*

ddihy, an undertaker. Coroner Hellen-[illegible]in arrived soon after the undertaker and [illegible]id the bodies would have to go to the [illegible]orgue. Coroner's Physician Lehane came [illegible]n afterward and a permit was issued for t[illegible]e removal of the bodies by the undertaker, since he said an autopsy was unnecessary.

"Not Mine Any More," Says Suydam.

Mrs. White also notified Suydam. He drove down immediately from his town house, at 5 East Seventy-sixth street. He said there was little he could say. He was highly agitated.

"You know she is not mine any more," he said. "I came just as a friend to do what I could for them."

H. M. Noble of Brooklyn, father of Frederick Noble, got to the Regina a few minutes later. He was badly broken up as he entered the apartment, and did not go into the kitchen.

Mr. Suydam opened the kitchen door, stood in the open doorway for a few moments, and turned away, his hand before his eyes. Seeing Mr. Noble, he asked the coroner who the older man was. On learning that it was the father of Frederick Noble, he took the older man's hand in his, pressed it for a moment and turned away. They did not look at each other and did not speak.

Suydam Took Up Her Bills.

Mr. Suydam, in glancing over the tables for a word from his former wife, found a blank check. He told Police Capt. Henry that his wife had been to see him on Saturday and had said she was going to draw a check for $110.

"She didn't do it, apparently," Mr. Suydam added, putting the blank in his pocket.

In conversation with the coroner Mr. Suydam took from his pocket a fat envelope.

"I took these bills from her the other day so she wouldn't have to pay them," he explained.

Employés at the apartment house said Suydam frequently had visited his divorced wife since her marriage to Noble.

Noble had not worked in some time. His wife told friends that she received an income of $125 a week from her family and that she and her husband lived on that. Her father is said to be in Africa hunting big game. The Nobles had evolved several schemes for young Noble to earn a living. The chief one of these was to get an automobile and tour the country, writing of their experiences for magazines or newspapers. Publishers discouraged the project. Since their marriage Noble had been trying to get work, but had been unable to do so.

Apartment Furnished by Wife.

The apartment formed by knocking out the partition between two smaller apartments was furnished luxuriously by Mrs. Noble. In the large living room were two large bookcases well filled. Over one of these were a picture of Mr. and Mrs. Noble together, one of Noble, and between the two a picture of Mr. Suydam.

A feature of the apartment was the "kennel," a room set apart for the Pomeranians, with sawdust on the floor and wire netting across the doorway to keep the dogs from invading the rest of the apartment. A small safe stood in this room.

On Friday night last efforts were made by Mrs. Suydam to reach Dr. John H. Carroll and Dr. Walter Scott Graham, who live in the building. Both were out and a physician was found outside. When he arrived at the apartment half an hour later he was not allowed to enter. Capt. Henry was told that these calls were the result of an attempt at suicide by young Noble.

Story of the Elopement.

Louise Lawrence White was the daughter of John Jay White, a retired broker, now a resident of Washington. She was married to Walter Lispenard Suydam on June 10, 1903, at the Church of the Heavenly Rest. She was 17 and her husband 19 at the time.

On Sept. 4 last she left her husband's country home at Blue Point, L. I., after telling Mr. Suydam that she was in love with Frederick Noble, 21 years old, the son of a plumbing contractor. She and Noble were found soon after living together at the Regina. Mr. Suydam sued for divorce and obtained his decree on Jan. 9.

Noble and Mrs. Suydam were married the following day in Jersey City by Edward A. Ransom, justice of the peace. Mrs. Suydam's mother did not attend the wedding, but sent her attorney, Reginald Schenck, to represent her. Just before her marriage to Noble Mrs. Suydam said to a friend:

"I've never loved any other man but Walter and shall never love any other. I cannot love Fred, but I feel that for my mother's sake and to put myself right before the eyes of the world I should marry him."

Noble and his wife never knew a happy day together. They never loved each other. With the excitement of the elopement over, the newspaper notoriety at an end, the final divorce papers granted, and the marriage—a little over three weeks ago—a settled thing, the life of the runaways became a humdrum, monotonous affair.

There was no newness for one to find in the other. There were no friends, save two or three, to give them new interests. They had only each other and their interest in each other had been nearly played out clandestinely.

Wages of Sin Is Death.

"My friend," said the young eloper a week ago to one of the few who stood by them, "you, and I, and Fred, young, heedless, cynical, living in this reckless town of New York, may laugh sometimes at old things like the law and religion when they say 'thou shalt not.' We may think that phrase was written for old fogies; also we may sneer at the wages of sin and death.

"But, my friend, there comes to all of us sometimes the knowledge that the law and religion are right. What they say we shall not do, we cannot do without suffering. I have learned that. Also the wages of sin is death. It's worse than death—it's hell on earth.

"O, quit your preaching, Louise," said the friend. "You've got the blues."

Girl's Mother Faints at Flashlight.

When the bodies were being taken from the house a battery of flashlights touched off by newspaper photographers just as Mrs. White stepped from the apartment to the [illegible]treet so startled her that she screamed and [illegible] in a faint. It was several minutes be[illegible]she was revived.

[illegible]INDS FOOD IN PETROLEUM.

Pittsburgh Scientist Says Hydrocarbons Can Be Transformed Into Fatty Acids.

Pittsburgh, Pa., Feb. 4.—[Special.]—A new source of food supply has been discovered, it is declared, through the industrial development commission by scientists of the University of Pittsburgh, who have $100,000 at their command to develop their findings. The commodity under the scrutiny of the savants is crude petroleum and while secretive as to the details, Dr. R. K. Duncan, the discoverer, explains that it has been found the hydrocarbons of petroleum are amenable to transformation into fatty acids, which, blended with glycerin, form a new food.

REMOVES VISCERA AT FUNERAL.

Missouri Coroner Halts Ceremony and Will Investigate Death of Woman.

Springfield, Mo., Feb. 4.—[Special.]—Coroner Coombs halted the funeral of Mrs. Charles Ashworth at the church as the minister was stepping to the altar, and removed the viscera of the woman. He then allowed the services to proceed. The coroner will investigate. Mrs. Ashworth, who apparently had been in good health, was found dead in bed Thursday morning.

OFFERS TO SAVE BIG SUM FOR CITY

Company Would Pay for Garbage Contract Now Costing Chicago $47,500 a Year.

POLITICIANS IN THE WAY.

Aldermen Try to Get Continuation of Existing Compact for Several Years.

BY OSCAR E. HEWITT.

The submarine plan to renew for five years the city's contract with the Chicago Reduction company has been brought to the surface. This company receives $47,500 a year to dispose of Chicago's garbage.

The Indiana Reduction company is not only begging for the privilege of doing the work free of charge for ten years, but in addition is offering at the end of that period to turn over gratis to the city a reduction plant which they assert would be worth more than $500,000.

In other words, one company is trying to pry $237,500 out of the city's strong box in five years, while the other says it wants to put $1,000,000 in the municipal treasury in ten years.

Sounds like a fairy tale, but the $1,000,000 proposition was made to Health Commissioner Young on Tuesday and transmitted by him to Mayor Harrison. He in turn probably will submit it to the council this evening.

Fertilizer Company Wants Bid, Too.

Darling & Co., fertilizer makers at the stockyards, also have asked for the right to submit a proposition, but to date have not received permission. When the proposal of the Chicago Reduction company was sent to the council it was referred to the finance committee, which has asked Corporation Counsel William H. Sexton whether the city has the authority to extend the present contract without soliciting competition.

The committeemen expect the opinion this week.

Just why the committee considered the suggestion that they extend this contract is not plain. Since the contract originally was let the controlling influence is said to have changed. At present certain politicians of influence are reputed to be interested in the project.

Doings in Other Cities.

There is little indication that the finance committee has collected any information which would warrant a renewal of the present contract or would convince them that the proposition should be considered seriously, unless they have been getting the data from New York, Philadelphia, or Pittsburgh.

Every one acquainted with municipal affairs knows New York—which pays about $1 a ton to have its garbage reduced—has announced that it will advertise for bids this month. In Philadelphia and Pittsburgh private contractors both collect and dispose of the garbage. In the former both services cost about $3.50 a ton and in the latter the cost is around $5 a ton.

Boston collects its own garbage and a private contractor disposes of it for 50 to 60 cents a ton. Indianapolis has made a contract in two months with a private firm by which it collects the garbage and disposes of it for $48,000 a year. The amount of garbage is estimated at 26,000 tons annually, so the ton cost is about $2.

Cost Chicago $4 a Ton Now.

Including both collection and reduction it costs Chicago about $4 a ton under the present system. That means a little less than 50 cents a ton for reduction.

Cleveland was the pioneer in the reduction business. It has built three plants in seven years and now says it has passed the experimental stage. In the report of the Chicago aldermen eight years ago they pointed to Cleveland as the most advanced at that time. That city is now collecting its garbage at a cost of about $2.70 a ton and during 1911 is reported to have made a profit of $60,000 in the operation of its reduction plant. The only other well known municipal reduction plant in the west is located at Columbus, O., where they reported a small profit in 1911.

Cooking System Favored.

In all these cities reduction is the method used for disposing of the waste, and in most of them the cooking process is deemed more advantageous. This is favored by private contractors, because it is asserted more byproducts thereby can be obtained, and by cities because the odors are more thoroughly eliminated. The Chicago Reduction company is credited with using pressure to obtain the oils and other products. At any rate, complaints of the odors in the summer time have been frequent.

Renewal of the present contract was asked in a letter to the council several weeks ago, and on Jan. 15 Ald. Charles Martin and Ald. Patrick J. Carr of the Fifth ward presented an order to the council "authorizing and directing" the commissioner of public works to renew the contract for five years under the terms of the old agreement. That was referred to the finance committee.

Say Agreement Yet Exists.

This order recited that an agreement was made in 1908 by which the company should receive $47,500 a year to dispose of all the city's garbage by reduction for the period ending on Aug. 31, 1913. The order proposes that the plant shall be moved from its present location, Thirty-fifth and Iron streets, to some point acceptable to the commissioner of public works ouside the city limits. The idea involves transportation of garbage by street cars. The company agrees not to increase its compensation. The garbage, as heretofore, shall be 95 per cent pure.

Darling & Co. have made no proposal. All they have asked is a chance to submit a bid.

The Indiana Reduction company's proposal is dated Feb. 1, and, while general in character, it is asserted by C. L. Warson, Chicago representative, it will be the basis of a complete and detailed offer, if bids are asked for.

What New Company Agrees to Do.

In their letter they promise:

"We will undertake a contract to handle all the garbage collected by the city of Chicago for a term of ten years, without any cost whatsoever to the city for reduction; at the termination of the ten year period we will turn over all real estate, machinery, buildings, and equipment to the city of Chicago, free from any incumbrance and without any cost to the city.

"We will further guarantee that the plant in its entirety shall be maintained to the extent that at the end of our ten year contract the plant shall be within 60 per cent of its original value. Should the city deem it unwise to operate the plant so delivered to the city at the end of our ten year contract, then we will offer to continue the operation of the city's plant paying the city a proper rental for the same.

See Saving of a Million.

"It is obvious that this proposition will save to the city $475,000 [exclusive of interest] on the basis of the existing contract. It will also provide the city, free of cost, a madern reduction plant, making a total saving of over $1,000,000.

"We are in a position to give any security which the city may require."

This company asserts its plant can be located within the city, so far as odors are concerned.

"In the operation of a reduction plant," reads another paragraph, "no offensive odors shall be emitted. The plant shall in no way be offensive to the public or the employés of the plant. No liquids containing solid matter, either in solution or suspension, shall be emitted from the plant. In general, our method of handling and reducing garbage shall be the most modern and sanitary that can be constructed, same to be subject to the approval of the commissioners of public health and works."

The privilege is also extended to these two officials to approve of the site for the plant.

Financier Backs Project.

The president of the Indiana company is J. B. Moorman of Winchester, Ind., who is said to be interested in two interurban electric lines.

Collection of garbage in Chicago involves an annual expenditure of over $400,000. The tonnage is approximately 100,000. The cost of collection is the large factor. It means a per capita yearly expense of about 18 cents, or about $4 a ton. These figures refer only to pure garbage. Collection of paper, ashes, other household waste and street sweepings is not included. Up to 1907 garbage with all other refuse was collected and dumped into clayholes and on vacant lots. In that year the city undertook the separation of pure garbage from other material and collected about 55,900 tons. A year later the amount was 90,367 tons, in 1909 the amount was 93,268, and in 1910 it was 99,500. The reports for 1911 have not been published. The total cost of disposing of the 99,500 tons in 1910 was $409,758.57, of which $341,662.12 was charged against collection.

All Material Not Included.

According to the amount of garbage obtained in other cities, Chicago does not account in the public statistics for all this material.

In part this can be explained. The collection made in the old Eighth and Thirty-third wards is not taken to the reduction plant, because of the expense of transportation and it is classed as ashes and refuse.

In addition the city ordinances permit private contractors to collect the rich garbage from hotels and other large buildings. This has been thought expedient, because the city saves the cost of collection.

Former Wife of New York Millionaire and Her "Affinity" Whose Elopement Story Ends with Double Suicide.

FRED NOBLE

MRS. LOUISE LAWRENCE WHITE SUYDAM NOBLE

SHE CENSURES DUNNING RULE

Miss M. E. Childs Thinks Dr. Pietrowicz Only a Figurehead.

'TRIES TO HOODWINK PUBLIC'

Says Bartzen Puts Eberlein, His "Inefficient Pet," in Control.

Criticism of the county hospital for the insane at Dunning was made yesterday by Miss Mary E. Childs, professor of civics at Evanston High school. She recently made a personal investigation of the Dunning institution. She criticises the following features:

Lack of resident superintendent.

Inefficiency of medical chief of staff, upon whom virtually all management falls.

Lack of hospital trained nurses and of superintendent of nurses to conduct a training school.

The attack is made in a report of Miss Childs to the current events class of Evanston Congregational church.

Sees Effort to Hoodwink Public.

"To any intelligent citizen," Miss Childs said, "who has kept track of events at Dunning since Dr. O. C. Wilhite was summarily dismissed in 1910, this recent appointment of Dr. Stephen R. Pietrowicz looks like an effort on the part of county authorities to hoodwink the public.

"A nonresident superintendent of Dr. Pietrowicz's excellent reputation serves as a 'sop' to the Cerberus of the press and general public, while actually retaining in authority Mr. Bartzen's special pet, Dr. Charles E. Eberlein. Verily, the public is easily deceived.

Finds Fault with Dr. Eberlein.

"No one can blame the present superintendent, Dr. Pietrowicz, that he does not wholly surrender his large private practice on the west side in Chicago or move his family out to Dunning as long as the question of state administration on July 1 is still unsettled.

"But it is deeply to be regretted that the new superintendent at Dunning does not spend his entire time at the institution and therefore must leave the management for two-thirds of the twenty-four hours each day wholly in the hands of the medical chief of staff, who has been proved on several counts to be entirely unfit for such a responsible position. Poor Dunning has had five superintendents within twelve months."

MME. SCHUMANN-HEINK GLAD TO BE SEPARATED FROM RAPP.

Singer Laughs at Report She Will Marry Millionaire After Getting Divorce from Present Husband.

Los Angeles, Cal., Feb. 4.—Mme. Schumann-Heink, celebrated contralto, indulged in a fit of real laughter today over a report that she would marry a millionaire as soon as her separation from William Rapp Jr. had been legally settled.

"I am young, 50 years young, and getting more youthful every day," she said. "I looked worried and haggard when Mr. Rapp traveled with me, but now I am breathing again. I feel the exhilaration of life, and I am the happiest woman in the world."

"You are separated from your husband, then, and are happy over it," was suggested to the singer.

"O, perfectly," she laughed.

Mr. Dooley,
Every Sunday in "The Tribune."

SEEK BOMB OUTRAGE CLEW; NEW YORK POLICE PUZZLED.

Two Men Will Be Questioned Closely in Regard to Who Sent Death by Messenger.

New York, Feb. 4.—Definite clews to the identity of the person who sent the bomb which caused the death last night of Helen Taylor, known as Mrs. Grace Walker, in her apartments in West Seventy-seventh street had failed to materialize tonight, although a score of the city's best detectives worked on the case.

Charles M. Dickinson, the employé of a motor company and formerly of Portland, Ore., who was present in the apartment when Miss Taylor opened the fatal package that contained the bomb, will be given a hearing tomorrow by Coroner Feinberg, on a technical charge of homicide, but the police seem inclined to accept his statement that he knew nothing of the bomb until the explosion occurred.

Efforts either to establish a motive for the crime or to find the messenger who delivered the cigaret box with its death dealing contents have proved unavailing.

The police developed the fact, however, that there was another man in the apartment just previous to the explosion, a fact they learned, they say, from Miss Edna Lamarre, who occupied the apartment with the Taylor woman.

SUFFRAGE FLAG ON SUMMIT.

Miss Annie E. Peck Places Banner on Top of South American Mountain.

New York, Feb. 4.—Miss Annie E. Peck, the noted mountain climber, returned to this country today from a visit of several months to South America, during which, last July, she made the first ascent of Mount Coropuna, accompanied only by one guide and a few natives. Coropuna was supposed by some to be the highest mountain in South America, but Miss Peck says she found it short of the height of Mount Huascaran, which she conquered in 1908. Miss Peck placed a suffrage flag on the summit of Coropuna.

Stabbed in Saloon Row.

Paul Babich, 653 West Madison street, was stabbed in the right side last night, following a quarrel with Peter Damick in a saloon at 18 South Halsted street. He is in a critical condition at the county hospital. Damick was arrested.

HOLDEN'S RELIABLE SHOES

For the Entire Family
231-233 State St.

Shoes to Order

Holden's makes shoes to order for perfect feet and for imperfect feet. Special shoes, made right in our own custom shoe shop:

For Weak Ankles
Broken-Down Arches
For Flat Feet
Deformed Feet

No foot is beyond Holden's power to fit.

Prices always lowest.

January Clearance of Broken Lots Still Going On

HEARS MATCH LIGHT VERDICT

Mrs. Hazzard of Seattle Found Guilty of Starving Patient.

ENGLISH GIRL THE VICTIM.

Head of "Starvation Sanitarium" in Trouble with Police Before.

Seattle, Wash., Feb. 4.—The jury in the case of Mrs. Linda Burfield Hazzard, accused in the Kitsap County Superior court, at Port Orchard, of having starved to death Miss Claire Williamson, a wealthy English patient at the Hazzard "starvation sanitarium," returned a verdict of manslaughter tonight.

The jury was out more than twenty hours. When it reported soon after 6 o'clock that it had reached a verdict court was convened hastily.

When the clerk began to read the verdict the gas lights suddenly went out. A bailiff sprang to the side of the clerk and began lighting matches. The first flare showed Mrs. Hazzard biting her lips in an effort for self-control. Her husband bent toward her, whispering.

Verdict by Match Light.

The clerk read on, the words of the verdict being emphasized by little flares from successive matches. At the conclusion of the reading E. D. Kerr, of counsel for Mrs. Hazzard, recognizable only by his voice, gave notice of appeal and asked that bond be fixed at $5,000. The state objected and bonds of $10,000 were ordered. Mrs. Hazzard was remanded to the custody of the sheriff.

The verdict carries an indeterminate penitentiary sentence of from one to twenty years.

Mrs. Hazzard was arrested on Aug. 5, 1911, on a charge of murder in the first degree on complaint of Miss Dorothea Williamson, aged 37, who alleged that her sister, Claire Williamson, aged 33, was starved to death by Mrs. Hazzard.

Girl Dies of Starvation.

The Williamsons were English women of means who were on a tour around the world and who consulted Mrs. Hazzard concerning their health. Mrs. Hazzard soon had both the women in her starvation sanitarium at Olalla, where on a diet of orange juice and asparagus broth, Claire died, May 19, 1911, and Dorothea was wasted to a skeleton.

Before the arrest in the Williamson case, Mrs. Hazzard had been in frequent trouble on account of the death of patients, eight having succumbed to the starvation treatment.

GEORGIA MOB LYNCHES NEGRO WHO ATTACKED YOUNG GIRL.

Body Riddled with Bullets and Then Burned by Members of Crowd in South.

Macon, Ga., Feb. 4.—Charles Powell, a negro, who assaulted and robbed a young white woman here last night, was taken from officers and lynched by a mob early today.

Powell was tied to a telegraph pole and hundreds of bullets fired into his body.

At noon today a crowd of several hundred men assembled near the undertaker's, where the negro's body had been taken, loaded it into a wagon, then carried it to the heart of the negro section of the city and burned it. Coal oil soaked cross ties furnished the pyre.

FIRE TRAPS HAMMOND FAMILY.

Mrs. Fred Berckner and Four Children Seriously Burned When Flames Start in Residence.

Hammond, Ind., Feb. 4.—The wife and four children of Fred Berckner were seriously burned in their residence today. A fire trapped the family in the second story.

M. D., WHO IS M. C., FRANKS AN "AD"

Congressman-Doctor Sends Out Speech Booming His Sanitarium.

IN SECOND INCLOSURE.

New York Legislator Puts Blame on "One of His Secretaries."

New York, Feb. 4.—[Special.]—Many physicians and surgeons, residents of New York and Long Island, have received envelopes from Washington, D. C., marked with the congressional frank of Congressman John J. Kindred of Astoria, L. I. The envelopes are advertised to contain a speech on "The Election of Senators," delivered in the house of representatives on April 13, 1911.

On opening the franked envelopes their recipients have found a second inclosure consisting of a six page pamphlet much resembling a congressional pamphlet in size and in type used.

It is a summary of a speech by Joseph J. Kindred, M. D., of Rivercrest, L. I. The speech has to do wholly with medical matters, having not even a remote connection with the service of the congressman in whose envelope it is distributed.

Advertisement for Sanitarium.

The speech is, in effect, an advertisement for the Rivercrest sanitarium, kept at Rivercrest, Astoria, by Dr. J. J. Kindred. On the congressional envelope is stamped with a blue stencil: "If not delivered, return to Dr. J. J. Kindred, Rivercrest, Astoria, L. I., N. Y."

At the Rivercrest sanitarium it was declared tonight that John J. Kindred, M. C., who delivered the speech in congress, and Joseph J. Kindred, M. D., who delivered the speech on nervous and mental diseases and the Rivercrest method of healing them, are one and the same person.

Puts It Up to Secretary.

Washington, D. C., Feb. 4.—[Special.]—Representative J. J. Kindred of New York, who is a physician, showed considerable annoyance this afternoon when asked as to the truth of the report that he had sent out a long speech made by him in Philadelphia last September in an envelope under his congressional frank and bearing the letterhead of the Rivercrest sanitarium.

"That's —— —— rot," he remarked. "As if I were not able to pay for $4 or $5 worth of stamps. Why, it is so silly. I suppose the report is true and that one of my secretaries is responsible. I gave instructions that the medical document be sent out separately from my congressional mail, but I suppose a mistake was made."

RELEASE MILLIONAIRE BREAD THIEF; MENTALLY AFFECTED.

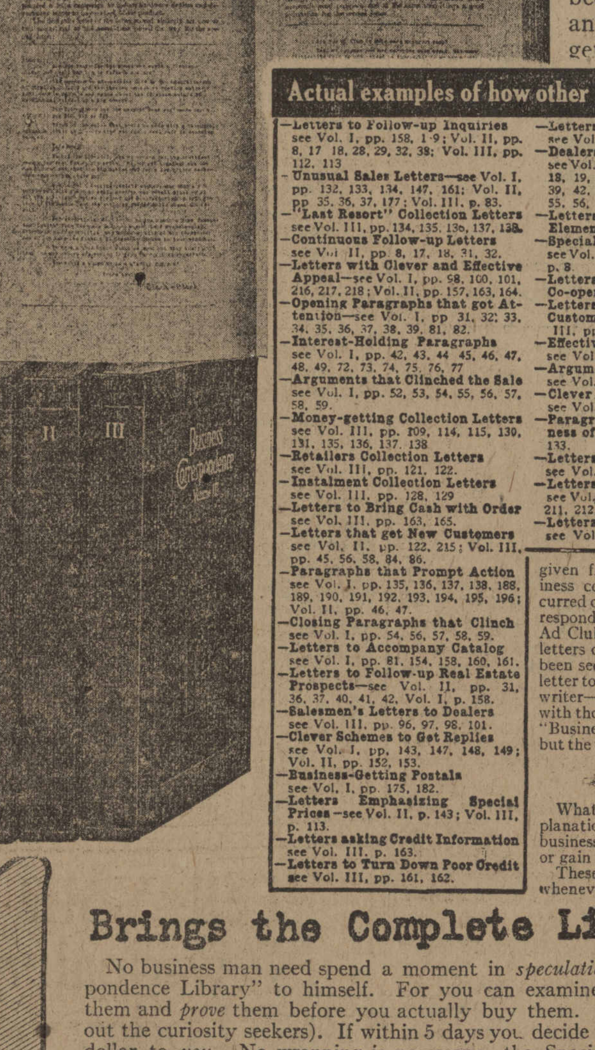
Mother, Wife, and Alienist Take Eccentric Man, Sentenced to Thirty Days, to New York Sanitarium.

Woodcliffe, N. J., Feb. 4.—Matthew Harbeson, the eccentric millionaire who was recently sent to jail for thirty days on a charge of stealing a loaf of bread from a bread box in front of a grocery store, was released today and placed in the custody of his mother, Mrs. Julia Wood Harbeson, who, with Dr. George L. Youngmans, an alienist, and Harbeson's wife, started with him for New York, where the elder Mrs. Harbeson said he would be taken to a sanitarium. His sentence was remitted by Recorder Medina after the mental condition of the prisoner had been made an issue and he had been examined by alienists.

Molding Men's Minds by Mail

Maybe the kind of letter *you like*, doesn't pay. Maybe the kind you *write*, isn't the kind that makes the reader *agree* with you.

SYSTEM, the Magazine of Business, has for nearly ten years been gathering, sorting, checking up the letters of business men and business firms to find the kinds that actually *do* pay—that get the results wanted. Catchiness, cleverness, smartness—dignity, aristocracy of appearance, and smoothness—have been pierced through and the cold facts of *what the letters did*, ascertained.



Actual examples of how other men have written

—Letters to Follow-up Inquiries see Vol. I, pp. 158, 1-9; Vol. II, pp. 8, 17, 18, 28, 29, 32, 38; Vol. III, pp. 112, 113
—Unusual Sales Letters—see Vol. I, pp. 132, 133, 134, 147, 161; Vol. II, pp. 35, 36, 37, 177; Vol. III, p. 83.
—"Last Resort" Collection Letters see Vol. III, pp. 134, 135, 136, 137, 138.
—Continuous Follow-up Letters see Vol. II, pp. 8, 17, 18, 31, 32.
—Letters with Clever and Effective Appeal—see Vol. I, pp. 98, 100, 101, 216, 217, 218; Vol. II, pp. 157, 163, 164.
—Opening Paragraphs that got Attention—see Vol. I, pp. 31, 32, 33, 34, 35, 36, 37, 38, 39, 81, 82.
—Interest-Holding Paragraphs see Vol. I, pp. 42, 43, 44, 45, 46, 47, 48, 49, 72, 73, 74, 75, 76, 77
—Arguments that Clinched the Sale see Vol. I, pp. 52, 53, 54, 55, 56, 57, 58, 59.
—Money-getting Collection Letters see Vol. III, pp. 109, 114, 115, 130, 131, 135, 136, 137, 138
—Retailers Collection Letters see Vol. III, pp. 121, 122.
—Instalment Collection Letters see Vol. III, pp. 128, 129
—Letters to Bring Cash with Order see Vol. III, pp. 163, 165.
—Letters that get New Customers see Vol. II, pp. 122, 215; Vol. III, pp. 45, 56, 58, 84, 86.
—Paragraphs that Prompt Action see Vol. I, pp. 135, 136, 137, 138, 188, 189, 190, 191, 192, 193, 194, 195, 196; Vol. II, pp. 46, 47.
—Closing Paragraphs that Clinch see Vol. I, pp. 54, 56, 57, 58, 59.
—Letters to Accompany Catalog see Vol. I, pp. 81, 154, 158, 160, 161.
—Letters to Follow-up Real Estate Prospects—see Vol. II, pp. 31, 36, 37, 40, 41, 42, Vol. I, p. 158.
—Salesmen's Letters to Dealers see Vol. III, pp. 96, 97, 98, 101.
—Clever Schemes to Get Replies see Vol. I, pp. 143, 147, 148, 149; Vol. II, pp. 152, 153.
—Business-Getting Postals see Vol. I, pp. 175, 182.
—Letters Emphasizing Special Prices—see Vol. II, p. 143; Vol. III, p. 113.
—Letters asking Credit Information see Vol. III, p. 163.
—Letters to Turn Down Poor Credit see Vol. III, pp. 161, 162.
—Letters Offering Premiums see Vol. II, pp. 49, 160
—Dealers Trade-Getting Letters see Vol. II, pp. 193, 194; Vol. III, pp. 18, 19, 20, 21, 22, 23, 29, 30, 36, 38, 39, 42, 43, 45, 48, 49, 50, 51, 52, 53, 55, 56, 78.
—Letters Emphasizing the "You" Element—see Vol. I, pp. 179, 180
—Special Inducements to Retailers see Vol. II, pp. 174, 175, 187; Vol. III, p. 8.
—Letters to Get Dealers' Clerks Co-operation—see Vol. III, p. 87.
—Letters that Educate Dealers' Customers—see Vol. II, p. 123; Vol III, pp. 61, 63, 65, 66.
—Effective Descriptions in Letters see Vol. I, pp. 42, 43.
—Arguments to Advance Prices see Vol. II, pp. 144, 146, 159.
—Clever Answers to Complaints see Vol. III, pp. 172, 179, 180, 181.
—Paragraphs to Increase Effectiveness of Enclosures—see Vol. II, p. 133.
—Letters for Collection Agencies see Vol. III, pp. 132, 133.
—Letters that Appeal to Women see Vol. I, pp. 203, 205, 207, 208, 209, 211, 212, 213.
—Letters that Appeal to Merchants see Vol. III, p. 175

The 553 letters that paid out best in results, with clear, keen analysis of *why* they paid, have now been published. All manner of letters are represented—Sales Letters, Collection Follow-Ups, Letters to Farmers, to Dealers, to Women, to Business Men, Answers to Complaints, "Policy" Letters, Follow-Up Letters, Letters to convey Business or Personal Prestige, Letters to get a Job.

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