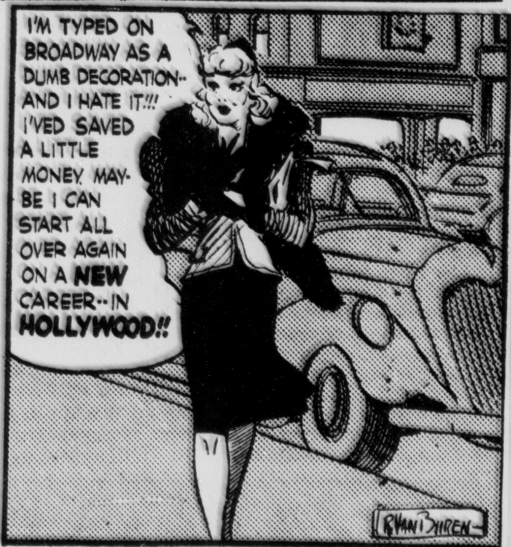
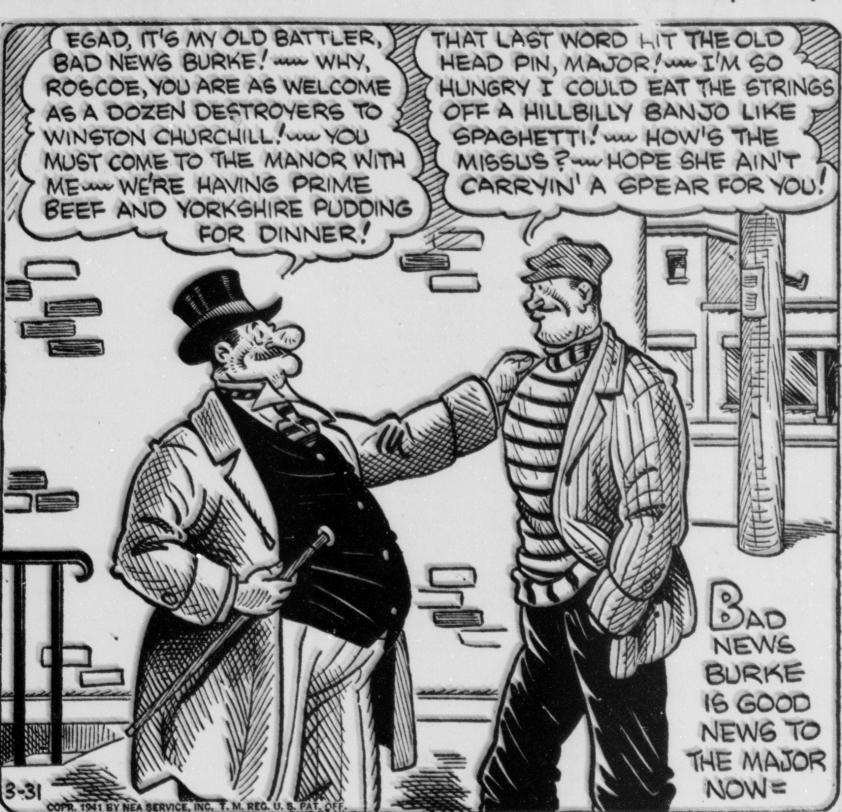


ABBEY AN' SLATS



OUR BOARDING HOUSE



OUT OUR WAY



SERIAL STORY—

Dollars to Doughnuts

By EDITH ELLINGTON

SATURDAY—Bee discovers the girl who has fainted to have a baby. Both Miss Ryan and her husband are employed at Huntington's, have kept their marriage a secret. Bee knows her grandfather would have handled the situation differently, but she is powerless. Talking to Anthony at dinner, she asks how the Duchess would take the news. "She doesn't even bother about the polo ponies she buys her boy friend," how does Anthony know about the polo ponies?

CHAPTER EIGHTEEN

"I DIDN'T KNOW she bought her boy friend polo ponies," Bee said in a low voice. "Who told you that?" Anthony's eyes avoided hers. His lips tightened, and he answered hurriedly, "Oh, I heard it somewhere."

But Beatrice wasn't satisfied. "Where could you possibly have heard it?" she persisted. "It isn't the sort of thing that would be mentioned in the papers. At least," she caught herself—"at least, I didn't see it in any gossip column, or anything like that."

Anthony said uncomfortably, "I don't remember where I heard it. Maybe she didn't buy him polo ponies. What earthly difference does it make to us?"

"None, of course." She lifted her coffee cup. "What time do you have to be in class?"

"Eight-thirty. We still have an hour." He leaned across the table, and the fleeting uneasiness between them was gone. "Listen, Bee, I had a brainstorm today. I was so busy, I kept hearing the girls saying, 'I wish she'd make up her mind!' and suddenly, out of the blue, I got this idea."

"What idea?"

"Well, you remember those things you said about helping customers choose the proper clothes? Today, one after another, I heard women saying, 'But I don't know if it'll go with my hat!'—things like that. I never really paid a great deal of attention to the selling angle before, but since that talking to you gave me about customers benefiting by a salesgirl's opinion..."

"You're just trying to ring me in on this idea of yours. You're trying to give me some credit for it, beforehand, if it's good."

"No, I'm not. I'm trying to get some help from you. Because we'll both have to work on this."

"Tell me about it, quickly."

"THE DEPARTMENTS upstairs—the College Shops and Young Sophisticate and the Little Shop and even the Salon have a stylist, don't they? That sort of service comes much too high for a basement department. But suppose, Bee—here's the big idea, so listen—suppose in Budget Fashions we had ready assembled costumes?"

"I don't mean simply displaying a hat, some gloves and a handbag together, near a dress, the way things are displayed in show windows. I mean, I mean we could have a regular accessory section. Each item would be keyed to a dress, or to several dresses, in stock."

"Instead of a salesgirl advising the customer, as you tried to do, all sales would be co-ordinated. In other words automatically, as a matter of policy, a salesgirl would show hat, bag, extra belts, collars—whatever it happened to be—every time she showed a dress. There could be some line about. Of course you're not obliged to buy these, but it does give you an idea of how much you can do with this one dress."

"I think it would make sales easier to close, and certainly the customer who isn't good on seeing the possibilities of a dress would find shopping easier."

"From the merchandising angle, we'd turn over double or triple the accessory goods we do now. Of course, we'd have to see that items from different manufacturers were all keyed in color and style to harmonize or complement each other. We'd have to co-ordinate our buying in some way to have every item fit in with every other as far as style, quality and finish go."

"And the prices, too. You can't sell a \$5 hat to match a \$4 dress. But all that's pure mechanics. The idea of ensemble sales, ensembles showing, ensemble fitting and an ensemble technique throughout Budget Fashions is the thing. Bee, I'm sure, if they'd let us experiment in a small way, we could prove the idea's value!"

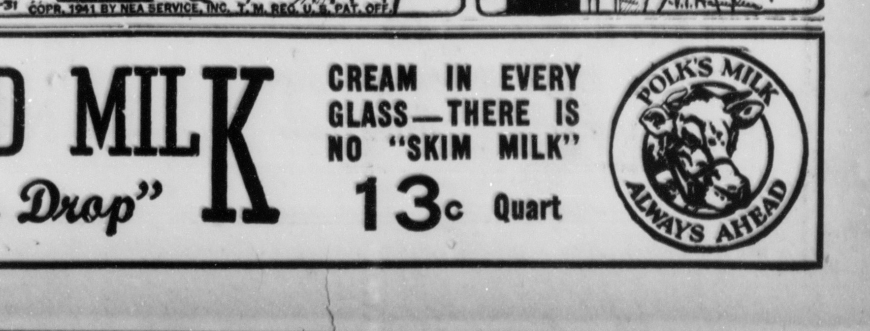
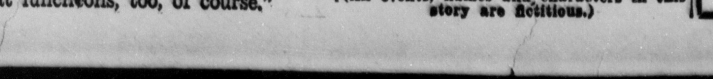
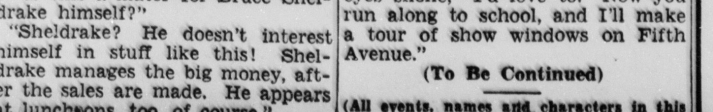
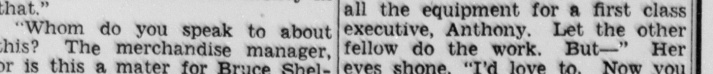
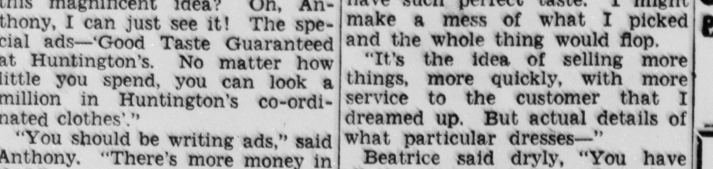
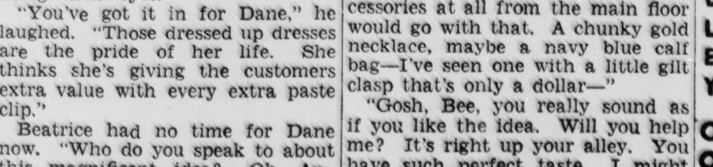
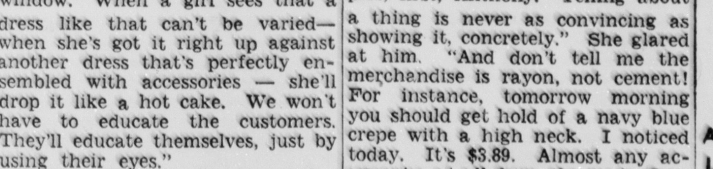
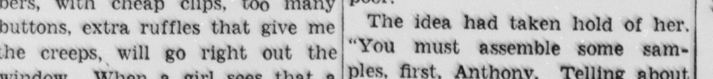
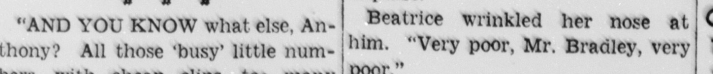
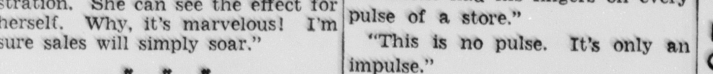
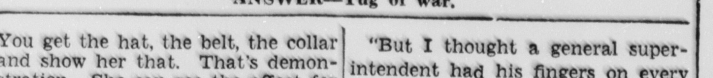
"Anthony, it sounds wonderful! It's so practical, too, because it's simple. You show a woman a dress,

FUNNY BUSINESS



THIS CURIOUS WORLD

By William Ferguson



POLK'S HOMOGENIZED MILK

"Cream in Every Drop"

CREAM IN EVERY GLASS—THERE IS NO "SKIM MILK"

13c Quart

POLK'S MILK ALWAYS AHEAD