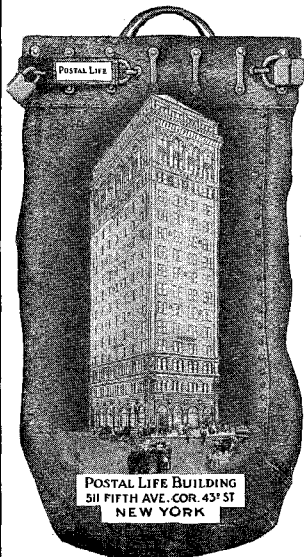


SOLDIERS and SAILORS; ATTENTION!

Best Insurance Protection for You As Well As for Civilians

During the war, the POSTAL LIFE INSURANCE COMPANY, and other insurance institutions, advised our Soldiers and Sailors to take advantage of the special insurance provided by the Government, because it was entirely proper that the Government, which means the entire people, should carry the *added risk* of warfare.



But now that Peace has come, there is no necessity or warrant for Government insurance except to compensate for disablement or disabilities due to the war. Government insurance policies are in no sense superior to those of the established companies. And a policyholder should be freed from every form of delay and red tape, which is the case in the New York companies as now operated and supervised.

Read below the "Strong Points" which have done so much to popularize the policy-contracts of the

POSTAL LIFE INSURANCE COMPANY

The service being rendered its policyholders is unsurpassed by any other company, and will not be equaled by the Government.

It should be noted that the POSTAL operates through an arm of the Government service; that it is subject to the United States Postal authorities; that it maintains the high reserve standards required by the State of New York, by whose Insurance Department it is audited and supervised.

The institution of life insurance, indeed, has been built up through

individual enterprise and is best conducted by *competitive companies*, as has been amply proved wherever Government or State insurance has been tried out.

The POSTAL LIFE insures Soldiers and Sailors everywhere at *ordinary premium rates*, without the intervention of an agent, *the benefit of the agent's commission going to the insured*. The Company does business wherever the mails go and has for years been issuing insurance and receiving premiums from over seas.

To find out how easily and at what reasonable cost Soldiers and Sailors and the general public can secure any standard form of policy, simply write the Company for information.

Write for personal particulars, mentioning The Outlook and giving (a) *date of your birth*, (b) *occupation*, and the Company will forward by *mail only* exact figures, also a specimen policy showing its provisions, and an explanatory booklet.

No agent will be sent to visit you; the resulting commission savings go to *you*, because you deal *direct*.

THE POSTAL LIFE INSURANCE COMPANY

WILLIAM R. MALONE, President

511 Fifth Avenue, Corner 43d Street
New York City, N. Y.

Strong Postal Points

First: Standard Policy reserves, now \$9,000,000. Insurance in force, \$40,000,000.

Second: Old-line legal reserve insurance—not fraternal or assessment.

Third: Standard policy provisions, approved by the State Insurance Department.

Fourth: Operates under strict State requirements and subject to the United States postal authorities.

Fifth: High medical standards in the selection of risks.

Sixth: Policyholders' Health Bureau provides one free medical examination each year, if desired.

Seventh: 9% dividend guaranteed in your policy and the usual contingent dividends as earned.

Eighth: Wide distribution of risks and low death rate.

SLACKERS

BY CHARLES HANSON TOWNE

After a certain municipal election a friend of mine—an architect—was furious that the first official act of the new party in power was to stop work on an important and imposing building.

"So that's what they do!" he exclaimed. "It's outrageous! That new court-house would have been a joy to behold and a great thing for our city."

His aesthetic sense was injured. He really felt personally aggrieved, though he had not been the designer of the building.

"Did you vote for the other candidate?" I asked.

"No."

"Did you vote for this Mayor?"

"No."

"Then don't let me hear another word of complaint. You're a civic slacker, just as guilty as the military slacker. Only last week I heard you criticising a verdict given in the courts. A woman who had murdered her uncle in cold blood was allowed to go scot free. You said if *you* had been on the jury she'd never have got off. But how long is it since you have done your duty as a citizen? Don't you always try to get off? Be honest now!"

"Well, I admit that I've never served on a jury in my life. It takes so much of my time, and—well—well—" he began to stumble—"you know how busy I am at all seasons."

"So are we all, if we amount to anything. It's the busy men, not the loafers, who ought to be jurymen, because they're far more intelligent. I'm sure if I ever got into trouble I wouldn't want a lot of boot-blacks and half-educated park loafers to try my case. I'd want sound business men who would give careful thought to me. I'd want professional men, like you—men of family and position in the locality. The trouble with us all is that we dread being the least inconvenienced. We're everlastingly trying to evade something. As a matter of fact, jury duty isn't a bore at all. It's the best way to study human nature, for one thing. You get a close-up of lawyers' minds and judges' ideas and prisoners' points of view. You see a drama very often that's mighty well worth seeing; and you come away feeling that at least you have served the community to the best of your ability. You haven't left your city in the hands of the muckers. You have been in the trenches of the jury-box, where, particularly in this time when the younger men have been fighting in a far more important trench, it is all the more essential for you to sit. They have had to stand, you know. And you even object to sitting down."

My friend looked at me.

"I'll serve next time," he said. "What's more, I'll make all the men in my office serve. And I'll come home to vote, even if I'm two hundred miles away on a good job. This country needs soldiers at home."

THE OCCUPATION OF ZABERN

(From the New York "Sun")

In the official list of important cities occupied by the Allied armies, a list that includes Brussels, Antwerp, Metz, and the upper Alsatian capital of Colmar, appears the name of Zabern. This little town on the border of Alsace and Lorraine, tranquil and peaceful enough to be called the "town

[Advertisement]

Are the Letters You Write GOOD Letters?

"Not If They Merely TELL Things," Says This Successful Letter Writer, Who Shows the Simple Knack of Making a Reader FEEL as You Want Him To, About What You Say



One of the directors of a great women's magazine, coming late to his office one morning, pulled a circular letter out of his pocket and sent for his assistant. "I want you to find the man who wrote this letter," he demanded.

He was excited. The evening before he had been discussing with his neighborhood druggist the choice of a tooth paste. "I'll have a new one in a few days," the druggist had said, "best one on the market. This is it—" and he had brought out the circular letter.

The publisher had glanced at it in a bored sort of way, then his interest had been caught, and he began to read. He read the letter through and then re-read it. "I'll want to try some of this tooth paste when you get it in," he said. "It sounds good."

"Certainly does," agreed the druggist. "And that's a mighty fair, liberal business proposition they make, too. I ordered half a gross right away."

The next morning as he brushed his teeth the publisher thought of the new tooth paste again. Suddenly it occurred to him how peculiar it was that both he and the druggist should have come to have confidence in a product neither of them had ever seen, or even heard of before. "By Jiminy!" he exclaimed, "now that's—" and on his way to the office he stopped in again at the druggist's. "Could you let me have that letter if you're through with it?" he asked, and the druggist gave it to him. As he read it again on the street car a determination grew in him. "I want you to find the man who wrote this letter," he had demanded of his assistant. "I want to meet him. If he's what I think he is, I want to hire him, no matter what it costs."

"Just read it, man!" he exclaimed as he handed the letter to the assistant. "What that fellow, whoever he is, has put into that letter is just what ought to be put into every letter that goes out of our own office. It's more than plain statement of fact—it's something more than human interest—it's more than mere sincerity—he has given the letter a REAL PERSONALITY! Why, this letter TALKS—talks with you as you read it, like a human being! You don't feel as though you were READING anything, but as though you were having a friendly chat with its writer!"

Well, the man was found and he was hired, though it took months of diplomatic manoeuvring before his real identity could be discovered in a tight little Chicago office, and more months before he could be induced to come East.

That was thirteen years ago, and since then hundreds of other business men have "discovered" Herbert Watson in a good deal the same way. He has come to be known as a sort of "wizard" at the writing of any type of letter. When business houses have had a problem difficult to solve in getting mail orders, or in enlisting the interest and co-operation of dealers, or in gingering up a sales force, they have sent for Watson to write letters that would bring in the business. When they have had trouble with making collections on small or widely scattered accounts, they have sent for Watson to work out collection letters that would get the money. When advertisers have found that inquiries from their advertising were not developing into real sales, sooner or later they have hunted up Watson to plan follow-up letters that would turn interest into purchases.

From as far east as Salem, Mass., to as far west as Kansas City, this man has jogged quietly about, as his services were sought, studying the problems of manufacturer, merchant,

banker, real estate man—and who knows what all?—sizing up the job to be done, then writing the letters that did it. And all, seemingly, as merely part of the day's fun, for as his friends and associates testify, he kept up at the same time a never-breaking flow of personal correspondence with friends and acquaintances everywhere—vivid letters of description of new towns or places, letters of comment on the people met, humorous letters of the day's experiences, and gossip letters of intimate, personal news!

And now this past-master of the knack of writing good letters tells the simple, homely secret of his work.

Frankly, freely, without reservation, he tells just how it was that with only a hit-or-miss small-town education and no particular gift for writing or talking, he developed the knack of taking any set of business conditions, or budget of personal news, and writing or dictating a letter about it that usually would have just the effect on the reader that he wanted it to have.

"Writing letters, with me," he says, "has been neither science, nor art, nor natural gift. It has been just a knack that I cultivated. I found there were certain movements to go through in order to write a really good letter, just as you have certain movements to go through in shaving with a safety razor, or tying a necktie—or, my dear lady, in doing your hair up in curl papers!

"Absurd, you say? But wait.

"Why do you write or dictate a letter?

"Everyone has a different answer. 'To tell a prospective customer about my goods or my proposition,' says one; 'to tell my boy in France the news from home,' says another; 'to dun a debtor for a bill,' says a third; and so on.

"But, do you know, in writing thousands of letters—so many thousands I can't count them—I have found ALL were written for the same simple purpose? Yes, sir, upon my word, for just one simple purpose—to create my own FEELING in my reader's mind!

"Stop and think about that.

"The business man writes his letter about his goods—why? Why, so the prospect will FEEL that the goods are superior, or extra value, or something of that sort. The mother of a boy in the army clears off the parlor table to write a letter of home news to Jim or Tom—why? So Jim or Tom will feel, for instance, that everything's fine at home. The credit man dictates a dunning letter—same reason—so the debtor will feel as the credit man does—that the bill ought to be paid at once!

"Well, what's that got to do with how to write? Why, it simplifies the whole proposition. For what makes a person FEEL anything? Not fine words or brilliant phrases or correct grammar. A ten-year-old boy on the street can say something that makes you feel merry, or sad, or full of sympathy—or like slapping him in the face—while the most polished remarks of the gentleman who meets you on the next corner may leave your feelings wholly untouched.

"So writing a good letter—that is, a letter which will make its reader FEEL as you want him to about your news, or your goods, or your argument—and, as far as that goes, making a good sales talk or a good speech or being an interesting talker—is a matter of the most simple, elemental human nature. It is the same for any kind of character of letter.

"When I have a letter to write or dictate, whether it is a letter to my wife or my boss, a form letter for a client or a letter telling about something I have seen, I ask myself two questions—always the same two questions. The answers to those two questions tell what I must say in my letter and the order in which to say it. I never have to worry further about that part. Then I ask myself three more questions—in one-two-three order, and as I answer them I WRITE THE ANSWERS. Those answers are my letter!

"Foolish? Maybe so, if you are a naturally gifted writer. But if you are not—well anyway, for myself I have found I can write or dictate letters that way that sell goods, collect money, smooth over complaints, amuse my friends, cheer up folks in trouble, make the people at home interested in my experiences while I am on the road—yes and when I was younger I used to get jobs with them!

"I'll show you the simple movements to make and you can use them or not, as you like."

And show you he does, in the most simple, interesting, entertaining fashion.

In a little 5-lesson course for home-study which he calls The Knack of Writing Good Letters, this man Watson takes up each of his movements in

See How Clearly You Can Answer These Test Questions

- 1—What is always necessary in order to make the subject covered by a letter *interesting* to the reader?
- 2—What is the first move to make before starting to write or dictate any kind of letter?
- 3—How may you tell for any letter what ought to be put first in it?
- 4—What must be done by a writer in order to give the reader of his letter the right *impression* of whatever he has to say?
- 5—How can you arrange the points of anything you wish to describe so it will seem *real* to the reader?
- 6—What is the secret of influencing a reader's attitude or acts?
- 7—How may you always find the proper way to *close* any letter?

In The Knack of Writing Good Letters Herbert Watson shows you a marvelously simple answer to each of these vitally important questions. The principles apply to any form of expression—talking, arguing, speaking, ad-writing, as well as to letter writing.

writing a letter, one by one, and demonstrates them on actual letters—sales letters, personal gossip letters, collection letters, letters of description, answers to complaints. It consists of five text books—handsome coat-pocket-size volumes, 8x5 inches, printed on heavy paper, sturdily bound in rich brown with titles stamped in pure gold—books that will be a credit to any library—and, in addition, a series of practice lessons, one for each volume, showing you how to put each movement into actual practice on any letters you may write or dictate.

The cost—it is but \$6!

—And that only if you find the course actually WORKS—for YOU. You may judge of it without risk. Send no money. Simply fill out and mail the coupon and the publishers will gladly send you the complete course, prepaid, for free examination. Satisfy yourself thoroughly. Then, if in five days you are not convinced that this is something you can use in a most practical way—if you are not convinced that The Knack of Writing Good Letters as Herbert Watson shows it to you is something that you can profit by for the rest of your life, whether you want to write and dictate business letters so they will make more money for you and wield more influence, or only to write more interesting, more entertaining, newsworthy, and BETTER personal letters to your friends and relatives—if you don't find it all that, why, send it back! Otherwise you merely send us \$6.

To be able to write or dictate letters that imbue others with your own feelings means power and place in business, and to be of influence in personal affairs. Try the simple movements that this man Watson has used in his own successful work, and see the results. Take no risk. Simply send the coupon.

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