

THE
MAIL-ORDER
BUSINESS

A SERIES OF LESSONS

BY
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CHICAGO
A. C. McCLURG & CO.
1912

Copyright, May, 1902
By SYDNEY FLOWER

W. F. HALL PRINTING COMPANY, CHICAGO

INTRODUCTION.

There seems to be a prevailing need for a book that will give plain directions to a beginner in the mail-order business; a book that will tell him what obstacles are to be met, and how they are to be avoided or overcome.

It is intended that this book shall fill the want. Should it be the means of affording a source of income to many who are at present dependent upon others its mission will have been accomplished.

SYDNEY FLOWER.

THE MAIL-ORDER BUSINESS.

LESSON I.

SMALL CAPITAL REQUIRED—THE TWELVE PRINCIPLES OF SUCCESS—OPPORTUNITIES OF THE MAIL-ORDER BUSINESS TO MEN OF SMALL MEANS—AN INDEPENDENT LIVELIHOOD—A FRESH START IN LIFE.

A few years ago the statement that a man or woman of average intelligence, with a capital of fifty dollars in cash, no experience, and no influential friends to assist the venture, could start in business and spell success in capitals at the end of one year's labor, would have seemed a matter for ridicule. But the thing has been done, is being done, and will be done in future years through the development of an absolutely new branch of industry known as the Mail-Order trade. As in every other business, there are certain principles which must be fast held by the beginner and which he should adhere to as a limpet sticks to a rock. There can be no better place to set down these principles than in this opening lesson of a Course of Instruction which is designed to teach the ins and outs, the known and the unknown methods, of buying and selling through

the mails. Some of these principles may seem trite and tame to the reader, but I lay it down as an axiom that every business in the world to-day which is a success is founded upon the application of all these principles in combination.

Principle 1. Be earnest. Levity is not tolerated in business. Humor is a synonym for leisure.

Principle 2. Be courteous. Politeness refines business transactions and a polite seller makes a friendly customer. A discourteous or angry letter makes an enemy, and enemies hurt trade.

Principle 3. Be honest. A liar is always a failure. A lie is always remembered in business.

Principle 4. Be sure of your goods. Don't sell an inferior article as one of superior quality through inadvertence or ignorance of the business you are engaged in, because you will run across customers who are better posted than yourself and your ignorance will appear to them to be dishonesty, to be remembered against you.

Principle 5. Guarantee that you will refund money to dissatisfied purchasers, and stick to your guarantee. Never dodge an issue, or make an excuse, or hedge. Your customers are your public. Let your public understand that your guarantee is as good as the bank, and they will buy from you again and again.

Principle 6. Buy at the lowest notch; sell at the highest.

Principle 7. Respect your business. Don't think lightly of it and don't speak lightly of it.

Principle 8. Advertise.

Principle 9. Respect yourself. A business man has no superiors.

Principle 10. Save. Save, if it's only a dime a week. Get the saving habit.

Principle 11. Neither lend nor borrow.

Principle 12. Stand surety for no one.

Upon these twelve principles every successful business is today founded, and the beginner can do no better than commit them as religiously to his memory as the ten commandments. It has been bluntly said that there is no sentiment in business, but this is very far from being the case. There is sentiment in business, but it is not of a weakening order. It is the right kind of sentiment, the fair dealing of man with man.

There are today in the United States tens of thousands of people of average ability engaged perhaps in some work which earns them a living but in which they are at the beck and call of others, and which is distasteful to them. To these the mail-order business offers an opportunity for securing a comfortable independence. There are tens of thousands of employees who are engaged in labor in which they see no particular prospect of immediate advancement, but which is perhaps not repugnant to them. There are, lastly, tens of thousands who are uncertain what to do, and where to go, but who have no

other means of support than their individual labor may bring them. To all of these the mail order business offers one of two things, either a temporary means of earning a few dollars without letting go the secured employment, or a profession to which they can and will gladly give their time and labor with the assured hope that it will return them a competence. This is perhaps the only business in the world in which the question of sex cuts no figure. A woman can succeed as readily as a man, and a man as readily as a woman. All depends upon individual ability and application. Commit your principles to memory, turn your back upon the old life, whatever its failures and disappointments may have been, keep your courage up, give a bright lookout ahead, follow the teachings of this Course of Lessons and success is yours.

LESSON II.

ATTITUDE TOWARD THE PUBLIC—SHUN GRIEVANCES—A
START IN BUSINESS—LAUNCHING A PRODUCT—THE
MANUFACTURING CHEMIST—GETTING PRICES—THE
GOODS IN HAND.

When you sit down to think out ways of making money for yourself you are apt to grow faint-hearted at the task before you. You think of your own inexperience and very much of your own needs and you almost unconsciously assume an attitude of hostility toward the public. This is all wrong. It is true that the public has money, some of which you intend to get; but it is also true that the public has needs, and will thank you, not dislike you, for supplying them. You will therefore begin business by looking upon the public in a friendly light, and with this thought well in hand you are in the right frame of mind to begin your planning.

I must assume that you have neither money nor experience, as this Course is written especially for beginners and I want to impress upon you that you have all the essentials of success within yourself, and that you must never expect to conquer if you start with a grievance. There are only two kinds of people in the world: those who have a grievance and those who have not.

The first are failures and shunned; the last are the leaders, men who are liked, welcomed and successful. Never cherish a grievance against anything or anybody. So don't be afraid of your public and don't think that your public has a spite against you or your goods or that it will in any way oppose your progress. You need that public to make your life a success. Cherish good feeling toward it and it will stand by you. I said a little while before that the public had needs; and the question is which one of those particular needs will you attempt to supply? First, you must choose your line. We will start you with ten dollars capital, take up one specialty, and show you how you are to enter the business world. We will give you a Hair Restorer as your stock in trade. First, you must have the goods. Go to your nearest druggist and say: "I am going into the mail-order business. I shall start with one thing and go on to others. I want you to put up my goods for me, and I have determined to start with a hair grower. I want you to tell me what preparation you could put up for me that would be inexpensive, and at the same time satisfactory as a cleanser of the scalp and a strengthener of the growth of hair upon the head." The druggist will suggest a mixture of cantharides and alcohol or something of that kind. This is all very well for a local dealer, but it will not do for you. You

cannot start your work by sending bottles through the mail, however meritorious the preparation. You must have something which is simpler to handle. Tell him that you want a powder, the preparation to be put up in powder form, which when shaken up with water will make a pint of fluid. You will ship the powder to the customer and the customer will supply the water and the shaking. The druggist will give this proposition some thought, and he will suggest two or three different formulas for your use, quoting prices. You had better say then: "You can supply me these powders, you say, in lots of 100 at 6c apiece. I am a little doubtful as to how your preparation will work and should prefer to experiment upon a small scale at the start. Put me up twenty of these powders for one dollar. You can do that without loss to yourself and it will enable me to start my experiment without risk. If there is anything in this in the future, you will get the benefit as well as I." Nine druggists out of ten will close with this offer, because your experiment will take very little of his time and you have begun by in a sense taking him into your confidence and more or less into partnership with you in this undertaking. He will stipulate that he is not to be held responsible in any way for the success or otherwise of the preparation, and you will guarantee, of course, that the responsi-

bility rests entirely with you and that his name does not appear. I do not give the ingredients of any one of these possible preparations which the druggist may suggest to you, because that point is not essential to your success, and any druggist of ordinary ability can supply your needs in this regard. You have now paid your dollar and gone home with your goods in hand. Your next step is to find a market.

LESSON III.

A SMALL BEGINNING—NAMING THE PREPARATION—NAMING THE FIRM—ARRANGING FOR DELIVERY OF MAIL—ORDERING PRINTING—FINDING A PUBLIC—CORRESPONDENCE—A TRIAL ADVERTISEMENT—"COPY" FOR SAME—CIRCULARS—WRITING A FOLDER—SPECIAL OFFER—KEYING YOUR ADVERTISEMENTS—LABELS AND REVENUE STAMPS.

You have your goods in hand. Now you want your public. If you had a store you would find your public in the passers-by; but your business is on paper, and you must therefore find your buyers on paper. That is to say: you must begin your advertising campaign. Sounds foolish, perhaps, to speak of a campaign when the sinews of war amount to only \$9, but we will see what can be done. I have in mind a few mail-order men who started with something less than \$5 and who are now worth from \$25,000 to \$30,000 clear, apart from a business which is bringing them in about \$200 a month profit. First, find a name for your product, and then a name for your business. Suppose you turn over in your mind a few such titles as "Hair Health," "Danderine," "Hair Restorer," "Dandruff Cure," and so forth; which of these is most likely to appeal to your public? Surely the specific and exact

title such as "Danderine," etc. Such names signify a remedy. They mean something new; and your public will buy from you only if you have something new to offer. We will therefore christen your preparation "Cantharin," and let it go at that. Cantharides is a well-known hair invigorator, and "Cantharin" is an excellent name because it carries with it a suggestion of cantharides. Now under what name will you make your bow to the public? It is quite legitimate for you to adopt the name of "Cantharin Manufacturing Company" [or, more briefly, "Cantharin Mfg. Co."], provided that you neither imply nor state that you are an incorporated concern. You write yourself down, therefore, "John Abel, Mgr. The Cantharin Mfg. Co.," and you spend \$2 of your \$9 for 500 sheets of writing paper and 500 envelopes. The question of your mail address must be settled before you give your order to your printer. Under more favorable circumstances financially I should encourage you to take a box at the postoffice, which would cost you from \$1 to \$1.50 per month; but this expense, small as it is, may be avoided. Let us pay another visit to the chemist who has already assisted you to the extent of putting up the goods. You say: "Mr. —, I wish you would allow my mail to be delivered here. I am going into business as The Cantharin Mfg. Co., and your address is 98 Main St. You have only to

send a line to the postoffice saying that you wish all mail addressed to The Cantharin Mfg. Co., Main St., to be delivered to No. 98, and the matter is settled. You will thus not be troubled by inquirers who wish to see the manager personally, and if the business should prove a success, and you should wish to take a more personal share in it, then the number '98' may be inserted in my advertising. At present I am only looking for a place where I can come daily to collect my letters. Have you any objections?"

The druggist will not object, since the plan involves no publicity to him, and you are now provided with an indefinite address, which is more satisfactory than the exact number of a house or box. The postoffice will deliver all mail addressed Cantharin Mfg. Company, Main St., to No. 98 Main St., as requested. I shall explain later when we come to an explanation of methods of keying advertisements why an indefinite address is satisfactory. Another reason, which may be mentioned here, is that when you embark upon a paper business you want paper customers. You do not want callers. Not, as someone might suggest, because your goods are unsatisfactory, but simply because your time is half your stock-in-trade. Your time is the most valuable asset you have. You can deal with a paper customer in five minutes, but a personal caller will sometimes consume an hour of

your time and go away without making a purchase.

You will now order from your printer the note paper and envelopes you need. Don't make the mistake of using a loud, vulgar head-line; some dealers think that size of type in their head-lines is an index to size of business in the minds of possible buyers. This is not the case. Use small, neat type, putting your announcement in the top left-hand corner of the sheet, as follows:

Cantharin Mfg. Co

Main St.

John Abel, Mgr.

Chicago.....1902.

The word "Chicago" and the date line lie to the right of the page.

Upon your envelopes have simply in the left hand top corner

Return in five days to

Cantharin Mfg. Co.,

Main St.,

Chicago, Ill.

and keep careful check of all returned letters. At this stage of the proceedings I do not advise you to use return envelopes to be inclosed with your letters to possible purchasers. Later on, it will be advisable always to use them, but at present we must husband every dollar. Now to find your public.

The first thing you need is publicity. There are mail-order journals which have publicity to sell; they want you, and you want them. I do not care to advertise them free but when you are ready to begin business send me a line and I will give you the names of half a dozen good ones.

Then sit down and write upon your new note paper a letter addressed to three or four of them as follows:

Editor — — —

DEAR SIR: Sydney Flower has advised me to write you for a copy of your paper. I enclose you 10c silver for which you will please send me your latest issue, together with such information as you think would benefit one who is starting in the mail-order business. Should you feel disposed to make special concessions I shall be glad to reciprocate when the opportunity presents.

Very cordially,

JOHN ABEL.

Your letter will bear double fruit. You will receive copies of each of the journals mentioned, and also you will receive kindly letters from the advertising managers of the various publications making you a special rate for a first insertion in their publications of your 1-inch advertisement.

From these letters you will select such as seem to you best; your expenditure being limited to

\$4, and for this sum you will receive an offer of a trial ad in the best to occupy space of one inch. You will thereupon forward your cash with the following letter:

To the Adv. Mgr. — —.

DEAR SIR: I have decided to accept your proposition of a trial ad, 1 inch, in your magazine at \$4.00. Kindly give me as good a position as possible, since my success must depend upon this early assistance from you. I send you copy with this.

Very cordially,

JOHN ABEL.

Enclosed find P. O. O. for \$4.00.

Now your "copy" is very important. Your "copy" is either your fortune or defeat, and you have two problems before you. These are: Do you want to interest possible purchasers of your preparation? Or do you want to interest agents who will sell your preparation?

Your answer may be: "I want both."

In this case you must discriminate between the agents' papers which you have received, and the home-buyers' papers which you have received; and your advertisement must either be directed to cover both classes, or you must write two separate advertisements.

Here is your announcement to the home-buyers as you will first put it upon paper :

BALDNESS defeated at last! A secret remedy manufactured by ourselves and backed by our guarantee to refund money in case of failure. Price, \$1.00 for one month's treatment. We will grow hair on bald heads, cure dandruff, and prevent hair falling out, or return your dollar after one month's trial. Address: Cantharin Mfg. Co., Main St., Chicago.

Trial Treatment, 10c silver. Descriptive Booklet Free.

Readers of this advertisement would not send you one dollar. They would, however, be impressed with your trial treatment, and many of them would like to see your free booklet. So they would write you at least. But there is something wrong with the advertisement. The fault is simply that it is too crowded. You are saying things in it which you should say only in your circulars and letters. Let us boil the ad down, thus :

BALDNESS A CRIME. Cantharin never fails to stop hair falling out; cures dandruff, and grows hair on bald heads. Price, \$1.00. Trial Treatment, 10c silver. Write for Free Booklet to Cantharin Mfg. Co., Main St., Chicago.

That would do for the general public, the home-buyers ; but it would not appeal to agents.

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The composite ad to reach both agents and the general public, should run like this:

BALDNESS A CRIME!

Cantharin grows hair on
BALD HEADS.

Price, \$1.00, postpaid. Trial Treatment, 10c silver. We will ship \$1.00 worth for 25c to agents. A money maker. All readers of this paper should write for our free booklet. Address Cantharin Mfg. Co., Main St., Chicago.

You can now inclose this last advertisement in your letter to the journal whose offer you accepted, and you have now about ten days' time on your hands to be devoted to getting up your circulars. If you examine the pages of the journals which have been sent you you will find an advertisement something as follows:

CIRCULARS! Size 3x6, any 200 words, 500 printed and postpaid, 50 cents. Every eight extra words, 1 cent. Gummed labels for use on envelopes, note heads, packages, etc., 2,000 for \$1. Samples free.

What you want, however, is not a 3x6 circular, but a 3x6 folder, making four pages of printing in place of two. You will get these for about \$2 for 500 copies.

Here is your circular matter. The effort should be to be convincing and frank, using a

one-syllable word wherever possible in place of words of two and three syllables. It is a golden rule in advertising to avoid ornate language: to say what you have to say in the fewest possible words, but to be careful that you tell *all* your story.

Upon the first page of your folder print simply:

"CANTHARIN"

is

Manufactured only by
THE CANTHARIN MFG. Co.,
Main St.,
CHICAGO.

Price, \$1.00, postpaid.

Upon the second and succeeding pages you make your "talk" for the merits of your preparation as follows:

Cantharin is admitted by a manufacturing chemist of note to be the best of all hair restorers and hair invigorators. It is without a rival and has such merit that its manufacturers *guarantee to refund in full the purchase price upon demand* if Cantharin fails to grow hair upon a bald head *after thirty days' trial*.

It has been claimed that when the roots of the hair are dead all preparations are worthless. This is not true in a double sense. As a matter of fact, the roots of the hair can be stimulated to renewed activity at any time during the life of the individual, provided the proper remedy is found. That remedy we have in Cantharin. It is non-injurious, non-poisonous, and may be as freely used as a hair preservative, to kill dandruff and nourish the roots of the hair, as in the more specific employment of induc-

ing a new growth of hair after the owner has been completely bald for many years.

SPECIAL OFFER.

We are aware that there are numerous products of this order upon the market, and we have nothing to say against them. No doubt they are good in their line. Our contention is that Cantharin is so far better than any of them that it stands alone as the best.

It is pleasant to use, leaves no greasy or sticky feeling, but is thoroughly cleansing and invigorating. Women and men find it exactly what they have been looking for.

The price is \$1.00, postpaid, for one pint, or sufficient for one month's treatment; but our preparation is finding such favor that we can offer you our agents' price, namely, 25 cents for one full month's treatment.

This is merely to satisfy you that Cantharin is first-class in every respect; that it will do all we claim for it, and that you can make money by handling it yourself.

If you send us 25 cents silver you will receive a pint package of Cantharin, and you will at once become our agent, and entitled to buy from us at agents' prices.

DIRECTIONS.

Enclose 25 cents silver securely wrapped in a letter bearing your name and address, very plainly written, and you will receive one dollar's worth of Cantharin by return mail.

One careful trial will convince you that Cantharin is what you need.

NOTE.—This offer is designed to stand for a short time only. Even to our agents we cannot continue for long to make this sweeping discount. Get in your orders early.

This will do for your composite circular for agents and buyers both, and we now go back for a moment to the question of keying all of the

advertisements which you will place later in selected journals.

You must have a key whereby you can tell by a glance at the address on the envelope to what medium or journal the reply is to be credited. The simplest plan to follow is to write into the address of each advertisement Dept. A, Dept. B, Dept. C, Dept. D.

Thus your advertisement reads in the first journal:

Address: Cantharin Mfg. Co.,
Dept. A., Main St.,
Chicago, Ill.

So with the others: changing only the key letter of the Dept. Be very careful of your checking system. It tells you unerringly just what mediums are useful to you, and which you had better drop. Most of your replies will read: "Dear sir, I saw your ad in the ———," but your envelopes with the Dept. keys will be your reliable method of checking returns.

Any local printer will do for a small job of getting out 100 labels for you to paste over the packages of Cantharin you send out. The first label is for the trial treatment, as follows:

Trial Treatment,
Price 10c.
Cantharin, the Hair-Grower.
The Cantharin Mfg. Co.,
Main St., Chicago, Ill.

DIRECTIONS.—Dissolve powder in half cupful

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of water (hot). Shake well before using. Rub well into scalp and roots of hair at night on retiring.

This is all that is necessary to make your business conform to law. You do not need a druggist's license to sell a proprietary article by mail.

The second label is for the dollar package of Cantharin, as follows:

Cantharin, the Hair-Grower.

Price \$1.00.

Put up by The Cantharin Mfg. Co.,
Main St., Chicago.

DIRECTIONS.—Dissolve powder in one pint of water (hot). Shake well before using. Rub well into scalp and roots of hair at night on retiring.

You are now ready to receive replies, and to begin business.

LESSON IV.

STARTING YOUR SYSTEM OF BOOKS—THE ORDER BOOK—
THE INDEX CARD SYSTEM—ARRANGING YOUR CARDS—
CHECKING RETURNS—"THE STORY OF THE CARDS"—
CORRESPONDENCE—HANDLING REPLIES—SELLING TO
AGENTS—KEEPING FAITH WITH AGENTS.

In the few days of leisure which are left you before you begin to hear from your ads it is advisable to start your simple system of books. You require two books at the beginning—one, a cash book, in which you will put down all moneys received and all moneys paid out day by day; the other, an order book, in which you put down all orders received and all orders filled day by day. When your business grows sufficiently large, it is necessary in addition to the order book to have what is known as a card index system, which, by the way, it would be a very good thing for you to start with right at the beginning in order to familiarize yourself with the habit of keeping in touch with every detail of your business. I do not advise you to spend money upon the elaborate card systems in use in our large mercantile houses, but rather to get up a system of your own amply sufficient for your own small needs, which will at the same time be an accu-

rate record and a check upon the order book. In order to show you how to keep this card index system, I must anticipate a little and assume that you have before you upon the table one dozen letters addressed "John Abel, Cantharin Mfg. Co., Main St., Chicago." Three of these letters are addressed Department A; three, Department B; three, Department C, and three, Department D. As you open each envelope, and take out the inclosed communication, you write upon the letter with a blue pencil the key letter which was upon the outside of the envelope, which will only take you a few seconds of time and which will make it unnecessary for you to keep the envelopes lying about. You have thus transferred your key from the envelope to the communication which the envelope contained, and this should be your first care in attending to the morning's correspondence, namely, to get your keys right. Out of these twelve letters, four contained each 25 cents in silver, two contained 10 cents each, and the remaining six are requests for your free booklet. You have, therefore, received in cash \$1.20 from the morning's mail, which is to be duly entered in the cash book as gross receipts. Now you turn to your card index system. You can buy a box of white enameled cards, 500 in a box, for 35 cents. These cards are about 3x4 inches and are very durable. Upon the face of each card you write the name of your first cor-

respondent who has mailed you 25 cents in silver for a package of Cantharin. Now the idea of the card system briefly is that each card shall give you upon inspection the history of all the transactions you have had with the person whose name appears upon it. Therefore the first thing you do is to write his name upon the face of the card with his full address. The next thing is to put the key number, in ink or in blue pencil, as you choose, upon the lower left-hand corner of the card. On the top left-hand corner you will stamp the date, upon the back of the card you will again stamp the date and against it put: "Cash, 25 cents." Proceed in exactly the same manner with your eleven other correspondents, and in the case of the six who have not sent money stamp your date as before upon the back of the card and put a cross against the date. This cross will be your sign to tell you that these parties have simply written for further information.

As your business expands, it will be necessary for you to arrange your cards by states and then to arrange the cards belonging to each state in alphabetical order, so that if at any time you get a letter from "A. E. Jones, Kalamazoo, Mich.," you can put your hand at once upon the state of Michigan and the letter J. Key by the surname only and pay no attention to initials in the matter of arranging your cards. Upon

the right hand side of your cash book you must make entry of every item of expense which you have been put to in the matter of outlay for goods, advertising, etc., with date corresponding to the date of order and against it the date upon which the goods were paid for. Always take receipts for any payment which you make, however insignificant, and never destroy a receipt. Upon the left hand side of your cash book you will make entry day by day of all moneys received and in your order book you will proceed to write down now, giving full name and address of the purchaser, together with the article which he ordered and the amount of cash remitted, the orders received in the six letters, which you opened containing money. Upon the same line on the page opposite you will put down the date upon which you filled the order, so that there may be no mistake or omission in your filling all these orders. It is always to your advantage to acquire a reputation for promptness in delivery of goods and all orders should be filled the same day they are received. At the close of every day's business it will be well for you to sum up the story which the cards tell you. This at first will be a very light matter, but as your business increases it takes a good deal of time to run through the history of a day's business and apportion to each medium the full amount which the key letters tell you is traceable to that par-

ticular journal in which your advertisement appears. All you will require for the first month, as your advertising is confined to one journal, will be two pages at the back of your order book. Suppose that you receive your first correspondence upon May 1. You set aside two pages in the back of your order book and you reserve the left hand page for checking cash received, keeping the right hand page for inquiries received. Upon the left hand page, then, you have on the first line, May 1; second line, May 2; third line, May 3, etc., down to the bottom of the page, for which you will require thirty one lines, less the four Sundays in the month. If you skip a line for Sunday each time, it will give you an easy key to the day of the week. Now, if you will examine your white cards at the close of the day, upon which we will say you have only received twelve letters, you will credit to Department A, which means a certain journal, 50c, that being the story which your cards tell you, since you find that two of the remittances which you received of 25c each, have the key letter A in the corner of the cards. Looking through your inquiries you find that three of your inquiry cards bear the letter A also upon the cash side of your book, therefore, on May 1, under column A you put down 50c, and upon the inquiry page of the book, May 1, under column A you put down the

figure 3, representing the number of requests for information received through that medium. So you proceed with the other cards. This is what I mean by "reading the story of the cards," i. e., correctly checking cash received and inquiries received in the day's correspondence and crediting the proceeds correctly to the different mediums employed. Now, at the end of the month, in order to find out just what value the journal which is represented by the key letter A has been to you, all you have to do is to add up A's column, so with the other journals. In this way you can discover whether the journal which gives you a large number of inquiries is also productive of many cash buyers, and vice versa. There is a great fascination about this work of reading the story of the cards from month to month, and there is no class of men, advertising experts not excepted, which is so well posted upon the paying qualities of the different mail order journals as the average mail order dealer. This system is exceedingly simple, and at the same time it gives you a grip upon your business which other more complicated and more pretentious systems fail to secure. My advice to you is, master it thoroughly and follow it religiously; never permit a day to go by in which you have not, as I say, read the story of the cards at the close of the day's work.

It is now in order to tell you how to handle

both your cash buyers, trial treatments, and inquiries from the standpoint of correspondence. To the person who has sent you 25c in answer to your advertisement, you write as follows:

DEAR SIR: Your order dated March 29, enclosing 25c for \$1.00 package of Cantharin, received with thanks, and the same has been duly entered upon our books. Goods will be shipped to you immediately, and we trust that this is but the beginning of pleasant commercial relations between us. We should like to interest you in our fast selling product, that you may share with us some of the profits in handling same. You will see by the enclosed circular that we are making a special rate to agents of 25c for \$1.00 package, and if you choose to take orders for us among your friends we will supply you with all you require at this figure.

Cordially yours,

To the trial treatment parties you should send a letter as follows:

DEAR SIR: Your favor of March 29, enclosing 10c for a trial treatment of Cantharin, safely received, and the same is forwarded you enclosed herewith in this letter. We feel that you will be so pleased with our preparation that we have enclosed you a circular, setting forth a special 25c offer for a \$1.00 package of Cantharin, and should you feel disposed to recommend our product to your friends and secure their orders we shall be glad to extend the concession of this very favorable rate to all orders which you may send us.

Cordially yours,

To the inquiries you should send a letter couched something as follows:

The Mail-Order Business.

DEAR SIR: Your letter of inquiry of March 29 received today. We enclose you circular giving fuller information concerning our preparation Cantharin, and should strongly advise you to avail yourself of the very liberal offer therein made, by which you can secure a \$1.00 package of this product for 25c. You will find the article so superior to anything at present upon the market that we feel sure you will wish your friends to share in the benefits conferred, and we shall be glad to receive your orders for as many packages as you think you could handle at this sweeping reduction, namely, 25c per package.

Very cordially,

In each of these letters you enclose one of your circulars, and the result will be that you will not only make sales, but you will also secure a certain percentage of agents among the buyers who will take it upon themselves to recommend Cantharin to their friends upon the strength of your 25c offer. Your agents will work from one of two motives, either self-interest or ordinary good nature. As self-interest is the strongest motive in governing human conduct, it is to be presumed that most of them will be influenced by the fact that here is an opportunity for them to make at least 25c clear profit upon every order they turn in. For instance, your agent can approach his friends with an offer to procure a package of a never failing hair grower for 50c. If the agent's argument is plausible enough to win 50c from the pocket of his friend he will send you a quarter

and pocket the other quarter himself, stipulating merely, when he sends you the addresses of his friends, that you should not enclose your circular to any addresses he sends you, setting forth your reduction in price. In all business transactions it is absolutely necessary to keep faith with your agents, and to do nothing which may embarrass them, even though it may seem to you that you are losing possible customers by not reaching out for them individually. In most cases, however, the agent is quite clever enough to prefer to distribute your orders to his friends individually, himself, and in place of sending you four different addresses, with \$1 to pay for four packages of Cantharin at agent's price, he will tell you to ship the four packages to him direct. You are now fairly embarked upon the distribution and sale of your hair restorer, and we will devote the next chapter to casting up probable returns, extending your advertising, and making plans to amplify your stock in trade.

LESSON V.

FIGURING ON PROFITS—PROFITS ON HOME CONSUMERS—
PROFITS ON AGENTS—SMALL MARGINS, QUICK RE-
TURNS—NO MAIL-ORDER BUSINESS CAN STAND
STILL—IMITATION TYPEWRITING—PERSONAL LETTERS
BEST—RETURNS FROM ADVERTISING—EXTENDING YOUR
FIELD—RETURNS BETTER THE SECOND MONTH—THE
SECRET OF GOOD ADVERTISING—HANDLING COMPLAINTS
—KICKS—SAMPLES OF CORRESPONDENCE WITH RE-
PLIES—A SOFT ANSWER TURNETH AWAY WRATH—
TESTIMONIALS—SECRETS OF PROFIT.

After your necessary expenditures you will have a little of your \$10 capital remaining over and above your outlay for postage stamps, labels, etc. Let us see what profit you are making on your powders at this time.

You buy 20 powders for \$1, or 5 cents apiece. Take one powder and divide it into 8 parts, and you have in each part sufficient for one of your Trial Treatments, which you sell at 10c.

Your price on the Trial Treatment is the same to agents as to home-buyers—no discounts.

Gross cost of 1 powder 5 cents, making gross receipts 80c, divided into Trial Treatments.

Expense of goods, shipping, postage and printing—say 30c—leaving balance net profit 50 cents on sale of 8 Trial Treatments.

The \$1 package costs you 5 cents each, postage 2c, letter 2c—say 10c; you sell it to agents and others at 25c. Margin of profit 15c on each sale.

This is a small profit apparently, but there are several reasons why it is to your advantage to begin with small margins. The first is, that you want a public just as quick as you can get one. You want people to write to you. It is your business to teach them later to buy from you. Your cut in price is designed simply to pay for expense and have a little working margin and at the same time to secure you a public. Every customer whose card you have in your file is potentially a future buyer or a future agent for you.

If your customer is not taken greatly with your Hair Restorer he may not be so indifferent to other articles you may offer him.

You are now to learn the lesson that no mail-order business can stand still. "The larger the business, the greater the expense," is not always true. You have begun by selling a Hairgrower. A very excellent thing in its way, but reaching only a small class of buyers. Suppose you had in your list half a dozen articles as good and better than your Hairgrower, would it not be just as easy to mail a catalogue of your goods to each inquirer as to mail the little circular which you

have had printed, and which you enclose in your letter to each inquirer at a cost of 2 cents postage?

At the present stage of your progress I advise you to let Imitation Typewriting severely alone, and write your letters personally, by hand, if you have not a typewriter. Write clearly and in large characters and your inquirers will appreciate the compliment of a personal letter from you.

In their line, the plan of reaching retail houses by wholesale dealers, imitation typewritten letters with the signature of the writer in facsimile black and date and address filled in by machine are good—but you can never make a circular letter do the work of a personal letter, and the imitation typewriting has become so much used that it will not deceive even a country novice. Write your letters by hand therefore without shame at the thought that you cannot afford machine work, because the chances are ten to one that your personal letter will carry more weight than any other kind of communication.

There is no reason, however, why you should not know what kind of work this Imitation Typewriting is, and what it will cost you if you ever choose to experiment with it. And when you wish to see what it is like, write me and I will give you the name of a good firm dealing in this line.

At a fair estimate your expenditure of \$4 in

the medium you selected should bring you in a gross return of \$10 in direct sales at 25c each; \$4 in Trial Treatments at 10c each, and perhaps 100 Inquiries, which it is your business later to turn into money.

You should order a continuance of the advt. in the medium you selected, and add two more to your list of the same kind.

The returns from an ad are always better the second month than the first, so that it will not be to your advantage to begin the weeding out process of your mediums until you have the returns from at least four months to check up by "the story of the cards."

Just here commit to memory the secret of good advertising. It is: "Change your ad often. Keep it fresh every month. But don't change your medium." Let the readers of a magazine once get into the habit of seeing your name and address, with change of reading matter in the subject of your ad, and they will read the advt. religiously.

Often one kind of an ad is a flat failure in a medium in which another ad pulls famously. Don't be too ready to run down your medium, and blame it for your failure. The chances are that the fault lies in your ad-writing; you have not perhaps made your offer attractive enough.

When the second month is well under way you will begin to receive a few complaints regarding

the ineffectiveness of your Hairgrower. Now, the handling of complaints is a fine art, and you should always remember that you are entitled to receive a certain percentage of complaints, because your method of advertising encourages them. You state boldly in your advt. that Cantharin will grow hair on a bald head in 30 days. A man with a bald head buys Cantharin, and after carefully following directions for 30 days he finds that he has not started a new hair so far as he can discover. He will thereupon do one of three things: 1. Blame himself and resolve not to try any further preparations; 2. Write you an abusive and very personal letter; 3. Ask you to make your guarantee good.

In your business you must be as careful to keep in touch with all your customers as a mother in watching over her family.

You will hear nothing from your first kind of customer so you should write him a little note, enclosing a new batch of circulars—whereof I will speak later—the letter running something as follows:

DEAR SIR: You were one of our earliest customers, and we should be glad to know if you are fully pleased with the package of Cantharin we sent you. If so, we feel sure that you will be glad to recommend it to your friends, and as you find our firm reliable you will no doubt be pleased to examine the enclosed circulars, in

which you will find many useful articles for sale at very advantageous prices to our old customers.

Cordially yours,

JOHN ABEL.

Your customer will reply in the form of a genial American who thinks he has got the worst of the bargain but is not quite clear upon this point:

DEAR SIR: I tried your preparation Cantharin, but it didn't work worth a cent on *my* head. Perhaps it's a good thing if the head is not completely bald, but I guess nothing but transplanting will put any more hair on my scalp. You said that you would refund money, but the experience was worth a quarter to me, so you needn't worry about that.

Very truly,

JOHN JENKS.

This customer is good-tempered and philosophical—excellent material to keep on your list of buyers. To him you write again:

DEAR SIR: We regret to hear of the non-success of your application of Cantharin, but we cannot allow you to be the loser. As you have generously declined to ask for your money back, we direct your attention especially to articles — and — in the enclosed circulars, and you are at liberty in sending in your order to credit yourself to the amount of 25 cents, as already paid. It gives us great pleasure to keep your name on our books as one of our regular customers, and you will always find us just in our dealings.

Cordially yours,

JOHN ABEL.

This reply will almost invariably produce an answer and an order for perhaps 50 cents worth of goods, and having won this customer's complete confidence it remains with you now to keep it.

Customer No. 2 writes as follows:

DEAR SIR: Your preparation of Cantharin, as you call it, is no good, and I have half a mind to report you to the postoffice as a rank fraud and swindler.

Yours,

TOM JONES.

You may reply in the following strain:

DEAR SIR: Your letter of the — is at hand, and contents read with regret. It is rarely indeed that we receive letters of dissatisfaction from customers, but it is our duty and pleasure if you have suffered loss to make it right. We accept your statement without question that in your case Cantharin was not satisfactory in producing the results claimed for it, and we now hold to your credit the sum of 25 cents, the purchase price of the package sent you. Enclosed are circulars of some of our most popular sellers; you are at liberty to choose 25c value from them, or you may inform us by postcard that you desire to have your money returned to you, and the amount will be duly forwarded. We are only too pleased to cultivate harmonious business relations with our correspondents, and merely await your orders in this matter.

Cordially yours,

JOHN ABEL.

A soft answer turneth away wrath, and the probability is that this customer, after exploding in the manner aforesaid, will not be hard to ap-

pease. He may refuse to have any more dealings with your firm, and request that his 25 cents be returned forthwith, but the probability is that he will take goods in exchange, and you will keep him as a customer.

To correspondent No. 3 you write a letter which is a composite of Nos. 1 and 2, as follows:

DEAR SIR: We are very sorry to hear that in your case Cantharin has failed to do its work satisfactorily. We shall, of course, accept your statement without question that you faithfully followed directions. But we are very unwilling to lose you as a customer if we can keep you with us and satisfy you that we deal honestly with our patrons. Enclosed are circulars referring to some very useful articles which we are handling. Will you select goods to the amount of 25 cents therefrom, and thus remain our valued customer, or shall we refund you the 25 cents in cash? Awaiting your orders,

Very cordially yours,

JOHN ABEL.

This man will take the goods always. The lesson which the above letters are designed to teach you is that a good trader never loses a customer if he can help it; and never permits his serenity to be ruffled.

But your percentage of complaints will be very small indeed compared with the flattering testimonials which a majority of the purchasers of Cantharin will write you gratuitously. It is a strange thing, is it not, that a preparation of which you know next to nothing yourself should be able to awaken enthusiasm as to its virtues in

the breasts of those who have paid their money for it?

But the secret of its success is very simple; and because of its simplicity I chose a Hair Restorer as the best article for you to begin your work with.

The real reason why dandruff appears on the scalp is because the natural oil escaping through perspiration mingles with the scarf-skin of the scalp and is loosened in the form of dust or scurf. Obviously, the cure is to cleanse the roots of the hair from oil.

The reason why hair falls out is because the roots of the hair become choked and the hair itself cannot "breathe."

The reason why all Hair Restorers are good is because of the massage of the scalp which is necessary in applying the Hair Restorer, and which stimulates the blood-vessels supplying the hair follicles with nutriment. Thus the rubbing stimulates hair-growth.

Always preserve your testimonials. Later on you will do a better business if you get out a little book containing a number of these testimonials with photographs of persons who have derived benefit from your Hair Restorer, but you may leave that to the future.

We will devote the next chapter to an explanation of how you are to enlarge your stock in trade with circulars without cost to yourself.

LESSON VI.

SECURING MORE GOODS—GETTING FREE CIRCULARS—YOUR
IMPRINT ON CIRCULARS—RENTING LETTERS—LETTER-
BROKERS—RELATIONS BETWEEN BUYER AND SELLER—
PREMIUMS TO PURCHASERS—MAIL-ORDER ARTICLES—
MANUFACTURER, JOBBER AND RETAILER—BUY RIGHT.

If you will glance over the copies of the Mail Order Journals which have been sent you in response to your advertisement from other publishers who are always on the watch for new advertisers, and who have marked already your modest one inch announcement in the journals you selected as your mediums, you will find a multiplicity of such advertisements as the following:

"Something new for novelty and agency firms; every customer a pleased one; nothing like it ever made or sold before; all want it when they see or try it; rapid sales; electros and circulars furnished. For particulars address, etc."

It is your business now as one who is seeking for new goods to handle and for opportunities to increase his stock in trade, to send postal cards in reply to all such advertisements as the above, stating that you are in the Mail Order business, and requesting full information. You will receive from these concerns not only many very

excellent articles which you can add to your list, together with their prices to you as their agent, but also offers on their part to supply you with circulars free of charge, stamped with your name and address. The advantage of having your name upon your circulars is manifest, in that it protects your trade, and does not make it apparent to your customers that you are handling another person's goods. These concerns will also supply you with free electros for use in your own catalogue if you design to use one, but at present it is cheaper for you to let the other man furnish you with circulars and to do as little printing as possible yourself. You will be required to expend 25 cents for a letter file in which the letters you receive from day to day must be laid in alphabetical order, and upon the back of this letter file you should paste the month and the year, using, while your business is in its embryo stage, one letter file each month, in order that your correspondence may be very readily accessible to you, even several months hence, by a mere glance at the back of the files.

Of recent years there has developed as an outgrowth of the Mail Order business a system of renting and selling letters received in answer to advertisements. You will find in glancing over any Mail Order Journal such announcements as the following:

Choice letters for rent cheap. If you are not making a good profit upon your newspaper or magazine advertising you should test mailing your circulars, with other printed matter, direct to names taken from letters received by other advertisers. You cannot fail to make big money on direct mailing, if you buy the right class of letters and get them of late dates. All of these letters listed below are first replies (not duplicates) to ads which appeared in Mail Order Monthlies exclusively.

245,000 choice "Agents" letters, all 1900 dates.

115,000 "Goods on Credit" order letters, all 1900 dates.

60,000 cash "Music Order" letters, all 1900 dates.

148,000 cash "Novelty Order" letters, all 1900 dates.

Highest prices paid for letters. We pay highest market prices for all kinds of first reply letters received in answer to newspaper or magazine advertising. If you have any letters which you wish to sell, send us copy of ad that drew them, tell us what dates they bear and who has copied them, in case they have ever been used, and name the lowest cash price you will accept for the letters, outright sale. Address, etc.

This is the advertisement of a letter broker, and, while the business may be profitable, it may be laid down as a golden rule for you to observe that the names which you collect in your business as your stock in trade are worth more to you than they could possibly be worth if you were to put them upon the market. Neither do I advise you to waste any time in purchasing letters which have been received by other firms. The big thing about the Mail Order business is the fact that when once confidence has been established between a certain firm and its cus-

tomers the customer is likely to buy from that firm again and again. There should, therefore, be no attempt upon your part to weaken the bond between you, and the customer's name should be as rigidly guarded as though his communications were of a confidential order. In brief, the secret of Mail Order success is rather the fostering of a family spirit between buyer and seller, and it will be a very good plan for you at certain dull seasons of the year, as your trade extends, to send out to the full list of your customers a letter couched somewhat in the following terms:

DEAR SIR: As you have been one of our earliest and most valued customers, with whom our trade relations have been uniformly and, we hope, mutually satisfactory, we take this opportunity of still further strengthening the friendly relations between us, by requesting you to select from the enclosed catalogue goods to the amount of 25 cents as a premium to you for your interest in our Company. In return for this slight favor we would ask you to set down on paper four articles of home consumption which you are accustomed to buy through the mails, for the use of yourself, your friends or your family. In this way we hope to get a "line" upon our customers' needs in order that we may be able, when this need arises, to be in a position to supply it by having in our catalogue the various articles which he is accustomed to order by mail.

Very cordially yours,

It will cost you very little to fill these premium orders, and the effect of your generosity upon your patrons will be such that they will not only

furnish you with the information which you are in search of, but will make it a point to patronize your house in ordering goods at any time. In other words, as a result of this premium gift your customers will be so firmly knit to you that their inclination will be to write first to you and ask if you can supply them with such and such an article, whatever it may be, which they may have seen advertised by another firm. This, while it means increased correspondence to you means increased trade and a growing importance in the Mail Order business.

Here is a list of articles which are sold by mail and which might be doubled in length. The list is taken from the Sawyer list of papers, published at Waterville, Maine. You can take your pick of these, and in your second month of advertising you should have not less than half a dozen articles of one sort or another as your stock in trade.

Cigars.	Silk ties.
Complexion cream.	Household specialties.
Rings.	Steam engines.
Revolvers.	Typewriters.
Lamp wicks.	Watch charms.
Wool suits.	Hat pins.
Cameras.	Studs.
Incubators.	Bulbs.
Medical books.	Rheumatism cure.
Shirt waists.	Ink powders.
Embroidery needles.	Musical instruments.
Skirts.	Nervous debility cures.
Silverware sets.	Desks.
Circular distributing.	Female remedies.

Initial pins.	Hair dyes.
Shoes.	Safes.
Eye washes.	Toilet soap.
Whisky recipes.	Clairvoyancy.
Envelopes.	Surveyors' instruments.
Accordeons.	Oatmeal.
Handkerchiefs.	Agents' directory.
Rifles.	Soldering outfits.
Bicycles.	Sofa cushions.
Scarf pins.	Breath perfumes.
Watches.	Lace curtains.
Flower seeds.	Ventriloquism.
Silk remnants.	Knee pants.
Book of war stories.	Confederate money.
Magnetic treatments.	Blood remedies.
Dinner sets.	Morphine habit cures.
Teaspoons.	Wagons.
Brooches.	Liver pills.
Felt insoles.	Sofas.
Blank books.	Canceled postage stamps.
Eczema cure.	Bar soap.
Sugar.	Ammonia.
Boys' suits.	Mouth organs.
Banjos.	Sewing machines.
Telephones.	Razors.
Cornets.	Printing presses.
Mackintoshes.	Song books.
Pocket knives.	Stamping outfits.
Insurance.	Electric belts.
Bracelets.	Bust developer.
Silk dresses.	Corsets.
Coin and stamp value books.	Complexion wafers.
Embroidery machines.	Hair growers.
Asthma remedies.	Astrological readings.
Ladies' suitings.	Matches.
Sachet powders.	Pile tablets.

Penmanship instruction.	Sheet music.
Hair oils.	Poultry books.
Pipes.	Ladies' jackets.
Rupture cures.	Monthly publications.
Visiting cards.	Catarrh cures.
Ginghams.	Bromo-quinine tablet.
Chemical apparatus.	Sign painting outfits.
Medical advice.	Fire-kindlers.
Stamped satins.	Picture cards.
Razor compounds.	Cures for fits.
Coffee.	Washing remedies.
Phonographs.	Obesity remedies.
Digestion tablets.	Buttons.
Brass band instruments.	Teas.
Perfumes.	Suppositories.
Cipher codes.	Bath cabinets.
Soothing syrups.	Hair removers.
Shirt bosoms.	Subscription books.
Whistles.	Bangled jewelry.
Musical learner's charts.	Chimney cleaners.
Rubber capes.	Sugar substitutes.
Harnesses.	Tacks.
Family records.	Shoe repairing outfits
Heart remedies.	Magic lanterns.
Hair switches.	Kidney remedies.
Hypnotism.	Marriage papers.
Nightrobes.	Egg beaters.
Colored pictures.	Toys.
Calicoes.	Band uniforms.
Spectacles.	Baking pans.
Silk ribbons.	Lager beer recipes.
Consumption remedies.	

In your second month you should begin by being well posted upon the principles of buying and selling and the question of profit and loss.

Even in your first month you had a taste of the conduct of both a wholesale and retail business, since in your handling of agents you were a wholesaler and in your handling of home customers you were a retailer. Having written to the different concerns which offer to supply you free with such circulars as you desire, and having received their circulars and selected such goods as you choose to handle you have now placed yourself, so far as they are concerned, in the position of acting as their jobber if you deal with agents for the sale of their goods, or in the position of a retailer if you deal with the general public in the sale of their goods. It is therefore essential to remember that as jobber or wholesaler, your prices must be low and your profit light in large orders, while as retailer your prices must be proportionately larger as your profit will lie in the filling of single orders. Be careful that you buy right, which you will find, if you turn back a few pages of this Course, to be one of the principles of success in the Mail Order business.

LESSON VII.

THE ADVERTISING AGENT—HIS VALUE TO THE MAIL-ORDER DEALER—HIS SERVICES—WHY HE IS NECESSARY—SECURES LOW RATES—PAYS FOR HIS SERVICES OUT OF MONEY HE SAVES YOU—YOU HAVE YOUR FIELD APART FROM HIS—MR. MUNSEY'S QUARREL WITH THE ADVERTISING AGENT—MR. MUNSEY'S DEFEAT—MR. MUNSEY'S POSITION STUPIDLY WRONG—DIVIDING YOUR CAPITAL—ADVERTISE ALL THE TIME—SEASONABLE GOODS—THE BEST MONTHS IN THE MAIL-ORDER BUSINESS.

There are men who make it their business to know the circulation of various magazines; to prepare advertisements, and to devise systems of improving the business of their patrons. The principal work of these men lies in the placing of advertisements in the various magazines.

This man is called an advertising agent. He will be valuable to you about the third month of your business. I do not advise you to begin by using his services; not that he will not advise you well, but simply that in your first two months it is necessary that you cover the ground yourself; you must do the work yourself. You must plan alone; think alone; act alone. You must go through the worst of it alone. If you don't;

if you call in the advertising agent to help you at the very outset of your career, you won't know your business; you won't know what he is doing; his talk will be Greek to you; his bills for services rendered will seem a burden; and you won't appreciate what he can and will do for you.

But it will be different after you have gone through the mill yourself. When you are ready to call upon an advertising agent, to consult with him, pay him for his advice, or make arrangements with him to place all your advertising for you, is when you have reached the fourth month of your business.

By that time, if you have pursued the systems laid down in this Course, you will have a matter of \$50 a month to lay out in advertising mediums. Your principal capital is still your time.

You can't place this \$50 to the best advantage because it takes up too much of your time to examine the merits of the various publications, all of whom are bidding for your patronage.

Moreover, you can't get as low a rate for your advertisements as the regular advertising agent can get for you.

And this is perfectly right, and as it should be. The advertising agent is entitled to be paid for his skill. He is a skilled laborer. He charges you 10 per cent for handling your business, and he is allowed, say, 15 per cent by the publishers for the value of his patronage. You are, there-

fore, the gainer by employing him as I shall here demonstrate.

The publisher's rate card calls, we will say, for a rate of \$1 per agate line, 14 lines to the inch; or \$14 an inch.

The publisher's rate to the agent is \$1 less 15 per cent, or 85 cents per line; or \$11.90 per inch.

If you buy one inch of space in this publication it will cost you \$14.

If the agent buys for you he will charge you his rate of \$11.90, and add his charge of 10 per cent upon any business he places for you, thus making your total cost of placing this 1-inch ad. through an agent \$11.90 plus \$1.19, or \$13.09.

Thus, upon this one transaction, you are saved nearly a dollar, and all responsibility and trouble in placing the ad., checking same, etc., is upon the agent's shoulders, and not upon yours.

You can readily see two things from this example:

1. That the agent will save you money;
2. That the agent is worthy of his hire.

In your fourth month of business you will find that it takes all your time and energy to perfect your systems of extending your business, enlarging your stock, following up possible purchasers, and, in brief, selling goods and buying goods.

You do not want to be bothered with the problems of buying advertising space.

Give that end of your business to the agent.

And remember one thing. Whatever you pay the agent—whatever his charges to you are—they are paid for by the money which he saves for you in placing your advertising.

About a year or two ago Mr. Munsey, of Munsey's Magazine, made a stand against cutting his rates to advertising agents. He said he would sell a page in The Munsey for \$400 to either customer or agent—didn't matter to him. But he would not allow any agent a discount of 15 per cent upon his prices.

This meant that the advertising agent could not secure for his patron, the advertiser, any saving of money by placing his ad. in The Munsey. The result was that the business which would have gone to The Munsey through the various agencies was diverted to McClure's, The Cosmopolitan, and a few other of "the giants."

This elicited a wail of agony from Mr. Munsey, and protests in the form of printed circulars to advertisers asking them if they were satisfied to be bled to death by rapacious agents.

But the advertisers replied to Mr. Munsey that they were well satisfied with their dealings with the agents, and that they considered that the advertising agent deserved pay, and good pay, for his services, since he saved his employer

money—which, in a nutshell, was the office of the skilled laborer.

It took Mr. Munsey a long while to recover from this blow, but you will find Mr. Munsey in line with all other publications today in admitting that there is room for the advertising agent in the fields of the publisher and the advertiser.

If Mr. Munsey had been right in his position he would have won his fight; but as he was wrong, and stupidly wrong at that, he was beaten, and well beaten, as he deserved.

The real reason why I wish you not to place your business in the hands of a good advertising agent the first month is because I want you to know it—your business—in all its branches.

You will then fully appreciate what the labor of the advertising agent is, and understand what he is doing for you.

The right plan for you to follow in this matter of laying aside a sum each month for advertising is to cut your capital into three parts each month.

Say to yourself: One part for safety; one part for stock and personal needs; one part for advertising.

This will dispose of your money to the very best advantage, and keep your business growing.

A pretty good rule to follow is to advertise when the other man is asleep. All advertisers cut down their appropriations and curtail other ex-

penses during the dull months of summer, from May to September, but why should you follow their lead?

Do what the other man doesn't think of doing.

Keep to your plan of steady advertising. People will buy as well from you in summer as in winter if your goods are seasonable, and if you offer them what they want mostly in summer months.

What do I mean by "seasonable" goods?

Well, that's very simple. Cigars are in season all the year round. So are handkerchiefs. But fishing tackle would sell best in summer; and a pocket inhaler for cure of catarrh would go best in winter. Books also sell best in the winter months, from December to March inclusive.

These months, December to March inclusive, are the liveliest in the Mail Order business. Many dealers make enough money at this period to keep them going comfortably the rest of the year.

LESSON VIII.

WHAT CONSTITUTES FIRST-CLASS MAIL MATTER—RATES OF POSTAGE—SECOND, THIRD AND FOURTH CLASS MATTER—RATES OF POSTAGE FOR SAME—PERMISSIBLE ADDITIONS TO THIRD AND FOURTH CLASS MATTER—WRAPPING MAIL MATTER—UNMAILABLE MATTER—OBSCENE MATTER—LOTTERY MATTER—SCURRILOUS MATTER—DEFAMATORY POSTAL CARDS ILLEGAL—BOXES AND BOX RENTS—FRAUDULENT USE OF MAILS—DEALING WITH FRAUDULENT SCHEMES.

Domestic mail matter—that is, mail matter sent in the mails from some postoffice within the United States to some other postoffice within the same—is divided into four classes, as follows:

First-class Matter.—Written matter, namely, letters, postal cards, and all matter wholly or partly in writing, whether sealed or unsealed (except manuscript copy accompanying proof-sheets or corrected proof-sheets of the same). All matter sealed or otherwise closed against inspection is also of the first class.

The following-named articles are among those subject to the first-class rate of postage.—Autograph albums containing writing; bank books,

with written entries; bank checks filled out in writing, whether canceled or not; written visiting cards; "old letters," whether sent singly or in bulk; stenographic or shorthand notes; diplomas, marriage, insurance, or other certificates filled out in writing; manuscript copy, when not accompanied with printed proof-sheets; type-written matter and manifold copies of the same, together with imitations or reproductions thereof, or of handwriting, not easily recognized as such; drawings and plans, containing written words, letters, or figures indicating size, price, dimensions, etc.; envelopes bearing written addresses; remailed postal cards wholly or partly in writing; printed assessment notices with amount due written or stamped in; printed price-lists containing hand-stamped or written figures; printed receipts with hand-stamped or written signature; printed blank forms, filled out in writing; printed cards bearing a written or marked date, where the date is not the date of the card, but gives information as to when the sender will call, or will deliver something mentioned in the printed part of the card, or is the date upon which something is acknowledged to have been received; indented or perforated sheets of paper, containing characters which can be read by the blind, when they contain actual, personal correspondence.

RATES OF POSTAGE.

114. *On First-class Matter.*—The rate of postage is as follows:

1. On letters and other written matter, except that specially authorized to pass at third-class rates, and on sealed matter or matter otherwise closed against inspection, two cents an ounce or fraction thereof.

2. On postal cards one cent each, the price for which they are sold.

3. On "drop letters" two cents an ounce or fraction thereof, when mailed at letter-carrier postoffices, and one cent for each ounce or fraction thereof at offices where free delivery by carrier is not established.

Second-class Matter.—Periodical publications, namely, all newspaper and other periodical publications which are issued at stated intervals, and as frequently as four times a year, which bear a date of issue, and are numbered consecutively, are issued from a known office of publication, are formed of printed paper sheets, without board, cloth, leather or other substantial binding. To be entitled to entry in this class, such publications must be originated and published for the dissemination of information of a public character, or devoted to literature, the sciences, art, or some special industry, and must have a legitimate list of subscribers, and must not be designed pri-

marily for advertising purposes, or for free circulation or circulation at nominal rates.

A Known Office of Publication.—"A known office of publication is a public office for the transaction of the business of the newspaper or periodical, where orders may be received for subscriptions and advertising during the usual business hours, and this office must be shown by the publication itself."

Newspapers and periodicals may have more than one office of publication, but can be entered and mailed as second-class matter at but one. This office must be designated by the publisher, and should be placed first in all printed notices relative to the places of publication.

No certificate of entry will be issued unless there is a compliance with this provision.

RATES OF POSTAGE.

The rate of postage on second-class matter when sent by the publisher thereof, and from the office of publication, including sample copies, or when sent from a news agency to actual subscribers thereto, or to other news agents, is one cent a pound or fraction thereof.

The rate of postage on newspapers and periodical publications of the second class, when sent by other than the publisher or news agent, is one cent for each four ounces or fractional part thereof.

Third-class Matter.—Books, circulars, pamphlets and other matter wholly in print (not included in second-class matter), proof-sheets, corrected proof-sheets, and manuscript copy accompanying the same.

“Printed matter” is defined by statute to be “the reproduction upon paper, by any process except that of handwriting, of any words, letters, characters, figures or images, or of any combination thereof, not having the character of an actual and personal correspondence, provided it is easy of recognition as such.”

A “circular” is defined by statute to be “a printed letter, which, according to internal evidence, is being sent in identical terms to several persons,” and does not lose its character as such by writing therein the date, name of the addressee or of the sender, or the correction of mere typographical errors.

The following-named articles, when printed upon paper and containing no writing, are third-class matter: Almanacs; printed legal blanks and forms of insurance applications; blue prints; printed books; canvassing and prospectus books with printed sample chapters; blank check books and receipt books; printed cards; circulars, catalogues, and assessment notices wholly in print; Christmas and Easter cards; school copy books with printed lines and instructions for use; matter reproduced by the cyclostyle, hectograph,

mimeograph, electric pen, or other similar process easy of recognition; engravings and wood cuts; labels; lithographs; printed maps (on paper); music books, and sheets of music; printed blank notes; photographs; printed plans and architectural designs; postage stamps, canceled or uncanceled; postal cards, bearing printed advertisements, mailed singly or in bulk; price-lists wholly in print; printed proof-sheets, with or without manuscript; printed tags; printed calendars; U. S. treasury notes; printed valentines; press clippings, with name and date of paper stamped or written in; indented or perforated sheets of paper, containing characters which can be read by the blind, when not in the nature of personal correspondence.

Seeds, bulbs, roots, scions and plants are, by the Act of July 24, 1888, also mailable at the third-class rate of postage. Under this head are included samples of wheat or other grain in its natural condition; seedling potatoes, beans, peas, chestnuts and acorns. Not, however, samples of flour, rolled oats, pearled barley, or other cereals which can only be used as articles of food; or cut flowers, dried plants, and botanical specimens; or foreign nuts and seeds (such as the coffee bean) used exclusively as articles of food, all of which are subject to postage at the fourth-class rate.

192. *Permissible Additions to Third-class Mat-*

ter.—Upon matter of the third class, or upon the wrapper or envelope inclosing the same, or the tag or label attached thereto, the sender may write his own name, occupation, and residence or business address, preceded by the word “from,” and may make marks other than by written or printed words to call attention to any word or passage in the text, and may correct any typographical errors. There may be placed upon the blank leaves or cover of any book, or printed matter of the third class, a simple manuscript dedication or inscription not of the nature of a personal correspondence. Upon the wrapper or envelope of third-class matter, or the tag or label attached thereto, may be printed any matter mailable as third class, but there must be left on the address side a space sufficient for a legible address and necessary stamps.

RATES OF POSTAGE.

The rate of postage on third-class matter is one cent for each two ounces or fractional part thereof, sent to a single address.

Fourth-class Matter.—Merchandise, namely all matter not embraced in the first, second or third class which is not in its form or nature liable to destroy, deface or otherwise damage the contents of the mail bag, or harm the person of any one engaged in the postal service, and not above the weight provided by law.

Under the head of fourth-class matter are included the following articles: Artificial flowers; photograph albums; blank autograph albums; blank books with printed headings; bill-heads and letter-heads; blank books; blotters, printed or unprinted; coin; blank cards; printed playing cards; Christmas and Easter cards, printed on other material than paper; samples of cloth; cut flowers; dried plants; botanical and geological specimens; blank diaries; envelopes, printed or unprinted; samples of flour, or other manufactured grain for food purposes; blank address tags or labels; dissected maps and pictures; proprietary medicines in original packages; metals; minerals; paper bags and wrapping paper, printed or unprinted; crayon pictures, oil or water-color paintings, pen or pencil plans or drawings, if they contain no written words, letters or figures giving size, dimension, distance, price, etc.; blank postal cards in bulk packages; printed dress charts, and printed patterns; stationery; samples of merchandise; wooden rulers, containing printed advertisements; wall paper; queen bees, when properly packed; dried fruit; framed engravings, drawings, or paintings; maps printed upon cloth; calendars, or other matter printed upon celluloid; paper napkins; photographs retouched with India ink or water colors; tintypes; daguerreotypes; electrotpe plates; and,

in general, all articles not included in the other three classes of mail matter.

RATES OF POSTAGE.

The rate of postage on fourth-class matter is one cent an ounce or fractional part thereof.

193. *Permissible Writing or Printing Upon or With Fourth-class Matter.*—With a package of fourth-class matter prepaid at the proper rate for that class the sender may inclose any mailable third-class matter, and may write upon the wrapper or cover thereof, or tag or label accompanying the same, his name, occupation, residence or business address, preceded by the word "from," and any marks, numbers, names or letters for purpose of description, or may print thereon the same, and any printed matter not in the nature of personal correspondence, but there must be left on the address side or face of the package a space sufficient for a legible address and necessary stamps.

194. The tag or label, with the printing or writing authorized thereon, may be attached to the whole package, or separate tags or labels, bearing the same, may be attached to each of one or more articles contained in the package.

195. In all cases directions for transit, delivery, forwarding or return shall be deemed part of the address; and the Postmaster-General shall

prescribe suitable regulations for carrying this section into effect.

196. *Regulations as to Second, Third, and Fourth Class Matter.*—1. The space to be left on the address side should be sufficient for a legible address and for all directions permissible thereon, for postmarking, rating, and any words necessary for forwarding or return.

2. Watermarks or printing in light tints, not rendering the reading of the address difficult, will not be deemed an infringement upon the address space.

3. Postmasters will carefully examine packages before mailing, to ascertain that no matter chargeable as of the first class is included, and that the requirements of the foregoing statute are complied with.

4. Postmasters at the offices of address are required to examine such packages and rate up the same at first-class rates whenever the statute has been violated, and collect such postage on delivery. If the addressee feels aggrieved, he may deposit the extra postage with the postmaster, who shall give receipt therefor, and send to the Third Assistant Postmaster-General a statement of the case and the reason of the charge. The postmaster will forward the statement in a penalty envelope, and will accompany it with any explanation necessary to an understanding of the case; and if, upon investigation, it appears that

the violation of the law was unintentional and unimportant in character, the postmaster will be directed to refund the deposit.

MANNER OF WRAPPING MAIL-MATTER.

198. *Second-class Matter*.—No newspapers shall be received to be conveyed by mail unless they are sufficiently dried and enclosed in proper wrappers (P. L. and R., par. 306). The wrappers should be such that they can be easily removed without destroying them or injuring their inclosures. If the wrappers cannot be easily removed the matter is liable to postage at the first-class rate.

199. *Third-class Matter* must be placed under band, upon a roller, between boards or in an unsealed envelope, or closed so as not to conceal the nature of the packet or its contents, or it may be so tied with a string as to easily unfasten. Address cards and all printed matter in the form of an unfolded card may be mailed without band or envelope.

200. *Fourth-class Matter* not absolutely excluded from the mails, but which from its form or nature might, unless properly secured, destroy, deface or otherwise damage the contents of the mail bag or harm the person of anyone engaged in the postal service, may be transmitted in the mails when it conforms to the following conditions:

1. When not liquid or liquefiable, it must be placed in a bag, box or removable envelope or wrapping, made of paper, cloth or parchment.

2. Such bag, box, envelope or wrapping must again be placed in a box or tube made of metal or some hard wood, with sliding clasp or screw-lid.

3. In cases of articles liable to break, the inside box, bag, envelope or wrapping must be surrounded by sawdust, cotton or other elastic substance.

4. Admissible liquids and oils (not exceeding 4 ounce liquid measure), pastes, salves, or articles easily liquefiable, must conform to the following conditions: When in glass bottles or vials, such bottles or vials must be strong enough to stand the shock of handling in the mails and must be inclosed in a wooden or papier-mache block or tube not less than three-sixteenths of an inch thick in the thinnest part, strong enough to support the weight of mails piled in bags and resist rough handling; and there must be provided between the bottle and its wooden case, a cushion of cork-crums, cotton, felt, asbestos, or other like substance, sufficient to protect the glass from shock in handling; the block or tube to be impervious to liquid, including oils, and to be closed by a tightly fitting screw-lid of wood or metal, with a rubber or other pad so adjusted as to prevent the leakage of the contents in case of breaking the glass. When inclosed in a tin cylinder, metal case

or tube, such cylinder, case or tube should have a screw-lid with a rubber or cork cushion inside in order to make the same water-tight, and should be securely fastened in a wooden or papier-mache block (open only at one end) and not less in thickness and strength than above described. Manufacturers or dealers, intending to transmit articles or samples in considerable quantities should submit a sample package showing their mode of packing to the postmaster at the mailing office, who will see that the conditions of this section are carefully observed.

5. In case of sharp-pointed instruments, the points must be capped or encased so that they may not by any means be liable to cut through their enclosure; and where they have blades, such blades must be bound with wire so that they shall remain firmly attached to each other, and within their handles or sockets. Needles must be inclosed in metal or wooden cases so that they cannot by any means prick through or pass out of their inclosures.

6. Seeds, or other articles not prohibited, which are liable from their form or nature to loss or damage, unless specially protected, may be put up in sealed envelopes, if such envelopes are made of material sufficiently transparent to show the contents clearly without opening.

7. Ink powders, pepper, snuff, or other powders not explosive, or any pulverized dry sub-

stances not poisonous, may be sent in the mails when inclosed in the manner prescribed herein for liquids, or when inclosed in metal, wooden or papier-mache cases in such secure manner as to render the escape of any particles of dust from the package by ordinary handling impossible, and of such strength as to bear the weight and handling of the mails without breaking; the method of packing to be subject to the approval of the General Superintendent of the Railway Mail Service.

8. Queen bees and their attendant bees, an insect known as the "Australian Lady Bird," dried insects and reptiles, may be sent in the mails when properly put up, so as not to injure the persons of those handling the mails, nor soil the mail bags or their contents.

9. Hard candies or confectionery, yeast cakes, soap in hard cakes, when wrapped in strong paper boxes or heavy paper wrappers adequate to prevent all injury to other mail matter in the same mail bag, are admissible in the domestic mails.

10. Pistols or revolvers, in detached parts, may be sent in the mails; but the mailing postmaster will carefully examine such packages, and will receive them only when sure they are harmless.

11. No specific mode of packing is prescribed for samples of flour; but they should be put up in such manner as to certainly avoid risk of the package breaking or cracking, or the flour being

scattered in the mails, and if this be not done the sample should be excluded.

201. Articles of fourth-class matter must be so wrapped that their contents may be easily and thoroughly examined by postmasters, both with reference to the safety of the mails and postal employes, and to the exclusion of matter chargeable as of the first class.

202. Whenever any packet of matter other than first class offered for mailing to any address within the United States is sealed or otherwise closed against inspection, or bears writing not permissible by law, it is subject to postage at letter or first-class rates, and will be treated as a letter; that is, if one full rate, two cents, has been paid, it will be rated up with the deficient postage at letter rates; if less than one full rate has been paid it will be treated as a short-paid letter.

UNMAILABLE MATTER.

224. *What Is Unmailable.*—Unmailable matter includes all matter which is by law, regulation or treaty stipulation prohibited from being transmitted in the mails, or which, by reason of illegible, incorrect, or insufficient address of person or office, cannot be forwarded to destination or delivered to the person for whom intended. Unmailable matter is classified thus:

1. *Held for Postage.*—On matter insufficiently prepaid to entitle it to be forwarded. This in-

cludes domestic matter of the first class which is not prepaid at least one full rate, two cents, and all other domestic matter not fully prepaid.

2. *Misdirected*.—That is, matter without address or so incorrectly, insufficiently or illegibly addressed that it cannot be forwarded to its destination. This includes “nixes,” the term applied to designate mail-matter not addressed to a post-office, or addressed to a post office without the name of the State being given, or otherwise so incorrectly, illegibly or insufficiently addressed that it cannot be transmitted.

3. *Destructive*.—That which from its harmful nature is forbidden to be in the mails. Among these are: Poisons, explosives or inflammable articles, live or dead (and not stuffed) animals, insects or reptiles, fruits or vegetable matter liable to decomposition, comb honey, guano, or any article exhaling a bad odor; vinous, spirituous and malt liquors, and liquids liable to explosion, spontaneous combustion or ignition by shock or jar (such as kerosene oil, naphtha, benzine, turpentine and other liquids of like character).

4. *Specimens of Cholera Germs*.—Disease germs, discharges of any kind from diseased persons, or other things of like character, no matter how securely put up. (Order Postmaster-General, June 1, 1893).

5. *Coin and Jewelry*.—That matter, to wit,

coin, jewelry, or other precious articles, which by the provisions of the conventions with foreign countries are prohibited from being sent in mails to foreign countries.

6. *Obscene Matter*.—This embraces: Every obscene, lewd, or lascivious book, pamphlet, picture, paper, writing, print, or other publication of an indecent character; every article or thing designed or intended for the prevention of conception or procuring abortion; every article or thing adapted or intended for any indecent or immoral use; every written or printed card, circular, book, pamphlet, advertisement, or notice of any kind giving information, directly or indirectly, where, how or from whom, or by what means any of the hereinbefore mentioned matters, articles, or things may be obtained or made; every letter upon the envelope of which or postal card upon which indecent, lewd, obscene, or lascivious delineations, epithets, terms, or language may be written or printed.

7. *Lottery Matter*.—That is, letters and circulars known to be concerning lotteries, so-called gift concerts or other similar enterprises, offering prizes, or concerning schemes devised and intended to deceive and defraud the public for the purpose of obtaining money under false pretenses.

8. *Mutilated*.—That matter becomes unmailable which is recovered from wrecked or burned mail cars or vessels, or which has become so dam-

aged by any other means that it cannot be forwarded to its destination. This includes all matter of value found loose in the mails, separated from the wrapper, label or envelope containing the address, so that the direction cannot be known, and all matter which is recovered from depredations on the mails, which the Postmaster-General is required to restore to the owners when ownership is proved.

9. *Excess of Weight and Size.*—Those packages of domestic third and fourth class matter more than four pounds, except single books exceeding that weight, and official matter emanating from the Departments, and books and documents published and circulated by order of Congress, and of foreign matter which are in excess of the weight or size fixed by the treaty stipulation as the maximum for such matter. The limit of weight *does not apply* to second-class matter mailed in packages at the pound rate or at the rate of one cent for each four ounces.

10. *Scurrilous Matter.*—Matter upon the envelope or outside cover or wrapper of which, or postal card upon which, any delineations, epithets, terms or language of an indecent, lewd, lascivious, obscene, libelous, scurrilous, defamatory, or threatening character, or calculated by the terms or manner or style of display, and obviously intended to reflect injuriously upon the character or conduct of another, may be written or printed.

320. A postal card with a statement of account written thereon may be transmitted in the mails when it does not contain anything reflecting injuriously upon the conduct or character of another, or a threat of any kind, or any other matter forbidden by law.

354. It is not a violation of postal law to send dunning communications by mail when the same are sent under cover of envelopes which do not bear thereon written or printed words or display of an objectionable nature.

BOXES AND BOX RENTS.

382. The Post Office Department regulates the rent of boxes in post offices.

383. An individual member of a firm is entitled to have the mail of his family placed in the post office box rented by the firm. If the box will not accommodate all the mail the firm must rent another.

384. Postmasters must deliver mail to persons calling for the same in their order, whether they be boxholders or not.

386. It is provided by law that no box at any post office shall be assigned to the use of any person until the rent thereon has been paid for one quarter in advance.

387. Postmasters are prohibited from disclosing to the public the names of persons owning or renting boxes in their offices.

390. *Records of Box-Holders and Receipts.*—Each postmaster must keep in his office, for examination of Inspectors, and deliver to his successor, a list of box-holders, with the number of the box assigned to each, the time during which he has used it, and for which rent is prepaid. The record of receipts which he is required to keep must show the amount of moneys received for box rents, the number of the box, the period, and renter, as to each payment, respectively. If no such record be turned over to him, the incoming postmaster will require claimants of boxes to produce receipts or other satisfactory evidence of prepayment of rent, and allow the use of the boxes for the residue of the prepaid term.

The post office is exceedingly strict, and rightly so, against indecency in the mails, and you will find this a branch of the mail business to let well alone. No one ever made any money by exploiting a class of business that is unfit for a decent man or woman to touch.

A fraudulent use of the mails is also something which the Post Office Department will not tolerate. The Department is *in loco parentis* to the public, and it unearths swindling schemes by means of its well-trained private detectives with unfailing regularity and briskness.

The section, says Samuel Sawyer, in his book, under which most prosecutions are made for fraudulent use of the mails is No. 5480 of the

Revised Statutes of the United States, and although it has been slightly amended since its enactment, it remains practically as follows :

Sec. 5480. R. S. If any person having devised or intending to devise any scheme or artifice to defraud or to be effected by either opening or intending to open correspondence or communication with any person, whether resident within or outside of the United States, by means of the postoffice establishment of the United States, by inciting such other persons to open communication with a person so devising or intending, shall in and for executing such a scheme or artifice or attempting so to do place any letter or packet in any postoffice of the United States, or take or receive any therefrom, such person so using the postoffice establishment shall be punishable by a fine of not more than \$500.00 or by imprisonment of not more than 18 months or by both such punishments. The indictment, information or complaint may severally charge offenses to the number of three when committed within the same six calendar months, but the court thereupon shall give a single sentence and shall proportion the punishment especially to the degree in which the abuse of the postoffice establishment enters as an instrument into such fraudulent scheme and devise.

This law, in a nutshell, is that anyone who makes use of the Postoffice Department for the purpose of carrying out a fraudulent scheme or device shall be guilty of a crime and liable to fine or imprisonment or both. Under this statute, three separate offences committed in the same six calendar months may be joined in one indictment and when joined there is to be a single sentence for all. This does not prevent a large number of

indictments, if the accused person has sent a large number of communications through the mail, as every letter put into the postoffice constitutes a separate and distinct violation of the act.

Section 3894 was devised to break up the Louisiana State Lottery business, and was worded as follows :

Sec. 3894. R. S. No letter or circular concerning (illegal) lotteries, so-called gift concerts, or other similar enterprises, offering prizes, or concerning schemes devised and intended to deceive and defraud the public for the purpose of obtaining money under false pretenses, shall be carried in the mails. Any person who shall knowingly deposit or send anything to be conveyed by mail in violation of this section shall be punishable by a fine of not more than \$500.00 nor less than \$100.00, with costs of prosecution.

The following sections deal effectively with all manner of fraudulent schemes, an amendment recently adopted covering all letters and mail matter so circulated, whether registered or not :

Sec. 3929. The Postmaster-General may, upon evidence satisfactory to him that any person or company is engaged in conducting any lottery, gift enterprise or scheme for the distribution of money, or of any real or personal property by lot, chance or drawing of any kind, or that any person or company is conducting any other scheme or device for obtaining money or property of any kind through the mails by means of false or fraudulent pretenses, representations or promises, instruct postmasters at any postoffice at which registered letters arrive directed to any such person or company, or to the agent or representative of any such person or com-

pany, whether such agent or representative is acting as an individual or as a firm, bank, corporation or association of any kind, to return all such registered letters to the postmaster at the office at which they were originally mailed, with the word "Fraudulent" plainly written or stamped upon the outside thereof, and all such letters so returned to such postmaster shall be by them returned to the writers thereof, under such regulations as the Postmaster-General may prescribe. But nothing contained in this section shall be so construed as to authorize any postmaster or other person to open any letter not addressed to himself. The public advertisement by such person or company so conducting such lottery, gift enterprise, scheme or device, that remittances for the same may be made by registered letters to any other person, firm, bank, corporation or association named therein shall be held to be prima facie evidence of the existence of said agency by all the parties named therein; but the Postmaster-General shall not be precluded from ascertaining the existence of such agency in any other legal way satisfactory to himself.

Sec. 4041. The Postmaster-General may, upon evidence satisfactory to him that any person or company is engaged in conducting any lottery, gift enterprise or scheme for the distribution of money, or of any real or personal property by lot, chance or drawing of any kind, or that any person or company is conducting any other scheme for obtaining money or property of any kind through the mails by means of false or fraudulent pretenses, representations or promises, forbid the payment by any postmaster to said person or company of any postal money-orders drawn to his or its order, or in his or its favor, or to the agent of any such person or company, whether such agent is acting as an individual or as a firm, bank, corporation or association of any kind,

and may provide by regulation for the return to the remitters of the sums named in such money-orders. But this shall not authorize any person to open any letter not addressed to himself. The public advertisement by such person or company so conducting any such lottery, gift enterprise, scheme or device, that remittances for the same may be made by means of postal money-orders to any other person, firm, bank, corporation or association named therein shall be held to be prima facie evidence of the existence of said agency by all the parties named therein; but the Postmaster-General shall not be precluded from ascertaining the existence of such agency in any other legal way.

LESSON IX.

THE "GOODWILL" OF A BUSINESS—PROFITS OF CATALOGUE SALES—"FOLLOW-UP" SYSTEMS—SAMPLES OF LETTERS—FREE SAMPLES—BARGAIN OFFERS—CULTIVATING FRIENDLY RELATIONS WITH CONSUMERS—SMALL FIRST PROFITS—THE PREMIUM SYSTEM—HOME MAPLE SYRUP AND ITS PREMIUMS—WHY PREMIUM OFFERS ARE POPULAR.

The worst mistake a mail order dealer can make is in supposing that he can dispose of an unsatisfactory article to buyers at a high rate of profit to himself and at the same time keep his customers.

He cannot do this, even if he should be punctiliously quick in returning money to the dissatisfied ones when called upon to do so.

The reason is that he is destroying what is known as "The Goodwill" of the business. Customers will not buy again from his catalogue.

When it is figured out how much the cost of securing a customer eats into the profits of a first sale it will become apparent that the profits of a mail-order business depend upon second and third orders from the same customers; i. e., the profits depend upon the good-will, and the good-will depends upon the satisfaction of the customer.

In the case of the hair restorer with which you started business, you will have a large percentage of satisfied customers who will be ready and willing to buy again from you. But to secure the best possible returns from your advertising, and to make your business flourish week in and week out, you must not lose sight of those who have not bought from you, nor of those who *have* bought, but are dissatisfied with their purchase.

Every good dealer has a system of "Follow Up," that is, a series of letters which he sends out to persons who have not bought from him, but who have written for some free offer which he has made.

Letter No. 1 is sent out after a reasonable time, say two weeks, has elapsed without eliciting a response, and is worded as follows:

DEAR SIR: We received your valued inquiry respecting our goods some time ago, but have not been favored with an order for same. We should appreciate hearing from you, and can assure you that your order will receive our most careful attention. Your notice is directed to the inclosed list of goods, which are proving very popular just now.

Cordially yours,

JOHN ABEL.

After allowing one month to pass, a second letter may be sent to the same person if there has been no communication received from him meantime. Letter No. 2:

DEAR SIR: We should appreciate a reply from you regarding the goods we have to offer, and about which we wrote you the —th. Our aim is, of course, to find as large a market as possible for our products, and we are fully alive to the value of securing your order, but we also esteem it a favor if our customers will personally correspond with us, whether they order goods or no, as in this way we become better acquainted with their needs. Therefore, have no hesitation in writing us your personal opinion upon the inclosed leaflet, with prices of goods duly set forth. Do you find our prices too high? Or is it that the goods are not quite what you want? Assuring you of our friendly interest in this matter,

Cordially yours,

JOHN ABEL.

If this communication is also ignored, it will hardly pay you to spend further time or postage upon this customer, but you should preserve his card in a separate file, with all other inquirers who fail to respond to the bombardment, as it is generally worth while a little before Christmas to go over this old list when sending out circular matter which calls for an expense of only one cent in postage. Many backward customers are picked up in this manner.

The advisability of sending free samples of your goods to customers with a view to securing further cash orders from them is something which calls for a careful balancing of probabilities.

Broadly speaking, the free-sample plan may be said to be a success when it relates to food-stuffs,

medicines and magazines, but of inferior worth to the general mail-order dealer whose stock runs up anywhere between watches and perfumery.

Nevertheless, there is a plan whereby dealers who are satisfied with their goods can and do make enormous subsequent profits, though first sales are generally an even-up proposition. That is to say, while the dealer is not actually out of pocket, he does not turn a cent upon the sale, and relies upon his catalogue to induce the buyer to purchase further on a second and third order.

This plan is known as "The Bargain Offer." It pays every dealer to master this matter thoroughly, because a true bargain is something which leaves a glow of kindly feeling in the heart of the purchaser directed toward that particular firm from which the bargain was secured. Do not suppose that women are the only customers who love a bargain. Every human being greatly enjoys getting extra good value for his money.

It will pay you, therefore, to run over your list of goods and select some three or four which you can club together and sell at a price which, while it leaves you no profit, will appeal strongly to the bargain hunters whose eyes scan the advertisements in mail order journals. You can, of course, collect together a few inferior articles and sell them at "a sweeping reduction," and clear a handsome margin on the sale, but if you do this you lose the intrinsic value of the offer because

the recipient does not feel that he has been properly treated, and future orders are not forthcoming.

Here, for example, is a much-quoted advertisement showing what is meant by "The Bargain Offer":

ALL FOR \$1.00.

GENTLEMEN'S SET.—To introduce our goods we will send 1 Excelsior bosom shirt (latest style); 1 pair of good quality socks (heavy or light as desired); 3 fine white linen finished cambric handkerchiefs; 1 neat bow tie; 1 pair high-grade pure Irish linen cuffs; 1 nobby four-ply linen collar (standing or turned down); 1 pair handsome link cuff buttons; 1 superb gold-plated collar button and 3 neat gold laid shirt buttons. All the above sent, carefully packed, postpaid, for only \$1.00, just to show you what good value we are giving. Mention sizes required.

LADY'S SET.—To introduce we will send one handsome flannelette waist, any color (latest style); 1 pair fast black cotton hose; 1 pair of good quality black pure silk mitts; 1 pure Irish linen white handkerchief; 1 handsome scalloped Swiss handkerchief; 1 packet of Parisian perfumery; 1 handsome shirt waist set, consisting of link cuff buttons and four studs. All sent carefully packed, postpaid, for \$1.00. Mention sizes wanted.

SATISFACTION GUARANTEED.

The above offers are made just to show the good value that we are giving. If you are not well satisfied, send what you receive right back to us and we will refund your money with postage incurred. In ordering goods, remit by money order or registered letter.

JOHN ABEL.

You will perhaps be a trifle out of pocket after filling such an order as this, but you will make it up in future sales, and you will get something that is equivalent to cash to you, namely, a large circle of new buyers.

You might, on the other hand, purchase a stock of silk remnants from a factory and advertise a choice assortment of silk remnants worth \$1.00 for 10 cents postpaid. You would secure many customers, and you might choose to make your profit on the 10-cent sales by inclosing to the purchaser in an envelope bearing a one-cent stamp about one cent's worth of these silk remnants. You would be in pocket by this short-sighted transaction, but you would make no more sales, and your increased list of customers would be so much dead weight on your hands. Therefore, see to it that when you offer a bargain it is indeed a bargain. Keep your word.

Rightly managed, the premium system will make a fortune for its promoters.

Keep away from competitive offers, such as prizes in the way of bicycles, sewing machines, etc. The average housewife wants to be sure of her premium; she does not want to enter into competition with some one else, and possibly lose it.

Suppose you wish to introduce a new line of Home Maple Syrup, a very desirable article, and one which can be easily manufactured at the cost

of a few cents a gallon; your announcement should plainly state that this is an article which cannot be distinguished from the genuine maple syrup in point of flavor, and which is so superior to the original in economy that every housewife will discard the more expensive article in favor of yours after one trial. In order to induce her to make this trial you are offering the following premiums: Rings, watches, cameras, bracelets, ladies' waists, umbrellas, shoes, etc. All that is necessary in order that your customer may take her choice of the premium list sent for her examination is that she shall forward 25 cents for a sample of the syrup, and take orders among her friends for so many quarts or gallons. If she does not find your Home Maple Syrup superior to anything she has ever tried before you will gladly refund the 25 cents which she has paid for the sample.

There is, however, no reason why she should be dissatisfied with your product, and with the premium list staring her in the face there is good reason to expect that she will not be averse to ordering large quantities for herself, even if she does not care to order for her neighbors. When she finds that your premiums are thoroughly satisfactory she will not again think of buying maple syrup from her country store when she can secure a better article by mail with a valuable premium thrown in for even less money.

LESSON X.

FORMULAS—LAXATIVE TEA—DYSPEPSIA TABLETS—HAIR REMOVER—PERFUME TABLETS—POPULAR FACE POWDER—FIVE-DOLLAR VINEGAR-MAKING PROCESS—FLUID INK ERASER—LIQUOR HABIT CURE—BAKING POWDER—QUART OF INK FOR A DIME—SILVER WASH—ASTHMA CURE—DRINK CURE—STOMACH BITTERS—CHOLERA CURE—CHAMOMILE PILLS—BALM OF GILEAD—CANCER OINTMENT—CORN REMEDY—TO PREVENT HAIR FALLING OUT—HALL'S MAGIC COMPOUND—TO PREVENT GRAY HAIR—TO CURE BALDNESS—HAIR DYE—AMMONIACAL POMATUM—BALD HEADS—TO REMOVE DANDRUFF—COLD CREAM—ATTAR OF ROSES—TOOTH POWDER—MAGIC COPYING PAPER—TO MAKE PAINT FOR ONE CENT A POUND.

As long as human beings follow whim rather than reason in the conduct of their daily lives they will be sick in body, and will buy preparations designed to restore them to health. Proprietary medicines have made fortunes for their vendors, and this branch of the mail-order business still offers a good field to the novitiate.

Garfield Tea has a wide reputation, and medicinal teas are proverbially popular, many persons having an objection to pills and potions.

Here is a recipe for making a preparation of this kind in powder:—

Buckthorn Bark.....	4 ounces
Dandelion Root....	4 ounces
Senna Leaves.....	4 ounces
Licorice Root.....	1 ounce
Coriander Seed.....	$\frac{1}{2}$ ounce
Anise Seed.....	$\frac{1}{2}$ ounce

DIRECTIONS.—Mix one teaspoonful of the powder in a cup of boiling water, then strain and drink as tea. The effect is laxative.

DYSPEPSIA TABLETS.

Pepsin	1 grain
Ginger.....	1 grain
Powdered Extract of Hydrastis.....	2 grains
Sodium Bicarb.....	5 grains
Oil of Peppermint.....	$\frac{1}{2}$ dram

DIRECTIONS.—One after each meal and one at night.

HAIR REMOVER.

Barium sulphide.....	3 parts
Starch.....	1 part

Bottle in air-tight bottles. Make a little of this preparation into a paste by adding water; spread the paste over the part affected, and allow it to remain a few minutes; scrape off with a blunt instrument and the hair will be removed.

PERFUME TABLETS.

(1) Paraffine.....	4 ounces
Oil of lavender.....	2 drams
Oil of bergamot.....	2 drams
Oil of cloves.....	1 dram
Oil of rose-geranium.....	$\frac{1}{2}$ dram
Vanillin.....	8 grains
Almond oil.....	1 dram

Triturate the vanillin with the almond oil, add the oils, and shake well before adding the paraffine.

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|-------------------------|----------|
| (2) Paraffine..... | 4 ounces |
| Oil of linaloe..... | 2 drams |
| Heliotropin..... | 1/2 dram |
| Oil of bergamot..... | 1/2 dram |
| Oil of lemon..... | 1/2 dram |
| Almond oil..... | 1 dram |
| (3) Paraffine..... | 4 ounces |
| Oil of ylang-ylang..... | 2 drams |
| Oil of cloves..... | 1 dram |
| Oil of sandalwood..... | 1/2 dram |
| Coumarin..... | 20 drams |
| Essence musk..... | 1/2 dram |
| Almond oil..... | 1 dram |

A POPULAR FACE POWDER.

- | | |
|----------------------------------|---------|
| Venice talc, choicest white..... | 2 parts |
| Rice flour..... | 2 parts |
| Zinc oxide..... | 1 part |

FIVE-DOLLAR VINEGAR-MAKING PROCESS.

Make a box about three and a half by three feet, and seven feet long, with one side hung on hinges so that it can be opened and shut. Inside of this box, on cleats to hold them, fit shelves the size of the inside of the box; the shelves are to be about one and a half inches apart. On the upper sides of these shelves gouge out channels with a one and a half inch chisel or gouge, half or three-quarters of an inch deep, running from one end to the other (nearly), then turn and come back to (nearly) the other end, about six inches from the last channel made, and so continue until the upper side is covered with channels running from end to end. There should be cleats fastened to the under side of the shelf to prevent

the shelf from warping; the cleats are put in with screws.

The channels must be made slightly slanting, and at the end of the last channel made bore a three-quarter inch hole. In this hole place a short wooden tube, so that when the cider arrives here it will fall through and into the commencement of the first channel in the next shelf below. All these shelves are made alike. The shelves must, of course, slant from side to side, and about two inches in the right slant; that is to say, one side of the shelf must be two inches lower than the other. One shelf must slant one way, and the one next below must slant the other way. Under the hole in the last channel of the bottom shelf place a barrel or hogsh-head to catch the vinegar as it falls through the tube. Now bore a one-inch hole in the bottom of the box, at one end, not into a channel, but so the vinegar cannot run out. Now in the other end of the first or lowest shelf bore a one-inch hole near one corner, then in the next shelf above in the opposite end and corner bore another like hole, and so continue until each shelf has such a hole bored through it, and of course you will want a hole in the top of the box. These holes are for a draft of air to circulate through the box, and as the air in the box is warmer than the air in the room, there will, of course, be a draft of air through the box. The cider or other mixture heats itself in passing through.

To commence making vinegar have your box or maker in some small room where you can have a fire and keep the temperature about 90 or 95 degrees Fahrenheit. Have a barrel, or tub, or hogshhead placed a little higher than the box and near the end where the first channel commences in the top shelf; in this tub or hogshhead have a faucet so that you can regulate the amount of cider or mixture running. Your mixture ought to be

warmed to about 90 or 95 degrees. A few gallons or half barrel of good strong vinegar should be run through first, so that the shelves will be well soured before letting other mixtures run through. It is a good idea to add one-third or one-fourth of good vinegar to any mixture of cider before allowing it to run through the maker. Then open the faucet so that a stream not larger than a straw shall fall into the commencement of the first channel in the top shelf, and when it falls through the last hole and into the barrel below the maker you will find it is good, strong and pure vinegar. This I believe to be the best and simplest way yet discovered to make vinegar quickly. The side hung on hinges should be kept closed while making and should shut tight. The outside box can be put together with nails, being careful to expose none to the action of the vinegar inside the box. Do not use any nails or iron in putting in the shelves, etc., as if you do you will have ink instead of vinegar. All fastenings must be made of wooden pegs in place of nails, etc. Of course, when once started, you will make vinegar night and day until through making.

If you do not intend to make any great amount of vinegar, it would probably be best for you to make it with shavings, which you can get at the planing mills cheaply or for nothing. If not near a mill they can be made quickly by hand.

To make molasses vinegar take any amount of water, and for every ten gallons used add one of molasses, and a little yeast, and let it ferment. After done working, let it run through the maker. If you want something very strong, use two gallons instead of one for every ten gallons of water. Sorghum vinegar is made the same.

Buffalo pure cider vinegar is made thus: For every

ten gallons of water used add one gallon of molasses and ferment it; then add one gallon of cheap whisky or a half gallon of alcohol to every ten gallons and let it run through the maker, and you have Buffalo pure cider vinegar of which such loads have been sold and people buying it have believed it to be made of pure cider. Yet those in the trade know the Buffalo vinegar does not contain one drop of cider. A little more whisky added of course makes it stronger.

A FLUID INK ERASER.

Sun Ink Eraser is to be used instead of a lance or scraper for erasing ink, in order to instantly rectify a mistake or clean off a blot without injury to the paper, leaving the paper as clean and good to write upon as it was before the mistake or blot was made, and without injury to the printers' ink in any printed form, or the ruling upon any first-class paper.

Recipe: Take of chloride of lime one pound, thoroughly pulverized, and four quarts of soft water. The above must be thoroughly shaken when first put together. It is required to stand twenty-four hours to dissolve the chloride of lime; then strain through a cotton cloth, after which add a teaspoonful of acetic acid No. 8 (commercial) to every ounce of the chloride of lime water. The eraser is used by reversing the penholder in the fluid and applying it (without rubbing) to the word, figure or blot you wish to erase. When the ink has disappeared absorb the fluid with a blotter, and the paper is immediately ready to write upon again.

LIQUOR HABIT CURE.

Here is the formula of "Captain Vinal Hall's Remedy for the Love of Strong Drink." Take of sulphate of iron, 5 grains; peppermint water, 11 drams, and spirit

of nutmeg, 2 drams; mix. This remedy is to be taken twice daily in doses of about a wineglassful, with or without the addition of water. It is said by a well-known chemist that this recipe is one of the best there is for the purpose intended. The medicine is sold at \$1 to \$5 by several mail-order dealers.

BAKING POWDER.

Take one pound tartaric acid in crystals, one and a half pounds bi-carbonate soda and one and a half pounds potato starch. Each must be powdered separately, well dried by slow heat and well mixed through a sieve. Pack hard in tinfoil, tin or paper glazed on the outside. The tartaric acid and bi-carbonate of soda can of course be bought cheaper of wholesale druggists than you can make them unless you are doing things on a very large scale, but potato starch anyone can make. It is only necessary to peel the potatoes and to grate them up fine into vessels of water, to let them settle, pour off the water and make the settlings in balls and to dry them. With these directions anyone can make as good a baking powder as is sold anywhere. If he wants to make it very cheap he can take cream of tartar and common washing (carbonate of) soda, instead of the articles mentioned in the recipe, but this would be advisable only where customers insist on excessively low prices in preference to quality of goods.

A QUART OF INK FOR A DIME.

Buy extract of logwood, which may be had at three cents an ounce, or cheaper by the quantity. Buy also, for three cents, an ounce of bi-chromate of potash. Do not make a mistake and get the simple chromate of potash. The former is orange red and the latter clear yellow. Now take half an ounce of extract of logwood

and ten grains of bi-chromate of potash, and dissolve them in a quart of hot rain water. When cold, pour it into a glass bottle and leave it uncorked for a week or two. Exposure to the air is indispensable. The ink is then made, and has cost five to ten minutes' labor and about three cents besides the bottle. The ink is at first an intense steel blue, but becomes quite black.

CELEBRATED RECIPE FOR SILVER WASH.

One ounce of nitric acid, one ten-cent piece and one ounce of quicksilver. Put in an open glass vessel and let stand until dissolved; then add one pint of water, and it is ready for use. Make it into a powder by adding whiting, and it may be used on brass, copper, German silver, etc.

SIMPLE REMEDY FOR ASTHMA.

Take a strong saturated solution of nitrate of potassa; dip tinder into it and then allow it to dry. Procure a wide-mouth phial, the cork of which has an aperture in the center, so as to admit any hollow tube whatever—a pipe closed at the end for example. Light the piece of tinder and place it in the phial. Then cause the patient to inhale the gases that are disengaged, either through the mouth or nostrils. At the end of a few respirations he will find relief which will augment. In regard to an explanation of this mode of treatment, it is supposed that a small portion of oxygen, disengaged by the combustion of the nitrate of potassa, is inhaled by the patient. It is known that in asthmatic patients the sanguineous circulation is incomplete in the lungs, and the blood is imperfectly regenerated, that it is black, and does not burn its excess of carbon. By the oxygen absorbed, therefore, combustion may be facilitated.

A DRINK CURE.

The following is the tonic used by reformed drunkards to restore the vigor of the stomach: Take of gentian root, half an ounce; valerian root, one dram; best rhubarb root, two drams; bitter orange peel, three drams; cardamom seeds, half an ounce; and cinnamon bark, one dram. Having bruised all the above together in a mortar (the druggist will do it if requested), pour upon it one and a half pints of boiling water and cover up close; let it stand till cold; strain, bottle and cork securely; keep in a dark place. Two tablespoonfuls may be taken every hour before meals, and half that quantity whenever the patient feels that distressing sickness and prostration so generally present for some time after alcoholic stimulants have been abandoned.

STOMACH BITTERS EQUAL TO HOSTETTER'S
FOR ONE-FOURTH ITS COST.

European gentian root, $1\frac{1}{2}$ ounces; orange peel, $2\frac{1}{2}$ ounces; cinnamon, $\frac{1}{4}$ ounce; anise seed, $\frac{1}{2}$ ounce; coriander seed, $\frac{1}{2}$ ounce; cardamom seed, $\frac{1}{8}$ ounce; unground Peruvian bark, $\frac{1}{2}$ ounce; gum kino, $\frac{1}{4}$ ounce; bruise all these articles and put them into the best alcohol, 1 pint; let it stand a week and pour off the clear tincture; then boil the dregs a few minutes in 1 quart of water, strain and press out all the strength; now dissolve loaf sugar, 1 pound, in the hot liquid, adding 3 quarts cold water, and mix with spirit tincture first poured off, or you can add these, and let it stand on the dregs if preferred.

CHOLERA MORBUS.

Take 2 ounces of the leaves of the bene plant, put them in half a pint of cold water and let them soak an hour. Give two tablespoonfuls hourly, until relief is experienced.

CHAMOMILE PILLS.

Aloes, 12 grains; extract chamomile, 36 grains; oil of chamomile, 3 drops; make into 12 pills; two every night, or twice a day.

BALM OF GILEAD.

Opodeldoc, spirits of wine, sal-ammoniac, equal parts of each. Shake. Bottle and label. Cures neuralgia, pains, aches, etc. Apply as a lotion.

CANCER OINTMENT.

White arsenic, sulphur, powdered flowers of lesser spearwort and stinking chamomile, take equal parts and form into a paste with white of egg.

CORN REMEDY.

Supercarbonate of soda, one ounce, finely pulverized, and mixed with half an ounce of lard. Apply on a linen rag every night until cured.

TO PREVENT THE HAIR FALLING OFF.

1. When the hair, after being naturally luxuriant, begins to grow thin without actually coming out in particles, use the following recipe: Take of extract of yellow Peruvian bark, 15 grains; extract of rhatany root, 8 grains; extract of burdock root and oil of nutmegs (mixed), of each, 2 drams; camphor dissolved with spirits of wine, 15 grains; beef marrow, 2 ounces; best olive oil, 1 ounce; citron juice, $\frac{1}{2}$ dram; aromatic essential oil, as much as is sufficient to render it fragrant; mix, and make into an ointment. Two drams of bergamot and a few drops of attar of roses would suffice. This is to be used every morning.

2. To prevent hair from falling out or turning gray, take a teacupful of dried sage and boil it in a quart of

soft water for twenty minutes. Strain it off and add a piece of borax the size of an English walnut; pulverize the borax. Put the sage tea, when cool, into a quart bottle; add the borax, shake well together, and keep in a cool place. Brush the hair thoroughly and rub the wash well on the head with the hand. Then, after a good hard rubbing, brush the hair well before the fire, so it will become dry.

3. Put one pound of unadulterated honey into a still, with three handfuls of the tendrils of vine and the same quantity of rosemary tops. Distill as cool and as slowly as possible. The liquor may be allowed to drop till it tastes sour.

4. To prevent the hair from falling out apply once a week a wash made of one quart of boiling water, one ounce of pulverized borax and half an ounce of powdered camphor. Rub on with a sponge or a piece of flannel.

PROF. HALL'S MAGIC COMPOUND.

For the radical cure of baldness and promoting the growth of the hair and whiskers. Thousands of dollars can be made selling this one article. Put up in two-ounce bottles retails for 25 cents. Recipe: Take one ounce castor oil, dissolve in one quart of 95 per cent alcohol 1 ounce of tincture of cantharides, 2 ounces tincture of catechu, 2 ounces lemon juice, 1 ounce tincture of cinchona; perfume with $\frac{1}{2}$ ounce oil cinnamon and rosemary.

TO PREVENT GRAY HAIR.

When the hair begins to change color the use of the following pomade has a beneficial effect in preventing the disease extending, and has the character of even restoring the color of the hair in many instances: Lard, 4 ounces; spermaceti, 4 drams; oxide of bismuth, 4 drams.

Melt the lard and spermaceti together, and when getting cold stir in the bismuth; to this can be added any kind of perfume, according to choice. It should be used whenever the hair requires dressing. It must not be imagined that any good effect speedily results; it is, in general, a long time taking place, the change being very gradual.

TO DYE THE HAIR.

First wash the head, beard or mustaches with soap and water; afterward with clean water. Dry and apply the gallic acid solution with a clean brush. When it is almost dry take a small tooth comb, and with a fine brush put on the teeth of the comb a little of the silver solution, and comb it through the hair, when it will become a brilliant jet black. Wait a few hours; then wash the head again with clean water. If you want to make a brown dye, add double or treble the quantity of water to the silver solution, and you can obtain any shade of color you choose.

TO CURE BALDNESS.

Cologne water, 2 ounces; tincture of cantharides, 2 drams; oil of lavender or rosemary, of each, 10 drops. These applications must be used twice a day for three or four weeks, but if the scalp become sore they must be discontinued for a time, or used at longer intervals.

When the hair falls off from diminished action of the scalp, preparations of cantharides are excellent. The following will cause the hair to grow faster than any other preparation: Beef marrow soaked in several waters, melted and strained, half a pound; tincture of cantharides (made by soaking for a week one dram of powdered cantharides in one ounce of proof spirit), 1 ounce; oil of bergamot, 12 drops.

AMMONIACAL POMATUM FOR PROMOTING
THE GROWTH OF HAIR.

Take almond oil, $\frac{1}{4}$ of a pound; white wax, $\frac{1}{2}$ ounce; clarified lard, 3 ounces; liquid ammonia, a quarter fluid ounce; attar of lavender and cloves, of each 1 dram. Place the oil, wax and lard in a jar, which set in boiling water; when the wax is melted allow the grease to cool till nearly ready to set, then stir in the ammonia and the perfume, and put into small jars for use. Never use a hard brush nor comb the hair too much. Apply the pomade at night only.

INSTANTANEOUS HAIR DYE.

Take one dram of nitrate of silver and add to it just sufficient rain water to dissolve it and no more; then take strong spirit of ammonia and gradually pour on the solution of silver, until it becomes as clear as water (the addition of the ammonia at first makes it brown); then wrap round the bottle two or three covers of blue paper, to exclude the light—otherwise it will spoil. Having made this, obtain two drams of gallic acid; put this into another bottle which will contain one-half pint; pour upon it hot water, and let it stand until cold—when it is fit for use.

BALD HEADS.

A most valuable remedy for promoting the growth of the hair is an application once or twice a day of wild indigo and alcohol. Take four ounces of wild indigo and steep it about a week or ten days in a pint of alcohol and a pint of hot water, when it will be ready for use. The head must be thoroughly washed with the liquid, morning and evening, application being made with a sponge or soft brush. Another excellent preparation is composed of three ounces of castor oil, with

just enough alcohol to cut the oil, to which add twenty drops of tincture of cantharides, and perfume to suit.

TO REMOVE DANDRUFF.

Take a thimbleful of powdered refined borax, let it dissolve in a teacupful of water; first brush the head well, then wet a brush and apply it to the head. Do this every day for a week, and twice a week for a few times, and you will effectually remove the dandruff.

COLD CREAM.

This is a simple and cooling ointment, exceedingly serviceable for rough or chapped hands or for keeping the skin soft. It is very easily made: Take half an ounce of white wax and put it into a small basin, with two ounces of almond oil. When quite melted add two ounces of rose water. This must be done very slowly, little by little, and, as you pour it in, beat the mixture smartly with a fork to make the water incorporate. When all is incorporated the cold cream is complete, and you may pour it into jars for future use.

ATTAR OF ROSES.

Fill a large glazed earthen jar with rose leaves, carefully separated from the cups; pour upon them spring water, just sufficient to cover them, and set the jar with its contents in the sun for two or three days, taking it under cover at night. At the end of the third or fourth day small particles of yellow oil will be seen floating on the surface of the water, and which, in the course of a week, will have increased to a thin scum. The scum is the attar of roses; take it up with a little cotton tied to the end of a stick, and squeeze it into a phial.

PREMIUM TOOTH POWDER.

Six ounces prepared chalk, one-half ounce cassia powder, one ounce orris. Mix well. Put in small pots and label.

MAGIC COPYING PAPER.

To make black paper, lampblack mixed with cold lard; red paper, Venetian red mixed with lard; blue paper, Prussian blue mixed with lard; green paper, chrome green mixed with lard. The above ingredients to be mixed to the consistency of thick paste and to be applied to the paper with a rag. Then take a flannel rag and rub until all color ceases coming off. Cut your sheets four inches wide and six inches long; put four sheets together, one of each color, and sell for 25 cents per package. The first cost will not exceed 3 cents.

Directions for writing with this paper: Lay down your paper upon which you wish to write; then lay on the copying paper, and over this lay any scrap of paper you choose; then take any hard pointed substance and write as you would with a pen.

TO MAKE PAINT FOR ONE CENT A POUND.

To one gallon of soft hot water add four pounds sulphate of zinc (crude). Let it dissolve perfectly, and a sediment will settle at the bottom. Turn the clear solution into another vessel. To one gallon of paint (lead and oil) mix one gallon of the compound. Stir it into the paint slowly for ten or fifteen minutes, and the compound and the paint will perfectly combine. If too thick thin it with turpentine. This recipe has been sold to painters for as high as \$100 for the privilege to use the same in their business.