



**More Important Than School Books**

Your children are protected against contracting contagious disease, if you will provide for their school use

**Scott Tissue Towels**  
"Use like a blotter"

Scott-Tissue Towels are the essence of refinement; made of soft white absorbent paper, they are absolutely essential for the health protection of your child at school. Besides, they are one of the greatest conveniences in the household.

Write for free booklet "Paper in the Home."

**OTHER IMPORTANT USES**

- Pantry: for cutlery, glassware, windows, etc.
- Dressing: for removing cold cream, for shaving.
- Cooking: for draining fried potatoes, etc.
- Shampoo: for drying the hair.
- Lunches: for wrapping sandwiches, etc.
- Valet Use: wiping muddy shoes and rubbers.
- Travel: for steamer and railroad use.

**Scott Paper Co.** 603 Greenwood Avenue Philadelphia  
Makers of "Scott-Tissue" in Table Covers, Towels, Toilet Paper and Babies' Diapers; "Sani-Tissue" and "The Waldorf" Toilet Papers; and other Hygienic Paper Products.

figured out that women like to be at ease, don't like to be rushed, like to take their own time and comfort when buying dresses; and he moved his dress goods department to the second floor. Since then, no store has placed that department lower than the second floor. And furthermore, that particular section is regarded as the aristocratic section, the *piece de resistance*, or the *deus ex machina* in the business of selling goods to women; and it is treated accordingly. Its floors are covered with soft and rich carpets. Artistic and costly chairs, such as perhaps the majority of purchasers never have the privilege of sitting in elsewhere, are strewn about in careless elegance. Cheval glasses and dainty dressing tables, with silver-backed toilet sets, are on all sides. And even the most phlegmatic and indifferent of dressers can but feel that primping-up sense, that subtle infusion of desire for the better which is likely to make her go home with a thirty-five dollar or forty dollar gown, when she came in with the intention of being satisfied with the "stock of a Philadelphia manufacturer bought at such price that we are offering it at ten dollars per garment."

A rule of color blending and cumulating, and of not mixing grades to the disadvantage of both, prevails throughout the store. It governs the display of cloths in the bolt. It governs the display of ribbons on the counters. It even penetrates to the promiscuous displays in the basements. For, there is subtlety in the treatment of colors, and wisdom in the avoidance of unpleasant juxtapositions. And should the buyer by any chance escape scotfree in the face of all this mastery of selling-display, all this appeal to the eye and the fancy and the pride, the enticing game has still another, in fact still several other, angles to it. And some of those angles lift the department store considerably above the mere field of merchandising. Some of them enter into the field of public interest and economics, and some merely deal with the luxuries and pleasures of human entertainment. For example, a department store in Indiana gives free lessons in dress fitting to all customers desiring them. Another merchant elsewhere lends sewing machines and gives fabrics, threads, trimmings, etc., to the dressmaking classes of Settlement and Neighborhood Institutes. Still another gives instructions in making dresses, from cloth on sale in the store, to conform to imported models. Numerous department stores maintain such things as china kilns, to encourage the hand-painting of dishes and the growth of domestic art. Cooking schools in miniature are not uncommon. And object-lessons in sanitation and its various current developments are universal.

NOT only does the department store work to stimulate the immediate purchasing desire on the part of its patrons, but it works also to keep alive the good feeling side. It aims to make store-going as much of a pleasure and fascination as visiting a fair. To that end, it supplies its patrons with almost everything on the amusement end of life, from toy demonstrating to orchestra music. In its café, which also is spread with comfort, elegance and moderation in price in order that patrons of the store may keep in good humor, it has the best of musicians and the best of musical programs. In its windows it exhibits aeroplanes when these are invented and gives practical demonstration of the use of wireless telegraphy from its roof. One store imported a bit of radium at great expense when that substance was first discovered and exhibited it where the public could see it freely. A Chicago department store has developed a choral society among its clerks. And there is not a social or political event of any magnitude that is not in some manner or other reproduced in some store window or interior.

At any cost, seems to say the modern merchant, keep the people interested. Make them feel that they have been to a free exposition and that what they take away with them is not only something purchased for their own needs, but also is something that indicates that they are living up to the times, are providing themselves with the latest conveniences and improvements, and are doing all that is in their power to add to the joy and satisfaction of living.

**Said the architect to the man about to build—**



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lubricates the mechanism, prevents rust on the metal parts and cleans and polishes the stock. For cleaning out the residue of burnt powder especially smokeless powder, it is unequalled.

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