

Brown's Photographs

Are the "proper thing"
for Christmas Presents.
We are giving Special
Prices for the occasion.
Frames at prices to suit
both picture and purse.

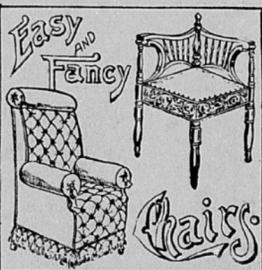
Brown's Photo Studio,
Laub Block.
Denison, Iowa.

CHRISTMAS GIFTS.

FOR THE HOUSEHOLD.

Combination Book Cases.—Largest Line ever shown. Bedroom Suits in Oak, Maple, White Enamel, Elm. Side Boards, Chiffoniers, Parlor Sets, Mantel Mirrors, oval and oblong, latest style Couches from \$5.50 up. Rocking chairs \$2.25 up.

Pictures Framed
While You Wait.



H. H. KLINKER.

Like the Oil Which Makes the Machine Run Smoothly . . .

Is our method of close buying and close selling. You get a tripple benefit in trading here, and we get a tripple benefit by having three stores to buy for, and our method of buying and selling for cash is what makes the machinery run smooth.

IN : THE : SHOE : DEPARTMENT

We hope others are faring well. We know we are. There seems to be no limit to the Rubber Goods we are going to sell this winter. But there is something back of these goods, and it isn't our good looks that is doing it either. Its because we sell all the best standard goods, such as the Snag Proof, Cande, Goodyear, Glove Goodyear, American, Boston and all the leading brands, and sell at from 20 to 30 per cent lower than others.

But here is where we hit competition the hardest. The Val Dutenhoffer shoe for \$2.25. Its a beautiful shoe, made on all newest lasts and toes, made of fine French Kid stock, every pair guaranteed. We dare competition to show a nicer or even as nice a shoe for \$3.00.

OUR PRICE \$2.25.

Here is our whip for competition. The H. Bockroth Shoe for \$1.95. Made of genuine Kid stock, in McKey hand welt or machine sewed, on the new Broadway pug Coin or Common Sense lasts. Sizes from 2½ to 8 and from AA to EE.

OUR PRICE \$1.95.

Our \$1.45 Shoe is made of genuine Dongola stock, all solid and made on the very latest lasts and toes. Every pair is guaranteed. Look around town and see the shoes that sell for \$2, then come in and see our \$1.45 shoe and you will appreciate our shoe values.

OUR PRICE \$1.45.

We have a complete line of warm shoes and slippers and at prices that are sure to please you.

ORKIN BROTHERS,

Up-to-date Dry Goods and Shoe Store, Denison.

THE DENISON REVIEW. SEMI-WEEKLY. MEYERS & TUCKER.

PUBLISHED TUESDAY AND FRIDAY AT
DENISON, IOWA.

Subscription Price, \$2 per Year.

Entered the Postoffice at Denison, Iowa, according to act of Congress as Second-Class Mail Matter.

The Review is all Home Print; enjoys large circulation, and is unexcelled as an advertising medium.

DENISON, IOWA, DECEMBER 15, 1899.

Roads And Trade.

The bad roads are having a detrimental effect on the holiday trade and merchants are complaining. The trouble with our roads is the lack of permanent improvement. Even in Denison the streets are often well nigh impassable. When the roads are bad we think of them and of what a hindrance their condition is to business. As soon as they become passable again it would be a pity that our people forget all about them. The next improvement Denison should make is to put in a sewage system and pave the streets running to the two depots. If Denison business men would club together and gravel even a mile of the roads leading into town it would increase the business at least twenty per cent in ten years. With more market towns the farmers are going to go with the best roads. Suppose that a farmer lives four miles from one town and five miles from another, other things being equal he will go to the nearest market, especially in good weather. When roads are bad, however, if the town five miles distant has even two miles of gravelled road leading toward his place the distance will be more than equalized. Denison must face the fact that it has more competition than ever before, and its business men must pay more and more attention to the following things:

1st. They must lend hearty cooperation to every project which will build up the city, in order to make it as nearly self-sustaining as possible.

2d. They must learn to patronize themselves. That is to deal with each other and keep the money at home.

3d. They must offer better inducements to the farmer, both as a place to buy and a place to sell, than do surrounding towns.

4th. They must see that all the conditions for trade are made as favorable as possible. Under this head come road improvements, etc.

The Review is not scolding. Denison has made remarkable strides in the past few years. It is becoming more of a city every month. But we need still more enterprise, more push, more energy.

DOW CITY'S TRAGEDY.

In our Dow City correspondence will be found an account of the terrible tragedy which occurred at Dow City on Wednesday morning. The wooden jail building was burned to the ground and with it one inmate, a man a rested the night before for drunkenness. May God have mercy on the poor soul thus tragically hurried from life to death. From the clothing the poor fellow wore it is judged that he had been a soldier, one of the brave boys who stirred by patriotism had freely offered his life to fight the battles of his country. What irony of fate that this man who had escaped the diseases of the camp, the fevers of the swamp, the bullets of the enemy should thus die miserably, alone and in disgrace. It is almost enough to make a man quit drinking. Don't you think so? Enumerate the events of the past six weeks in Crawford county alone and think about it a while. The brutal slaughter-house affair at Schleswig, the assault at Arion, the tragic death at Dow City. Every one occasioned by drink. It makes no difference how intelligent you may be, how high your motives, how generous your impulses, drunkenness is a great leveller, it brings the loftiest intellect to the level of the beast. We do not believe that statutory prohibition is the way to cure drunkenness. Some how it does not seem to work. But there is a whole grist of temperance lessons lying round loose that some man or men ought to be able to turn to good account.

The Journal admits that it gets the news from the Review but says that we copy from it in turn. What would be the object in our reprinting the news as furnished the Journal from the Review's Tuesday issue. Thursday's Journal had not even heard of the tragedy at Dow City, which occurred Wednesday morning. No, we have to go to other sources to get the news.

Notice of Bridge Letting.

Notice is hereby given that the Board of Supervisors will receive sealed bids for the building and repairing of county bridges for one year beginning April 8th, 1900. Specifications can be seen at the county auditor's office. Bond of \$2500.00 must accompany all bids. The Board reserves the right to reject any and all bids.

JOHN T. CAREY,
Auditor of Crawford county
Canaries, Canaries

Just received a new lot of Hartz Mountain and Andreasberg Canaries—Come and hear them sing.

R. Knaut.

"THE STORE."

Sensible, Accurate and Practical Stock-keeping System.

(Written for Grocer's Criterion by Mr. Max Sims, Denison, Iowa.)

In answer to the question, what is bookkeeping? the merchant of today will readily reply that it is the art of keeping accounts, and will refer for practical demonstration to his day book, cash book, income book, journal and ledger. Bookkeeping is a science and an art and is indispensable in a business of any size or prominence.

What is stockkeeping? And the merchant of today, with very few exceptions, will say that it is the act of receiving, preparing and arranging stock and the subsequent care of it—details in merchandising that have been acquired by practical experience. He has no conception or idea of stockkeeping as a science or an art as compared to bookkeeping, and yet the stock is the life of business.

As we will now use the word "stock-keeping," we drop the popular acceptance of the word, referring to the physical labor required to condition stock and keep it so, and use the word strictly to refer to some method or means whereby an accurate knowledge of the stock may be had at any time for the purpose of buying, replenishing or for any other purpose or benefits that may be derived from the same. Referring again to bookkeeping for comparison, the merchant will say that it is absolutely necessary in his business, and yet none of the books employed in the system result in any direct or daily benefit to the success of the business. To illustrate: The ledger, as to accounts, is a condensation of the business and is compiled from the other books of the system as accessories to show the amount the business owes and the amount owed the business—the other books furnish the detailed information and explanations that go to make up the data on the face of the ledger and furnish an easy means of making comparisons with business of former years.

All merchants keep books in some form or other, and yet only one now and then can be found who employs any method whatever in stockkeeping.

This is a fact, although every merchant will aim to get at some knowledge of stock—he will do it—most all do—by personal inspection, and depend upon memory and his daily walk through the store to furnish him the necessary detailed data to successfully manipulate his stock.

Overbuying has caused more failures than any other cause, excepting incompetency and lack of capital. Such being the fact, then this crude method of personal inspection and mental jotting, that should give way to facts and figures, is a failure as a stockkeeper.

The danger of overbuying can only be avoided by reducing stockkeeping to a science, and making it a feature that should rank before bookkeeping in point of importance.

Careful buying is next in importance and takes up the desirability of goods rather than the bulk that indicates overbuying. "Goods well bought are half sold," and careful, correct buying is the foundation of business success. Correct buying means right styles, right prices and a quantity that no more than meets the demand of the season—goods carried over depreciate in value, referring as we do to merchandise whose styles are changed each season and soon become dear at any price.

A business is profitable only in proportion to the number of times its stock is turned each year. Stock will turn itself in a profitable way only providing it is correctly bought; hence modern business success revolves on the plan of buying carefully sparingly and often. This multiplies the detail of stockkeeping and makes it all the more necessary to employ some systematic method whereby all the important data upon which successful buying depends may be as reliably collected as are the facts shown on the face of the ledger in the bookkeeping system.

Systemic stockkeeping deals also with the output, and facts as to the movements of a stock are necessary in governing the replenishing and subsequent buying.

All goods are bought for the purpose of realizing a profit on them—a money profit or a benefit in some other direction. The fact that every merchant buys some goods which are sold at cost or at a loss does not alter the case, for reason that competition forces these latter conditions upon the merchant.

The output or selling takes in the entire field of advertising, publicity, correct management, salesmanship, window trimming and every business fea-

ture that assists in any way to sell the goods. All this is data that should have bearing on the selection and buying of stock, replenishing or moving it, and adds more to the list of information and enters into a complete system of stockkeeping.

Now, for the goods themselves, as we find them on the counters. Every article of merchandise has some element of strength or weakness that governs its selling qualities—it may be price, quality, style, size or quantity. An article may have in it one or more of these features; they may be weakness and make the article all the more difficult to sell, hence the greater care on part of the stockkeeper and the greater the demand for a system.

Groceries contain only the elements of quality, quantity and price; in staple and domestic dry goods we find the elements of quality, color, quantity and price. In men's and ladies' apparel, which is bought and sold with reference to sizes, will be found every element of strength or weakness that can effect or enhance the sale. To enumerate: You may have paid too much for your goods, the quality may not be up to the standard, the style not right in some detail, the coloring off in its shading, the sizes running to extremes or a bad scale made up, and, lastly, the quantity purchased greater than the demand for the season.

All of these features are met with in a stock and are questions that must be considered by the merchant in equalizing the condition of his stock and meeting the requirements of his trade. Today a merchant may have two hundred pairs of trousers in stock and yet be short on a few sizes. If a customer should add for the size which was not in stock it would mean perhaps the loss of a sale and a loss of profits, and so far as the customer was concerned, that two hundred pairs of trousers would be dead stock.

If sizes, extreme or off sizes, be allowed to accumulate, we have a condition of overstocking by one of the easiest and oftenest met with methods.

The most careful buyer cannot prevent the accumulation of some surplus stock—it is a condition that will arise in the natural course of trade, but the accumulation of sizes can be prevented by systematic stockkeeping and careful sorting.

Overstocking is the natural cause of overbuying, and all argument in favor of systematic stockkeeping is a tendency to reduce to a minimum the chances of overstocking.

A LETTER FROM THE WEST.

BELT, MONT, Dec. 4, 1899.

DEAR FRIEND: It is not often I write you, but I must remember you once in a while or I fear that you will find it convenient to forget me too.

The novelty of the west has gone for me, but not the interest, I don't think I will ever tire of the scenery of the mountains or the study of the vast collection of strange and beautiful things which nature has stored among them. I have quite a collection of ores, quartz and fancy colored rocks, including gold, copper and silver. Gold specimens are hard to get, however, and I have only one good piece.

The mountain scenery is most beautiful at this time, when the brown deciduous trees, mingled with the dark green firs and paler pines form such a fine picture against the rugged background of the white foot hills. And such an atmosphere. It is certainly a treat, which you who spend so much time in a close office, would value highly.

But I will change the subject for the more sordid one, politics, which is the foremost one here now. Why is Bryan leaving free silver for imperialism, for the Montana democrat is for silver first, last and all the time? but what I'd like to know is how can a man be consistent and demand the free coinage of silver and denounce the trust at the same time, for you give the silver mine owner what he wants and you create the biggest trust yet. If any one doubts this let him compare the wealth of the various companies concerned with those in other trusts and see for himself. And will they be more lenient and generous than others? I need not speak, ask Helena and Coeur D'Alene, these things speak for themselves.

Sincerely,
J. A. McFARLAND,
Belt, Mont.

Holiday Perfumery

More than one hundred different kinds of fancy packages to select from. A five hundred dollars stock of the choicest perfumes and toilet waters. Your welcome to look at it at all times "THE BOYS".

Department Store, Main Street.

Throwing Shells.

From a mortar is a good thing for the army and navy and are intended to hurt some one, but our process of using the mortar is designed to have the opposite effect, for our customers will find we use nothing but the purest drugs, and all our prescriptions are accurately compounded at

Schlumberger's
Pharmacy.

