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PLEASANT FACE ALWAYS AN ASSET IN BUSINESS.

Experiments Also Have Shown That Joy Stimulates All the Bodily Functions, Especially the Circulation of Blood to Brain.

There is a Chinese proverb which should be memorized and taken to heart by every young man starting on a business career, says H. Addington Bruce.

It is short and easily remembered. Here it is:
"A man without a smiling face must not open a shop."

Applied specifically to the business of shopkeeping the little proverb may be applied with equal force to almost every vocation in which a man can engage.

In one particularly interesting set of experiments a man was required to press a spring until fatigue paralyzed his finger. This was repeated at intervals in order to determine definitely the average number of pressures he could make at a single sitting.

Then he was required to press the spring while thinking of something extremely sad. At once his average pressure power was noticeably lowered.

Whereas when he allowed his mind to dwell on exceptionally pleasing thoughts he was able to press the spring far oft ner than when his mind was occupied with nothing in particular.

Other experiments have proved that joy stimulates all the bodily functions and stimulates especially the circulation of blood in the brain, with resultant improvement in the ability to think rapidly and clearly.

Accordingly joy must be regarded as a body builder and mind developer of the first order. If only for this reason the man about to engage in business should cultivate the habit of happiness.

But joy does more than this. If it is a tonic 'nat helps a man to carry on his business more efficiently, it is also a magnet that draws to him more business wherewith to demonstrate his efficiency.

Everybody is attracted by a smiling face, and especially by the smiling face that speaks eloquently of inward joy and self-confidence. Everybody is repelled by the gloomy countenance that testifies to self-distrust, and hints at present or expected failure.

In the one case people unconsciously say to themselves:

"Here is a forceful, capable, genial fellow. It will be pleasurable and safe to do business with him. He can evidently make good his promises."

In the other case their unconscious comment is:

"There is something wrong with this man. Best keep away."

Gloom, to put it tamely, is a marvelous business killer. Joy is an equally marvelous business winner.—Exchange.

Sponge Thrown at Him, Sues.

Leon Janow, who admits he is "weak and diminutive," had a bill to collect from Solon L. Frank, 225 West Twenty-third street, New York. He got word that Frank was in the club-rooms of the Fulton club at Durland's riding academy, and went there to collect.

"When I made the demand," Janow alleges in a complaint he filed in the supreme court against Frank, "the defendant roared at me, rushed at me, kicked me in the thigh and threw a sponge at me several times." After the sponge had been thrown at him, Janow avers, he had to go and see a doctor.

He wants \$5,000 damages.

His Handicap.

"As I was engaged in the very disagreeable and undignified task of splitting up some hickory knots yesterday," related Jay B. Iden, the poet, "a wayfarer came along and offered to relieve me of the job in return for a pair of my old trousers. Unfortunately, I had them on at the time

SOME WAYS OF ADVENTURE

Industrial Pioneers Hit Devious and Difficult Trails to Gain Golden Returns.

Opportunities for pioneering in industry are just as great today, if not greater, than in the early colonial days. There is a whole undiscovered country, the extent of which can only be surmised. It is to be opened by those who are not afraid of difficult journeys, disappointments and hard work, by those who have all the enthusiasm of the old industrial pioneers combined with the experience of the years and the new knowledge which has come upon the world. For these latter-day pioneers there awaits at the journey's end perhaps the pot of gold, or better still, the knowledge that they have contributed some useful product or process to man.

The country has entered upon a new conquest far greater than the first and is to be reconquered through resources created by the new knowledge—the application of science to industry. Romance and adventure are not to be lacking in the new pioneering, either, for those who fearlessly pursue its devious and difficult ways.

The list of useful discoveries is long. Among some of the more simple that have largely contributed to the American industries are new methods for making glue, fertilizer out of scrap leather, pots in which glass is made that have twice the life of the old ones, ways for hardening fats, which is so important in the manufacture of soap, better composition flooring, new illuminating glass, utilization for low-grade copper ore, new uses for crude petroleum and improvements in the making of bread.

Sweethearts and Wrinkles.

There was love in the bakery. The young woman who was doing up the evening's bread for various customers never turned her face from the street. She found bread, paper and twine with the sureness of the blind, and when criticized rather irritably by one dyspeptic old man, admitted brazenly that she was watching for her sweetheart.

"Didn't know you had one," said the dyspeptic, laying down ten cents for his gluten bread.

"Didn't?" she said. "Look at me."

We all looked at her. She was plain, yet there was that about her which, we knew, meant sweetheating from the cradle to the grave. I did not begrudge her this quality. It was highly satisfactory to see a woman commanding attention whose hair was not curly and whose wrinkles were rather ensnaring than otherwise. Both W—and I felt more comfortable over our faces, which Time had already begun to pat and paw with firm, if kindly, fingers. We left the bakery mentally, at least, hand in hand.—From "We Discover New England," by Louise Closser Hale, in the Century Magazine.

The "Golden Glow."

Gardens are not gardens these days without the golden glow. Tall, stately branches, with a wealth of golden yellow flowers, it is one of summer's showiest blossoms, blooming from July until October. It seems to like this latitude so well that it spreads from year to year like a weed, until the gardener must cut them away or they would overrun the plantation.

The flower is only a little removed from the brown-eyed Susan and the hedgehog coneflower of the western prairies, where probably it gets its growing habit. Its family name is rudbeckia, given in honor of Claus Rudbeck, a Swedish botanical writer.

Of late years it has become extremely popular in gardens of amateurs and professionals. It is a hardy perennial, reaches a height of five to six feet and is adapted especially to border plantings. Its double golden yellow flowers also are much valued for cutting.

New Religions.

In religion the Jewish outgrew the Egyptian and Assyrian, the Christian outgrew the Jewish, the western the eastern church. What next? Will it be a New Christianity or Hyper-Christianity? Shall we in our progress get beyond the old Christianity of Necongregationalism.



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