

MRS. SUSIE REVELS CAYTON was for many years associate editor of The Seattle Republican and she has been a contributing editor to Cayton's Weekly. She writes for the most part over her own name and therefore the public has ample opportunity to judge of her ability to write. In the opinion of the editor of Cayton's Weekly she is a splendid short story writer and were she able to devote her time and talent to study and writing she would soon rank among the best short story writers in the country. Rising short story writers, however, find it very difficult to break into the editorial sanctum of influential publications that are able to pay for such stuff, for the reason that the publishers are not inclined to use stories from the pen of persons unknown to the public, and because, the story is accepted more on a commercial than a meritorious basis. If Jack London's story is to appear in a certain publication that means that not less than from ten to fifty thousand extra copies



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of that particular issue will be practically sold in advance of the issuing thereof, then why should the publisher accept a story from the pen of an unknown, which will not sell a single extra copy. It would be well for good story writers to learn some kind of deception, which will bring them prominently before the public before submitting their stories to publishers or they will find themselves just as Mrs. Cayton and thousands of others have, with a dozen or more splendid stories on their hands and no takers. The average publisher of today would accept a thousand times quicker a story written by the now notorious Emma Goldman, to one written by the cleverest unknown story writer in the United States, and because Emma's story would sell many extra copies of the paper, and the other would sell none. This is gone over because so many persons ask, why Mrs. Cayton does not give up all other things and devote her entire time and talent to short story writing—she is perfectly willing, but the publisher looks the other way. Mrs. Cayton has lived in Seattle for the past twenty years and has done considerable literary work. She is the mother of seven children, five of whom are living. She is the only living child of Dr. Hyram R. Revels, who was the first colored United States senator, having been elected to the senate from the state of Mississippi as a successor to Jefferson Davis.

MY BUSINESS EXPERIENCE

(Ira F. Norris, Jr.)

I credit my present success in business to my love for it. We all know that we do that thing best, which we love best. Therefore, love the business in which you are engaged, and you can not help but succeed. I make my business a part of my life. My idea of Christianity is to love God and humanity and become a part of them. If this be true of Christianity why should it not be true of a man's business.

From my own personal experience I am inclined to believe that, the married man makes the best business man. I base my argument for this belief upon the theory that when a man marries he naturally becomes the head of a home, and in becoming the head of a house his responsibility becomes greater—the greater the responsibility the harder the real man works to attain success.

I think successful men are born, not made. Ben Johnson said, "Men's ambition is generally proportioned to their capacity. Providence seldom sends anyone into the world with an inclination to attempt great things who have not abilities likewise to perform them."

On October 3, 1913, my brother and I took over the equipment and business of the Southern Transfer Co., of which firm I became president and manager; my brother, P. F. Norris, vice-president. I went to the principal business houses inquiring for work. I was told by each one of them that they were having their draying done by different transfer companies of the city, which I expected to hear. I asked to be given a chance at his business when he decided to make a change. On November 15th, 1913, at 11 o'clock, we received a telephone call from one of the companies I had visited. The manager said he was going to make a change and that he had goods waiting to be delivered right away and wanted to know if we could handle them. I promptly answered "yes," although we had no equipment with which to handle the account. Here was my chance to put the Southern Transfer Co. on the map. We had three wagons at this time. I sent one wagon to get the freight. When the driver returned he had a load of merchandise for Ballard and Green Lake. It would have taken the wagon all day to make the delivery.

If I wanted to keep this account I had to give good service, and to do so I would have to increase my equipment—not by the use of horse and wagon, but something swifter—the motor truck. I had no money with which to purchase one and did not know where to get it; but I had a great determination. I had a friend in the auto-business and I went to him and told him I wanted a truck, but had no money. I suggested that he let me have a truck and in a week's time I would make him a payment. He thought a minute and accepted my proposition. He promised to have a truck at our office in an hour. The truck was at the office in 1½ hours, the beginning of a service that is not surpassed by any transfer company in the city. From this start we have built a very successful business, consisting of eight of the largest wholesale houses in the city as well as numerous small accounts, for which we use five motor trucks, to try and maintain our standard—service. Thus, what we have done, with the aid of my wife who is in charge of the bookkeeping department of the company (a very important and indispensable post in any business) and with the aid of the young men and women of our race, whom we have employed, you can also do with greater success if you will forget discouragement and make this your rule—"if at first you don't succeed, try, try again," and at the same time remember the golden rule, "Do unto others as you would have them do unto you."