



For sore muscles after skating

HEALTHY outdoor exercise is lots of fun, but we generally "pay the fiddler" with stiff sore muscles, neuralgia and rheumatic twinges and sometimes strains and sprains from going at it a bit too hard.

Sloan's Liniment is the relief for all such aches and muscle soreness, easily applied, it *penetrates and soothes without rubbing*. Cleaner and more promptly effective than musky plasters or ointments, it does not stain the skin nor clog the pores.

At all druggists, 25c., 50c., and \$1.00

Sloan's Liniment

KILLS PAIN

PENETRATES WITHOUT RUBBING



Why Best for Babies?

"Granny" Chamberlain "I am often asked why Chamberlain's Cough Remedy is best for babies. Well, there are several reasons:

First: It is perfectly harmless and can be given with every confidence to the youngest or most delicate child.

Secondly: It contains no alcohol, opium, chloroform, morphine or any other narcotic.

Thirdly: Children like it, and no persuasion is needed to get them to take it.

For the above reasons alone it is impossible to get a better medicine for babies than

Chamberlain's Cough Remedy

But aside from its safety it relieves coughs and colds, is the best remedy known for croup, and when given as soon as the croupy cough appears it will even prevent the attack."

Yours for Health — Granny Chamberlain

ENORMOUS PROFITS

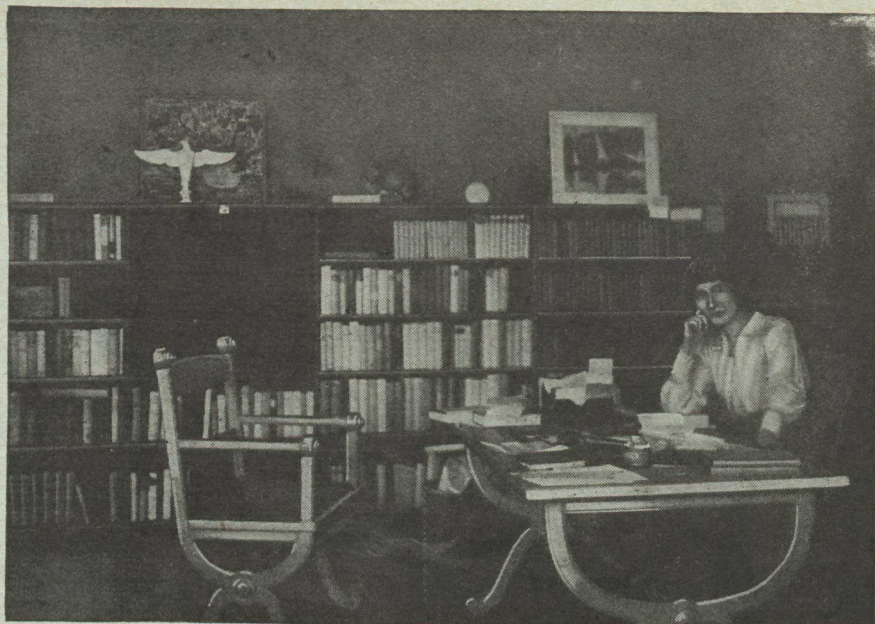
START GROWING MUSHROOMS
Learn the latest authoritative way to make still bigger profits than you ever thought possible or ever made growing mushrooms. Add \$10 to \$75 a week to your income. Anyone, men, women and children can do it in spare time in city or country. Grow in basements, cellars, sheds, boxes, etc. Start now. Demand bigger than supply. Send for big free book of expert authority. "The Truth About Mushrooms." Write to Bureau of Mushroom Industry, Dept. 380, 1342 N. Clark St., Chicago



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The Manager of the "Sunwise Turn" seated at her desk. This modern book shop is most inviting to prospective customers, who feel that they are at liberty to linger among the books, just as though they were in their own luxurious libraries at home.

HOW AMERICAN WOMEN RUN BOOK SHOPS

By JENNIE CAMPBELL DOUGLASS

THE Sunwise Turn, The Modern Book Shop," reads the sign extending from the door of a two-story, foreign looking building just off Fifth Avenue in the shopping district of New York. Among the book shops that women recently have opened, probably none has achieved a greater success than this; whose proprietors are a lecturer on art and history and an author.

"The idea of conducting a book shop was taking form in my mind during many months," and the book-seller dropped into a cosy chair and poked the open fire in the homy corner of her book shop. "Here was a new profession for women, one that could not but make a natural appeal to a woman of education; and a profession not overcrowded, for in very few towns and cities is there an up-to-date, progressive book shop.

"To succeed in this business a woman should have a wide knowledge along some special lines and an acquaintance with specialists in other subjects. For years I have lectured on art in Columbia University and on history in a New York City private school. My husband is an architect and decorator, and I am thrown much with artists. Educational methods have always interested me, and my connection with these two institutions and the consequent intercourse with educators have widened my knowledge. Sociology, also, and the feminist movement are subjects to which I have given attention. My partner is a story writer connected with various magazines; she knows the ways of publishers and is well informed in fiction and poetry of the past and present. Thus we have access to the advice of scientists, artists, and men of letters.

Creating the Demand

HERE is a card catalogue prepared for us by a professor in Princeton University. Specialists in various lines have arranged lists of available books on important issues. We aim to keep in stock the few best on these lists, but we are ready to advise and order more extensively. We dare not overstock, for books held a few months become shop-worn and unsalable; consequently we do a large business by ordering directly from catalogues. This does very well to a certain extent, yet there must be sufficient stock to make an appeal and to supply the needs of the hurry call. Then, too, the book-lover can no more select his purchase by catalogue than the lover of art can choose his pictures, or the well-dressed man his clothes, through that medium.

"No business can be financed without some risk. A woman must have capital to invest, or friends ready to advance it. She must master financial and other business details, and become acquainted with publishers or their business agents, to discover those who will show her most active sympathy and co-operation.

"The demand is created largely by the mode of presentation, and we have arranged our room and shelves so that a strong appeal is made to each class of reader.

"We have a children's corner, where the books are on low shelves and the tables and chairs are suited to the size of these small readers. Children are good advertisers, and where they like to go their elders are very prone to follow. They are also staunch friends and not only bring others, but continue to come themselves, once they are assured of finding what they want. We keep only the best books and try, so far as possible, to guide their choice and mould their taste. For the boy and girl who have reached high school age we have a good supply of reference books, especially those which usually are sold only direct from the publishers or by agents.

"Next to the children's corner is the space devoted to 'Books for Mother.' These follow the most advanced lines of education; we choose chiefly those that are not too technical, but which present the different subjects of interest to mothers in a plain, simple, readable manner.

The Retired Book

A noticeable feature of the books for pure enjoyment and recreation is the unusually large number of old standards and classics. A few English publishers are reviving many of these and presenting them in binding and type suitable and desirable for home libraries. Quaint old books of Folk Lore that deserve a much wider circle of readers than they have had in the past need only to be shown in appropriate bindings to be appreciated. In selecting private libraries—a very profitable part of our business—we choose many of these old books, and our patrons are surprised and pleased with the quaint and pure pictures of bygone days.

"At this end of the room we have grouped monographs of research in medicine and in psychology; in scientific agriculture and animal breeding; in civics and economics, and the more important contributions to feminism. Near the mosaic fireplace, with the textile draperies to attract (Continued on page 28.)



When a woman finds a book in "Sunwise Turn" that appeals to her, she seats herself in an easy chair and scans it through at her leisure. She is never asked to buy.