



FOR the benefit of our readers we have classified the various hotels in the United States and Canada according to tariff in their respective cities. One asterisk (\*) will be placed opposite the advertisement of the hotel which appeals to an exclusive patronage demanding the best of everything. Two asterisks (\*\*) indicates the hotel which appeals to those who desire high-class accommodations at moderate prices; and three asterisks (\*\*\*) indicates the hotel which appeals to commercial travelers and those requiring good service at economical rates.

COLLIER'S Travel Department, 426 West Thirteenth Street, New York City, will furnish, free by mail, information and if possible booklets and time table of any Hotel, Resort, Tour, Railroad or Steamship Line in the United States or Canada.

**Special Information about Summer Resorts**

Write us where you want to go and we will advise you the best route and where to stop.

**BALTIMORE, MD.**

\* **The Rennett** E. \$1.50. Baltimore's leading hotel. Typical southern cooking. The kitchen of this hotel has made Maryland cooking famous.

**CHICAGO, ILL.**

\* **Chicago Beach Hotel** 51st Blvd. and Lake Shore. American or European plan. An ideal resort for rest or pleasure—only 10 minutes' ride from the city's theatre and shopping district—close to the famous golf links, lagoons, etc., of the great South Park System; 450 large, airy rooms, 250 private baths. There is the quiet of lake, beach and shaded parks, or the gaiety of boating, bathing, riding or driving, golf, tennis, dancing, music and other amusements. Table always the best. Orchestra concerts add to the delights of promenades on its nearly 1000 feet of broad veranda, which overlooks Lake Michigan beach. Write for illustrated booklet.

**NEW YORK, N. Y.**

\* **Broadway Central** Hotel. Only N.Y. Hotel featuring American Plan. Our table the foundation of enormous business. A.P. \$2.50. E.P. \$1.

**WHY PAY EXTRAVAGANT HOTEL RATES?**

\* **CLENDENING APARTMENT HOTEL** 198 W. 103 Street. Select. Home-like, Economical. Suites of Parlor, Bedroom and Bath \$1.50 daily and up. WRITE FOR BOOKLET B WITH MAP OF CITY.

\* **Latham** 5th Ave. and 28th St. New fireproof hotel. Very heart of New York. 350 rooms, \$1.50 and up. With bath, \$2 and up. H. F. Ritchey, Manager.

**PITTSBURG, PA.**

\* **Hotel Henry** 5th Ave. & Smithfield St. In center of business section. Modern fireproof. European plan \$1.50 and up. E. E. Bonneville, Mgr.

**HEALTH RESORTS**

**WALTER PARK, PA.**

**The Walter (Hotel) Sanitarium** Only 4 hours from New York. 94 min. from Phila., Wernersville Sta., Reading Ry.

**SUMMER RESORTS**

**ATLANTIC CITY, N. J.**

\* **Chalfonte** ATLANTIC CITY. The one suggests the other; one of the world's most famous resorts; one of the world's most attractive resort houses. The best place for rest, recreation, and recuperation. Write for reservations to The Leeds Company. Always Open. On the Beach. Between the Piers.

**NIAGARA FALLS, ONT.**

\* **The Clifton** Directly facing both Falls. Just completed and up-to-date. Open winter and summer. \$4 to \$6. American Plan. Booklet on request.

**CAPE COD, MASS.**

**"Quaint Cape Cod"**

**Send for this Book**

Cape Cod's the place where you would enjoy yourself this summer.

We've a beautifully illustrated book that tells about the summer pleasures that await you on Cape Cod—the yachting, the bathing, the fishing and the social life.

Before you decide where to go this summer, send for "Quaint Cape Cod."

**It's Free**

Write A. B. Smith, G. P. A., Room 183, New Haven, Conn.

New York, New Haven & Hartford R. R.

**TOURS AMERICAN, EUROPEAN, ORIENTAL**

Information regarding tours to any part of the world will be furnished free upon request by letter to COLLIER'S TRAVEL DEPARTMENT 420 W. 13th Street, N. Y. York

"SEE AMERICA FIRST" Send for circular "Rates and Routes" to the Pacific Coast, Alaska-Yukon Exposition, California, Colorado, Canadian Rockies, Yellowstone Park, Grand Canyon of Arizona, etc., etc., to MARSTERS TOURS 31 W. 30th St., NEW YORK—298 Washington St., BOSTON

**AROUND THE WORLD CRUISE** By S. S. ARABIC, 16,000 tons, Oct. 16—\$650 up 30 TOURS TO EUROPE, \$270.00 UP. FRANK C. CLARK Times Bldg., New York

Send for booklet. Best Way to See Europe at Moderate Cost. J. P. GRAHAM, IDEAL EUROPEAN TOURS, Box 1055-K, Pittsburg, Pa. THE IDEAL WAY June 5

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## ADVERTISING BULLETIN

NO. 6

### STANDARDIZED MERCHANDISE

IN 1908 advertisers spent upward of \$100,000,000 to standardize their goods through the medium of national advertising. Did you ever stop to think what this means to you? Here it is in a nutshell. Whenever you go to buy a piece of silverware, what do you look for? The stamp "Sterling," and on solid gold in any form you look for the "14-k." If it is there, you are satisfied; you need no further assurance of the quality of the goods; they are standard.

On hundreds of articles that you buy from time to time you look for the same token of merit. For instance, on collars and shirts the names Cluett-Peabody, or Corliss-Coon, or E. & W. are enough to satisfy you of their merit. Go to a grocery and you ask for "Ivory," "Fairy," "Pears," or "Swift's" soap. In buying breakfast foods, you may ask for any one of a dozen well-known brands, all good and all standardized on account of merit and advertising.

Standardized goods sell better than unknown brands. I have in mind a sale that was carried on by

a department store in Chicago. They had bought the complete stock of a house that had failed. Among the goods were shirts and collars, a quantity of which carried only the name of the retailer, who had failed, while the balance bore the name of a well-known manufacturer. They were marked to sell at the same price, but the well-known, trade-marked goods were sold out almost immediately. It proved that the purchaser knew that he was taking no chances with the goods with which he was familiar. The dealer who had gone out of business was no longer responsible, but by purchasing the standardized goods, a man could procure a style of shirts or collars which he had been wearing, or could continue to get the style of any new shirt or collars that he might purchase. With the unknown goods this would have been impossible.

The double guarantee—that of the manufacturer and also of the retailer—is what you, as a consumer, want.

E. C. PATTERSON

Manager Advertising Department

## You Should Read This New Bond Book

### "The World's Greatest Industry"

Every investor, small or large, should ask for our **New Bond Book**.

It tells some facts, now too little known, about the most attractive bonds that we know. The book is written after fifteen years of experience in selling these particular bonds.

They pay **6** per cent interest—a higher rate than can now be obtained on any large class of bonds equally secured.

They are secured by first liens on valuable farm land. Some are tax liens—Municipal obligations.

They are serial bonds, so afford opportunity for either long or short time investments.

They are issued in denominations of \$100, \$500 and \$1,000, so they appeal to both small and large investors.

They are by far the most popular bonds that we sell. You will want some of them when you know all the facts.

Send us this coupon or write us a postal. Please do it now.

### Troubridge & Niver Co.

(Established 1893)

Municipal and Corporation Bonds  
First National Bank Bldg. 50 Congress Street  
CHICAGO BOSTON

Gentlemen:—Please send me your new Bond Book, "The World's Greatest Industry."

Name \_\_\_\_\_  
Town \_\_\_\_\_  
State \_\_\_\_\_

### LOOK for THIS LABEL

"The Underwear of a Gentleman"

The only sensible, durable and economical summer underwear made; loose fitting

**Knee Drawers**  
**Coat Undershirts**  
\$1.00 and more the garment

**Pajamas**  
\$1.50 and more the suit specially woven fabrics

**Nainsook, Pongee, Linen and Silk**

At all good stores everywhere throughout the country. Style book about the "Underwear of a Gentleman" free on request to Dept. W.

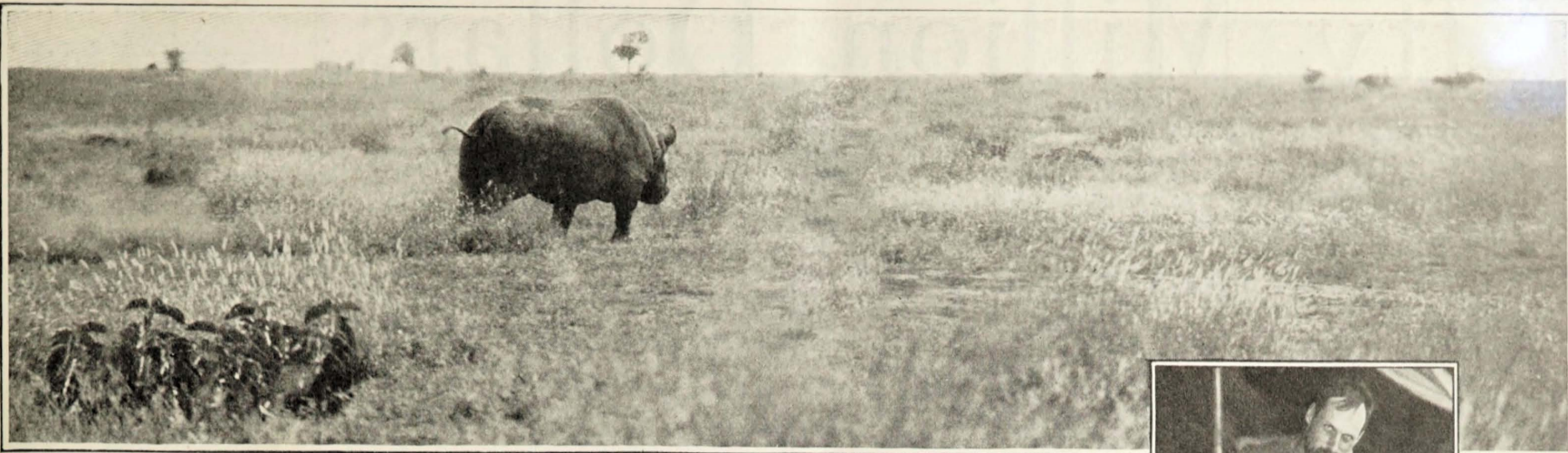
**GOTHAM UNDERWEAR CO.**  
93-95 FRANKLIN ST., NEW YORK

### "The Eternal Question" by GIBSON

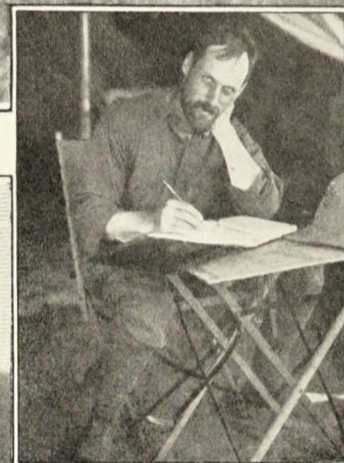
25 CENTS

"THE ETERNAL QUESTION" is the most popular Gibson head ever drawn. It is now issued in a new way and sells for 25 cents. It is printed on the finest kind of water-color sketching bristol, die-stamped and richly tinted, giving a most pleasing and dainty effect—all ready for hanging—no frame needed. Size 14x18 inches. Sent postpaid. It is the best picture on the market for 25 cents.

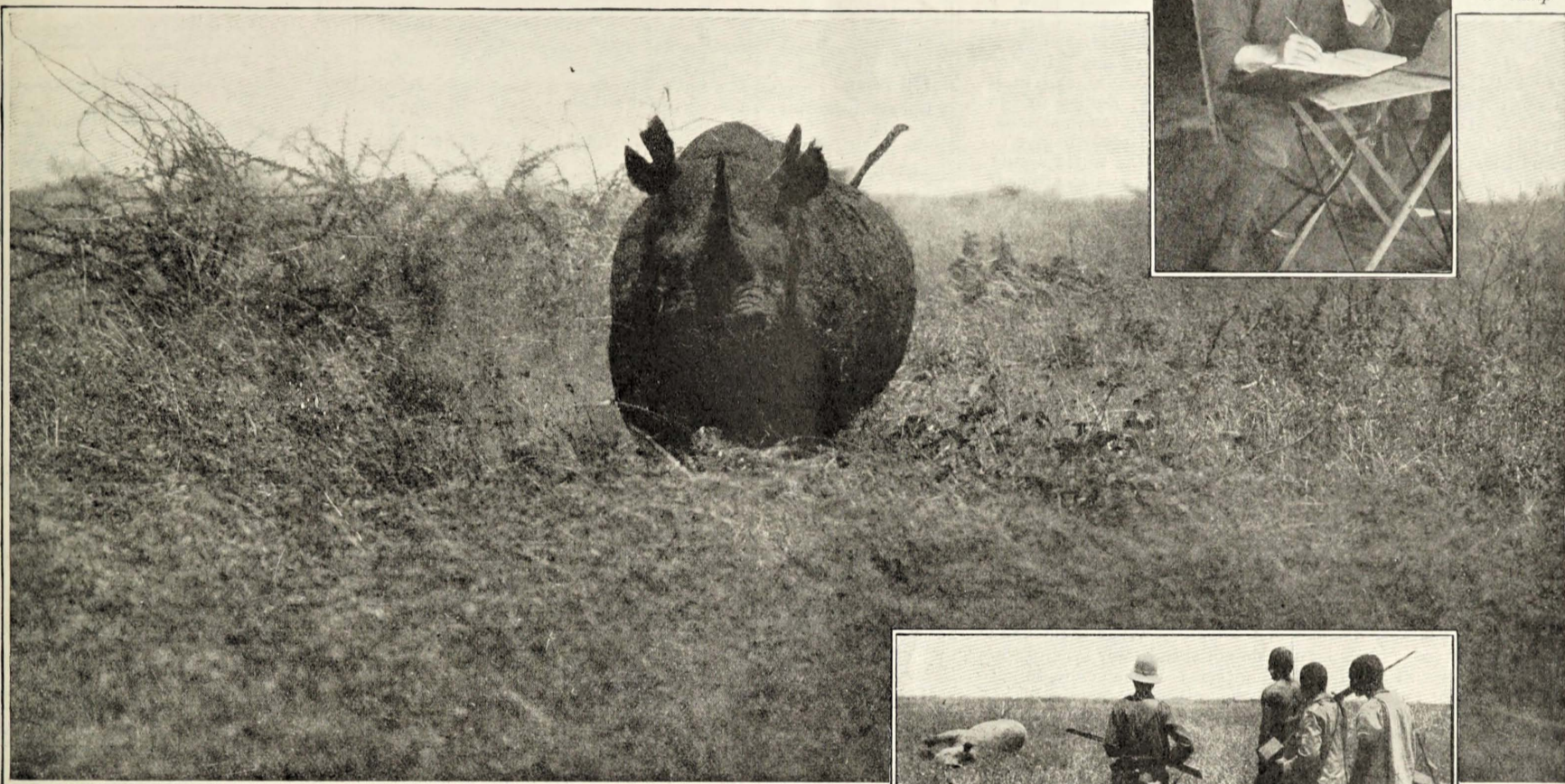
Address PRINT DEPT. P. F. COLLIER & SON, 412 W. 13th St., New York



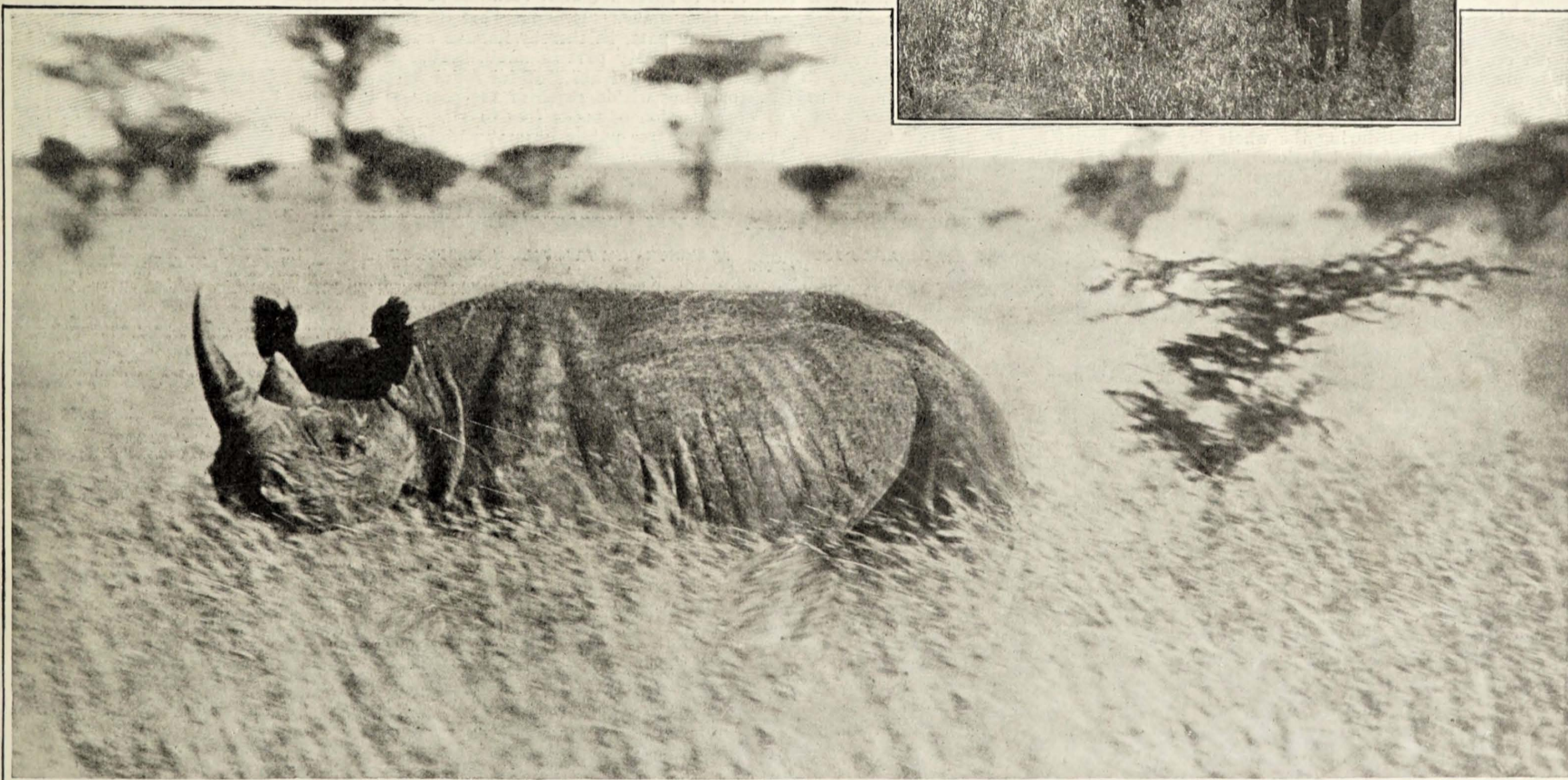
*An old rhinoceros, disturbed at his feeding time, decides to charge upon the intruder*



*Mr. Dugmore in camp*



*He charges, gets his photograph taken at a distance of about twenty yards, and is shot*



*Another rhinoceros awakes from a nap in the grass to the scent of approaching humanity and subsequently assumes discretion to be the better part of valor*

### Photographing the Rhinoceros in Advance of the American Invasion

Collier's photographer, Mr. A. R. Dugmore, passed along the trail now being followed by Mr. Roosevelt's party several months ahead of the Smithsonian Institution's expedition, and photographed some of the specimens-in-waiting as they roamed their native pastures

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