.50 \$3 \$3.50 & \$4 SHOES FOR MEN

W. L. Douglas Spring Styles include more Snappy and Up-to-Date Shapes in Oxfords and High Cuts than ever before produced. W. L. Douglas warrants every pair of his shoes to hold their shape, look and fit better and wear longer than any other make, giving you better value for the money than you can obtain elsewhere.

Beware of Substitutes.

The genuine have W. L. Douglas name and the retail price stamped on the bottom, which guarantees the value and protects the wearer against high priced and inferior shoes. Retail dealer cannot supply you with the genuine W. L. Douglas shoes for mail order. Shoes sent direct from factory to wearers, all classes prepared. W. L. Douglas, 145 Spring St., Brockton, Mass. \$2.00, \$2.50, \$3.00, \$3.50, \$4.00

8% RETURN on \$1000 Invested, Investment as a savings plan. Bank references. Address 145 Spring St., Brockton, Mass.

W. L. DOUGLAS

W. L. Douglas Spring Styles include more Snappy and Up-to-Date Shapes in Oxfords and High Cuts than ever before produced. W. L. Douglas warrants every pair of his shoes to hold their shape, look and fit better and wear longer than any other make, giving you better value for the money than you can obtain elsewhere.

Beware of Substitutes.

The genuine have W. L. Douglas name and the retail price stamped on the bottom, which guarantees the value and protects the wearer against high priced and inferior shoes. Retail dealer cannot supply you with the genuine W. L. Douglas shoes for mail order. Shoes sent direct from factory to wearers, all classes prepared. W. L. Douglas, 145 Spring St., Brockton, Mass. \$2.00, \$2.50, \$3.00, \$3.50, \$4.00

Loss of Appetite

Which is so common in the spring or upon the return of warm weather, is loss of vitality, vigor or tone, and is often a forerunner of prostrating disease. It is serious and especially so to people that must keep up and doing or get behindhand.

The best medicine to take for it is the great constitutional remedy

Hood's Sarsaparilla

Which purifies and enriches the blood and builds up the whole system. Get it today in usual liquid form or chocolate tablets called Sarsatabs.

Why Rent a Farm

and be compelled to pay to your landlord most of your hard-earned profits? Own your own farm. Secure a Free Homestead in Manitoba, Saskatchewan or Alberta, or purchase land in one of these provinces for a profit of \$10.00 or more. Rent a farm for \$12.00 a acre every year. Land purchased 3 years ago at \$10.00 an acre has recently changed hands at \$25.00 an acre. The crops grown on these lands warrant the advance. You can advance by cattle raising, dairy, mixed farming and grain growing in the provinces of Manitoba, Saskatchewan and Alberta. Free homestead and pre-emption areas, as well as land held by railway and land companies, will provide homes for millions.

Adapted soil, beautiful climate, splendid schools and churches, good railroads. For settlers, homesteaders, investors, "Last Best West," how to reach the country and other particulars, write to Dept. of Land and Colonization, Ottawa, Ontario, or to the Canadian Government Agent.

E. J. Hubbs, 315 Jackson St., St. Paul, Minn. J. H. MacArthur, Denver 157, Waterloo, S. A. (See address nearest you.)

Established 30 Years

J. C. RENNISON & CO.

FLORISTS

Floral emblems and cut flowers for all occasions. SIOUX CITY, IOWA

Bettis Eye Salve GRANULATED ITCHING LIDS CAN BE CURED

W. N. U., SIOUX CITY, NO. 16-1911.

CASTORIA

For Infants and Children.

The Kind You Have Always Bought Bears the Signature of *Chas. H. Fitch*

of *Chas. H. Fitch*

In Use For Over Thirty Years

CASTORIA

THE CENTAUR COMPANY, NEW YORK, N.Y.

SPHON'S

For DISTEMPER Pink Eye, Epizootic Shipping Fever & Catarrhal Fever

W. L. DOUGLAS

\$2.50 \$3 \$3.50 & \$4 SHOES FOR MEN

W. L. Douglas Spring Styles include more Snappy and Up-to-Date Shapes in Oxfords and High Cuts than ever before produced. W. L. Douglas warrants every pair of his shoes to hold their shape, look and fit better and wear longer than any other make, giving you better value for the money than you can obtain elsewhere.

Beware of Substitutes.

The genuine have W. L. Douglas name and the retail price stamped on the bottom, which guarantees the value and protects the wearer against high priced and inferior shoes. Retail dealer cannot supply you with the genuine W. L. Douglas shoes for mail order. Shoes sent direct from factory to wearers, all classes prepared. W. L. Douglas, 145 Spring St., Brockton, Mass. \$2.00, \$2.50, \$3.00, \$3.50, \$4.00

PUTNAM FADELESS EYES

Color more goods brighter and faster colors than any other dye. One lb. package covers all fibers. They dye in cold water better than any other dye. You can dye any garment without ripping apart. Write for free booklet—How to Dye, Bleach and Mix Colors. MONROE DRUG COMPANY, Quincy, Ill.