

# Cashing In Christmas Gifts



One of the busiest departments is that where the dolls and Teddy bears glare at each other. It is a mad time for the doll. Apparently she has had her day and, judging from the proud, unreconciled expression on her paper mache and wax face, there is revolt and tumult.

She stands arrayed in gorgeous gowns, blond as to hair and blue as to eyes, with the exterior of a pearl, watching the antics—vulgar, she denounces them in the midnight hours, when the tongues of dolls are played. Now a woman has her list made up—of the kicking, grinning, woolly creatures that have ousted her from the public regard.

Occasionally she feels like the aristocrats of old who saw their companions taken from the Concorde to the guillotine, the reason being the approach of some fawn haired angel, as like herself as two peas, and through the paper package that attendant nurse or mamma carries she can see the head of a doll that stood by her side the week before and was proudly sold into the household of refinement and tradition.

"Change it, quick," she hears the childish voice chirp and she sees a chubby fist point not to the case of dolls, but toward a roughhewn Teddy who is dancing to an inaudible hand organ and whose heady black eyes who fancies have defiance in them as well as understanding.

Some apparently grownup women are carrying various articles to the desk of one of these departments, and having obtained the credit cards start immediately Teddy bearing.

"They are not getting them for children," one of the salesgirls explains. "It is quite true that there is a type of woman who is mentally unbalanced in this regard."

"Heaven gives us our relatives but we choose our own friends," quotes one young woman who is standing at one of the exchange desks to a feminine companion.

She has in her arms a good sized package made up of smaller ones.

"There wasn't one friend that sent me a present this year that I wanted to exchange and there wasn't a relative that sent me one that I didn't," she went on. "About the friends' gifts there always seems to be the touch of personal feeling, the desire to give something that, however humble, is pretty or useful; the presents from the relatives usually look as if they were the things that happened to be nearest the door when they went in to shop."

"This is the result. I was mad when I got them and I shall lose the better part of a day in exchanging them."

"Well, I have troubles, too," answered the companion who has a small packet on the sill of the window. "This is a collar from my brother, real Irish point and a beauty."

"But I don't see why you want to change that."

"All on account of the wonderful observant faculties of man. I have been wearing one exactly like this for months and I suppose my brother has seen it no less than a thousand times. Consequently when he selects a Christmas present he gets me this."

A young man at the exchange desk is taking the clerk into his confidence.

"I had a pair of sleeve buttons from my aunt," he says.

"They're pretty," says the girl as he unwraps the box, showing a pair of red stones set in heavy gold.

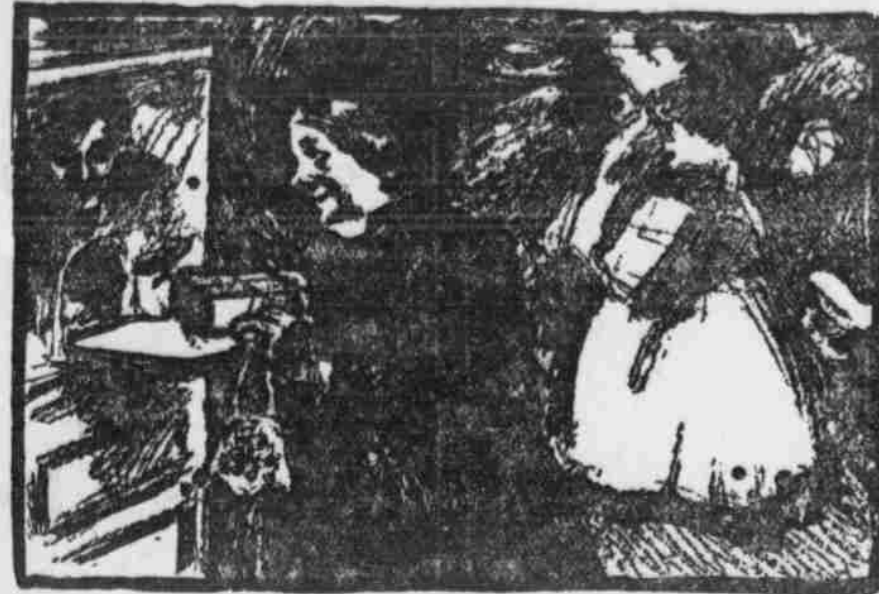
"Yes, they're pretty enough, but she sent me a pair exactly like them last Christmas. I've been trying to cipher out why she did it."

"Oh, lots of old women do that," answers

## THE EXCHANGE FAKE.

ONE of the busiest seasons in the department stores is immediately following the holidays, when people are taking back Christmas gifts.

In the near past it was not unusual to see placards here and there in shops proclaiming that no holiday goods would be exchanged, just as it was customary to accept philosophically whatever Bulgarian or Armenia a trocity in the shape of knitted



## TO EXCHANGE FOR A WASH BOILER.

shawls or plated jewels might be found in the stocking and wait patiently for the following Christmas, when the undesired presents might be sent forward to the next unhappy one, who in turn would do likewise with them, forming an endless chain of holiday cheer and Yuletide mirth.

Today it is a daring store that displays such a warning, for the exchange need has been recognized. At some of the shops you simply get an exchange in the same

exchange habit as part of the routine is shown in the fact that whereas formerly people were always tearing the tags off the goods sent out as gifts now presents are sent with every help afforded to make an exchange easy.

That there is a type of woman who has the exchange habit is recognized in these stores. No matter what she gets she is sure to bring it back.

Christmas season is a joy singular and

card system and merely treats the girl at the desk as if she were running a fiction library.

"I got the 'House of Mirth' and I wanted the 'House of a Thousand Scandals,'" she says.

The girl looks at it.

"You can't change it. You've got the leaves."

"Well, it isn't hurt any."

"No, it isn't hurt, but we can't do it." Just at this moment there appears a young man who has a huge square bundle in his arms. A slit in the wrapping displays a scarlet sofa cushion heavily embroidered.

"Is there any place I can get a pipe for this?" he asks, with a furtive look over his shoulder at the entrance.



SPECIAL SALE

department. Others go further and allow you the privilege of exchanging anywhere. If you want to get a washboiler instead of a vanity bag you can do so. Some of the lines will return cash for the goods.

One of the shops in town it was said while the holiday trade had been brisker than ever this season the exchanges demanded had been fewer in number, the reason being the improved relations between purchaser and seller. The clerk is

unusual to her. As a general thing the busy housewife or professional woman is torn between two conflicting forces—shall she keep what she has, even if she doesn't care for it, or shall she take the hour from some pressing duty and get rid of the undesirable for something she really needs? Not so the woman of the exchange.

She glances over her holiday gifts. She fingers the suede-covered book and falls on her husband just in time to prevent his

girl. "You'd be surprised. They get an idea like that in their heads and don't seem to be able to remember. We have one man who gets the same present every year regularly from an aged relative and comes in every year and changes it."

A woman unwraps a red-covered book. She apparently knows nothing of the credit



## HE NEEDED SOCKS.

**Some Oddities in the Desk Habits of Business Men**

**C**URIOS about men's desk habits," said a man whose business takes him about more or less into various sorts of offices. "I was in an office yesterday where I had occasion to write something."

"Here, sit down at my desk," says the man. I guess you can find a place there."

"And I did find a place there after moving one or two things, but that was all I found—a place just big enough to write in, and that square in the middle of the desk."

"This was a flat-top desk and, except for that small bare spot in the middle, it was just covered with papers and things of every description, and these not folded or stacked or set up about in any orderly manner, but all apparently in the utmost confusion."

"The desk looked as though its owner when he had got through with a document or bill had just pushed it back from the bare spot on the desk. And so he had stuff piled up on his desk overlapping and lying around any way all around the top of his desk, and actually sloping down from all around to that bare spot like a little flat valley, where he wrote in the center at the front."

"And this was a business man, too, and, moreover, as I was told, a man who had accumulated a comfortable property in the pursuit of his business. And I found him in the dealings I had with him not only personally amiable in all things, as indicated by his cheery call to use his desk,



WOMAN WITH THE EXCHANGE

## HARTMAN GIVES THE PEOPLE BETTER TREATMENT

It's a part of Hartman's business policy to treat customers generously—to accommodate them in every possible way. We are glad to grant favors and extend courtesies to our patrons—glad to do it. Instead of considering, as other stores do, that we have done our part when a customer opens a credit account, we feel our obligation to grant favors has just begun. Our generous treatment extends over the entire life of each transaction—from the time the account is opened until the last payment is made. We'll provide for YOUR convenience if you open an account here—give YOU special help whenever desired. We'll excuse you from making payments when ill or out of work, and give you the best and most liberal treatment in all matters at all times. This generous feature of Hartman's credit plan is what distinguishes it from the others—Makes it the credit plan for ALL the people—for YOU.

**Your Money's Worth or Your Money Back**

**Everything We Sell We Guarantee**

**Special Maple Kitchen Cabinet 675**  
Like cut. Made of white maple, giving it a clean sanitary appearance, top has convenient space drawers; base is well made; size 36x66.

**Extension Table Special—Solid oak, exactly like cut, extends 6 feet, claw feet, heavy legs, fancy carved stretchers, size of top 42x42 inches. You can see at a glance that its actual worth worth is \$15. At Hartman's, a special now at only 8.75**

**Sewing Machine Special—See cut, guaranteed for 30 years, solid oak case, 5 drawers, complete with full set of attachments and accessories, \$30 value; sold on easy payments; special price, only 18.75**

**Princess Dresser 13/5**  
Like cut, in fine quartered oak or mahogany finish, a well front, massive French beveled plate mirror, carved frame, easily worth \$20.

**Solid Oak Chiffonier 675**  
This is a large size extra well made Chiffonier. It has beautiful golden oak finish, large French heavy mirror and neat carving.

**Steel Range Special—Large guaranteed size, 6 holes, with high closet ashwood, elegantly nickel plated trim, large oven and fire box; special price on 30, only 27.50. Credit Terms, \$2.75 Cash, \$2 Monthly**

**Sanitary Steel Couches—Grand clearance of only 120, best guaranteed make, largest size, open to full size bed, steel belting and supports, automatic opener, easily replaced, clearance price 3.45**

**Center Table—New special Hartman design, in fine quartered oak or mahogany finish, carved top size 24x24 inches, fancy turned legs and shelf beneath, easily a \$3 value, and sold for that elsewhere; special at Hartman's, only 1.95**

**Chaise or Couches—5 patterns to select from, grand clearance, full spring construction, solid oak frame, guaranteed upholstery and cover, small tuftings, value 12.75 up to \$24, only 12.75**

**Rugs and Carpets**  
Brussels Rugs, 8x 10-6 feet, for \$12.75  
Axminster Rugs, 9x12 feet, for \$24.75  
Ingrain Rugs, 9x 12 feet, for \$4.75  
Ingrain Carpets, per yard, \$2.50  
Brussels Carpets, per yard, \$5.00  
Velvet Carpets, per yard, \$6.00

**CREDIT TERMS:**  
\$25 Worth, \$2.50 Cash  
\$2 a Month  
\$50 Worth, \$5.00 Cash  
\$4 a Month

**CREDIT TERMS:**  
\$100 Worth, \$10 Cash  
\$8 a Month  
Larger Amounts In Proportion

**22 GREAT STORES THROUGHOUT THE U. S.**

# HARTMAN'S

1414-1416-1418 DOUGLAS ST.

## Are You at the End of Your Rope?

EVERYTHING that is interesting, fascinating, and spectacular in business is bound up in the one word, SALESMANSHIP. It is the ideal occupation for the young man. It offers more chances of success, greater fruits of victory than any other field of work. The earning power of a salesman is limited only by his ability to sell goods—and salesmanship is only the development of your powers of concentration, your ability to reason, to persuade—the use of logical thought and convincing argument. All this can be taught, taught as easily, carefully and thoroughly as bookkeeping, stenography or any other business profession.

There may be a few "born" salesmen, in the sense that some men have more natural adaptability than others, but it is the carefully trained man, the deep thinking man, the man who has studied the "whys, hows and wherefores" of his calling that continues to bring in business and makes his selling ability the ground work of a permanently successful career. The "natural" salesman may forge to the front spasmodically, just as the spectacular soldier may carry the isolated fort by his brilliancy of dash and courage. It takes more than mere dash and "go" to keep on winning forts and orders. It takes the brilliancy of a Sheridan and the dogged persistence of a Grant to win permanent victory. It is the determined, deep thinking, far-seeing General who cuts the notches on the winning stick, no matter whether the notches mean victory on a battle-field or profits in the cash drawer.

No matter how little natural ability you have, you can develop your persuasive powers, your will power, your ability to convince others. Take a moment to look over your future in perspective. What does it offer you? Are you engaged in work now that suits your tastes and ability? Have you free play for your ambitions? Are you held back by lack of opportunity from making a name for yourself? Don't you want to break the cords that are binding you and be somebody?

**THE SHELDON METHOD** is the only practical, complete and rational system of developing the science of selling and business building. It required nearly a million dollars to promote this wonderfully successful system and spread its teachings. Now the work of Mr. Sheldon is being felt in every country on the globe. The school has over 19,000 students scattered throughout the world. Over 1,000 prominent firms have adopted our system in the handling of their selling force. Over 80% of our students are veteran salesmen in all lines of business—managers, proprietors, and executive heads of great institutions.

No matter what your present position is you can prepare a short time every day to acquire the latest and most approved methods of getting and holding trade—increasing sales and profits. The instruction is carried out entirely by mail. Without losing one moment from your present work, or interfering with your regular duties you have an opportunity NOW to acquire the information and experience which every veteran in the selling business has taken years of the hardest kind of effort to acquire.

**Do not take our word for these statements, but write for the names of students in your own neighborhood. We are willing to let them talk for us.**

**THE SHELDON SCHOOL** 1764 The Republic CHICAGO

Check the subjects below that you are interested in and receive absolutely free our valuable booklet of selling information, "Why, Wherefore and Therefore," or send 15 cents with the coupon and receive also "As a Man Thinketh," that remarkable little book by James Allen, and the magazine, "Business Philosophy," for three months.

Salesmanship     System and Code  
 Ad Writing     Self Education  
 Business English     Business of Industrial  
 Business Psychology     Science of Selling  
 Psychology     Sales of Small  
 Self Development     Merchandising

Name \_\_\_\_\_  
 Address \_\_\_\_\_  
 Town \_\_\_\_\_ State \_\_\_\_\_  
 Occupation \_\_\_\_\_

couldn't write unless they had their paper squared just right, and all that; precise men, who must have everything just so before they could get to work; all the very opposite of the man with the littered desk, who has at least in his favor the fact that he doesn't worry himself over trifles, but who keeps on serene through it all.

"And while I have known men who must have everything just so neat about their desks, fresh blotters and clean inkstands and all that, I have known other men who didn't care if their desks were a foot thick with dust and who only asked that their things should not be moved or shifted about; just simply and only that their desks should be let alone.

"As a matter of fact there is in these days less and less disorder in business methods and more and more system; this is an age of system."—New York Sun.

**Protected Proverbs**

"You can't judge by appearances." Can't you, though? How else can you judge an actor but by his appearance?"

"Never say die." Nice, prosperous undertaker you'd make with that motto, wouldn't you?"

"Marry in haste and repent at leisure." Booh! Married men don't have any leisure. "Give the devil his due." What's the use of bothering, he's sure to get it.

"Seeing is believing." Not always. Your wife sees you when you come home late from "sitting up with a sick friend," but she doesn't believe you.

"Paint never won fair lady." Well, what of it? Ours is a brunette.—Boston Transcript.