

In Lighter Vein

First Aid.—"Floorwalker, I have sprained my ankle on your confounded slippery floors."

"Yes, sir. Quite so, sir. Arnica, next counter, sir. Bandages, second aisle to the left."—Louisville Courier-Journal.

How the Minister is Treated.—Once upon a time a manager asked George Ade if he had ever been taken for a minister.

"No," replied Ade, "but I have been treated like one."

"How was that?"

"I have been kept waiting for my salary six or seven months."—Ladies' Home Journal.

How Bridget Came Downstairs.—She was willing, and though she could not be described as graceful, Mrs. Binks, knowing the difficulty of obtaining servants, thought that a small drawback. And after a month's training Bridget had improved so much that Mrs. Binks thought she might venture to give a little dinner party.

For the first two courses all went well. Bridget refrained from speech, and looked as pretty as a young Irish girl can. But in taking the fish downstairs her feet slipped, there was a series of bumps and crashes, and all the guests did their best to look as if they thought nothing unusual was happening.

There was dead silence in the room, however, when the descent was completed, and no one lost a word of the rich Irish brogue which floated up to the dining room.

"Did you hear me, mum?" she cried exultantly. "Arrah! I fell all the way downstairs and landed on me feet loike a burrd!"

Preventing the Inquest.—An English policeman entered the house of a publican one morning and informed him that it would be necessary to hold an inquest there in the afternoon. Now the landlord had a great objection to anything of the kind, and said:

"Oh, I can't be troubled with inquests in my house. Here, what'll you have to drink?"

Robert said he'd have a drop of Scotch, which he did.

"Have a cigar, too," said the host. After the consumption of two Scotches and cigars the constable said he thought he could get the inquest held somewhere else, but as he was leaving the landlord remarked:

"By the way, who are they going to hold the inquest on?"

"No one as I know of now," said the man in blue: "but it 'ud 'a' been me if I hadn't had these drinks an' smokes."

An Editor's Savings.—An editor who started about twenty years ago with only fifty-five cents is now worth \$100,000. His accumulation of wealth is owing to his frugality, good habits, strict attention to business, and the fact that an uncle died and left him \$99,999.—Editor and Publisher.

Mutual Admiration.—"You are getting very bald, sir," said the barber.

"You yourself," retorted the customer, "are not free from a number of defects that I could mention if I cared to become personal."—Louisville Courier-Journal.

One Advantage.—"Uncle Henry," asks the sweet creature, appearing before that gentleman in one of the newest "creations" in the way of frocks, "how do you like my new gown?"

"Well," grumbles the grizzled old misanthrope, "you're safe in one respect. Nobody can have you arrested for carrying concealed weapons."—Life.

The New Psalm.

Wills of millionaires remind us,
We can make our deaths exciting;
And, departing, leave behind us
All our wife's relations fighting.
—Cuban Times.

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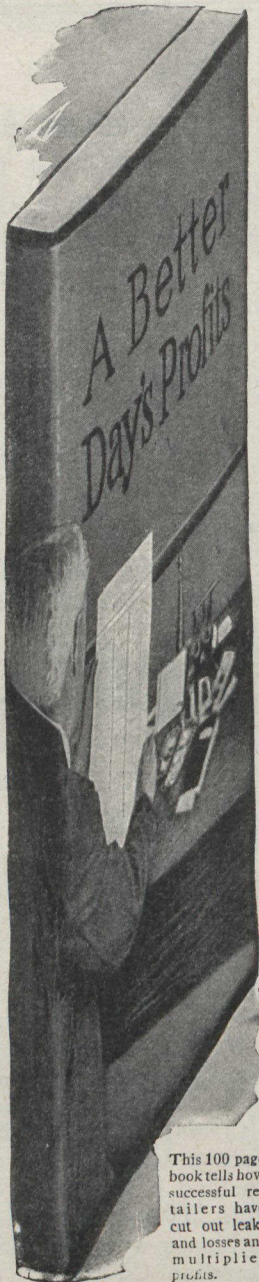
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This 100 page book tells how successful retailers have cut out leaks and losses and multiplied profits.

Stretching the Capital

Study the methods of the banana man and the peanut vendor, who make a living on \$10 capital

ANORTHERN Indiana Furnishing Goods concern went out of business a few months ago. When the stock was inventoried some caps were found which were made especially for the Grant-Colefax Presidential Campaign in 1872.

Think of that! Stock forty years old.

The caps cost about 25c each and there were three dozen of them, costing \$7 in all wholesale.

Charge up a percentage equal to the cost of doing business against that \$9 worth of dead stock for forty years and see what it cost the merchant to keep it on his shelves.

Ask the banana man who stands at the corner of Seventh Street and Franklin Avenue in St. Louis, his business. Then you will know what it would have profited the clothing concern had it not kept that stock on the shelves—if it had used the capital right.

The banana man buys a cart load of bananas every morning, costing him about \$9, and sells them before night for \$20.

Since he works every day, holidays and Sundays, he turns his capital every day, 30 times a month.

A BETTER DAY'S PROFITS

On a capital of \$9 he does a gross business of more than \$8,000 in the nine months he is able to work. In forty years he could do a gross business of \$292,000 on that little capital.

Without increasing his capital a single penny over that original \$9.

What would he make if he had \$9,000 capital and applied the same principle?

Any wonder the chain store fellows can keep buying more stores and under sell the "good-enough-for-me" one-man store?

The owner of a chain of six stores has never put a single dollar of his own money into the last four stores he opened.

When he opened his second store, he began buying in small quantities, stocking up every day and selling the goods before the bills came due.

In a short time he opened his third store, without putting any of his own money into it. Soon he increased his chain to six stores.

Now he is doing business almost entirely on the other man's capital. He buys in very small quantities and discounts his bills with the proceeds from the sales of the goods.

STRETCHING THE CAPITAL

If the retailer provides himself with accurate and complete detail information about his sales and his stock on hand, he can practically do business entirely on the capital of the houses from which he buys—and make those houses glad to let him do so.

Of course this is possible only by keeping such close tabs on sales and purchases that the merchant can buy in very small quantities.

But isn't it better to stand the expense of adequate records and do a big profitable business on little capital, than to worry along without records and do a small unprofitable business on the most capital you can rake and scrape?

Figuring Stock Turnovers

Cutting the Delivery Cost to One-third

Stopping Store Leaks

What it Costs to Do Business

Buying for Profit

Fixing Prices to Get a Profit

*Hundredths of all retailers are making less than they think they are. They are always surprised when they find it out.

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