

HOW TO EARN MONEY.

BY CHARLES BERNARD.

In looking at this matter of earning money we find the people who succeed are in love with their work. They are in earnest, glad to do it, and take pride in doing it well, and it does not make much difference what the work may be. Their work pays because it meets a human want, and they supply the want in the best manner. People want to eat. Here is a human want. Why not supply it?

This talk is for girls and one says, "Oh, you mean cooking. I couldn't do it. It's servant's work!"

All right, my girl. It is not fine hands and dainty ways that make the lady, neither is it housework that makes the servant. Many a real lady wears a housemaid's cap. Many a woman in a carriage wishes she could hide her mean and narrow character as easily as she hides her pudgy hands in kid gloves. If you were a lady you would be well educated in housework and be a frigate-cook, whether you made your own coffee for breakfast or not.

There was once near New York a true lady. She had everything she could wish: a home, a good education, refined manners, and wealth, and she was a lovely and lovable woman. One day her wealth flew away. What did she do? Sit down in idleness, upbraid Heaven for its cruelty, or suffer the disgrace of depending on others? Not at all. She looked about to see what she could do. In her days of prosperity her guests often spoke with enthusiasm of her lovely pickles. Here was a human want. People want pickles. There are pickle factories everywhere, pickles of every kind in the stores, and every good housekeeper can make her own.

What is the use of making more pickles? She did not stop to ask this foolish question. She said,

"I will make better pickles than any to be bought in the stores. I will make such extra fine pickles that housekeepers will buy mine in preference to making their own at home. I will make the best pickles ever placed on any table.

Here was a sensible ambition, a clear good common sense view of the business. She relied on her own hands and with her own fair hands went to work and made a lot of pickles, put them up in glass jars, and put her own initials on the labels. She took pride in her work, and did not hesitate to tell people she made them herself, and that they were good honest pickles. As a natural result she sold a few bottles.

People bought them out of curiosity, just to see if they were really so very fine. It was true. They were prime. They told their friends, and people began to send for more and more. She had succeeded. She had established a business, and in a short time her profits amounted to over \$10,000 a year.

Naturally enough, other women and girls read of her wonderful success, and how many hundreds are trying to do the same thing. Here is a regular home business for girls—home-cooking, pickle-making, cake-making, putting up preserves and fruits, preparing choice dishes and salads. Naturally the more sensible girls will here ask if the business is not being overdone. Are not too many trying to sell pickles and cakes?

No, because while many try the entire product is consumed at some price every year, and as long as people live they must eat. A certain proportion fails because they do poor work and you must know the business.

Everybody knows your blackberry jam. It is the finest jam in town. Many a lady at your mother's table says she wishes she had the receipt. Don't tell her. It is your trade secret. It means bread and butter to you, if she wants that particular blackberry jam, let her buy it of you—business is business. You mean to base your hopes on blackberry jam. How shall you do it? Of course, nobody can tell you how to make it. We all know you can make it better than any one else. The thing to consider now is the business of selling blackberry jam.

The first thing you need is a trade mark. The jam is to be put up in glass jars. You must go to some wholesale glass dealer and select a particular style of jar. Get a good jar of convenient size and shape. Select two sizes, a quart jar and a pint jar, and have them carefully measured to be sure they really hold a quart and a pint, and a little more. Start right here to give good honest measure, for you may be sure, if you give scant measure, people will some day find it out and then you will wonder why they buy no more jam. Having settled on the jars, find out if you can always have that particular jar, and then use no other. The jar is to be one of your trade marks, so that when people once see that jar they will know it contains your special blackberry jam.

Next go to the printer and get a neat label with your full name and address, and plainly showing just what is in the jar—"one full pint (or quart) blackberry jam." This particular style of jar and label is your trade-mark, whereby your work is known and sold and if you register your trade-mark the law will protect you in it.

All this supposes you mean business. If you are only making the jam just to sell a few bottles to your friends to get a little pocket money, it does not matter what bottles you use, because in a year your trade will be as dead as a door nail. In fact, if you are only going to play with the business just for one summer, and if you are just a little ashamed of the work and only do it to get some money, you will be surprised to find how quickly the whole business will collapse and leave you with only a lot of old jars and a heart full of mortification.

You are in earnest, you mean business. Blackberries are ripe, and you are buying the best berries to be found, and put them up in that neat and tasteful manner we know so well.

The weeks pass quickly, and there they stand, a gross and a half of pints and quarts all neatly labeled, neatly packed and looking tempting enough. You have kept correct accounts and you find they cost just \$42 for the gross of quarts and \$10.50 for the half gross of pints, or \$52.50 for the lot, including jars, labels, and materials, but not labor. On such a small venture you ought to double your money or very nearly so, for you have not to pay for the advertisement.

who tried such work in a small way with just such things as she could make at home, and sold enough among her friends and acquaintances to make a clear profit of \$40 the first year.

Next we come to the selling. Naturally you look about among your friends and see them or write to them and tell them about the jam, and give them the exact wholesale and retail price. Do not on any account vary from the fixed price. Charge a fair price and stick to it. Do not on any account sell a single jar, even to your own sister, under the fixed scale of prices. If people want to buy cheap let them buy by the dozen at the wholesale price. This plan of selling to friends answers at first. It is very well for a beginning, but it will never do to depend on them. You must sell to the general public. To do this there is only one thing to be done—advertise. If you live in a small place but a short card in the local newspaper, with a plain statement that you have superior home-made blackberry jam for sale. Give the price and say you will deliver the jars, neatly packed, at any house in town free. If orders come in, of course, you can easily hire a boy to deliver the goods. Insist on the cash. This is business. You mean business and expect business-like treatment. If you respect your work, people will respect you.

Another way to advertise is to have a neat circular printed, and to mail a copy to all the people who you think use jam, but do not throw the circulars away by sending them to people who do not use blackberry jam. Use common sense in the matter.

With a little enterprise a smart girl like you ought to sell the eighteen dozen jars in the course of a month or two. The plan works. You find you can make jam and with a little effort dispose of it at fair prices. Now, do not think for a moment this selling to friends can be continued. They will buy more next year, but you must double your sales and sell to the general public. Get ready for the season in the winter and spring. Keep a few of the jars for samples, and begin to advertise that you will take orders for next season's jam. By this means you will get an idea of about how many dozen you can sell and can lay your plans accordingly.

Above all, stick to the jam. Do not branch off into pickles or other preserves. It has cost you to establish your reputation for jam, and you must now use the benefit of the reputation. Do not try to cheapen the jam. Make it just as good as last year, and, if possible, a little better. Here is a business, and she who can may succeed in it. These who try and fail have always themselves to blame.

It is not good jam, or it is poorly packed, or the jars are dirty, or not mates, or some other little point has been neglected, and your buyers go off to find another girl who can do better. There is no friendship in the matter, for business is business.

Not of a Practical Kind.

"Ah," said the Summer tourist, leaning over the fence and addressing the farmer, "may I make bold to inquire what that great quantity of green vegetation over there is?"

"Cert'nly, mister; that's corn."

"Ah, thanks. And those large animals ever beyond the fence, they are, or—"

"Oows, my friend, every one of 'em cows. Say, you don't seem to be very well posted on these 'ere things."

"Perhaps not. The fact is, my business has kept me so closely confined that this is the first chance I've had to get out in the country."

"Running a bank or something like that?"

"No, sir, I am editor of an agricultural paper. I have held that position for thirty years."

Famine Among Fishermen.

The greatest suffering imaginable prevails along the northern coasts of Newfoundland. So far 150 persons have died of starvation, while fully 2,500 are on its verge. There are still no signs of the ice breaking up for 300 or 400 miles. Relief from the Government will be afforded. In one settlement of 42 persons 24 died during June. In another village of 16 families, comprising 53 persons, 11 have died from cold and destitution, while in another of twelve families, consisting of 72 persons, 32 have died.

The Hon. A. F. Widdell of the Newfoundland Government has arrived at Ottawa for the purpose of interviewing the Government as to extending aid to the starving fishermen on the coast of Newfoundland and Labrador. Mr. Widdell tells an agonizing tale as to the prevalent local distress, owing to there being no fishing through the ice not breaking up. Winter sets in in October, and the outlook for the poor people is terrible if ready aid is not forthcoming.

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would be poor without health. The dying millionaire consumptive would exchange all he is worth for a new lease of life. He could have had it for a song had he used Dr. Pierce's "Golden Medical Discovery" before the disease had reached its last stages. This wonderful preparation is a positive cure for consumption if taken in time. For all diseases of the throat and lungs it is unequalled. All druggists.

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50 Wauchope and other Sewing Machines..... 1,500
25 Fine Family Bibles, parallel Old and New Versions..... 750
50 Cake Baskets, extra heavy silver plated..... 1,000
50 Silver plated Ice Pichers, very fine..... 1,500
50 Extra silver plated Butter Dishes..... 500
100 Half-dozen sets Spoons, full-size silver plated Table Forks..... 500
100 Half-dozen sets fine silver plated Table Spoons..... 700
500 Half-dozen sets heavy silver plated Spoons..... 2,000

The above magnificent list of rewards will be divided into three sets, namely: FIRST, MIDDLE, and CONSOLATION REWARDS.

The first correct answer received will take the first reward (one of the Pianos) in the first set. The sender of the second correct answer will get number two, and so on till all the first series are distributed. The middle correct answer of the whole competition from first to last will take the first prize (another piano) in the middle set of rewards, the next correct answer following the middle, number two, and so on till all the middle series are distributed. The last correct answer received, bearing postmark where mailed of the 30th October, will get the first prize (another piano) in the third set or Consolation Rewards, the second to the last, number two, and so on till all the prizes are distributed.

The names of the successful prize winners, with full post office address, will be published in the LADIES' JOURNAL at the close of the competition, Oct. 30th, so all may be assured of the utmost impartiality. We have thousands of testimonials as to the value of our prizes and the fairness with which they are distributed. Here are the Bible questions, where are the following three words first mentioned in the Bible: 1, CITY; 2, TOWN; 3, VILLAGE.

Every person competing must send One Dollar with their answer, for four months' subscription to the LADIES' JOURNAL. Address S. FRANK WILSON, "LADIES' JOURNAL" OFFICE, TORONTO, CANADA.

A Knight of the Bath.

It is proposed in Canada that our distinguished and enterprising Staten Island millionaire shall be knighted as a token of Canadian recognition for the benefits he has conferred upon the Dominion. It is a fit idea, though, of course, we Yankees and Democrats would not think any better of him because of his aristocratic title. But Sir Erastus Wiman would sound finely, and when Canada comes to be annexed, he would get the right to be elected President, all the same as though he had been born south of the line. Have the Canadians ever thought of that in their political speculations? - N. Y. Sun

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