

"He Wandered That Your Leadership Would Suffer Him to Spend His Youth at Home." - Shakespeare



Scene From "Temperamental Henry," An Amusing Study of a Silly Youth.

teaches chastity and otherwise pure, clean living. More cannot be said on this subject in the columns of a family newspaper.

Mr. Field was formerly with Marshall Field & Co., Chicago, and James McCree & Co., New York City, and recently instructor in merchandising, University of Wisconsin. Therefore he may be accepted as an acknowledged and trusted authority on the subject at issue, which, incidentally, has received little attention in literature of the day.

Mr. Field's methods are certainly worth knowing. He discusses the buying policies of department and chain stores, as well as mail-order houses, and the advantages of each. He discusses in detail, selection of merchandise, expert instruction of salespeople and other topics of notable interest.

It is instructive to note that meetings and debates for store clerks, to give them instruction and method in approaching and serving customers, are held in many cities.

"Meetings of those who are selling, with demonstration sales, and discussion of the merits of the various points which the buyer feels those selling need. One buyer, conducts meetings of this kind, making notes of the points of salemanship which he considers especially strong or weak. In a discussion after the demonstration, he has a list of names of those who were together, and the daughter were to buy French heels, and the mother to buy shoes that have sensible heels (in shoes) what would you do?"

In these meetings new points concerning the merchandise also may be presented. The same shoe-buyer, who considers especially strong or weak, in a discussion after the demonstration, he has a list of names of those who were together, and the daughter were to buy French heels, and the mother to buy shoes that have sensible heels (in shoes) what would you do?"

It is worth while, in the final analysis, the qualities which go to make for success in the buyer or department manager are common to all business. Take, for instance, sincerity. We all admire the man who looks us squarely in the eye, who speaks sincerely of himself, his house, his goods, and who is a red-blooded human being at the same time. Then there is the willingness to work hard, and to manipulate his purchases so as to secure the proper number of turnovers and leave his stock in good condition, at the end of the season. This is a big job for any man, for merchandising is a life's work, and it calls for the best efforts of a merchant. Such a man is the ideal buyer.

Contents are: The merchant as a buyer—the buyer and his qualifications—Merchandise—sources and types—buying practice—the merchandising plan, steps in buying, determining qualities, buying for special sales and holidays, buying to meet competition, and determining prices and profits; Stock systems—the turnover, the inventory, stock-keeping and stock-receding, instruction to salespeople, operation in advertising and displays, and, the buyer as a merchant.

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Sunday Church Services

(Continued From Page 10)

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manhood. If the boy so taught should later be called upon to serve his country as a soldier, he will have already the rudiments of the special training needed.

The Tiger's Coat, by Elizabeth DeJonna, \$1.50. The Bobbs-Merrill Company, Indianapolis.

Marie Ogilvie, half Scotch and half Latin, is one of the most sensational heroines of the year. She is a stage, dramatic and at times nearly impossible—in real life. She says she is an "Indian girl," although she is a refugee from Belgium, and is intimately acquainted with Marie.

The novel might have been called also "The Taming of Marie, by Matrimony."

The Golden Eagle, by Allen French, \$1.25. Illustrated. The Century Co., New York.

A story that is filled with the wholesome vigor and tang of sea life, along the New England Coast. For young folks.

Memorial Day and Other Verse, by Helen DeWitt, \$1.00. The Century Co., New York.

Sixty-eight patriotic and serious poems, finely fashioned. This little book, it is stated, is sold for the benefit of work for blind soldiers. May the book have a large sale!

The Rules of the Lakes, by Joseph A. Altshuler, \$1.35. Illustrated. D. Appleton & Company, New York City.

A first-class romance of the French and Indian war, just after Braddock's defeat. Plenty of thrills.

NEW BOOKS RECEIVED.

The County Penitentiary, by William Heyliger, \$1.00. The Century Co., New York.

A well-told, healthy story of a boy's baseball team, a boy's story, and hitting the line, by the author of "The Football Story," a fine football story for boys, reflecting the athletic activities of a Marlboro (Exeter) team.

The Junior Plattsburg Manual, by Captain Gary and Captain Ellis, \$1.60. Harper & Brothers, New York City.

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MEN OF ACTION IN WORLD'S TURMOIL CAUGHT BY CAMERA IN VIEW OF RECENT NEWS HAPPENINGS

Count de Salis Is British Minister to Vatican—Major Richard Derby Roosevelt's Son-in-Law—Captain J. J. Maltes Loses Life in Negro Riot—Sir Eric Geddes Now First Lord of British Admiralty.



Major Richard Derby Roosevelt's Son-in-Law—Captain J. J. Maltes Loses Life in Negro Riot—Sir Eric Geddes Now First Lord of British Admiralty.

Count de Salis was appointed to succeed Sir Henry Howard as Minister of Special Missions to the Pope, Sir Henry Howard, the first British Minister to the Vatican, was appointed in November, 1914.

Count de Salis was the British Minister to Montenegro since 1911. He is a veteran in the British foreign service and always has won commendation at his diplomatic way of handling intricate situations.

Major Richard Derby is an instructor in medical officers training camps, and is a son-in-law of Colonel Theodore Roosevelt, which is enough reason for his being in the fight.

Major Derby has seen service in France in a hospital behind the lines.

Captain J. W. Maltes, Battery A, Second Illinois Artillery, of Chicago, was killed while trying to remonstrate with negro soldiers who were firing on civilians at a public meeting in Chicago. His body mutilated and his right arm severed.

Sir Eric Geddes has been appointed new First Lord of the Admiralty, succeeding Sir Edward Carson, who resigned to join the war cabinet without portfolio. Sir Eric had been Director-General of Munitions Supply.

Sir Eric is one of the handful of great Britons who emerged out of comparative obscurity with the advent of the war. His services to the country were scarcely known outside of railroad circles and American railroad men knew him best, for it was in the United States that he spent his early years, his body mutilated and his right arm severed.

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Two Books for Boys. The Century Co., New York City. "The Boy's Camp Manual," by Charles H. Taylor, \$1.25, is an admirable handbook covering the all-round training of boys. It outlines the essentials to be considered in under-military-age training, camp organization, camp government, camp establishment, physical training, formal military drill, signaling, field and other interests, etc.