

"SHOP EARLY"
POPULAR CRY

National Charities Committee
Urge People to Do Their
Shopping Early.

AVOID CHRISTMAS RUSH

MERCHANTS AND MANUFACTURERS THE COUNTRY OVER HAVE
RESPONDED TO URGENT APPEAL REGISTERED.

New York, Dec. 15.—When the panic came a year ago, the wise prophets of trade conditions foresaw a heavy decline in Christmas shopping. "It must come," they declared, "for a man out of a job can't buy presents for his family." Probably there was a falling off in holiday purchases, but it was not perceptible to those who delayed shopping until the last week. There was the same tired, pushing, bundle-laden crowds, and the same cross, stupid, worn out clerks.

They say that the building of the subways in New York has not perceptibly lessened the daily jam on the surface and elevated trains. And it is a reasonably safe guess that such things as panics or hard times will not materially reduce the Christmas holiday rush. There is a way out of the rush, however; an old way that is being preached more and more every year. The few sensible people who have responded to the "shop early" call of the newspapers, merchants, manufacturers and philanthropic workers are pretty sure to continue to be early shoppers if only for purely selfish reasons; for they, as well as the girls behind the counters, are saving energy and temper.

For two years Charities Publication Committee of New York has carried on an annual campaign with "shop early" as its war cry. Department stores the country over have heartily co-operated. Christmas advertisements have urged customers to "come early and avoid the rush." Newspapers in every state of the union have preached this modern parable of wise virgins. And although a reduction of the late holiday shopping crowd is not apparent any more than is the lessening of the crowds in New York since the subway came, there is, it is hoped, less crowding every year at Christmas time.

This year some of the most prominent men in business, literature and philanthropy have joined in a plea to department store managers asking them to help along this movement for early shopping. Here is the letter with the signers:

"For the third successive year, Charities Publication Committee asks your co-operation in urging early Christmas shopping as a means of lightening the heavy burdens and long brings to women and girls and boys in the retail trade.

"Will you run the enclosed card in your advertisements every day from now until December 15 or as often as space permits?

Early Christmas shopping is to the advantage of the merchant and the customer as well as the clerk and the delivery boy. Every year the matter is given more public attention. All that is needed to make it a pronounced success is the co-operation of the merchants and the newspapers in reminding people of it. May we count on your help? And will you send us containing the "Shop Early" card? Sincerely yours, Jacob A. Riis, Mark Twain, Richard Watson Glider, Editor the Century; Edward Bok, editor The Ladies' Home Journal; Leigh R. Reilly, editor The Chicago Evening Post; Adolph Ochs, publisher of the New York Times; Hart Lyman, editor The New York Tribune; John Temple Graves, editor The New York American; Nathan Straus of the R. H. Macy Co., New York; Edward Filene of Wm. Filene Sons Co., Boston; Florence Kelly of the National Consumers' League; Edward T. Devine, editor of Charities and the Commons.

Merchants to Respond.

Merchants and manufacturers the country over have responded to this call and co-operated. This year, J. S. Huyle, of candy fame, has inaugurated an advertising campaign asking Christmas purchasers to "Do your Christmas shopping early in the season and early in the day, thereby contributing to the Christmas of the working girl and all who serve you."

"From 8:30 to 12 in the morning are the best hours for shopping. The service is quickest and orders can be packed during the day, saving much night work.

"To take home small packages mean shorter hours for the saleswomen, drivers and delivery boys.

"Quickest service is rendered by making your purchases at the store nearest to point of delivery."

Mr. Huyle is one of the many humane employers looking out for the welfare of his clerks and the satisfaction of his customers. There are many others who believe with one department store manager who wrote to Charities Publication Committee last year that the hardships that are publicly believed to exist are very much exaggerated. "Every species of employment has some drawbacks, but this particular drawback occurs but once a year and generally has some special compensations there-with, so that the store clerks are not unhappy about it and the delivery men earn an extra compensation, which is very gratifying to them."

Just before last Christmas a writer in the Independent who spent a week in the thick of the holiday rush: "I saw girls of seventeen and eighteen weeping with pain and weariness at eleven o'clock at night as with shaking fingers they made their counters



Men's Xmas Shoe Hints

Hanau's Men's Shoes \$6.00
See our line of Shoes, all leathers and styles \$5.00
College Shoes for Young Men. Right up to the Minute in style \$4.00
Men's Shoes in Box Calf, Vici Kid, Gun Metal, Patent, Colt, Styles the Best, Quality Unsurpassed \$3.50

FELTMAN'S TRAMP

Walk all day long, feet never tired. A guarantee of comfort. Not an experiment, an assured fact. Hundreds of satisfied wearers will testify they are all right; all leatherers \$4.00

MEN'S WARM GOODS

Motormen's High Cut Warm Lined Shoes \$3.00
Regular Cut \$2.50
Four Buckle Ball Band Arctic \$2.75
One Buckle Ball Band Arctic \$1.65
One Buckle Para Arctic \$1.50
Alaskas \$2.25

FELTMAN'S SPECIAL

2,500 Pairs Sold Last Year. Hand Sewed Process, no tacks or stitches. All Leathers and Styles. Is a \$3.50 shoe for wear, at per pair \$2.50

Footwear Gift Suggestions for Women

Feltman's Dressy Boots For Women.

Our line of \$3 Boots for Women is unsurpassed. Wine Calf Button, Chocolate Tan Button, Patent Calf Button, Patent Colt Lace, Vici Kid Lace, Gun Metal Calf Lace, Russia Calf Skating Boots.

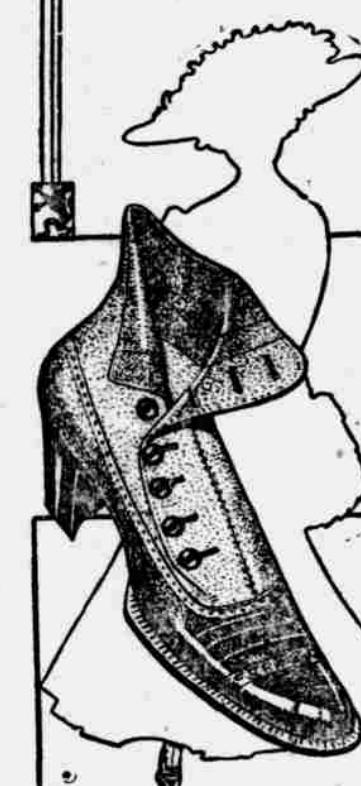
Feltman's Honest Value Shoes

For Ladies \$2.00 Bolton Shoes for Comfort
Special Line \$2.50 at \$3.00 and \$3.50
Sanatorium Ladies' Shoes at \$3.50 Feltman's Stylish Shoes \$3.00

WARM GOODS

Women's Warm Lined Shoes at \$1.50
Women's Warm Slippers \$1.
Women's Warm Dress Shoes at \$1.50 Women's Warm Dress Shoes at \$2.00
at \$2.50

**EXCELLENT
GIFT THINGS
FROM A
SHOE STORE**



**Men's and
Women's
Christmas
Slippers**

A gift most appreciated by both a lady or gent. We carry a full line and they are now on display on our slipper rack.

MEN'S SLIPPERS.

Men's Slippers \$.48
Men's Slippers 1.00
Men's Slippers 1.50
Romeos (with rubbers) 1.50
Romeos (with rubbers) 2.00
Afigator Slippers 2.50
Men's Everett Slippers 1.00
Men's Everett Slippers 1.50

**WE CARRY MORE NOVELTIES
THAN ANY STORE IN TOWN.**

**Ladies' Party, Evening and
Dress Slippers**

White Calf Slippers \$4.00
Blue Calf Slippers 4.00
Pink Calf Slippers 4.00
Kid Beaded Pumps 3.00
Dull Beaded Pumps 3.50
Dull Beaded Theo Ties 3.00
Vici Calf Ankle Pumps 3.00
Pat. Colt Theo Ties 2.50
Pat. Colt Strap Slipper 2.00
House Slippers \$1. 1.50

Boudoir Slippers

Black, Blue, Red \$1.00
Misses Felt Romeos98c
Children's Romeos75c
Bath Slippers75c

**Ball Band Boots, \$3.00,
\$3.25 and \$3.75**

**Boys' High Cut Shoes, the
kind the boys want, \$2.50**

**The Shoes
That Prove**

**Exclusive Styles
CHAS. H. FELTMAN, 724 MAIN STREET**

**Quality Unsurpassed
All Made to
Our Order**

attractive against the next day's brutal rush. I saw one young girl drop in dead faint after selling dolls to a fond mother of children. Isaw little boys fall asleep in rubbish corners at the noon hour, their untasted lunches in their tired hands.

"That night when I went to my super-

"I saw a boy small for his sixteen

years, sitting on a box before the em-

ployee's elevator, for which we waited.

He looked up at me and with the crav-

ing for sympathy innate in children,

he sighed softly: "Oh, my God, I wish

"People were buying groceries, wines

flannels, dress goods, toys, books, jew-

elry, hats, gloves, handkerchiefs, auto-

mobiles—think of it at half past eleven

o'clock at night, December 24! Is the

world indeed heartless and inhuman

or is it only heedless?"

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Turkish Rockers
Davenports
Morris Chairs
Leather Rockers
Sideboards
Buffets
Extension Tables
Combination Book Cases
Couches
Princess Dressers

Ladies' Desks
Card Tables
Kitchen Cabinets
Brass Beds
Costumers
Blacking Cases
Medicine Cabinets
Office Chairs
Parlor Tables
Shaving Stands

Plate Racks
Screens
Children's Rockers
Fireless Cookers
Gunn Unit Cases
Reed Rockers
Hall Racks
Divans
Roman Chairs
Library Tables

Children's Beds
Iron Beds
Children's High Chairs
Jardinier Stands
Pedestals
Napoleon Beds
Mirrors
Music Cabinets
Foot Rests
Reception Chairs

As we occupy our own building and do not have high rent to pay, you can always depend on getting at this store the best makes of furniture at the lowest possible prices. Do not waste a dollar until you call and see what your money will pur-

chase at

GILBERT T. J. NHAM'S 727-729 MAIN

Though New York has 600 school

buildings, 75,000 of its pupils are

attending on part time because