

NEWS OF THE SPORTING WORLD NO TRI-STATE LEACUE ON THE DIAMOND THIS YEAR $\qquad$




## Bocumares

Call 1991-Any Phone
Founded 1871

## Why the Bowman Store Shares Profits With Employees

Mutual Interest has proven the keynote of Better Service in every progressive store that has adopted this policy.

And Bowman's with its two years' successful practice of this plan stands out as an object lesson to every department store in the country.

## Of Benefit To All

Mutual Interest has resulted in mutual benefit.
Employes, by giving the best attention to customers that they were capable of giving, did justice to themselves (in their
share of increased profits) - to their customers and to their employers.

Employers, by showing this interest in employes, have bene fited mostly in loyal workers, and satisfied customers.

Customers, on the other hand, have benefited by increased attentiveness of salespeople, and their willingness to give better service, at the same time not forcing sales or even showing a disposition to persuade possible purchasers into buying.

To share in this plan, applies not only to salespeople, for delivery men and boys, as well as other attaches have an equal opportunity.
"Everybody Smiles at Bowman's"

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## ASK FOR

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