

LITTLE BUILDING NEWS

APRIL, 1922 to MARCH 1925 Inc.



L. B. POST OFFICE IS REOPENED

Business Hours Announced by New Postmaster Goodman

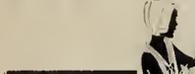
The Little Building postoffice (its official title is "Boston Post Office, Sub Station, 31") is open again for the convenience of the tenants. This may not be news to many Little Building folks but there are others (who do not use the subway) who may not know that the Building has its own post office once more.

Its new location is in Store No. 3, in the subway arcade. Robert Goodman, proprietor of the store, is the new postmaster and his assistant is Miss Helen Cussen. The postoffice is open for business from 9 o'clock in the morning until 5:30 in the afternoon, including Saturdays.

For registered mail, the hours are from 9 to 4 and for insured parcels post from 9 to 3:30. The earlier closing hours on these two classes of mail are necessary because there are no collections after 5 o'clock in the evening. The Postoffice Department prohibits the holding of registered mail and insured parcels post over night in sub stations.

Ordinary parcels post can be received up to 5:30 p. m. every day. Postmaster Goodman reports that the volume of business in the post office is increasing every day. He suggests that if tenants who desire unusual quantities of envelopes or stamps will notify the postoffice the day before they need them, the order can be filled without delay. While the "post" offices carries stamps and envelopes in good street quantities, tenants frequently need them in still larger numbers. When no notice is given about the time of the order, it is sent out for them sometimes.

The MEREDITH STUDIO OF MODERN DANCING
PRIVATE AND PUBLIC INSTRUCTION
509-410 Nottingham Building,
75 Westcott Ave. Tel. Beach 7988



Ladies— Our scientific clothes-saving methods will prolong the wear of your pretty wash garments and lend constant charm to your toilette.

Gentlemen— Same men never have had their shirts and collars laundered exactly to suit them. If that is your fix, do please have and enjoy the laundry service of the Pilgrim Maids.

Your Office Garters— You should have "no" ties they look when laundered by the Pilgrim way. We dry them to exact measurement, with corners squared and edges even, to rehang just right.

Ask Mother!

When you go home tonight, if she has heard of the wonderful achievement of the Pilgrim Maids in having banished laundry marks from flatwork. Ask the folks at home what this important news should mean to them!

When shall we call for your bundle?
Please telephone ROX burr, 2830

PILGRIM LAUNDRY
65 ALLERTON STREET - BOSTON

How Much Do You Know About the Building Where You Work?

The greater part of our waking hours are spent in the place where we do our daily work, yet how many "citizens" of the Little Building "community" know much about the building where they spend so much of their life?

The Little Building is one of the most unique structures in the country. Men who have travelled abroad, even, tell us that they never seen a business building just like it. Visitors who see it for the first time remark, enthusiastically, its many unusual and useful features, while we who work in it accept them as to-be-expected, or fail to see them at all in the busy whirl of work.

It may add a little zest to the day's routine if we are reminded of some of these interesting facts about the building where we work.

It has been estimated that the amount of labor necessary to produce and set in place all of the material which enters into the structure of the Little Building would be represented by the labor of one man for 500,000 days! In other words, one man working without a single day's rest would require nearly 1444 years to produce the modern giant of architecture in which we have our offices and shops. That means nearly 161-2 centuries of time.

Even if 1000 men were engaged on the job, it would require nearly two

Mary's SHOP Hats
516-517 LITTLE BUILDING
Tel. Beach 7971

Little Building Special

years of continuous labor before this great structure could be reared. Don't these facts give you a new conception of the magnitude of the building in which you do your own day's work?

Now let's see just what all these things the labor represented in erecting this building enable us to do: If we deduct from the 365 days of a year, 52 Sundays, 52 half days (or 26 full days) for Saturday half-holidays and say 16 other holidays, we will have 372 full days' work that each of the 5000 or so "inhabitants" of the Little Building community do in the course of a year. That is equivalent of 744,000 days' work for one person each year.

But to get back to the building itself. Have you any idea how tall it is? Well, the average height is 125 feet above the street line, although the distance from the street line to the top of the crowning parapet on the Boylston street side is 138 feet. If you care to go further and take into account the fact that there is a basement below the ground floor and a sub-basement below that, you can say that the extreme limit of construction, from the boiler room foundations to the top of the flag pole above the 22nd floor, covers a distance of 240 feet. The building covers a ground area in the first story of 21,210 square feet. The straight frontage on Tremont street is 225.0 feet, but you should measure the frontage of the recessed courts it would figure many feet more.

The total cube of the structure, measuring from the outside of the walls horizontally and from the top of the concrete in the basement to the average height of the roof, is 2,787,617 cubic feet.

On the street fronts and in the courts, the exterior is constructed



This is one of the finest pictures ever taken of the Little Building. The view shows the Tremont and Boylston street fronts of "the place where we work". The photograph was taken early in the morning, before the day's throng really had begun a bustle past the corner.

with a facing of cast iron, believed to be the most permanent building material used in this country. The piers in the first story are lined to an average height of six feet with polished granite, the construction throughout is fire-proof in every particular.

The floors are constructed entirely of reinforced concrete the thickness of floors in the upper stories being only seven inches in thickness as compared with 18 inches to 20 inches in the old style construction, a saving which enables this building to have one more story than any of the other large office buildings in Boston, and two more stories than that of them, at the same time maintaining a height of nine feet in the ceiling.

The building is a self frame construction throughout. Consequently the exterior walls carry no other weight from roof to story, all of the load being taken up by the beams and columns and transmitted to the foundations.

Besides this, there were 4,764,561 pounds of steel used in the construction of this building. And that's the only work used is for backing up the base stonework, the partitions in office portions of the basement, the walls towards the West and East of the wall on the Tremont side. None of the walls carry any special weight except their own, yes, in a whole building there are 1,740,000 bricks.

All bricks and the work is set in certain mortar and the foundations are built of concrete. About 15,000 barrel of cement were used, and the foundation of concrete including that used for the floors, is equivalent to near the entire cube of the building, fine into account the great masses of cement in the

3000 CAN DANCE AT ONCE AT

will to Direct Biggest Ball Room in N. E. Radio Music

Thomas H. Cahill, one of our third floor neighbors, has been appointed manager of the largest ballroom in New England. Cahill will have charge of Lyonnhurst, the magnificent new structure which has just been completed on the shore of Lake Williams, Marlboro.

Three thousand couples can dance on the floor of this great ballroom at one time. A radio outfit will be installed soon, under Mr. Cahill's direction and during the summer the patrons of the Lyonnhurst will enjoy the novelty of dancing to music that will come by wireless from cities many miles away.

The ballroom will be formally opened on April 17. Invitations to attend the festivities have been sent by Mr. Cahill to many of his Little Building friends.

ALUMNAE TO MEET

The Alumnae Association of the Boston School of Filmmaking, seventh floor, which has many members, many of them in the Little Building, will hold its April meeting at Wesleyan Hall, 52 Devonian street, on the 15th.

Mrs. Corinne Loomis, manager of the Women's Department of the Penn World Life Insurance Company; Mrs. Margery Belcher, purchasing agent of the Columbian National Life Insurance Company; Mrs. Edith Armstrong, secretary to the general manager of the Federal Life Insurance Company, will be the speakers.

Dorothy Bell, president of the Alumnae Association, and Miss Bell is chief file clerk and librarian at the Jackson-Moreland Company.

Mrs. Loomis will speak on "Selecting Your Service". Mrs. Belcher will talk about her records and her work and Mrs. Armstrong's topic will be "Insurance Features".

Refreshments will be served following the addresses. The Association has a fine radio outfit and extends an invitation to anyone in the Little Building who is interested in films to attend.

foundations below the level at which the water table is now located. You can see, then, on "how firm a foundation" the Little Building rests.

About four miles of iron pipe is used in the plumbing system of the building. About 7 1/2 miles of heavy brass pipes carry the water supply.

The battery of smokestacks, water-tube boilers in the sub-basement, which supply the radiating system of piping, use about 7 1/2 miles of pipe to carry steam heat to the offices and the radiating surface in the offices aggregates about 100,000 square feet.

All the water which enters the building is filtered through its own filters and the water which flows through the fountain on each floor chilled in a refrigerating plant in the basement.

There are close to 100 miles of wires run through the building for convey electric current, for tele-phones, lights, messenger calls and

These are some (though, perhaps, not more than half) of the mighty interesting things about the Little Building. Maybe they will give you an interest in "the place where you work."

I extend to you a firm personal invitation with every assurance of my particular attention to your individual special needs.

JOSEPH ECKER OPTOMETRIST OPTICIAN 455 LITTLE BUILDING

Meats and Provisions

Telephone Your Order and We Will Have It Ready When You Call
Lagrange Street Market
11 Lagrange Street
Telephone Beach 5332

ECKER SINGS NOW BY RADIO

Concert-by-Wireless to Be Given by 4th Floor Neighbor

The distinction of singing to one of the largest audiences that ever has listened to a singer at one time will come to one of our Little Building neighbors in the near future. Through the invention of the wonderful invention, the radiophone, Joseph Ecker of the 4th floor will sing to more than 100,000 persons scattered all over the United States.

Standing in a little room at the radio station at Tufts College, Medford, Mr. Ecker will be able to send his voice ringing through the air to family groups and larger gatherings in far-off cities and hamlets, almost as clearly as if they were sitting before him in the same room. By concert-by-wireless before audiences in every State in the Union.

Mr. Ecker is a comparatively recent addition to the Little Building. Although known to us as an eye specialist, he is a keen student of music and the tenor of a beautiful baritone voice. Notices of his appearance before various clubs and musical organizations may be read in the press frequently. In fact, the demand for his services on the concert stage has become so great that he has been obliged to secure a local personal manager of Ralph Smalley, also a tenant of the Little Building, to handle his dates and engagements.

Since Mr. Ecker's boyhood days, aside from his keen interest in the optical business, his singing has been his chief pleasure. At the age of 20, he played two of the most popular pieces in Boston and Weymouth. At 25, he was honored with the directorship of one of the largest church choirs in Boston, a position which he held for five years. During that time he presented the well-known oratorio, "The Seven Last Words of Christ," by Duvernoy, 250 voices at the Lyric and the Symphony Orchestras. This was one of the greatest triumphs of his career's days. Since then he has been heard in all corners of the United States.

Musical critics agree that Mr. Ecker is a splendid artist, with a dominant personality, and an earnest of distinction. He has appeared in recital in New York, Chicago and Boston several times and it has been a mystery to some of his friends to see him devoting his time to a profession other than the concert stage. During the last 14 years. Previous to that he was connected with the Andrew J. Lloyd Co. for six years.

Referring again to his activities in musical circles—he recently has been asked to make a special recital at the Edison Diamond Disc Recreation Club for the benefit of the Chinese Co. Sometime in June he will go to Camden, N. J., to make these records.

MISS GILLESPIE IS COLLEGE SECRETARY

The Trade Union College, of which Miss Mabel Gillespie, Room 634, is secretary, has just opened its Spring Session. The English department is in Montgomery street between Concord and Dartmouth.

Interested in English Composition, Literature, Economics, Practice in Discussion and Law will be given.

TO USERS OF ELECTRICITY

Who are outside for your lighting problems when you cannot find an electrician to advise you?
ROOM 81, LITTLE BUILDING
Who will be "DE-LITE"
Indirect, safe Direct, answers for Table, Vase, Floor, Wall, and Ceiling Lights.
You can save on your bills and buy your electric specialties at the lowest prices.

Hike, Ride, Swim, Raise Dogs, Work 12-15 Hours

Three Bowditch Sisters Keep in Trim for Daily Business Grind by Pursuing "Open Road" Hobbies

When the newspapermen asked the three Boston police commissioner what his hobby was, the other day, he answered in one word: "Work!" And the newspapers played up in big headlines the fact that work could be the hobby of anybody. But that was because the newspapers never had interviewed the Bowditch sisters on the seventh floor of the Little Building.

Work is so much of a hobby with them that they think nothing of pushing 12 and 15 hours a day turning out a prodigious quantity of mimeographed, typewritten or filled-in pieces of mail in their Perfect Letter Shop, in order not to disappoint customers in and out of the building.

Three million or so pieces of public mail are all that the yearlings, with them. That's at the rate of 10,000 every day for 300 working days, you know, and they have to "burn the late-night Edison light" a good many evening hours, when a job is promised to them, sometimes, "let 'em be always 'in on time" in the morning, fresh as a daisy ready for the new day's grind.

How do you do it, the NEWS reporter asked them. The answer, he found, is that they have another hobby besides work—three hobbies, in fact—which furnish diversion and recreation.

One of them rides horseback and swims.

Another climbs mountains and goes on long hikes aloft.

The third forgets business cares in the fun of raising broods of geese. Caroline, who used to teach at Bunker Hill, is the mountain climber and disciple of Weston. Of course, there are no mountains out in the western States, so the Bowditch sisters live, but week-ends and holidays and in vacation time, she hires away to the open spaces where the land lifts its face to kiss the clouds. Then Miss Caroline climbs and

in trim by riding horseback through the parkways or meandering out to the Jamaica Plain park. She is an expert swimmer and an expert horsewoman. She even rode in the city on a bicycle company road "filling the Buttery". Perhaps you saw the picture. If you did, the trim young lady who rode roundabout Ben Loring, the star, was one of your Little Building neighbors, Miss Marion. She did it just for fun, but friends who saw the picture tell us that in that scene, at least, she outshone the star of the piece.

And Annabelle is "mistress of the hounds" while her sister rides to the hunt, so to speak. As a matter of fact, they are not hounds, but white collies that grace her kennels. Two white collies is an uncommon breed of dog and the beauties Miss Annabelle raises win much praise from dog fanciers at the shows. She owns White Cap II, a blue ribbon winner, and many of the pups she has raised have already have taken prizes themselves.

The Bowditch sisters, however,



Here is Miss Annabelle Bowditch with two of the prize beauties of her kennels, White Cap II and one of White Cap's puppies.

spend most of their time at their other hobby—work. They have built their own flourishing business in the Little Building was built. Miss Marion started the business alone, in a single office on the 12th floor. As the business grew, the other two sisters joined her and today they have a staff of five regular assistants and several others who do extra "rush" run lines.

Mildred, Frodoanah, Ruth Carron, Laura Hansen, Roger Lunsbarger, Marion Winton and Mary Woodbury all have a hand in turning out the 3,000,000 pieces of mail a year.

Now they have larger quarters on the seventh floor, and work still is their hobby.

MISS SAWYER SPEAKS AT B. U.

Miss M. Mae Sawyer, assistant principal of the Boston School of Filing, seventh floor, lectured recently at the Boston University School of Secretarial Science. Her subject was filing.

Miss Olive Mason, a graduate of the School of Filing, who has been employed at the Foley Harvey Company, has accepted a position in the Credit File department at the Merchants National Bank, will leave on an extended trip through Europe.

MOVE TO EIGHTH

The De-Lite Lamp Company has moved from the third floor to larger quarters on the eighth floor. Manager Henry C. Cahill is very appreciative of the congratulations on the appearance of his new shop.



When we said Miss Marion Bowditch was an expert horseback rider we had the goods to back it up. Here she is on "Prince", a Western cowboy pony. Our Little Building neighbor is putting "Prince" through his paces for the cameraman.

MANAGES BIG FUND

George E. Phelan, agent of the Little Building, has been selected as manager of the five million dollar fund bequeathed to the City of Boston by the late George R. White, millionaire philanthropist. Mr. Phelan thus becomes the highest-paid official of the City, receiving \$12,500 a year or \$2500 more than Mayor Curley himself.

Mr. Phelan's salary is fixed at a percent of the annual income of \$250,000 from the \$5,000,000 estate, in accordance with the rules of the Massachusetts Real Estate Exchange.

Mr. Phelan formally took over the management of the property a few days ago. He immediately opened headquarters at City Hall. Mr. Phelan was associated with the late John Mason Little all through the planning and construction of the Little Building and has had wide experience in the real estate business and management of property. He will handle the White Fund Property and the Little Building and other business interests.

ON NEXT FLOOR DIDN'T KNOW IT

L. W. Rowley and W. I. Fletcher, moving for the first time at a social gathering about a year ago. In conversation, they found that they had common interests and each expressed the hope that they would meet again soon. Naturally, they did not "fall shop" at a social gathering, so that neither learned that the other had taken up the same building—the Little Building.

A week or so ago, Mr. Rowley discovered that Mr. Fletcher also was just a floor above his own. One was the seventh and the other the eighth. Mr. Rowley is the representative of a large lumber concern and Mr. Fletcher—well, Little Building folks will remember him immediately as the author of an interesting series of articles on "How to Get a Job" which the Boston Traveller published some time ago.

"I've been trying to get a chance to run up and see him," related Mr. Rowley some interesting news about his acquaintance, too, by the way, "but I've been so busy lately I haven't found the opportunity yet."

And now Mr. Fletcher has moved his offices elsewhere.

It just goes to show how little we know about the interesting neighbors in the busy world of business life. It gives the NEWS a chance to tell Mr. Rowley some interesting news about his acquaintance, too, by the way,

BOOK SHOP
ALL THE LATEST FICTION
AND NEWS ON MARKET
MARY CAREY
779 LITTLE BUILDING

THE BEACON LIGHT STATIONERS
The Beacon Light Stationers
Penetration 7 Square
FRANCIS STORES CARRY
505 Devonshire Street Little Building
No. 95 Devonshire St., Winthrop Building

Dr. Geo. W. Jennings
Chiropract
Room 511 Little Building

NEW SHOP IN SUBWAY

Damon, Stationer, Opens Store; Miss Keyes in Charge

The Little Building has a new stationery store in the subway at the Damon, who conducts a chain of high class stationery stores in various parts of the city, is preparing to open an additional branch.

Miss D. Keyes, in manager of the Little Building stores, which not only carries a complete stock of nationally advertised goods but is able to draw on the big stock of the parent organization when large quantities are required.

On the opening day, the members of the Damon of the Association sent Miss Keyes a beautiful big basket of roses with a card conveying their good wishes for her success in the new store.

The all-arter yellow and black display in the main window has drawn much favorable attention from persons who pass through the subway arcade. It was arranged by Otis A. Wood, another member of the Damon organization.

The lighting of the new store is novel. Window and ceiling lights furnish unusual illumination through the use of glasses of Czechoslovakian glass, a low lighting appearance which distributes the electric rays evenly and at the same time magnifies the light to a great degree of brilliance.

Members of the Czechoslovakians are the most wonderful glass makers in the world. This particular glass is in three varieties, clear, opal and milk. It is so constructed that it is impossible to discern the floor of the little building through the globe when the current is on.

Several other offices and shops in the building are being fitted with glasses of this imported class.

MOVE TO ROOM 856

Miss Theresa Maloney, manicurist, and Dr. W. C. Brown, chiropodist, are moving their office from Room 842 to Room 856, across the corridor.

They're alive if they advertise in the NEWS. We'll advertise the advertisers in this paper and you are sure to get the right goods at the right price.

FACE AND SCALP MASSAGE

Freelias and Tan Removed
SHAPOOING

HELEN WHITTEMORE
Room 740, Little Building
Telephone Dewey 1983 M

CORSETS MADE TO ORDER
ALTERED OR RE-ALTERED
EDITH A. CUSHING
CORSETIERE
Telephone 88-450 Little Building
Beach 1942 30 Boylston Street

PERFECT Letter
PUBLIC STENOGRAPHERS
MULTIGRAPHING
THE MISSISS BOWDITCH
719 LITTLE BUILDING
7816

Saw Big Fields of Easter Lilies Growing at Bermuda

Mrs. Bowering Returns from Month's Trip to Tropics Where Summer Weather Reigns the Whole Year Round

Field upon field of Easter lilies (perhaps one of these is nodding its white waxy blossoms in your window right now) form an enchanting corner of the picture of tropical splendor which Mrs. Louise M. Bowering, eighth floor manicurist and chiropodist, brought back the other day from a sojourn in Bermuda.

Mrs. Bowering has just returned from a month's trip to the islands that made onions famous. She sailed from New York in a snowstorm on the fourth of March and less than a week later she was enjoying the perpetual Summer climate of the tropics.

Mark Twain once said of Bermuda that "you have to go through hell to get to heaven," referring to the passage through the Gulf Stream as the delectable picnic. But Mrs. Bowering upheld her reputation as a good sailor. She has made the trans-Atlantic voyage five times and the Gulf Stream storms had less terrors for her than for most of her fellow voyagers. She was one of the few who were able to appear regularly at table.

It chanced that the Boston manager of the Furness-Beraria line, on which Mrs. Bowering sailed, is the husband of one of Mrs. Bowering's customers, and our Little Building neighbor was accorded many extra courtesies that made the voyage pleasant. Arrived at the island, she stopped at the Point Pleasant House at Hamilton.

"My first trip to points of interest," she related to a NEWS reporter, "was the visit to the island of St. John. Then, I visited the old home of Tom Moore, the Irish poet, and went out on a boat for most of her island adventures."

On Sundays, after church, it is quite the thing to drive out to the military barracks at Prospect to hear the famous boys concert. There are no automobiles on the island, no electric cars nor trams. The nearest railroad station is 300 miles away at New York. So, wherever you travel in Bermuda, you ride in natty little victorias drawn by horses.

There is no water system at Bermuda. The water supply is all run warm, caught from the roofs of the public buildings; the roofs are kept especially clean. They are whitewashed and the rainwater is led away in pipes to water the lawns and sides of dwellings and buildings, glistening in the sunshine and, for scenery, make a dazzling effect.

Was enchanted by the changing colors of the waters in the harbor and bay. It is like a great opal. One trip was out to the mangrove swamps. You go in glass-bottomed boats so that you can look down through the clear water 20 to 40 feet deep. One most wonderful coral growth. One of "the gardens" is called "the garden" because the shape of the growth is like the human brain.

"I saw the Easter lilies growing, good nests of them, not just buds. They were hung raised for market. This country is famous for them. Easter. There were nests upon nests of them strung away almost as far as you could see."

"And, of course, there was field after field of onions. Yes, Bermuda is mighty proud of its onions."

"But 'last my luck,' V. C. said when he returned the robin he had let go. We got a touch of spring not long after our eighth floor neighbor had left for sunny climes, and the robins came along with it—at least the advanced guard did. So some witty visitor to Mr. Rickert's office during his absence printed beneath the sign he left on his door this message: 'The robins are here already.'"

It gave Mr. Rickert a good laugh, and an opportunity to tell the NEWS reporter how much our New England climate reminds him of Florida—yes, even during the winter. He spoke of the snow storm that deposited March left behind in a sort of foreboding, for example. Still, in spite of his jests about our weather, V. C. likes Boston and its people. Whoever he goes, he's a booster for Boston.

JEWELRY AND REPAIRING

—Where Quality Counts—

JOHN E. BLAISDELL
Room 271, Little Building

LaBELLE & GITLIN

Rooms 601-604
READY TO WEAR
GOWNS, SUITS AND WRAPS
MODERATELY PRICED

The Misses Tucker

Bonding Dressing
(Formerly with Harper Method)

Room 1054, Little Building, Boston
Telephone Block 53391

Little Bldg. Led U. S. in Bonus Drive

The big Soldiers' Bonus drive which the Hearst newspapers have been conducting all over the country, was directed, in New England, from the Little Building. And the Little Building headquarters was the distinction of sending in to Washington more than 20 per cent of the signatures secured in the country by the petition favoring the Sales Tax method of providing for the bonus. And with the campaign not yet finished, a recent count of the signatures received showed it total in the whole country of 218,000 signers. Of these, the Little Building headquarters contributed 15,000. New York City had furnished only 35,000.

The Little Building office of the bonus drive, connected with the business office of the ADVERTISER was in charge of the English unit (Chas. O. Power). They had direction of the arrangements for the two big mass meetings held in the Little Building to bring about speedy action on the bonus bill in Congress.

One of our Little Building neighbors, Joseph Eckler of the 4th floor contributed to the program of the big Pantheon Hall meeting with several baritone solos.

So all in all, it appears that the Little Building has done its bit in the Bonus Drive.

Shaved Doug Fairbanks in Days Gone By

The chinners are that you've been shaved by Douglas Fairbanks' favorite barbers without knowing it! That is, the famous hair-cutting favorite Boston barbers. There are two of them. They're both down in the Arcade Barber Shop. In fact, they are the proprietors of the shop.

It was always said that the Touraine when he is in Boston. Even before he became a screen star—back in the days when he was on the stage—he always stopped there. Well, because he became joint owner of the barber shop in the Little Building Arcade, John N. Jackson and Frank Lester had chosen in the Touraine barber shop.

Whenever "Doug" was in town, our boys who had Frank shaved him cut his hair and performed such other acts of tonorial art in the shop as he desired. They came to know him personally. If both their chairs were occupied "Doug" would wait until one of them was free.

"I've a fine time," John told the NEWS reporter, "when I see our LITTLE BUILDING NEWS reporter on the other day. So, now see, you're not the only celebrity these Little Building barbers have served."

G. M. Elliott
EWMES MADE TO ORDER
Suite 701-703 Little Building, Boston
Telephone Block 7143

THE NEWS' editorial department

secured this picture of V. C. Rickert by radiophone, the latest and most approved photographic process unknown to the newspaper world. It shows V. C. on his eighth floor neighbor, "Doug" where the orange blossoms bloom"—in Florida.

Robins Got In Ahead of V. C. So Did Snow

V. C. Rickert, Northern representative of the Tampa Board of Trade and of Temple Terrace (a big Florida development of orange groves, sport and recreation resorts and winter homes), went South early in March when the old East wind still was blowing strong from across the bay. He, by the way, spent 10 successive winters in Florida's warm and sunny climate previous to 1921-22, and New England's chill, bleak winters didn't make much of a hit with him this winter.

But when he departed Florida, he attached to his office door on the eighth floor of the Little Building an order which he had printed with great care:

"I've come to Florida. Will return with the robins."

But "last my luck," V. C. said when he returned the robin he had let go. We got a touch of spring not long after our eighth floor neighbor had left for sunny climes, and the robins came along with it—at least the advanced guard did. So some witty visitor to Mr. Rickert's office during his absence printed beneath the sign he left on his door this message: "The robins are here already."

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ON WAY HOME FROM "PAREE"

A gentleman from Paris recently announced that Miss LaBelle (Lafayette, Inc. Suite 601-604, who has been causing the fashion world to be the enquirer during the last two weeks), was returning home. She sailed from Paris on the Steamer France on April 1.

The New Strand Phonograph

MUSIC, ART AND UTILITY COMBINED

For the Home Beautiful



This Queen Anne Console \$125

ILLUSTRATION SHOWS PHONOGRAPH WHEN NOT OPEN FOR PLAYING

THE old style Upright Cabinet Phonograph have seen their best days. With people who discriminate—it soon will be a thing of the past. It never did contribute to art or utility in the home and must give way to the modern idea.

THE new style Strand marks the passing of the old style Phonograph. The Queen Anne Console (Paid Model) Phonograph when closed—as shown in the illustration—makes a useful and interesting piece of furniture and gives the artistic touch to the home.

All that science can do for perfection in the Phonograph is expressed in this instrument.

Illustration shows the new Strand Queen Anne Console Phonograph when open for playing.

Made of finest mahogany or walnut in perfect Queen Anne period design, fitted with wax finished record shelves. Height 34 inches. Top 2 1/2 x 36 inches. Equipped with heavy build spring motor, all-wood tone chamber, solid bronce arm and Universal Sound Box which permits playing of all records.



TOURAINÉ MUSIC CO.

45 BOYLSTON ST. : : : BOSTON

(Next door to Edison Music Co.)

SAVES 3 to 10 KIDDIES A DAY

There is an interesting story of one of the Little Building where the day's work is done in terms of starving children. It is the state headquarters of Near East Relief, from which \$200,000 has been sent during the last six months to open new orphanages and bread lines.

As often as \$100 is received, the full support of one child for a year is marked off from the Massachusetts quota. The number of children so rescued runs from three to ten every day, and during the dead of winter reached 75 a week. Several members of the state director's staff are themselves returned relief workers.

OPEN NEW SHOP ON 2nd FLOOR

On her return, Mrs. Bowering stopped off at New York for a few days. There she was the guest of Miss Margaret M. Curry, who has been much written up in the newspapers and magazines as "New York's successful woman breaker."

As a booster! Mention the NEWS when you patronize an advertiser.

Connell & Curry have moved their shop from 1000 New Boston Street down to Shop 4, on the Boylston Street front of the building, between Brooks Brothers' establishment and the main office of the Internal Revenue Department.

The new shop, finished in French gray, with wicker furniture to match, is very attractive.

When You Trade with Your Little Building Neighbor Then He Will Trade with You

LITTLE BUILDING NEWS

Eight Pages

Boston, Mass., May, 1922

Price 5 Cents

L. B. GIRL GOING TO LABRADOR

Will Be Private Secretary to Dr. Grenfell, Explorer

Miss Mary B. Bowditch, youngest of the Bowditch sisters who conduct the Perfect Letter Multiphraph Shop on the seventh floor, will go to Labrador this summer as private secretary to Dr. Wilfred T. Grenfell, the Arctic explorer and head of the famous Labrador Mission.

Miss Bowditch, who is well known in the Little Building, was selected for the position from a list of many candidates. She has been doing secretarial work for Mr. Grenfell, the explorer's wife for some time, attending Boston University at the same time.

She will sail for Labrador with the Grenfell party on June 14, part of the voyage to be made on the Strathcona, the rugged steamer which Lord Strathcona presented to Dr. Grenfell for his work among the deep sea fishermen and natives of Labrador. The Labrador Mission extends along 500 miles of coastline. It includes a string of five hospitals. Dr. Grenfell will twice a week this Summer and Miss Bowditch will be employed in taking his notes and typing them for the publisher.

Those who certainly will not have to worry about the heat this Summer. We expect her to write some articles for the NEWS, telling of her experiences.

SIXTH FLOOR MAN ELECTED BY CLUB

Harry B. Richmond of the sixth floor has been elected president of the Boston Carpet Club, an organization which includes all the large distributors in the carpet trade in this city. It doesn't make much difference what line of activity you name, you will find the leaders of it somewhere in the Little Building.

For YOUR Convenience

TAKE the elevator to the basement for Breakfast, Lunch, Afternoon Tea or Supper.

Waltoff System Incorporated

SUMMER FURS
GREATEST VARIETY
FINEST QUALITY
LOWEST PRICE

Labell
FURRIERS
INC.

ROOM 476
LITTLE BUILDING
Reliable Cold Storage

Now, About Getting Together—



—Drawn for the Little Building News by John G. Bly.

How's anyone going to hold hands with that kiljooy sitting in on the party?

SPEEDIEST TYPIST CONTEST MAY 24th

Entries Already Coming in—Five Dollar Gold-Piece or Five Pound Box of Chocolates Offered as Prize

The date of the "Speediest Typist" contest has been set for May 25. Entries will close on May 23 at 5 p. m. The exact hour of the contest will be announced to the competitors on the latter date, after it has been learned what hour will be most convenient for those who will compete for the honor of being known as the fastest typewriter operator in the Little Building. The winner will have the choice of a five dollar gold piece or a five pound box of chocolates as a prize. Entries already are beginning to come in to the "Speediest Typist" editor at the editorial offices of the NEWS, Room 824.

Much enthusiasm is being manifested among the typists of the Building. The contest will be the first "get-together" affair which the "inhabitants" of the Little Building community have held. That lends added

appeal for those who believe that the neighborhood spirit which the NEWS advocates will be a fine thing for the tenants and workers of this "community under one roof." It is not so much the prize, nor

(Turn to Page 8 Column 3)

To the Women of the Little Building

LET us explain the merits of our "Supple Tread" Last 62 Shoes

CROSSETT SHOE STORE
Arcade Floor, Little Building
78 BOYLSTON STREET

Scientific Treatment of the Scalp and Face

Marie Waver and Shampooing
Scalp Massage & Specialties
Eunice P. Blair The Comfort Shop
ROOM 62 LITTLE BUILDING

EDMUND I. WILSON
OPTOMETRIST
OPTICIAN
ROOMS 328-329
Eyes Examined—Prescriptions Filled

"Go Get It!"

MORE than 1,500,000 trade in the Little Building during the year. How much of this business are you getting? GO GET IT! Advertise in the "NEWS."

Telephone Beach 1556

MAYOR, AD MEN, AND HUB PAPERS LAUD THE NEWS

Little Building's Own Newspaper Is Hailed As Builder of Community Spirit and Better Business

The first issue of the LITTLE BUILDING NEWS brought forth a regular order of bouquets. The NEWS' "hot brothers" in the Boston newspaper field sent some; advertising men, in and outside the building, sent others.

A joint telegram of congratulations, signed by Mayor Curley and Mr. Phelan, agent of the building and manager for the city of the \$5,000,000 White Trust Fund, was received by the publishers. The Mayor and Mr. Phelan were in Ellenville, N. Y., on official business when the first issue came out, but a copy was sent to Mr. Phelan.

Then, there were the many gratifying comments from tenants of the building.

Under the heading, "Little Building Has Own Newspaper," the Boston Transcript said:

"What is believed to be the only office building newspaper in the world has made its appearance in the form of the LITTLE BUILDING NEWS, a house journal that is being issued by the Thawco Advertising Service for the benefit of the tenants of the Little Building. It is an eight-page paper which is filled with stories and sketches of people who are quartered in the building, cartoons, notes and advertisements."

The Christian Science Monitor had this "write-up" under the heading, "Little Building Village Publishes Own Paper."

"Three thousand people flow in the morning to the center of Boston that is a dynamo of industry. Embracing a many different kinds of businesses as a large village, this com-

(Turn to Page 8 Column 2)

TENTH FLOOR AD MAN WEDS

Joseph T. McLaughlin, a member of the staff of the Zain Advertising System, 10th floor, was married to Miss Grace B. O'Brien, a Dorchester school teacher, on Sunday afternoon, May 7. The marriage ceremony was performed at St. Andrew church, Dorchester, by the Rev. Fr. Arcute. The couple were attended by Mr. and Mrs. Walter J. Deiss.

Joe McLaughlin, as he is widely known in Greater Boston, especially in the Roxbury district where he resided, was formerly a reporter for the Boston Post. Later he became a member of its advertising staff, from which position he entered the Zain System in the Little Building.

After a wedding supper at the Hotel Brunswick, Mr. and Mrs. McLaughlin left for an antediluvian honeymoon.

MANN VISITS MILLS

C. E. Mann, sales manager of the Boston office of the Ryal Silk Hosiery Company, Room 618, returned recently from a trip to the mills of the company at Indianapolis.

SHE HAD MILLION FOR DAY

Sixth Floor Modiste Puts Wealth in Suitcase at Vienna

The most expensive place in the world in which to live right now is Lido-Venice. The cheapest—for anyone who has a fair supply of American dollars—is Vienna or Berlin. That is the report which Miss Florence Pastene LaBelle, of LaBelle, Inc., sixth floor neighbor, brings back from her recent tour of Europe's fashion centres.

"I changed a hundred American dollars in Vienna one day and I was a millionaire," she says. "Under the rate of exchange that prevailed at that time, they were giving us 400 krunin for one American dollar. For my \$100 I received a million krunin. I really needed a suit case to carry

(Turn to Page 3 Column 2)

L. B. DOCTORS ARE HONORED

Two of our Little Building tenants were honored when the American Chiropractic Association nominated its officers recently. Dr. A. E. Klinger of the third floor was nominated for vice president and Dr. J. A. White of the fourth floor was named for a place on the board of directors. At the last meeting of the Association, Mr. Stanger read the printed paper under discussion by the Association.

ROBERT P. WALKER

DIAMONDS

PEARL NECKLACES
PLATINUM JEWELRY
ENGAGEMENT RINGS

At Retail

729 Beach 302 Little Building

WOODS TOURS

EUROPEAN AND AMERICAN
GENERAL STEAMSHIP AGENCY

(All Lines Represented)
LITTLE BUILDING
ARCADIE FLOOR
80 BOYLSTON ST. - BOSTON

CLUB TO HOLD ITS ELECTION

Mock Trial Also Will Be Staged by LaSalle Students

The LaSalle University Club of Boston, composed of students of our twelfth floor college who assemble here regularly for their Round Table discussions, will hold its annual meeting at the Twentieth Century Club room on May 19th.

The election of officers will be followed by a mock trial, which will be given by the traffic and law students. The trial will be in the nature of an educational feature. It will be based upon the presentation of a damage suit against a railroad in a cotton transportation case, and will enable the law and traffic students to display their knowledge of, and training in, court procedure.

Besides the trial there will be an entertainment program. Addresses will be made by Byron Narcollis, New England Manager for LaSalle, and P. A. McElroy, executive secretary of the club and a member of the Boston LaSalle executive staff of the University.

President Frank A. Henry of the club will preside. The vice president of this club, by the way, is Michael A. O'Leary, former chairman of the Democratic State Committee.

SUBWAY SHOP HAS NEW MANAGEMENT

The L. & M. Shoe Shop in the subway arcade has changed management. Max M. Hoffman, one of the partners who conducted it under the old name, has bought out his partner and henceforth the store will be known as Hoffman's.

Mr. Hoffman plans to sell out the shoe stock and carry only hosiery, yarns and underwear.

NEW AD MAN

Ralph L. Rogers, business manager of the NEWS, is receiving congratulations on the birth of a son. The young man "takes after" his dad. First thing he did was cry for his little, and when his dad remonstrated, the youth answered: "How come? Don't you know it pays to nurse?"

RICHARD F. LOPEZ & CO.
Packard and Pierce Avar Laminations
and Tonnin Carving
Stands/Opposite Majestic Theatre
PHON. BEACON 993
Office: 228 TREMONT STREET
BOSTON, MASS

THE AUTO SIGN CO. SIGNS

OF EVERY DESCRIPTION
OFFICE LETTERING
SIGN SPECIALTIES
PICTURE FRAMING
21 ELIOT ST., BOSTON
TEL. BEACH 404

Four Sisters Build a Business of Their Own



No Idea Plant
Good ideas, like plants, grow. It was a good idea the Misses Weiner planted two and a half years ago, and blossomed into a thriving business.

—Drawn by H. F. Fuller, Real Silk Hosiery Mills, Room 618.

Over in New York City there's a great skyscraper that stands as a monument to a master merchant's idea of catering to the small needs of the public. On the sixth floor of the Little Building there's a miniature department store which has been built, by four sisters upon much the same principle.

The skyscraper in New York is the Woolworth Building, the headquarters of the great chain of Five and Ten Cent Stores which encompasses the country. The miniature department store on the sixth floor of the Little Building is known as The Handy Shop.

IN BUSINESS HOURS ITS "A," "B," "D," or "E"

When you have been in The Handy Shop, have you ever noticed how the Misses Weiner addressed their old friend? Have you heard one of them call another "A," "B," "D," or "E"? It is an odd thing, but it is true.

These four sisters come within one letter of beginning with the first four letters of the alphabet. There is a member of the Weiner family whose first name begins with "C" but "C" doesn't happen to be a sister. Some time ago the four sisters adopted the custom of addressing each other by the initials of their first names during business hours. That is, if you hear them speak to each other as "A," "B," "D," or "E."

Perhaps that was largely because the Misses Weiner didn't shop in a success. Perhaps that was largely because the Misses Weiner didn't shop in a success. Perhaps that was largely because the Misses Weiner didn't shop in a success. Perhaps that was largely because the Misses Weiner didn't shop in a success.

The greating card business grew, and then another idea came to these four enterprising sisters. They were observant. They found that folks would come in and see for other things besides greating cards—little things that they did not like to take time to run out of the building for. So they started to enlarge the scope of their greating card business. They kept a "wall list." Whenever anyone came in and asked for some little arti-

cle or other, they put that article down on the call list. If a second call for that same article came within a reasonable time, then they put it in stock.

It was not long before the range of merchandise carried in The Handy Shop was about as varied as is to be found in a department store. The four partners themselves were surprised to learn, for example, how many different sizes of bread there are, but the second call for a certain size or kind caused them to put it in stock. It was like that with other things.

Before long The Handy Shop was a miniature department store, and the four partners found it necessary to enlarge their space. They adopted an adjoining room and sold their sundrywares department store occupies rooms six and seven.

They never had departed from their determination to confine their greating to smallwares, but they have changed their slogan. It is in the new slogan tall, in a nutshell, the story of the success of this novel business venture. Originally the slogan of The Handy

Shop was, "To fill the 'Little' needs." The new slogan is "To fill the 'Little' needs." Neighbors in the Building know full well how true this new slogan is.

Box Weighs 12 Lbs. Still You Cannot 'Lift' It

The "Lone Wolf" would have been caught long before he was if he had tried any of his burglary stunts in the Little Building and attempted to get away with one of the new steel "Can't Steal" boxes with which most of the offices are being equipped.

The box weighs only 12 pounds, but you can't "lift" it. You cannot move it over a fraction of an inch—without setting off an alarm that can be heard a couple of city blocks, and that will ring for four or five hours.

Your valuables do not have to be inside the box even. Suppose you want to carry a safe, a jewelry box, your car coat, for example. All you would have to do would be to lock the box on the outside. Nobody could get the coat out from under the box without setting off the alarm.

The box is a safe, a cash box, a jewelry box, a safety deposit box, a burglar alarm and burglar insurance all in one. Some business firms have had a small coat in the box cover, through which they change and buy or stuff out from under the box without setting off the alarm.

Every box is registered with the police and the fire department, and where its owner is located. There are only two keys and the police are notified who are the rightful holders of these keys. There is no master key, and no "defect" picking. There is no way to shut off the alarm once it is set off, except by opening the box.

The New England sales agency for the device has been taken by one of our Little Building neighbors, the Big Four Sales Corporation, Room 1001. The officers of the corporation are President, M. S. Frost; vice-president, I. A. Gardner; secretary, William H. Brown; treasurer, R. P. Rose.

TRAFFIC OFFICER, HURT, OUT AGAIN

Robert S. McLeod, one of our Little Building corner traffic officers, who was struck by an automobile and severely injured recently, is back on the job again.

Fire engines were answering an alarm and McLeod was on his feet for the speeding apparatus when a pleasure car, which could not be stopped in time, struck him and threw him to the ground.

At first it was feared that one of his legs had been broken but he escaped with severe bruises and a bad shaking up.

DROGGED 60 FEET, CHECKS RUNAWAY

Several pedestrians along Boylston Street escaped serious injury this morning through the valor and skill of Fred F. Conannon, one of our Little Building corner traffic officers. When a horse attached to a Park Square car, backed into the Park Street through a jam of traffic, Conannon stepped in to help. He held the horse and was dragged 60 feet before the animal was brought to a stop. The runaway crashed into an automobile and Conannon was thrown.



There were no prizes for the prettiest cyclist in the Boston American's recent bicycle run. That is the only reason Gertrude Hinchliffe did not win a prize. We'll say that must have been hard-hearted judges not to recognize this chic Little Building neighbor of ours.

CONDUCTS BIG BICYCLE RUN

The Boston American's third annual bicycle run, in which over 2300 cyclists from all over New England participated, was arranged and conducted from the Little Building.

Twenty-five thousand persons witnessed the tournament at Framingham which was the crowning event of the run. Mayor Curley reviewed the parade and awarded the prizes. Cycles of ancient vintage, including the old-fashioned "high ones", and the latest make of motorcycles appeared in the procession.

John W. English, one of our Little Building neighbors, conducted the arrangements for the event. Mr. English and Miss Gertrude Hinchliffe of his office participated in the run.

Does it pay to advertise? It does if you have the right goods at the right price and use the right newspaper to tell the people "your business story." If your goods are of quality and the prices right, just call in the Advertising Manager of the "NEWS." He will tell you how you can secure new customers in the Little Building at a price that you will be glad to pay.

DIAMONDS PEARLS AND PRECIOUS STONES

Jewelry in Exclusive Designs
EXPERT APPRAISING
WATCH AND JEWELRY REPAIRING

Trade with me and save money

CHARLES E. DUBOIS
Formerly Designer and Manager
Bigelow, Kenward's Diamond Dept.
ROOM 402
LITTLE BUILDING

Louise M. Bowering, D. S. C.
Manicure, Pedicure and Chirophy
60 Boylston St., Boston, Mass.
LITTLE BUILDING
Telephone Beach 750 Room 512

JOHN A. THOMAS
OPTOMETRIST and OPTICIAN
440 LITTLE BUILDING
80 Boylston St., Boston
TELEPHONE BEACH 1689

WHEN YOU THINK OF PLACING AN ORDER FOR STATIONERY, ENGRAVING, PRINTING or OFFICE SUPPLIES THINK OF

Canon
SOLE CANON COMPANY of Boston
Tel. Beech 107
The Store-Build Stationers
No. 5 Subway Store-Little Building

DANIEL PRATT'S SON
With P. E. Pratt
HIGH GRADE CLOCKS AND REPAIRING
ROOM 304 LITTLE BUILDING

Mary's SHOP
157-57 LITTLE BUILDING
Tel. Beach 7211

THE LITTLE BUILDING NEWS

VOL. 1 No. 2, May, 1922

Published once a month by the Trade-With-Your-Neighbor Movement for the Little Building Community Editorial and Business Office, Room 914.

Harold A. Carlson, Publisher; James C. Hanson, Editor; Robert C. Rogers, Business Manager; H. J. Stearns, Circulation Manager; J. H. Hanson, Advertising Manager.

Then He Will Trade With You!

The burden of our editorial song this month may be expressed about like this: "Success will attend the Trade-With-Your-Little-Building-Neighbor movement just as quickly and in exactly the same measure, as all abundance what it commonly called Alphonse and Gaston politeness."

Everybody in the Building exclaimed, "That's a mighty fine idea which they read in the first issue of the NEWS the slogan, 'Trade with your Little Building neighbor as you would have him trade with you.'"

Everybody saw that if the idea were carried out, the volume of everybody's business would increase very appreciably. There was no gaining the prediction that the movement would make prosperity in the business community under one roof."

The point which the NEWS makes this month is this: "When you trade with your Little Building neighbor he will trade with you. In other words, if you wait for your Little Building neighbor to come and trade with you, he probably will be sitting down waiting for you to come and trade with him."

You will agree that this is no way to get together. Nor is the "after you, Gaston," spirit conducive to the upbuilding of business.

Now, the NEWS does not mean to criticize so much as to suggest. Its only desire is to awaken everybody in the Building to the fact that the quicker we all start the Trade-With-Your-Neighbor movement, the quicker we all shall derive its benefits.

We know that there has been a lot more trading with each other this last month. Our advertisers have told us about instances after instance of it. What the NEWS is striving to bring about is the full benefits of this idea. Let's all share in the benefits. The only way to do that is for all to share in the responsibility of "putting it over."

A representative of the NKWS was in a Little Building office the other day when the tenant there asked: "Has there a concern that does electrical wiring somewhere on Tremont street?" "Yes, but why don't you patronize one of your Little Building neighbors?" suggested the NEWS representative. "I did know there was an electrical wiring concern in the Building," was the reply.

The Classified Directory on the

BEATEA & BARON Manicure, Manicuring, Facial Massage, Soap Treatment, etc. 701-703 Little Building, Room 918. Tel. Dewey 6713-W.

E. M. Elliott GOWNS MADE TO ORDER Suit 701-703 Little Building, Boston Telephone Deane 3785

Little Building Celebrities



Advertisement for Bruce Barton's 'Common Sense Edition' magazine. The ad features a cartoon of a man in a suit and a sign that says 'ADVERTISING COPY'. Text includes: 'Did you know that the Barton, Barton, Durstine & Osborne, on the 8th floor is Bruce Barton, the author of many inspirations...'

Did you know that the Barton, Barton, Durstine & Osborne, on the 8th floor is Bruce Barton, the author of many inspirations... This advertisement is for a magazine called 'Common Sense Edition' which is described as a 'novel' and 'magazine article'.

Furrier Lisker off to Europe

Harry Lisker, the furrier, of Suite 112-23-34, sailed May 3 on the S. S. Hury for a two month's trip to Europe. Following the 'Trade with your Little Building neighbor spirit,' the Woods Travel Bureau arranged for the passenger.

SEEKS DISCARDED WINTER CLOTHING

The Near East Relief, on the top floor of the Little Building, began on Monday, May 15, a state-wide drive to acquire 200,000 pounds of discarded winter clothing and shoes for immediate use in the relief stations in Armenia and Asia Minor.

FILMS One Day Service THE MANDY SHOP 701-703 Little Building, Boston

DR. F. C. SEAMAN SURGEON CHIROPRIST Room 400 Little Bldg BOSTON

HAIR ON THE FACE

WANTS AND MOLES easily and permanently removed. Free trial made. No pain. No redness. No irritation. No expense. Satisfying results guaranteed.

RENA M. BLOOD, 80 Boylston St. Tel. Dewey 5763-W. Room 588

MISS ELLEN DONELAN

English teacher and pianist. French Club Pack. BEAUTY CULTURE TAUGHT Room 720 Phone Dewey 4386-R LITTLE BUILDING

Expert Watch Repair Service

RENFREW Jeweler and Watchmaker Room 725 Gold and Platinum Watchmaker

Ever think how important a part in the Little Building Community is played by its "lifts"? Somehow we like to call them, elevators, electric elevators, lifts, or whatever they are called. Perhaps that's best. You suggest that the service they perform. Many a lift they give us in the course of a busy day's work. While we are so busy that we take them as a matter of course.

How many of us realize, for example, that we are having a free ride in a thousand-dollar car every time we go up or down in a Little Building lift? Each of those eight great electric cars cost close to a thousand dollars. If somebody invited us to take a ride in a thousand-dollar, bronze automobile, we would consider it worthy of comment. Maybe we can get a new thrill out of our daily trips in the lifts now.

There are a lot of interesting things about those lifts. Do you know how long it would take one of them to cover the distance from the top floor to the street floor, for instance? A Little Building lift can make the trip in less than 20 seconds and stop at some of the floors at that. In fact, each lift has a possible speed of 500 feet per minute, although they never are run faster than the legal speed limit of 480 feet per minute.

The element of speed is an important one to tenants and their customers and clients. If we ever had had all of our old-fashioned type of elevators in the Little Building, we would appreciate the speed with which our big battery of electrically-driven lifts handle the 3000-odd persons who have to be transported without delay on their morning, the rush hours, morning, noon and night.

How many persons in each lift pass your door? Tackle is the peck load.

"Why is it that sometimes when I push the down button the red light shows at a door at one end of the battery of lifts while the first car to stop at my floor may be up at the other end?" Probably you have asked this question yourself. The explanation is this: When you push the down button, the signal goes to a sign for all cars which may be above your floor at the time. This signal is set two floors above the one you are on to get the operator time to set the signal. Perhaps you have also seen a signal to stop at the floor above your signal. This is the case while the red light shows on your floor, the next car behind it goes to your floor first while the one in front makes the stop at the floor above.

When a car goes by a floor where a signal is set, it knocks off the signals to stop at that floor for all the other lifts in the battery. In fact, it sometimes the operator's car is 'off' and he has to run express past the floor where signals are set. In that case he presses a button in his car floor first while the cars behind him to the stops he cannot make. That is, when he presses this button, his car does not knock off the signals on the floor he passes, and the cars following his pick them up. Sometimes, the other cars do not knock off the signals on the floor he passes, and are past the signals when he presses the button. That is why,

one in awhile, two or three cars may be on the lift. The Little Building Community is played by its "lifts"? Somehow we like to call them, elevators, electric elevators, lifts, or whatever they are called. Perhaps that's best. You suggest that the service they perform. Many a lift they give us in the course of a busy day's work. While we are so busy that we take them as a matter of course.

"Why didn't you stop at the fifth floor?" demanded a woman when you were in the lift operators, as the car soared past the stop she wanted. "I didn't see you call the fifth floor, madam," he answered courteously. "Call it," she retorted, "why I wanted the starter floor I wanted before I ever got into the car all right!" (No, she was not a regular tenant of the building.)

"The best way to make sure of a stop at the floor you want when you're in the lift," says Superintendent White, "is for everyone in the car to call their floors in a clear, distinct voice right at the time the operator says 'Please stand on the shafts the floor and starts the car up or down. Often a person will not call his or her floor until the lift has reached it. The operator then does not have time to stop his car until after he has run past."

One thing which takes the joy out of life for our lift operators is the women who, accustomed to the elevators in department stores which stop at every floor without signal or call, ride blissfully up or down past their stop without ever calling out the floor they want. (Of course, they are not regular tenants, either.)

Perhaps the most common mistake folks make in using the lifts happens when they desire to ride to the subway and get on cars which do not go to the basement. There are two regular basements on the 2nd and 3rd. On every floor, they are designated plainly. On the signal light globe above the car doors appears the word "Basement" in good-sized letters, but someone's lot of people who want to go to the basement will get aboard the other cars. Of course, they can ride to the ground floor on any car and then walk down the stairs to the basement, but it will save them the trouble of going to the car and taking a basement car up on their own floor.

And now this "colony" wouldn't be complete unless we introduced the men who run the lifts. Of course, all of us are acquainted with them, but few probably know their names. Shiko Lang, then, with William Boland who operates Lift No. 2, George Murphy who operates Lift No. 3.

Fred Davis who operates Lift No. 4 John McLaughlin who operates Lift No. 5 and is assistant superintendent.

Ed De Rocher who operates Lift No. 6 Walter Hegar who operates Lift No. 7

And relief operators James Lanigan, Dan O'Brien and Ed Andrews.

SAMPLE SHOES COATS-SUITES-DRESSES Also a New Little Building STORE MARY F. SHEA Room 128 Little Bldg. Tel. Dewey 2149-J

LET US PRINT YOUR LETTERHEADS AND FORMS Special on 100,000 Letters PRINTING DIVISION PUBLICITY SERVICE BUREAU 622-23 LITTLE BUILDING BRANCH 10

Expert Watch Repair Service RENFREW Jeweler and Watchmaker Room 725 Gold and Platinum Watchmaker



LITTLE BUILDING DIRECTORY

Table listing various businesses and their addresses, organized by letter (A through Z). Includes entries like 'A. A. Malphighia Co.', 'Adams Express Co.', 'Adams & Co.', etc.

Frank Brothers
Fifth Avenue Boot Shop
At 40th Street
New York
For Men, Women and Children
The finest footwear is the most economical
Honesty of quality and fashion

BOSTON Little Building, Suite 1120
ESTABLISHED 1910
Frank Brothers
CLOTHING
Gauchoes Furishing Goods
MADE IN AFRICA OR FOURTH STREET NEW YORK
BOSTON LITTLE BUILDING SECOND FLOOR
Everything for Men's and Boys' Wear
Clothing, Furnishings, Hats, Shoes
Trunks, Leather Goods, Luggage

For Your Convenience
Deposits go on
Interest on
Over the 15th
day of each month
Van Hise, F. I. Company, Inc. 531
Vaughan-Carter, Inc. 510

Widely Savings
Bank
52 Boylston Street, Boston
(New to the Towns)
Widely Savings Bank
52 Boylston Street, Boston
New to the Towns

NEW JOB FOR HUNT
Tenth-Floor Neighbor is Now Sales Manager in the East
Arthur A. Hunt, of the 10th floor, for some time manager of the Boston office of the Kleberlin Linen Bag Company, has been named general sales manager of the company.
In his new position, Mr. Hunt will direct sales in New York, Pennsylvania, Ohio, Iowa, West Virginia, New England and practically all of the South Atlantic States.
He returned from a Southern trip recently.

EFFICIENCY TEST
FOR OFFICE HELP
1. What is a typist? What is a duty?
2. How many minutes in a lunch-hour?
3. What is the best method of getting a raise out of the boss's A?
4. An office boy has approximately 1000 customers. How many league football games are there a season?
5. Two stenographers have one true dime apiece. If the boss keeps them after hours, how many times will the telephone ring?
6. If it takes an executive three-quarters of an hour to dictate one letter, how long will it take a staff stenographer to produce the same number in the latter's room, commencing at half-past four?
7. (a) "What is in conference" mean? (b) "Busy on another wire" mean?
8. How many times is the photograph of the big boss taken? When does it disappear?
9. The little hand of the clock points at five and the big hand at ten. Where are the office hands?
10. How many times the following sentence: "I worked like a fool yesterday" - Life.

TO RAISE SCHOOL
AGE LIMIT TO 16
A bill to raise the age limit at which children may leave school and enter industry has been introduced in the Legislature by two organizations which are friends of the Little Building - the League of Women Voters and the Woman's Trade Union League.
The proposed legislation would make it compulsory for parents to keep their children in school and out of industry until they were 16 years of age.

SHE DIDN'T
"Hubbard" and the professor's wife separately.
"Ye, my dear?"
"Who is the Violet Ray you are always talking about?" - Louisville Courier-Journal.

MODERN TULIP SUPPLY CO.
Dentists, Dentists, Menstruals, and
Office Tools and Cabinet Outlets
40 BRISTOL ST. Tel. Dewey 3453-N

BENNY'S
SHOE LITTLE BLDG.
SHINE Shoe Repairing, Dressing, Polishing, Resoling, etc.
New Stand
ROOM 1, BASEMENT
Georgy Hornwood
Herwood & Colburn
SHOES AT RETAIL
Little Building Room 405
Tel. BOSTON 54617

Kathryn's Beauty Shoppe
French City Soap Specialty
HAIR CUTTING and DRESSING
MARCEL WAHRO
SUITE 926 LITTLE BUILDING
Tel. Dewey 56137

Comfort, Style and Durability may be obtained by wearing the
NU BONE CORSETS
Comfort in a Specialty
Office Tools and Cabinet Outlets
40 BRISTOL ST. Tel. Dewey 3453-N

"BOSTON-BILT DESKS"

Everybody knows that the "Bilt" Desk (or Boston desk) was the standard office equipment...

"700 LITTLE DERBY DESKS"

Are without question the best that can be obtained for the price. They are built by "Derby" men...

Table with 2 columns: Item (Quartered Oak Sanitary Desks, etc.) and Price (\$95, \$105, etc.)



CORNER HIGH AND PEARL STS. Phone Congress 342

Writing a Book a Year Just a Side Line for Her

Eighth Floor Professional Woman Is Author of a Dozen or So - Says Women in Business Must Play, Too

The disputatious person had expressed doubt over the statement that practically every business and profession was represented in the Little Building's tenants.

"Name a single profession in which it has not at least one distinguished representative," challenged the editor of the NEWS.

"Well, who is there in the building that writes books?" demanded the doubter. And right off the bat the editor answered: "Mary Caroline Crawford!"

She not only writes books but she writes a book a year. She has used to until quite recently, when her duties as director of her school's Publicity Bureau grew to such proportions.

Mr. Peterson was urged to accept the honor of chairman of the Board, but he declined on the grounds that his other duties required too much of his time to allow him to perform the extra work which the chairmanship demanded.

His associate in the Forbes Lithograph office, however, has given him the name of "Mayor" Peterson.

Miss Marion M. McParland, who has been private secretary to the chief office deputy in the Internal Revenue department since 1919 recently on leave of absence to become secretary to the proprietor of a chain of big summer hotels for the summer. She will be stationed at the Fairport Hotel, Rye Beach.

When the book was published, a copy was sent him and he wrote her a very complimentary letter on it.

Although she is one of the busiest women on the Little Building, Miss Crawford finds time for her favorite outdoor sport, which is canoeing.

Miss Crawford is a graduate of Radcliffe and of the School for Social Work at Simmons. The field of social service publicity in which she is at present engaged is one which she deems herself.

The real business of this office, however, is to give you the information you have been reading lately in the Boston Herald concerning the Boston North End Mission and its Home for Children at Forest Hills.

DR. A. F. STAEGER (Swiss) Chiropodist and Foot Specialist

Little Building, Boston, Mass. 1001 Park St. Occupants of Little Bldg. 1001-1015 Tel. Beika 9198

OFFICIAL OF THE TOWN

Twelfth Floor Man Given Town's Greatest Plurality

E. H. Peterson, a member of the sales staff of the Forbes Lithograph Company, with offices on the 12th floor, was re-elected a member of the Board of Selectmen for the town of Wakefield recently.

Mr. Peterson was urged to accept the honor of chairman of the Board, but he declined on the grounds that his other duties required too much of his time to allow him to perform the extra work which the chairmanship demanded.

His associate in the Forbes Lithograph office, however, has given him the name of "Mayor" Peterson.

Gifts for Girl in R. Service

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Dave Is Office Boy with Only Two Grandmas ONE SIGN OF GOOD BUSINESS

You Can See It All Along Viaduct of L. B. Subway

Is rainy weather good for your business? When Junior Phlavis hunched down his torrent of four inches of rainfall, to be exact) recently, did you take the day off and say "Nothing doing in this weather?" Not if the features of your particular business were announced to the majority of "the three thousand" who used the Little Building "viaduct" leading to the subway.

No, it wasn't necessary to stand outside the subway stop office to announce your location and the individuality of your wares, or the streams of people coming and going from and to the subway train. The "silent salesman" standing guard all day on the walls of the subway corridor, called a halt to carrying thoughts and eyes of Little Building and other guiding subway users as they hurried to their trains. They commanded attention.

It is not only on those raincoat, overhaze days that the ABCDEF advertising spaces, those "silent salesmen" command the attention of workers in the Little Building, but it is there on every rainy or fine, attention. Every day that hundreds of people use that passageway, and only one of them is in Boston, by the way) and they are not always Little Building tenants, either.

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THE WOOL SHOP 429 LITTLE BUILDING HAND KNIT WEATHERS, BABY JACKETS, BLANKETS AND OTHER NOVELTY WORSTEDS AND YARNS. MUSEL IN BIGGESTONE.

Triple Action! ACTION is the final, all-inclusive last step in the organization of a sale. If you want to get action into your advertising copy, try John Gibbons Bliss.

JOHN GIBSON BLISS Commercial Copywriter Room 733 Little Building

If you need a WASHING MACHINE or any other electrical appliance Drop in at Room 457 Burleigh, Morrison & Gowing

ELIZABETH GILLIS MILLINERY 318 KENT AND HAND MADE HATBARRER ROOM 418, LITTLE BUILDING Telephone Beak 4118

Smalley Concert Bureau 440 Little Bldg. Tel. Beak 510

F. P. PHOTOPHYSICIAN 1001 Park St. Occupants of Little Bldg. 1001-1015 Tel. Beika 9198

DR. A. F. STAEGER (Swiss) Chiropodist and Foot Specialist

MISS ELLEN DONELAN Enchanted Archery Hot Oil Shampoo

Dr. Geo. W. Jennings Chiropodist Room 519 Little Building

Real Silk Hosiery Mills Indianapolis, Ind. Boston Office, 648 Little Building

LITTLE BUILDING DIRECTORY

Table listing various professions and services such as Accountants, Advertising Agencies, Architects, Electricians, Plumbers, etc., with their names and addresses.

FURS - Remaking and Rebuilding of Fur Garments, also the Latest Styles... Cold Storage for Furs 2 of your valuation

H. Lisker & Co. FURRIERS - Manufacturing Furriers... 111 BUILDING, Rooms 1125-514

TRUST ESTATES - Estate of Mrs. J. H. ... VACUUM CLEANERS - Vacuum Cleaners, Inc.

LEAGUE ENTERTAINS EDWARDS AT PARTY - The Boston Women's Trade Union League, which has offices on the sixth floor...

NEW NEIGHBORS - The New England Lawyers' Association, a new group into Room 2510...

Get Your Copy! - Everyone in the Little Building is entitled to a FREE COPY of the NEWS...

"Five Facts are Worth a Hundred Hunches" - "I think" is what makes advertising COST MONEY...

Remember this the next time you wish to advertise in the newspapers, live sales letters, booklets, house organs, art work or printing prepared.

THURLOW ADVERTISING SERVICE - MEMBERS OF PROGRESSIVE PUBLICITY 823-24-25 Little Building Telephone Booth 1556

Direct or from your Dealer... American Dental Mfg. Co. 716 LITTLE BUILDING, Boston

107 Discount on "OLD TOWN" - Guaranteed Carbon Paper and Ribbon... STERN-KERIT SERVICE

BRANN Allinier Special discount to the occupants of Little Building ROOM 956 Tel. Downey 554-M

THURLOW ADVERTISING SERVICE - MEMBERS OF PROGRESSIVE PUBLICITY 823-24-25 Little Building Telephone Booth 1556

GRLS IN BUILDING TO MEET

Plan to Organize Athletic Association here on May 23

By IRVING COWLEY

Girls and women of the Little Building—keep free the hour of 5 P. M. on Tuesday, May 23! At that hour there will be an open meeting in Room 355—the big Committee Room on the first floor—for the purpose of discussing the formation of a Little Building Athletic Association composed of women in the building.

Every girl is interested in some form of outdoor exercise—whether it is baseball, canoeing, basketball, skating, swimming, tennis or hiking. This meeting is for the purpose of discussing the plan of doing these things in a better—getting to know the girls next door, the girl in the office above and in the office below. This meeting will be open to talk and outline to be held at various times during the summer. "We must know each other before the Fall and Winter sports begin when we shall come out for some well practiced athletic sports team and—well, there's no limit to what we can do, once we get acquainted," says one enthusiastic supporter of the movement.

Miss Molly Malloy, who organized the All-Boston League, composed of girls who are interested in athletics, is one of the promoters of the plan. The All-Boston League is composed of women now in the business world, who formerly participated in school or college. Its principal accomplishment this year was the formation of several hockey teams in and about Boston.

Miss Malloy is a member of the "Purple Perils," one of the league hockey teams. After her daily work in the Little Building, she goes to her room in Room 816, she has fun and exercise in this form of outdoor sport. In the Little Building, who are interested in hockey will find one partner to plan with those about an R. team. That would be a great many for one of our teams—basketball, tennis or hockey, would be.

No other building of such diverse interests as those of the Little Building teams have formed a club of this kind. Just as this is the first building to publish its own newspaper, so the girls will vote "yes." It probably will be the first building whose women and girl workers will have organized an athletic organization.

The NEWS is heartily in favor of the plan.

Let's all attend the meeting on May 23rd to give and receive suggestions and outline the principles of the association.

Many may know only three people in the building, but if you have ideas on the general subject of girls' athletics, write them. You may have a great many valuable as anybody else's.

If you strongly disapprove of the plan, come out and state your views, show you how all three benefit a girl, make for a good time and multiply it.

Anyway, we'll see you on the 23rd at Little Building Athletic Convention.

"I was surprised to learn how many people in the Little Building didn't know that I was in business here," said one woman who advertised in the NEWS last month. How many people in the building know YOU are here? Remember, new faces may be seen in the corridors every day. ADVERTISE in the "NEWS" and you reach them ALL.



Here are the "Purple Perils," one of the girls' hockey teams of the All-Boston league which our Little Building neighbor, Miss Molly Malloy of the eighth floor, organized. That is Miss Malloy in the front row, third from the left. She is manager of the "Purple Perils" and plays "wing" on the team besides. The League was organized for the purpose of giving girls who work in offices and shops a new form of outdoor fun and exercise. Miss Malloy hopes to have a team of Little Building girls in the league when it starts its next schedule.

Mayor, Ad Men and Hub Papers Laud the News

WESTERN UNION TELEGRAM

REGISTERED AT LITTLE BUILDING, BOSTON, MASS. SECOND CLASS PERMIT NO. 105-107
MAY 22 1922

CLEVELAND NY 10664 MAY 17 1922
HY 65

375 LITTLE BUILDING BOSTON MASS

NEARLY CONGRATULATIONS ON YOUR FIRST ISSUE OF YOUR PAPER HAS
CONSIDERABLE UNDERSTANDING UNIQUE ENTERTAINING EXECUTIVE BEST WISDOM

JAMES G. CORLEY
GEORGE E. DANON

(Continued from Page One) munity copies less than half a block around office, known as the Little Building. As a final note of completeness, the "village" now has its own newspaper, said to be the first of its kind in the United States, if not in the world.

"THE LITTLE BUILDING NEWS circulates throughout the giant office structure, carrying information of benefit to the army of workers. There are eight pages of news designed to help the people who spend a large part of their waking time together to feel a neighborhood interest in one another."

"A contest to determine who is the typist with the greatest speed will be one of the earliest events of the neighborhood."

"Persons' items concerning the men and women engaged in the great variety of occupations in the Little Building, brief histories of the businesses there, interesting statistics of the work that is accomplished daily, cartoons, advertisements and editorial of interest to business people, may be found in the enterprising Little paper."

"McPhillips, advertising manager of Senneke & Cobb Co., 140 Essex street, writes the publisher, 'I like the NEWS as the biggest list proposition ever built. It is a great idea. Good luck to you.'"

"I think your latest effort in the newspaper field is all right," writes J. A. Dunn, city editor of the Boston Post.

"It is a good paper," writes W. A. May, who follows following publication. And here another bouquet, from J. S. O'Brien, manager of the Western Union Telegraph office in the Little Building.

"I congratulate you upon having conceived the idea of establishing THE LITTLE BUILDING NEWS. I find it very much interesting and closely and I find it unusually well-constructed and interesting. I am sure your publication will have a very big future and better business."

George E. Danon, treasurer of the office, came this comment: "The writer who very much interested me in the copy of the LITTLE BUILDING NEWS and wishes to compliment you on its general appearance. I would like to see it and it is a good field for

Mousetraps and--- Advertising

I wasn't so many, many years ago that the business world right out on three lusty cheers for the fellow who "jumped first at a meeting" and said that if a man could build a better mouse trap than his neighbor, though he locate his home in the woods, the world would beat a path to his door.

Ring up the curtain today. Give that same fellow the center of the stage and let him "pull" that one about the mouse trap and the beaten path. Will cheers follow his final words? Not if his audience is composed of business men and women who have not yet forgotten that 1921 rewarded only those who went out "fighting" for business.

NOW to analogically treat that mouse trap story so that it will be of interest and help to those now in business in the Little Building, is the purpose of this article.

Admitting that you have a good "mouse trap" are you waiting for the world to beat a path to YOUR door? How many of these people GO BY instead of COME BUY at your place of business? Then add to this number the dozens of thousands of people who work or do business in the Little Building. Are you still sure that you are not waiting for the world to beat a path to your door?

The Little Building NEWS is published to enable you to

"tell the world in which you do business that you have the right goods at the right price and that you can serve the needs of those whose daily lives bring them into the Little Building."

The advertising rates of the "NEWS" have been purposely made low so that everyone can afford to advertise. In fact, in no other way can one tell the story of his or her business to ALL the people who work in or pass the routes being advertised. In fact, in no other way can one tell the story of your business to the Little Building world except less than the mailing of an ordinary Government Post Card.

The Little Building NEWS advertising columns are good. THE LITTLE BUILDING WORLD will "COME BUY" and not "GO BY."

Boy, Fetch the Ketchup up! Sure!

"Boy, will you bring me the ketchup, please?" The little, old, near-sighted lady who lives in a grand, high-pitched voice. She was seated at a table down in the Little Building Waldorf restaurant. She thought she was having one of the restaurant bus boys. Her dim vision showed her a man in a white coat passing her table, she wanted the ketchup, so she hailed him: "Boy, bring me the ketchup, please."

"Certainly, ma'am" came the answer, and in due time the ketchup was fetched. But the little old lady could not understand why several other diners in the vicinity laughed at the white-coated man and why.

The fact was that the man who fetched the ketchup was Dr. P. J. Walsh, dentist of the third floor, who had run down for a hasty lunch with- before a white coat. The restaurant owner, who had the non-sighted woman could not allow. Anyway the doctor was good enough to stop and fetch the ketchup, too.

MISS DE LANDERS MARRIES OFFICER

The marriage of Miss DeLanders, clerk on the toilet goods counter in the Little Building Liegett drugstore, to Cecil V. Crig occurred on Sunday, April 20. The bridegroom is a Boston traffic officer, stationed in Adams street.

The couple spent their honeymoon in the North York. Upon their return, Mrs. Crig occupies her position in the store.

Her associates in the store presented her with a chest of silver as a wedding gift.

When you want business in the Little Building ADVERTISE in the "NEWS." Don't forget that it is the only way you can reach all of the people in the building in the Big City way. For instance, it is the "only" way you have to tell "your story" to the hundreds that are employed in the internal Revenue Office. Be sure you always prominently appears in the next issue!

ROTARY CLUB MOVES

The Boston Rotary Club, a twelfth floor tenant, is moving this month from Room 1253 to new headquarters in the Big City way.

LABELLE & GITLIN
Rooms 601-604

READY TO WEAR
GOWNS, SUITS AND WRAPS
MODERATELY PRICED

The Misses Tucker
Dressmaking

(Formerly with Frazier Method)

Room 1054, Little Building, Boston
Telephone Beach 3391

Back Bay Typewriter Exchange

1101 Boylston Street
PHONE: BUCK 814

All Makes Bought, Sold, Rented, Repaired,
and Parts for Sale

Corsets Portable and Shipman-Ward Underwears

Have You Commenced to Trade with Your Little Building Neighbor Yet?

LITTLE BUILDING NEWS

Eight Pages

Boston, Mass., June, 1922

Price 5 Cents

DONATES INDOOR GOLF MACHINE

T. W. Byrne of Room 710 is the first contributor of athletic equipment of the new Little Building Girls' Athletic Association. Immediately upon learning that the Association had been organized, Mr. Byrne sent word that he would be glad to donate one of his indoor golf machines. The girls accepted with "many thanks."

The golf machine is "played" with a regular golf ball (fethered) and a regular golf club. It has an indicator which registers the number of feet the ball would travel if it were not tethered.

It is fine for beginners, and for players who do not get out on the links every day, to practise form and stroke. Already the members of the Little Building Girls' Athletic Association are showing great interest in the idea of "taking up golf" as soon as a place is found where the machine can be used.

WILL SAIL ON BIGGEST SHIP

Alden T. Mann, Jr., European representative of the Walter H. Woods Co., Travel Bureau, Street Floor Lobby neighbors, sails for Europe again on June 17. He has taken passage on the Majestic, the largest ship afloat, which will be making its second voyage across the ocean.

This is the biggest season for tourists in the company ever, he has had and Mr. Mann expects to be abroad through September and possibly October. He has taken passage on the Majestic, the largest ship afloat, which will be making its second voyage across the ocean.

GIRLS OF BUILDING PLAN HIKE JUNE 17

First Sports Event of Newly-Formed Little Building Girls' Athletic Association—Byrne Donates "Golf Machine"

Hike! June 17th! Little Building Girls' Athletic Association! Those are the words in the minds of many of the girls and women in the Little Building since the meeting held in Room 355 on May 23 to discuss the formation of the Association.

At that meeting, suggestions were just poured from all sides, flooding the conference room, and the girls did not get "out from under" until Molly Molloy's hand became cramped from writing them down.

At that meeting, suggestions were just poured from all sides, flooding the conference room, and the girls did not get "out from under" until Molly Molloy's hand became cramped from writing them down.



Ellen Olsen, Eighth floor hairdresser and one of the members of the newly-organized Little Building Girls Athletic Association, was the first to try the indoor golf machine which T. W. Byrne of the Seventh floor presented to the Association. In the upper picture, Miss Olsen is "addressing" the ball. The lower picture shows Mr. Byrne showing Miss Olsen, the proper form for "driving off." The ball is tethered and spins around the rod, registering the exact yardage that would be made were the ball free.



Everybody is attracted by the natty new Summer uniforms of our Little Building traffic officers. The picture shows Robert S. McLeod, one of the quartette, all dressed up and ready to say "Go!"

MISS HILL TO GO TO CHINA

Miss Dorothy M. Hill, who once worked with C. K. Seymour of the C. K. Seymour Corp., Room 948, sails for Peking, China, on August 19, as secretary to Sidney Gamble. Mr. Gamble is connected with the Princeton unit of the Y. M. C. A. and is at present spending the summer with his brother after several years in the Orient.

Miss Hill is a student at Boston University, where for three years she has entered into almost every organization of the College of Secretarial Science, taken courses at the College of Liberal Arts and managed to come off with ace-high marks in everything. Her most recent achievement has been the editing of the Junior year book, the "Sivada."

At present she is busy securing passports, submitting to inoculations (and least important, of course) buying clothes! She says she is haunting Chinese laundries and learning to chatter like a daughter of the land of Confucius. She still finds time to visit her friends in the Little Building, however, and we expect she will relate to the NEWS many of her experiences on the other side of the world.

Charles Murphy and "Dan" O'Brien of the Little Building elevator operators staff, are the first of the season's vacationists in the building. The first of June saw them off on a two-weeks' leave of absence.

For YOUR Convenience

TAKE the elevator to the basement for Breakfast, Lunch, Afternoon Tea or Supper.

Waldorf System Incorporated

To the Women of the Little Building

LET us explain to the merits of our "Supple Tread" Last 62 Shoes

CROSSETT SHOE STORE
Arcade Floor, Little Building
78 BOYLSTON STREET

EDMUND I. WILSON
OPTOMETRIST
OPTICIAN
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TYPIST SPEED TEST WON BY ANNE GILMAN

Marion Bowditch Stands Second and Emile Rohmer Third—Winner's Mark Is 73.3 Words per Minute

Anne Gilman, public stenographer, 10th floor, is the speediest typist in the Little Building. At least, she is the champion of the 26 typists who took the speed test on May 25. The \$5 gold piece, or five-pound box of chocolates, is hers. In the 10-minute contest, Mrs. Gilman wrote a gross total of 813 words. Her net total, counting on 10 words for each of eight errors, was 733 words. That means a record of 73.3 words per minute, which is a very creditable showing.

The present world's record is 134 words per minute, but words a minute is considered a very good speed. Mrs. Gilman, therefore, has set a more than average speed standard for the Little Building.

Marion Bowditch of the Perfect Letter Company, Room 718, stood second in the speed contest. Her gross total was 765 words and her net total was 665 words which gave her a speed of 66.5 words per minute.

Miss Doherty, public stenographer, of Room 626, was third with a gross total of 719 words and a net total of 643 words which gave her a mark of 64.3 words per minute.

Miss L. Doherty and Helen Wisner of the Internal Revenue staff stood fourth and fifth respectively. Miss Doherty's gross total was 766 words and her net total 645 words, giving her a speed mark of 64.5 words per minute. Miss Wisner's gross total was 810 words and her net total was 630 words, for a speed mark of 63 words per minute.

Molly Molloy, of Miss Crawford's office, Room 910, won sixth place with a gross total of 631 words and a net total of 601 words, which gave her a mark of 60.1 words per minute.

The rest of the 26 contestants had below the mark of 60 words per minute. Considering the difficulties under which they took the test, having had no preparation, the Little Building entrants built some excellent records.

The contest was held in the Committee Room on the third floor, Mr. Greble, superintendent of the Little Building and his assistant, Mr. Hanney, made every possible arrangement that was needed. The Little Building entrants built some excellent records.

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Watch & Jewelry Repairing

Here is the champion speed typist of the Little Building—Mrs. Anne Gilman of the Tenth floor. She won the Speediest Typist contest held under the auspices of the NEWS with a record of 73.3 words per minute.

MRS. BOWERING OFF TO EUROPE

Mrs. Louise M. Bowering, chiropractor, Room 812, sailed for Europe on the General Buer, Sarnatia, May 31. She had been planning a trip several months but had not expected to sail so soon. Word of the illness of a sister in England hastened her departure. If she finds her sister improved in health, Mrs. Bowering will go on to the Continent, later, visiting France, Belgium, Switzerland and possibly Germany.

The Sarnatia, the steamship in which she sailed, is the new 20,000-ton oil barge, one of the newest of the Cunard fleet. It is Mrs. Bowering's sixth transatlantic voyage. She expects to relate the interior part of August.

SINGS IN RECITAL AT JORDAN HALL

Working on athletic committee is not the only thing Mary V. McHugh, of the Internal Revenue office, can do. She is a talented musician as well. On Monday, June 6, she sang selections from Alka and Lucia in Jordan Hall before an audience of several hundred. She is a pupil of Miss Christine Edwards and her teacher predicts success in her vocal work.

The "M" in Miss McHugh's name stands for "verantille."

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Fire at Autos Where She's to Spend Vacation

President Anna Weinstein of the Women's Trade League Sixth floor, who will spend part of her Summer vacation in the Tennessee mountains.

Miss Anna Weinstein of the Women's Trade Union League is to spend part of this summer at the headquarters of the Printing Pressmen's Association of the United States and Canada, in Tennessee. She has been there one before, on a financial campaign for the National Women's Trade Union League, and she says that the natives are living in the hills and mountains just as their ancestors lived 500 years ago.

"Our automobile was the first one the natives had ever seen," said Miss Weinstein. "When we passed, they raised their guns and shot at the fearful creature of speed which caused their alarm."

Although the natives are living in primitive style and the surrounding country is rough and uncivilized, the President, with the power from their huge hydro-electric plant have built macadam roads about their little village, and their school and sanatorium are equipped in as modern a way as any in the country. Here, at this juncture of civilization and uncivilized nature, our Little Building neighbor will enjoy her summer.

"Just to show you how near we are to nature," said Miss Weinstein, "the second floor of the house leads right into a mountain of the Blue Ridge." (Our hope is that Miss W. does not walk in her sleep!)

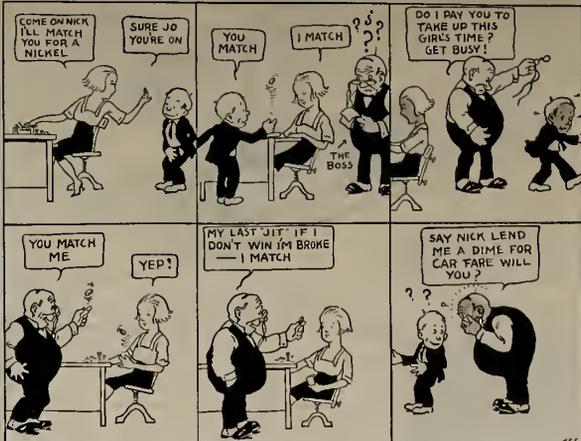
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Telephone Beach 1556

SALLY STENOG - - - - - By Fuller



This is the first of a series of cartoons which H. E. Fuller of the Real Silk Hosiery Mills, Sixth Floor, has offered to draw for the Little Building News. Fuller is a clever cartoonist as well as an enthusiastic booster of Little Building community spirit. Send him some suggestions for his "Sally Stenog" cartoons to show him you appreciate his effort to put a bit of cheer into the day's work of Little Building folks.

Who Is My Neighbor?

Each month in the NEWS that question will be answered in this column. Of course, space will not permit a complete "Who's Who" of the building in one issue. Anyway, we can tell more of the interesting things about each neighbor if we attempt only a few each month.

Probably no building in Boston houses a more interesting assembly of persons. Not only will you be surprised to know who some of your neighbors are, but you will be astonished to learn how many of the worthwhile activities of Boston are centered in the offices here.

Let's see who some of our neighbors are:

One office, or suite of offices, on the ninth floor houses a former Congressman, a former United States Marshal, a former Collector of Internal Revenue and a former Mayor. One man held all of the first three titles. Perhaps you have guessed his name—John J. Mitchell. His law partner, in the firm of Mitchell & Henchey, is the former Mayor. Yes, William H. Henchey, one chief executive of Western, is his name. Mr. Henchey is assistant professor of law at the Suffolk Law School, etc.

Internal Revenue service here at the same time. When the two formed a law partnership, they wanted to remain in the Little Building, of course, and so they are our neighbors with a fine suite of offices on the ninth floor.

When you laugh over the pranks that Billy the Boy Artist plays on Professor O. Howe Wise and his pal, Schindler, in the comic supplement of the Boston Globe every Sunday, it may mean a little more to you if you know that Ed. Payne, the artist who created Billy and his friends, is head of the planning department of the Forbes Lithograph Company, up on the 12th floor.

Mr. Mitchell served two terms in Congress, was then appointed United States Marshal at Boston and afterwards had charge of the collection of our income taxes down in the offices on the second floor. Mr. Henchey was head of the legal department of the

Last winter, when you opened your Christmas Club account at the bank,

Then, up on the 19th floor, is a man who served as secretary to a Massachusetts Governor and who was connected with a number of state in other ways. He is Francis Hurlbut. He was secretary to Governor John L. Bates and served other Governors in different capacities. Of late years, Mr. Hurlbut has been practicing law.

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SAVE TIME ON THOSE FIGURES
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That quiet, modest man in the black alpaca coat you see directing things in the Little Building Walkers' office for many hours every day, is a polite, courteous chap who explains why the automatic slide doesn't open

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The London & Lancashire Traction Co.
The London & Lancashire Traction Co.

when you've put only one nickel in the two-nickel slot! That's Charles Meltry, the manager of the restaurant. Maybe you know who when he was manager of the Quincy for four years. You may also know him over at the Hotel Astor, New York, where he was assistant steward for some time. Anyway, he's a pretty big hotel job. That's why you get hotel service in the Little Building Walkers, you see.

Another interesting neighbor has his office on the fourth floor, Ralph Smully of Gray's Inn. He has been one of the best known American comic soloists. For seven seasons he played with the Boston Symphony. He has had a number of seasons here was a soloist on the Keith Circuit. He has been an instructor in the Music Department at Wellesley College and has given many concerts in Europe. Now he is himself a manager of artists. Mr. Smully was organist of the Smalley Concert Bureau and has many Boston and New York artists of note on his large list of concert artists, speakers, entertainers and orchestras. Besides looking a number of Metro-Pollans Opera Singers, Mr. Smully two seasons ago organized the only flute-harp-cello trio in Boston, with himself as cellist, Marian Jerdan, America's greatest woman flutist, and Marian Wagoner, well-known harpist. This unusual combination of instruments has met with great popular favor.

The Little Building boasts no more enthusiastic devotee of the links than Robert F. Walker, the diamond merchant, Boston 302. He's a tennis enthusiast, too, and an active member of the Neighborhood Tennis Club at Newton Centre. His golf club is the Chestnut Hill club. But, no matter how expert he may be as a golfer or tennis player, he "incubates" best as a diamond merchant. He formerly was buyer in the diamond department at Bigelow Krugard & Co. for 12 years. To say nothing of the millions he has had since he entered business on his own account.

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REVENUE FORCES AT PLAY

Hold Second Annual Field Day at Riverside on Charles

The second annual field day of the Internal Revenue Welfare Society was held at Riverside Recreation Grounds on June 7. Our second floor neighbors, the "Reds," for an afternoon and an evening, that there was such a merry as income taxes and made a baseball game, a dance, a show and a dinner.

Collector Malcolm E. Nichol and George E. Phelan, agent of the Little Building, were guests of honor. Mr. Phelan was especially invited to the colony, as the Collector expressed it in his address at the dinner, "in appreciation of the many things he has done for the welfare and comfort of the folks in the Internal Revenue offices." He was the only invited guest outside of Government employees.

The party went to Riverside by special train, immediately after reaching recreation grounds the baseball game between the Office and field forces was staged. The Office won, by the score of 12 to 2, and to sport the championship of the Department. (The Office team was composed as follows: Bob Rowe, first; Murray McHugh, second; George Littlefield, third; Al Kaup, third; Frank Vogel, catcher; Tommy Long, center; Frank Lavagach, right; Henry Hamilton, left; Herbert Cavagnich, pitcher.)

The program of field and water sports followed the ball game. There were events for men and women and even the kiddies, and each event had its own entries. The runner of the day was Joe Daney, and those who participated in them, were as follows: **Tab Race**—Women: First, Beatrice Lafkin; second, Josephine Drackley; other participants, Mary Pessley, Marian Thornton, Mrs. E. L. Hamilton, Sewell. **Tab Race**—Men: First, Henry O'Don; second, John Hall; other participants, Ralph Kearns, Frank Cavagnich, John Powell, Leo McMahon. **Hundred Yard Dash**—Men: First, Nell Murphy; second, T. P. Long;

Miss Mabel Gillespie, secretary of the Women's Trade Union League, who will spend part of the summer as hostess of a camp for girls at West Boothbay, Maine.

third, John A. Sullivan; other participants, Murray McHugh, Edward Bennett, Raymond Higgins, E. Vogel, Roland H. Moses. **Three-legged Race**—Men: First, Francis ones and Leo McMahon; second, A. A. Donovan and William A. Thompson; third, Herbert Cavagnich and Al Kaup; other participants, Henry Hamilton and Thomas Flanagan, Edward Bennett and Nell Murphy.

Three-legged Race—Women: First, Beatrice Lafkin and Edith Sewell; second, Viola Money and Elizabeth Brennan; third, Catherine MacDonald and Mary Masoure; other participants, Mary Healey and Julia O'Brien. **ifty-yard Dash**—Women: First, Ann Dolansky; second, Catherine MacDonald; third, Mary Healey.

ifty-yard Dash—Men: First, John Sullivan; second, Edward Bennett; third, Leo McMahon; other participants, Raymond Higgins, J. M. McHugh, Frank Vogel, Cornelius Murphy. (This race was declared a draw between Sullivan and Bennett but Sullivan won on the toss.) **Foot Races**—First, Elizabeth McLaughlin; second, Mary Honan; third, Claire Carey. **Long Jump**—First, Hugh A. Fitzgerald; second, Murray McHugh; third, John Sullivan. (Fitzgerald's distance 17 feet, 4 inches; McHugh's, 16 feet, 7 inches and Sullivan's, 16 feet, 3 inches.)

Relay Race, the Sales team beat the Income team. The winning team was composed of Baloff, Bennett, "Pat" Sullivan and Jack Sallin. The losers were Long, Jones, Vogel and McHugh. In the 25-yard dash for children, Henry L. Hamilton, Jr., won from

Will Conduct Summer Camp Down in Maine

Miss Mabel Gillespie and her assistants, Miss Anna Weinstock, of the Women's Trade Union League, Room 634, are enthusiastic supporters of a summer camp life at West Boothbay Harbor they are to be the scenes of a summer camp at the Lodge, which accommodates 25 girls.

The Lodge, with its surrounding 100 acre, located at West Boothbay, Maine, who has given the Women's Trade Union League the use of it—beautiful house with two sleeping porches, large airy rooms and a summer kitchen equipped with a gas

The camp was formerly the summer home of the Jones family. Among the many other attractions to the young girls is a library of 300 books, and for those dramatically inclined there are large rooms which Mrs. Jones and her guests have found most suitable for dancing. The "big" will for "the 25" are taken care of by two screened-in, sleeping porches, and a large dormitory for 15 "bunks."

Two years ago, Miss Gillespie had charge of a similar camp at Woods Hole on the Walpole Estate. There it consisted of a kind of workers—store girls, factory girls, school teachers, telephone operators and stenographers—in fact, the Women's Trade Union League aims to make the summer camp as cosmopolitan as possible.

"We don't know how they are going to do it (two days) but Mrs. Jones took sky high but," says Miss Gillespie, "it will cost the girls only a nominal amount for their sleeping camp at the camp. They can enjoy the best of the best of the best in the evening dancing at the nearby pavilion. Just to let you know how nice the whole camp life is in Mr. and Mrs. Jones own a big automobile in which they take groups of girls rides through the surrounding country.

Some of the girls in the Little Building too," says Miss Weinstock, "but there's one thing novel about our camp—they won't have to wash any dishes."

Bertha Francis Smith. The prizes for the various events were donated by the Welfare Society and the heads of the departments in the Service. Mr. Phelan contributed special prizes for the winners in the form of boxes of chocolates.

After the games came the dinner, and the famous Nickles presented the prizes in the dining hall. A vaudeville entertainment was staged next, and the members of the Sales and Service contributing the numbers. "Bea" Donovan, "Framie" Galvin and Mae Holland contributed a musical surprise, described as "An Voice, A Violin, A Midge" Thornton, (Sally) and "Sis" Oliver (her voice) presented "Ain't You Grand," His Royal Nicks", Billy Mahoney, known as "Paderwhiskey's only rival," assisted in this act. Miss Cannon contributed readings.

John Hall and Edith Sewell did "sum singing" in an exhibition for the boys and Lucile Foley gave a recitation that was pronounced "something to remember." Then followed the Gall Cures of the Cash department, who handles all the dough (becks) and Mrs. McMahon, who tickles all kinds of key from Elliott-Fisher to piano, contributed "in selection or two."

All in all it was a good day full of fun, frolic, laughter and a good cheer.

There is one sure way to get business in the Little Building. ADVERTISE in the "NEWS." It reaches everyone in the building. The low cost of advertising space in the "NEWS" enables you to tell the story of your business for less than it would cost you to reach the same people with an ordinary government postcard.

The Misses Tucker **Rehairing** (Formerly with Palmer Method) Room 1054, Little Building, Boston Telephone Beach 53191



John Waite, one of our quartette of Little Building postmen.

CARRIER NATURE STUDENT

John Waite Loves Birds, Bees and Growing Things

John Waite, Little Building letter carrier, is one of those rare individuals who had rather do the things he likes to do than to make a lot of money. (More power to him.)

John makes money (enough to support his family) out of a hobby as one of Uncle Sam's mailmen. The thing he likes to do is study birds and bees and flowers. Growing things mean worlds more to John Waite than a fortune.

"Sometimes my friends tell me that if I would give up letter carrying and devote as much time and effort to something else, practical and more lucrative, I could make a lot more money," he remarked to the NEWS' editor the other day. "And then he said, 'But I have no desire to be rich. I like to study agriculture and horticulture. I like to study birds and bees—to be outdoors where things grow. And I can do that now!'"

John Waite is rich. He has studied in the University Extension Course, about all they can teach him at Amherst Agricultural College. He has read the works of Audubon, Thoreau and Burbonk. Macerlinek is one of his favorites. "I have had enough rough and artful letter carrier to buy a fine little farm out in the Brimfield and there can practise the things he has learned from the great interpreters of Nature."

He is a botanist. On his farm and in the surrounding country, he studies the wild flowers. He is a horticulturalist, and on his farm he cultivates flowers. He is an agriculturalist and his farm he practices in agriculture. On his farm, he studies the bees and birds and butterflies, the insects and animals of the fields.

Out at the Arnold Arboretum they call him John Waite, a naturalist. In the Little Building, we know him as a letter carrier.

He likes both of these walks of life. Perhaps it is because the one enables him to do the other. Anyway, John Waite, letter carrier, is rich!

Save time, money and labor! Patronize those who advertise in the NEWS. Remember, some of the advertisers allow a very low discount to occupants of the building.

LABELLE & GITLIN
Rooms 601-604

READY TO WEAR
GOWNS, SUITS AND WRAPS
MODERATELY PRICED

SEVERAL MEN WANT TO MOVE IN

Big Contracting Concern Among Our New Neighbors

Eight new neighbors have moved into the Little Building neighborhood during the last month. Among them is one of the largest engineering and contracting concerns in the city, the Charles R. Gow Co., which occupies offices on the Twelfth floor. Mr. Gow, the head of the concern is a leading engineer of the East.

The New England Purchasing Agents Association, Inc., has moved into quarters at Room 325. Roy H. Baxter, who conducts a savings system, is a new neighbor in Room 321. The Prago-Mills Co., advertising agency, has moved into Room 449. Powers & Stone, Inc., publishing representatives, are newcomers on the fourth floor also, their office being at Room 402.

The Kelsey Motor Company, manufacturing automobiles, is in Room 931 of Rooms 930-40. John A. Davis, another advertising agency, has leased Room 318.

Helic K. Burke has joined the list of public stenographers in the Little Building. Her office is in Room 931. Several tenants have changed offices in the building during the month. The Zean Advertising Service Co. has moved from Rooms 1040-41. Mr. Jones, 925-25, Getcham-Riley Co., Inc., have moved from Room 1121 to Rooms 1040-41. The office of the publisher of the Little Building News, has been transferred from Room 1107 to Room 1018. The Wool Shop has taken over Room 408, Room 428.

TWOBMBLY NEW AD MANAGER

Will Help Tenants Make Their Advertising Productive

Edwin D. Twombly this month succeeded in his quest for the Advertising Manager of the LITTLE BUILDING NEWS. Mr. Stone recently accepted a position which takes him out of the city, and Mr. Twombly was selected as his successor from a large field of applicants.

Mr. Twombly is a newspaperman and advertising writer of many years' experience. He knows how to make advertising profitable. As the Advertising Manager of the News, he will be glad to assist any advertiser in the preparation of copy that will produce results.

His services in preparing "copy" will be free of charge to any advertiser, as will his counsel to anyone in the Little Building who desires to make his advertising in the News even more productive.

Mr. Twombly's new quarters will be in Room 824. Call on him now for advice as to how the usual slack summer season can be made productive of increased business through the "Trade News" of the Little Building Neighbor movement.

Triple Action!
ACTION is the final, all-inclusive step in the consummation of a plan. You want to get your business into your advertising copy, try Blue dingbats.

JOHN GIBSON BLISS
Commercial Copywriter
Room 733 Little Building

"Five Facts are Worth a Hundred Hunches"

"I think" is what makes advertising COST money! "I KNOW" is what makes it produce RESULTS! Advertising the productive is an investment. That kind of advertising is based on FACTS, not hunches.

Remember! This the next time you wish to advertise in the newspapers, have sales letters, booklets, house organs, art work or printing prepared.

All advertising planned and directed by our Staff experts, based on FACTS. IT IS SALESMANSHIP IN PRINT.

Members of our organization are men of experience with that "KNOW HOW" that makes advertising produce results.

THURLLOW ADVERTISING SERVICE
PRODUCERS OF PRODUCTIVE PUBLICITY

823-24-25 Little Building
Telephone Beach 1556

If You Send a Customer to a Little Building Neighbor He'll Send One to You

LITTLE BUILDING NEWS

Six Pages

Boston, Mass., July, 1922

Price 5 Cents

MOTORS ABOVE CLOUDS

Had to Light Auto Lamps at Mid-day on the Mohawk Trail

To climb above the clouds within the boundaries of Massachusetts is a rare accomplishment. Edith A. Cushing, eighth floor coterie, had this unusual experience recently, however, in the course of a motor trip which she took over the Mohawk Trail.

The trip was made during the recent rainy season, a party of which our eighth floor neighbor was a member left Boston on June 17, making 98 miles the first day in spite of the terrific mud which was caused by the heavy rains. Describing her experience, Miss Cushing said:

"On a detour, between Greenfield and Shelburne Falls, the mud was hub-deep. Climbing the Trail, our party drove right through the low-hanging heavy clouds. Just before the highest point on the Trail was reached we passed above the clouds. Of course, the clouds were of all views of the surrounding country but the novel experience of being 'above the clouds' in Massachusetts and the odd sight of miles and miles of billowy, lifeless hills and valleys from which miles below one, was well worth the trip."

The clouds were so thick that both climbing and descending the Trail the auto had to be kept away from the road and avoid collisions, even though it was mid-day.

Miss Cushing's party was gone five days' driving up into Vermont after the trip over the Trail. All along the way, she reports, the creeks, lakes and rivers were swollen to the brim with the heavy rains.



—Drawn for the Little Building News by John Gibson Blair.

With such a nifty, outgoing and efficient fellow in the neighborhood, it'd be a shame not to keep him working, says John Bliss, John's idea is that Little Building business folks should take a turn shaking the tree. "The rest of us in the meantime should be awake and alert to catch the business plums that fall," adds John. "It's safer and surer than taking a snooze under the tree and hoping that whatever business falls will hit us and wake us up. It might miss us, you know."

GIRLS PLAN BEACH PARTY AT NAHANT

Swim, "Eats" and Powwow on Future Events for Athletic Association Are on Program for Thursday

A cooling swim, then refreshing "eats" and a "confab" beside the rolling waves! Are you with us?

The Temporary Activities Committee of the Little Building Girls Athletic Association has planned this meeting for Thursday night of this week July 20—not in the Little Build-

ing but at Nahant Beach. The girls who, on account of the wet weather of June 17 were unable to take part in the eight-mile hike which a few of us made, voiced their intentions of coming to the next "stunt"—and here it is.

We don't care how many come. As we've said before, the summer months will not see much action on the part of the newly-formed Association. We do plan, though, to have one or two "get-togethers" like this beach party to get to know each other better before we elect our permanent officers in the Fall when vacation days are over.

A lot of girls in the Building have ideas as to how our association should be conducted and when it needs to create enthusiasm. These girls are the ones we need to "boost" the L. B. G. A. Their "guy" and clever ideas are valuable, but they don't do.

(Continued on Page 5)

For YOUR Convenience

TAKE the elevator to the basement for Breakfast, Lunch, Afternoon Tea or Supper.

Waltham System Incorporated

To the Women of the Little Building

LET us explain the merits of our "Supple Tread" Last 62 Shoes

CROSSETT SHOE STORE
Arcade Floor, Little Building
78 BOSTON STREET

EDMUND I. WILSON
OPTOMETRIST
OPTICIAN

ROOMS 218-219, LITTLE BUILDING
Eyes Examined Prescriptions Filled

LAUNCH DRIVE TO BUILD UP TENANT TRADE

Send-a-Customer Movement is Started on Fourth Floor Proves Profitable Idea Spreads Rapidly

A new movement for building up the business of Little Building tenants has been launched. It might be termed aptly a "Send-a-Customer" campaign. The idea back of it is this: That the folks in each Little Building shop send a customer (or customers) to some neighbor in the building.

After a tenant has served a customer in his own line of merchandising, the plan is for him to send that customer to some neighbor or neighbors in the Building who can serve other needs. In that way, trade will be kept in the Building and business is bound to "pick up" with everybody, it is urged.

At the same time it is pointed out, the shopkeeper will be doing his customer an extra service which is bound to be reflected in the good will that always goes with a service for which no charge is made. The service to the customer would be (1) to see the customer do practical shopping under one roof, at a minimum of time and effort. Especially in these hot Summer days, this will be greatly appreciated.

In addition to the increased business which the "Trade with Your Little Building Neighbor" movement already has brought, it is calculated that this "Send-a-customer" movement will boost trade a lot. The neighbor to whom you send a customer is sure to reciprocate by sending a customer to you. It is pointed out. The exchange is bound to result in increased business for everybody.

The movement started on the fourth floor. It was not an organized effort but just the result of the neighborly, co-operative business spirit which prevails among fourth floor tenants to a remarkable degree. The NEWS representative discovered this neighborly spirit of reciprocity on the fourth floor, saw how profitable for all it was working out and now is passing the idea along to all the tenants on all the floors.

Our fourth floor neighbors assure their fellow tenants that it works and that it pays. There is no risk of offending a customer in suggesting that some of his other needs might be better supplied by some other tenant of the Little Building than by someone outside. It can be put to the customer in the spirit of service.

For example, the customer may ask for some article of merchandise you do not carry. If you get word of this on the various lines carried in the Building through personal calls to the proprietors and news columns in the NEWS, you can send the customer

(Continued on Page 2)

AUTO 1250 MILES TO WEDDING

Bowditch Sisters' Motor to Minnesota for Ceremony

Think of motoring over to Minnesota to attend a wedding! That's what two of our Little Building neighbors did this month. The Misses Annabelle and Ruth Bowditch of the Perfect Letter Shop, seventh floor, drove "over to Minnesota" to attend the wedding of a friend as monochalantly as most of us would motor down to Nantasket or out to the Newtons.

The transportation experts down in the Woods Years office tell us that by railroad it is about 1247 miles from Boston to Minneapolis, so that, allowing for the extra mileage that an auto route usually takes, our seventh floor neighbors must have motored fully 1300 miles to attend that wedding—neither of them.

They went from Boston to Springfield, to Pittsfield, to Albany, to Buffalo, took the auto on the boat with them across Lake Erie and then motored from Detroit to Chicago and on to Minnesota.

After the wedding they will return out to California by train on their annual vacation trip, returning to Boston and the Little Building about September 1.

WOODS TOURS

FOREIGN AND AMERICAN

GENERAL STEAMSHIP AGENCY

(All Lines Represented)

LITTLE BUILDING

ARCADY FLOOR

80 BOSTON ST. - BOSTON

Bookkeeping Service

Have arranged for my assistance to be at your disposal on a part time voluntary basis, if you wish help on your books during the vacation months.

Hilma Beach 70

SAMUEL H. WHITLEY
Public Accountant and Auditor
118 LITTLE BUILDING

WATCHMAKER

RENFREW

Little Bldg. - Room 725

Watch & Jewelry Repairing

THE LITTLE BUILDING NEWS

Vol. 1, No. 4 July, 1922

Published once a month by the The Law Advertising Service for the Little Building Community, 100 State Street, Boston, Mass.

HAROLD A. THOMPSON, Editor; JOHN L. CURRAN, Business Manager; DAVID F. LEONARD, Advertising Manager; J. F. HANCOCK, Circulation Manager.

Designs \$300,000 Collar for Millionaire's Wife

How often, while showing some friend a new bracelet, brooch or pendant watch, you have been told: "Oh, So-and-so has one like that. I'll sell Charles E. DuBois, sixth floor neighbor, is one of the men who take that prize. One just like that, out of the vocabulary of wearers of jewelry."

The "Four Hundred", of course, never break that habit. They always have had their jewelry and precious stones done in exclusive and artistic settings. Mr. DuBois himself has designed many costly pieces for the "Four Hundred", such as the Goulds and Vanderbilts, the Brocks, Wideners, Rockefeller's and others—when he was head designer at DeWitt & Co., exclusive New York jewelers, and when he was designer also manager of the diamond department at Higelow, Kennard's, Boston. He has never out of the original photographs of rich pieces which he designed for members of these wealthy families.)

The one he considers his masterpiece was a diamond and emerald collar which he designed for Mrs. E. H. Herriman, wife of the millionaire railroad magnate. It sold for \$300,000. The same quantity of jewelry he ever handled was a pearl necklace that sold for an even million dollars.

But, while our sixth floor neighbor will design jewelry for a wealthy set of diamonds, brooches, rings and the like. It will give you an idea of the expert workmanship of our sixth floor neighbor.

The border around this portrait of Mr. DuBois is made up of a few of his original designs of bracelets, brooches, rings and the like. It will give you an idea of the expert workmanship of our sixth floor neighbor.

"Tom, here, is just a good, all-around example of Fourth Floor enterprise and personality, and he keeps his affairs running pretty well. I will mention that at me as if to say that he claimed no monopoly on the light business. He then pulled out his watch.

"Yes," continued Fred, "and now it's about time for the day's business to begin. Tom's customers will shortly be arriving. Pass his door any minute during the day and you'll find him right on his job—entertaining customers."

Presently, with the arrival at Tom's first customer, Fred and I were left, still conversing. "Chances are," said he, "that while his customer is buying, Tom will be telling him about somebody else on this floor who may be able to do some other need. That's the way we do on this floor. We're all boosters. And you'll notice that each one of us has a good word for that other fellow. That's why, perhaps, you'll never fail to notice that business on the Fourth Floor always is good!"

"This neighborhood idea is not mere sentiment, you know. It has a real cash value, too.

How is it with your job, neighbor? E. D. T.



Mr. DuBois, Sixth Floor Neighbor

Launch Drive to Help Trade

(Continued from Page 1)

to some neighbor. The customer will save time and energy, and be gratified by the service. At the same time, some neighbor will gain business. Some day, he will appreciate by his customer to some neighbor.

There are any number of ways in which the suggestion may be made without offense to any customer. Every day since the NEWS was first published its representatives have been told by tenants how surprised they were at the number of their needs which had been supplied right here in the Little Building.

The "Send-a-Customer" campaign is just one step further toward better business for everyone. Already many tenants have expressed their approval of the idea.

Mr. DuBois was born in Paris. He came to a family of artists. His father, brothers and uncle were artists. His great-uncle, Leopold Robert, was one of the best portrait painters of his time. So it was natural that at the age of nine or ten Charles E. should begin to show his artistic talent by copying the sketches of the leading cartoonists at that time. When he got older, he became interested in the designing of jewelry. That was a field where creative work, instead of copy work, was demanded but he arose to the demand. He must have—to have been with Jewell, Kearsley, for five years, and with Dreifer's Fifth avenue establishment several more years.

Now, Mr. DuBois has his own shop and is engaged in designing gold pieces and watches for various factories.

The "latest" in jewelry, he says, are black and white oxys and diamonds in pendant pieces, and white gold settings. White gold, you know, gives much the same effect as platinum.

So, now, folks say "not another one like it!" instead of "one just like it!"

SEVENTH FLOOR NEIGHBOR WETS

Howard F. Salisbury, joint proprietor of a shoe shop on the seventh floor, was married on June 24 to Miss Alving Bruce of Worcester. The wedding took place at the bride's home.

The couple are now on a motor tour of Maine and New Hampshire and will return about August 1 to Belmont.

Gladys Raynes, secretary in the office of the Imperial Color Works, secretary of the Imperial Color Works, secretary of the Imperial Color Works.

Why suffer from the heat? This is a special offer on our Little Building neighborhood. You would pay 10 elsewhere.

Phone Booth 3027 The De-Lite Lamp Company 831 Little Building

Tell 'em to Say Who Sent 'em

When you "Send-a-Customer" to some Little Building neighbor, be sure to tell him, or her, to mention your name to the merchant. It gives the customer confidence that he will get better service if someone on the same building sends him. It also tells your neighbor how to whom he is indebted for the patronage.

Just think what it would mean, in retail business, if every other "shopkeeper in the Building" should send customers to you to fill your store. It would be a matter of a dime to remember that the way to start them sending customers to you is to send customers.

Launch Drive to Help Trade

(Continued from Page 1)

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Phone Booth 3027 The De-Lite Lamp Company 831 Little Building

BUSINESS \$335.00 FOR YEAR

But Near East Relief is Not Taking any Vacation

Is there any tenant of the Little Building who has not done a business of \$335.00 in 12 months on no capital, would not call it a year's work, and take a vacation?

The Near East Relief, with headquarters on the 12th floor of our building, ended its fiscal year July 1 with that sum to its credit, all raised in Massachusetts for relief purposes, but instead of looking up the suite and starting on his holidays, Dr. William C. Brewster, committee director, has just held a conference of eight of his field workers, and has dispatched them to the Berkshire to collect \$20,000 during the Summer.

The Near East Relief organization is unique in that it works continually so long as its relief problem continues to pile up. In April the famine area in which it operates had made such a bad start that the quarter of the people seemed doomed to death because the relief funds in hand were inadequate to meet the needs.

By extraordinary efforts—employing all the methods known to campaign workers—the committee was raised, \$100,000 of it in this State. In July the Massachusetts treasury again was empty. The committee got out of business? Well, rather, not. It was re-established in the Berkshire, as it is known in Rooms 1217-B, already is sending in reports from the Berkshires, announcing that it has established "points of contact" in three towns and soon is to begin campaign operations.

could I get it? I hadn't time to go out hunting for it. The problem was solved by my stenographer. She grabbed up a copy of the NEWS. Why, because, just what you want," she exclaimed. So the day was saved. And do you know? Mr. DuBois' address was never opened. I was taught a good lesson. You can find most anything you want in the Little Building.

"Yes," began A. D. Hersey, Room 652, "when I broke my watch a few days ago, it was only enough to locate the man who could fix it right—only a few doors away. Formerly I had thought I had to go to Court Street with it."

When I am brought through an optician's shop, said Charles D. Finn, the Hatter, "I should feel that I am still serving his interests by pointing out where in this building he wants, instead of having to chase all over town."

When I am brought through an optician's shop, said Charles D. Finn, the Hatter, "I should feel that I am still serving his interests by pointing out where in this building he wants, instead of having to chase all over town."

"The other day," we now are quoted by J. Barber, of the Boston Clearinghouse, Sales Company, "I was out and he spoke with a real pleasure in my business. I had sent him—[I was called suddenly away to catch a train. I was in a hurry to get out of town.]"

Nine Reasons Why

Reduces your Gas Bill, Saves your Cooking Time, Prevents Pools and Reduces your Heating Bill, Saves your Water, Saves your Gas, Saves your Time, Saves your Money, Saves your Health, Saves your Peace of Mind, Saves your Comfort.

Embles you to Heat Free to Six Rooms with One Burner.

It's Been a Whole Day, but I Don't Know a Word to Say with My Gas Burner.

Prevents Burners from Choking.

Phone Beach 964 IDEAL STOVE TOP COMPANY Room 938

IT'S SO HANDY

and each of our ladders is so light and so handy (regularly) — Multipurpose.

Acquire Barber Shop

PROCESSED LETTERS That look exactly as if personally typewritten. ADDRESSING and MAILING. SAMSON & MITCHELL CO. 100 Summer Street

WHEN YOU THINK

of placing your order for Stationery, Engraving and Office Supplies. THINK OF DAMON'S STATIONERS

THE BEACON HILL STATIONERS 100 STATE STREET

One Hour Service

means that any glass work—whether a lens, or a replacement, soldering work, or the repairing of old work—will be finished accurately in our hour.

JOSEPH ECKER, Optician 455 LITTLE BUILDING Beach 4599

8 BUYS A REAL ELECTRIC FAN

—not a toy, high quality, 3-speed, almost noiseless!

Why suffer from the heat? This is a special offer on our Little Building neighborhood. You would pay 10 elsewhere. Phone Booth 3027 The De-Lite Lamp Company 831 Little Building

This is something you should know about

—to buy one cost nothing, not to buy is what costs.

The Pearce Stove Top for Gas Ranges—makes one burner do the work of four. Not to buy is what costs!

IDEAL STOVE TOP COMPANY Room 938 Agents Wanted—Especially Territory



LITTLE BUILDING DIRECTORY

Table listing various businesses and their addresses, organized by letter (A, B, C, D, E, F, G, H, I, J, K, L, M, N, O, P, Q, R, S, T, U, V, W, X, Y, Z).

Brooks Brothers CLOTHING & GROOMING. Includes text about 'MONEY GROWS' and 'plant it here'.

ESTON LITTLE BUILDING. Features 'WILDEY Savings Bank' and 'The TERRY PRESS' with contact information for Andover, Mass.

Revenue Chief Promotes Six. Article discussing the Internal Revenue Collector Melville Nichols and his promotion of a half dozen men in the national revenue service.

REVENUE WELFARE SOCIETY ELECTS. Announcement of the Internal Revenue Welfare Society's annual election of officers.

L. B. MAN WEDS MISS KENNARD. News item about Francis Whiting Hatch, assistant executive in the advanced section of Burton, Durham & Orono, eighth floor, who was married on June 27 to Margaret Kennard.

HE BEGGED US NOT TO PRINT THIS ONE. A notice regarding a wedding notice published in the Boston Herald, with a comment on the 'pomp' published.

MRS. BREWER ON TRIP TO EUROPE. News item about Mrs. M. W. Brewer of the Little Lady Shop, Room 724, who sailed for Europe on the 20th of September.

CALLS ON FRIENDS. Notice from J. E. Bishdel, formerly a tenant in the 821, located now at 45 Bromfield street.

SHOP AT NORTH SHORE. Advertisement for M. E. B. Bigglestone's Wood Shop, 422, opened a branch shop July 1 at the Bradford Studio, North Shore, Massachusetts.

Triple Action. Advertisement for John Gibson Bliss, Commercial Customed, Little Building, Room 733.

HOW SHE SPENT \$5 'TYPRIZE'

Winner of the Speed Contest Goes Shopping in Building

Anne Gilman, winner of the Little Building Speediest Typist Contest, practices the "Trade with Your Little Building Neighbor" policy to the letter. She is a firm believer in the rule of patronizing home industry. So when she received her \$5 cash prize from the publishers of the NEWS, she planned to spend it all in the Building.

No, she didn't spend it all in one place, nor all in one day. She spent it all in the Little Building. The NEWS reporter asked Mrs. Gilman to tell just how she used the prize money in accord with the "Trade with Your Neighbor" movement. Here was her first answer:

"Prices are so low in the Little Building that I have not had time to spend the whole yet. Give me a few days more." And a few days later, she itemized her purchases:

- Ligarettes Toilet articles.....\$.60
- Luigi's Socks..... .30
- Waldorf Lunches..... 1.00
- Postoffice stamps..... 1.00
- Mrs. Hasenborg's Hairdresser..... 1.50

\$5.00

She explained that the reason her soda bill was so high was because of the hot weather. And she added that if the NEWS reporter had not hurried for she would have divided the \$5 among more Little Building tenants? "No, she is the only one who the publishers of the NEWS received from Mrs. Gilman after the prize had been paid."

"Please accept my thanks for the five dollar prize—the prize for the Ne Typing Speed Test held by the Little Building News for the typists in this building."

"I enjoyed and appreciated the spirit in which this test was given, and I am equally enjoying my winnings among my L. B. neighbors."

"With best wishes for the continued success of the Little Building NEWS, which by the way, I enjoy very keenly."

"Respectfully yours,
"ANNE GILMAN"

T. F. O'Brien of Fox, Hayes & O'Brien, seve th floor, has opened his South Street summer home at Hatherly Beach.

For Good Cuts Prompt Service Reasonable Prices

Telephone Congress 4559

Modern Engraving Co.
154 Federal St., Boston

MULTIGRAPHING

The Misses Bowditch
Public Stenographers
Phone Beach 7586

Perfed Letter Co. Rm. 717-19

Under Your Eaves

(11 Lagrange Street)

Have you "discovered" us? One of the finest Markets in Boston. Choice Steaks, Continual Ham—all the good eats! And prices always reasonable. Come see us.

Phone Beach 3382
LAGRANGE MARKET CO.

Deliver Two Million Letters in a Year in Little Building

Four Carriers Tote More than a Hundred Twenty Thousand Pounds of Magazines and Newspapers, too



John Neville is the senior carrier on the Little Building staff of postmen. John has been a Little Building postman since the Building was opened. In fact, he carried mail to the old Pelham on this site before the Little Building was built. John has been 18 years in the postal service and yet he is so modest that he only claims to distinction he makes is this: "In the handsome man in the Essex street postoffice." The picture proves that. Yes? No? Well, ask John himself.

NO VACATION TILL JANUARY

There's one person in the Little Building who is not thinking about vacation these hot days. He doesn't think about a vacation until along in January, but it is worth a wait—for it means a trip to Europe.

He is our Little Building postmaster, Robert Goodman, who conducts the Leather Shoppe in the subway arcade. He represents the R. Goodman Manufacturing Company of London and once a year, in January, he makes the trip across to visit the factory and select his lines for the coming season.

Our Little Building neighbor sells in this country on a direct-factory-to-consumer policy and the company maintains a big warehouse in Boston from which its merchandise is distributed on this side of the water. While Mr. Goodman's trip is partly for business purposes, he manages to make it a vacation trip also.

IS DELEGATE TO INDUSTRIAL MEET

Miss Rachel Pollock of the Massachusetts Tuberculosis League office delegate to the big industrial conference of the Y. W. C. A. to be held at Dover Bay this month.

She will leave on July 18 and the conference will end the 25th.

THE AUTO SIGN CO.

SIGNS

Of every description
88 Warrington St., Boston
Tel. Beach 404

Films

One Day Service
THE HANDY SHOP
NINTH FLOOR

Chiropraxist and Foot Specialist
Dr. A. F. STAEGER
Wartl
Tel. Beach 2864
Room 319

How many letters, would you guess, are delivered to offices in the Little Building during a single business day? Of course, no accurate record is kept but our Little Building letter carriers claim a pretty good idea of the number. They estimate that they deliver about 6200 letters each day. Figuring only 300 business days in the year, that means close to 2,000,000 letters a year!

And that is exclusive of the letters delivered to the offices of the Internal Revenue Department on the second floor. That mail is kept separate from the rest coming to the Building. During the rush season, in Income tax time the Collector's mail runs from 8,000 to 10,000 letters a day. In normal times, the number may run as low as 300 or 400 letters, but the mail of this Government office never runs very light.

You haven't the whole story of Little Building mail yet. The carriers explain that they deliver 125,000 pounds of papers and magazines to the Building offices for delivery to the letter postbox. That is at the rate of 400 pounds a day. In fact, the mail and newspaper mail goes to the offices of the Building on the life of a postman is not very long. On the life of a postman is not very long, of course, is the heaviest of the day. It is estimated that more than 400 letters are delivered here on the life of the carriers. This little building gives you an inkling of the bulk of mail our four postmen handle in the course of a day:

Papers & Delivery No. Letters	Magazines
8:30 a. m. 4000	125 lbs.
9:30 " " 1000	30 "
11:30 a. m. 500	30 "
1:30 p. m. 500	30 "
3:30 p. m. 900	60 "

Totals 6200 400 lbs.

The Internal Revenue Collector's mail, of course, often amounts to as many letters as the delivery of the rest of the building receives in one day. That is in the Income Tax rule. The Collector gets a large number of special delivery and registered letters which are not sent to the Department to receive from 600 to 1000 letters that call for somebody's signature, in a single day.

The Little Building newspaper and mail carriers are not the only carriers of any building in Boston, due to the fact that so many of the big advertising agencies are located here along with the representatives of most of the national manufacturers. In letter mail, also, the Little Building is one of the heaviest receivers.

Four letter carriers are also to deliver the Little Building's mail and fetch the two others are assigned the task of carrying the outgoing mail of the Building. Of course, there is no way of knowing the number of letters sent out from the Building, yet they are collected in bulk. However, if you have a letter that comes in regularly, to say nothing of the number of letters sent out which are not in answer to others coming in, your outgoing mail must be even heavier than any way, the Little Building has some mail, any way you figure it.

"Pheh! Is it hot? I'll say it is!" exclaimed Mr. MacLaughlin, elevator man, the hot day of the year. "Then? But I should worry! It's in on a two weeks' vacation tomorrow."

Own a Ford?

It will be worth your while to step over to and save one fourth of your pocket.

DOZIER, RICHARDSON & LEE
Rear

Cars for Hire

Shopping Trips—Touring
Phone and Fuel Card Cars
LONE BEACH TRAVEL CO.
Stand Opposite Market Theater
Richard F. Lopez & Co., Inc.



Mary Carney, of Room 1232, one of the members of the Temporary Activities Committee, votes that we go on our bench-party attired in her favorite costume—knickers.

Girls Plan Beach Party

(Continued from Page 1)

any good if they keep them to themselves. Now stored away in the archives of the Association, we have a pile of suggestions, all of which I will take time and energy to "put over" and the more girls who show interest in them, the sooner they will be under way in the Fall.

So that is what our bench-party, the first which girls of the Little Building ever have undertaken, is going to do—give and get ideas—more suggestions about the aparts we carry in the Fall and Winter months. So far, these sports include but are not limited to: beach-party and discovery for year-elves.

We plan to leave the Little Building on July 16th, walk to Fowler's Wharf and ferry across to the Narrows. Gosh! We'll get to Nahant about 6:30, swim about half an hour or an hour and then while eating the picnic lunch, everything is asked to bring "well-swim" suggestions, get acquainted and have a general "cool-off" after a day's work here in the Building.

Molly, Hedy and Irene, three of the committee, are coming along to get your opinion. Be prepared. The McLaughlin'll get you if you don't watch out. And, believe it from me, you're not your!

MADAM GORDON TO TOUR GREAT LAKES

Madam Gordon, eighth floor correspondent, will leave on a long motorcar trip on July 29. She will take the famous Great Lakes trip, first visiting Cleveland and Mississippi-Crossing Lake Ontario by boat from Alexandria Bay, she will motor down the St. Lawrence and stop in Montreal and Quebec before returning to the States.

She expects to return to the Little Building about September 1. In the meantime, her shop in Suite 811 will be conducted by her assistants.

GOES TO EUROPE ON HIS HONEYMOON

James R. Rounding, of the office of J. J. Grover's Sons, 20th Room 906, is on his honeymoon in Europe. He was married on June 20th, Miss Dorothy Campbell of West Roxbury immediately after the ceremony, the couple left for Europe.

They will visit Holland, Germany, Italy, France and England, returning to this country around Labor Day.

It is TRUE economy to have your own mail boxes. Get me now!

Altering and Reposting
Edith A. Cushing, Corsetiere
Room 1001 Tel. Beach 7042

MULTIGRAPHING

Mirley's Responsible
We're ready for the test
100% Satisfaction Guaranteed
Telephone Beach 9525
Sturn-Kelth Service Rm. 322

at 7.30 p. m. each day you choose between failure and success

WHEN the clock says 7.30 a.m. you are getting ready every day you stand at the entrance of the building and choose between failure and success.

Call at room 1217B for office or directing the affairs of his organization which has more than 200 members on tour in European countries.

LASALLE EXTENSION UNIVERSITY
1215-1274 Little Building

Woods off to Europe for a 6 Weeks Trip

Walter H. Woods, head of the Walter H. Woods Travel Bureau, street floor arcade, called for Europe on the Steamship Company for Atlantic City. Mr. Woods will be on the other side about the 15th of August. He will be in charge of a big party of New England and Ellis on route to the National convention of the union.

On the same day that Mr. Woods called for Europe, William S. Murray, of the office for Atlantic City, in charge of a big party of New England and Ellis on route to the National convention of the union.

On August 16, Sidney N. Brannon of the Little Building will take out a big party of Spanish War Veterans on their annual tour to the 21th annual national encampment of the original national encampment of the Grand Canyon, Santa Barbara, San Francisco, Salt Lake City, Colorado Springs, Denver, Chicago, Falls and Montreal.

Coleman Opens Summer School at Chautauque

George W. Coleman, vice-president of the Chautauque Association, will open the 12th floor tent of the Little Building, July 14th, to inaugurate the Babson Summer School of Business Finance at the Chautauque, N. Y. to inaugurate the big, open-air amphitheater at Chautauque on Friday afternoon, July 14. The Summer School opened on Sunday, the 17th.

Shortly before his departure for Chautauque, Mr. Coleman, who is the founder of the open forum movement in America, opened the Sunway, N. H., open forum in the Methodist church there. This is the annual search for this form and there was good attendance of residents and sun-

Devi V. Smith and Frank C. Vugli of the Internal Revenue force are at Camp Everett on a tour of military duty.

GOOD YOU WILL NEED EYES Good eyesight is essential for every citizen. Get it now! If in doubt, let me help you

John A. Thompson, Ophthalmist
604 Little Building

COLOR PRINTING

Headquarters
Labels, Show Cards, Catalogs
Windows, Signs, Invitations
U.S. PRINTING & LITHOGRAPH COMPANY
1000 First Middle Building

Room 629

Please step in and see a Kelvinator—and let us explain this wonderful system of electric refrigeration. Can be installed in any kitchen. Come in and get the interesting facts to tell the folks at home!

Boston Kelvinator Sales Co.
629 Little Building

280-MILE TRIP FOR BUT \$7.50

Girl "Hitch-Hikes" Across State on Outing of 4 Days

A four-day, 280-mile outing that cost only \$7.50! Everybody who plans a vacation or holiday excursion will be interested to know how Miss Laurette Jacobson, of Charles H. Dudley, Inc., Room 929, accomplished it. In two words, she "hitch-hiked" across Massachusetts and into New York state, and back.

To "hitch-hike" means that she rode when she could and walked when she couldn't. In other words, when some motorist going in the same direction offered a ride, she accepted. When there was no kind motorist, she walked.

Her company with another girl, Miss Jacobson left Boston on foot in walking togs on Saturday, July 1, bound for Camp Copok at Grayville, N. Y., about 50 miles from Albany. They went via Arlington, Lexington, Concord, Hinchburg, Gardner, Athol, Greenfield and the Mohawk Trail, camping over night at each high point on the Trail.

The first day out, they walked 27 miles, but walked 23 or 37 miles. Next morning, they got a ride to North Adams and from there they hiked and hitch-hiked to Pittsfield, Lenox, Stockbridge, Great Barrington, Hillsdale to Camp village. They walked about 31 miles the second day, much of the time in the rain.

They got to Adams at Camp Copok and left on the return trip at noon of Tuesday, the Fourth, taking the Jacob's ladder route to Springfield, to Worcester and then into Boston by train. On the return trip they walked about 26 miles, so that in all they walked 197 1/2 miles.

Here is how they spent \$7.50 apiece: For lodgings and meals at cabins at Tisbury, \$1.00; \$1.00 for lunch and meals at a tea room at Copok, two days; \$3.00 true fare, Worcester to Boston \$1.00—total, \$7.50.

Josephine Varnell, of the AAA Mutualizing Company, Room 534, asks us to correct the statement that she was entered in the Speediest Trip Contest. Miss Varnell did not take the test, but we hope she will be among the contestants when we hold the next contest in the Fall, after vacation is over.

KEEP OFFICE OPEN—Girl of good appearance and good manners would like to tend office and answer phone call, during vacation. Keep your office open while you are away, answer through Little Building News, Room 821.

Your Vacation

Enjoy it with perfect vision. If your eyesight troubles you come to me. Don't put it off.

A. H. HICKEY, O. D.
854 LITTLE BUILDING

For over 15 years with the Astaire J. Lloyd Co.

LONDON Full Line of High Grade Leather Goods NEW YORK

TRAVELLING BAGS - SUITCASES
Wholesale Direct From Manufacturer To You At Wholesale Prices

Complete Assortment of Ladies' Handbags - \$2.95 up
Week-End Cases, special \$3.95-\$6.95

THE LEATHER SHOPPE
Basement Subway Store Number 3
Telephone Beach 6500

SALLY STENOG By Fuller



When are you going to send Fuller an idea for a Sally Stenog cartoon? Every day something happens in some office of the Little Building that has a good laugh in it and a good point to it. Of course, Fuller will not use any real names nor identify the personalities, but he can base a cartoon on the incident. Come on with those ideas, folks! Send them to Room 824 or phone Beach 1556.

Crabmet Salad Favorite Summer Dish of Building

Hot Coffee Most Popular Hot Weather Drink While Milk Ranks Second Eat 150 Big Watermelons a Week

Crabmet salad is the favorite hot weather dish of Little Building folks, according to Charles McMurray, manager of our Little Building Waldorf restaurant. Our favorite drink, that will surprise you. It is hot coffee. Even in Summer, the Little Building Waldorf serves close to 500 cups of hot coffee a day. Milk ranks next in popularity, then iced tea and iced coffee in order.

Salads lead the list of main dishes—crabmet first, salmon second and potato salad third. Egg creak and a new Summer dish, is rapidly gaining on the others in popularity, though. Shrimp salad is in some demand but it does not rank with the most popular.

Sandwiches show a rapid rise in popularity in the hot months. Three hundred or more sandwiches of various kinds are eaten in our canteen each alone. The good old reliable ham sandwich ranks first. There is a big call for salad sandwiches, too. When it comes to dessert, blueberry pie takes the lead and the old standby, apple pie, makes second. One reason for the popularity of these two Waldorf dishes is the fact that the Waldorf pies are made always from the fresh fruits instead of from the preserved ones and always.

Blueberry or apple pie, with ice cream on top are popular, too, in the



SPORT SWEATERS

of Silk Ice Wool and directions for making. Miss Bigglestone The Wool Shop - Room 428

THE MISSES TUCKER HAIRDRESSING

Telephone Beach 33091 ROOM 164 LITTLE BUILDING

THEY BUY OUR FURS SELL OWN

German Women Wear Our Cheapest, Sell Us Their Best

Harry Lisler, furrier, of Suite 1152-53-54, has returned recently from a trip through the fashion centers of Europe. He visited Germany, Poland and France.

"Conditions in Germany," he said, "are prosperous. Living costs are very low, according to the American standard, and Germany's railroad system is wonderful—really. The people there are busy and appear to be happy."

The reverse, however is true with Poland, he says. Conditions there are extremely poor. Beauty and fashions everywhere in the land. In France—

"Ah, France!" Mr. Lisler laughed. "Well, we all know France always is all right—on the surface, at least."

Mr. Lisler's trip was chiefly for the buying of furs. A mounting amount quantities—and especially beautiful are his "sables" or Russian fitch.

"It seems strange enough," commented Mr. Lisler in discussing his costs are very low, according to the American standard, and Germany's railroad system is wonderful—really. The people there are busy and appear to be happy."

Off on Vacation

Miss H. J. Keyes, general manager of Danon's stationary store, left this week on her vacation. She will spend it in a motor tour of mountain and seashore.

Miss Florence Pastene LaBelle and her sister, Alice, Roper, are at the Hotel on the South Shore.

Twenty-six members of the Internal Revenue forces are on vacations in various parts of New England. They include Joseph A. Manning, Francis J. Hurney, Edward J. Burke, Kathleen L. Pearson, Leonard J. Rowe, Nellie R. Murphy, Mary E. G. O'Connor, Edward T. Semott, Joseph L. Quinn, Catherine E. MacDonan, Irene Shaw, William H. Baston, Katherine A. Murray, Mary C. Kollar, Elizabeth F. Burke, Mary F. Quinn, Anna C. Clark, Joseph F. Arnold, Dennis P. Bradley, George F. Donagan, Ella V. Donovan, Anna G. Flower, Katherine C. Cannon, Veronica M. Gavin, J. Murray Macbush and Mary C. Henan.

SEND OUT TWENTY MILLION "SEALS"

Robert V. Spencer, executive secretary of the Massachusetts Tuberculosis League, 11th, Rm. is away on his annual vacation. Upon his return, he will take up the preparation for the next Christmas sale of seals. From the Little Building headquarters of the League last year, twenty-two million Christmas seals were distributed in Massachusetts in the course of the campaign against the "white plague."

VISIT FARM HOME

The Fathers and Mothers Club, Room 936, held its annual Donation Day at the Farm House, Reading June 23. The Home has been renovated recently and the visitors and officers of the Club were taken on a tour of inspection. Many of the visitors brought supplies or donations of money with which to aid the Club in carrying on its child welfare work.

I will be your Stenographer

When your stenographer is away—just call Beach 5589. I promise you the conscientious service and reasonable rates that all my customers receive. Dictation and Typing—at your office or mine.

Multigrading : Mailing Annette J. Leary—Room 1043

OFFICE FURNITURE CO.

DESKS CHAIRS TABLES FILING SUPPLIES

COR. HIGH AND PEARL STS. PHONE CONGRESS 3422 BOSTON, MASS.

LITTLE BUILDING NEWS

Six Pages

Boston, Mass., August, 1922

Price 5 Cents

NEIGHBOR TRADE IS GROWING

Tenants Tell of Increase in Business as a Result

The Trade-with-Your-Little-Building-Neighbor movement is growing in volume day after day! The soundness of the idea is gaining recognition throughout the Building and it is being put into practice, to the profit of everybody. Folks are realizing the soundness of the NEWS' claim that if everyone in the Little Building trades with others in the Building, there is business enough right here under one roof to make every tenant prosperous.

Little Building folks are "making business pick up" by trading with each other. They are rapidly realizing, not only that they can buy everything they need without going outside, but that they save time, save money, get real service and the best of merchandise.

When a Little Building tenant wants to purchase something nowadays, he or she looks over the Classified Directory in the NEWS to learn where the article can be bought in the Building. Scores of tenants who advertise in the NEWS will assist the tenant who never before (simply because they did not stop to think of the time and money they could save by shopping under the same roof) have become regular customers.

Just to back up our claim with actual proof, the NEWS quotes you the comments of tenants who tell how they have come to appreciate the convenience of trading with their neighbors.

(Continued on Page 5)

SEES FAMOUS PASSION PLAY

Mrs. Louise M. Bowering, eighth floor chairlift, who is touring Europe this Summer, writes home that she witnessed the world-famous Passion Play at Oberammergau recently. This unique play, depicting the life of Christ, is given by natives of the little European village of Oberammergau only once in 10 years, and tourists from all parts of the globe travel there to witness it. During the World War, rehearsals for the play were suspended. It was due to be given two years ago but the war interfered.

For YOUR Convenience

TAKE the elevator to the basement for Breakfast, Lunch, Afternoon Tea or Supper.

Waldorf System Incorporated

Walked 9,000 Miles Only Grass to Eat



Here is Mr. Tashjian and his daughter Elizabeth, who walked 9000 miles with him on the perilous flight through Asia-Minor, Russia and Siberia, after the terrible massacre at Harpoot.

News Goes to South Africa

The Little Building News travels far beyond the L. B. community. Mrs. Claudine L. Oskenden of Room 911 sends a copy to her home in Johannesburg, South Africa each month.

Hazel E. Swanson, member of the Athletic Association committee, is so enthusiastic about the Association reports in the News, and so keen for the paper itself that she sends a copy on to the secretary in her firm's New York office.

Later this copy of the News is sent from New York to a little school teacher in Paterson, N. J., who if the paper fails to arrive on time, writes, "I wanna see that News." The teacher's "kids" in her school in Garfield, N. J., look the paper over and they have expressed a desire "to see the girls who can play ball, etc."

Another copy of the paper goes to Mount Desert, Maine, where it is as welcome as news from the old home town.

Miss Edith Cushing, Room 867, sends copies of the News to folks in New Hampshire, so this unique paper does considerable traveling each month.

To the Women of the Little Building

LET us explain the merits of our "Supple Tread" Last 62 Shoes

CROSSETT SHOE STORE

Arcade Floor, Little Building 78 BOYLSTON STREET

Refugee from Massacres Toted Baby upon His Back

TOT BORN IN CAVE Tashjian Now Lecturing to Raise Funds for Relief

Haratune Tashjian, whose flight of 9000 miles afoot with only grass for food is one of the most amazing narratives of escape from the frightful massacres in Asia-Minor, has joined the lecture force of the Near East Relief headquarters on the 12th floor.

Mr. Tashjian is one of the thirty survivors of the first massacre in Harpoot—the only survivor in America. He was arrested and imprisoned for seven weeks with other leading men of the town. Then, with 800 fellow prisoners, he was marched for four days across the Euphrates to a valley where he again escaped a massacre in which only a few were spared.

For the next two and a half years, he was a hunted fugitive, fleeing to Russia where he was held by the Bolsheviks as a spy, finally eluding his captors to find refuge in this country where he is now devoting his time and energies to assisting the Near East Relief workers in raising funds to save the lives of starving Armenian and Syrian children.

Mr. Tashjian lost two children in the massacre by the Turks. During his long flight across Asia-Minor, Syria and Russia, he had under his protection 362 women and children besides his own family. Often, when

(Continued on Page 2)

MISS SHUMAN WON ADVERTISER'S \$100

Miss Gertrude Shuman of Brunell's soup opera, who is well known to Little Building tenants, won the \$100 prize offered by the Boston Advertiser last Sunday for picking out "The Woman in the White Saver" at Devere Beach.

Every Sunday, the Advertiser, one of our Little Building tenants, offers some such prize "contest" at one of the neighboring beaches or resorts. Miss Shuman has not told us just how she plans to spend that \$100 but we expect she will spend part of it, at least, in some of our Little Building shops.

ROHMER IS OFF ON LONG MOTOR TOUR

Emile J. Rohmer, public stenographer, exits Boston in motorcar from Niagara Falls to Washington, D. C., and points east and west in between, on his vacation.

He will tour through Maine, the White Mountains, New York State, Pennsylvania and down to Washington.

EDMUND I. WILSON OPTOMETRIST OPTICIAN

ROOMS 228-229, LITTLE BUILDING Prescription Filled

SWIMS AMIDST HUGE ICEBERGS OFF LABRADOR

Little Building Girl Having Thrilling Experiences with Dr. Grenfell Daylight - 2.30 to 11.30



Here is one of the huge icebergs that Mary Bowditch has for a playfellow when she goes "swimming" off the coast of Labrador this Summer. The insert is a "snap" of Miss Bowditch.

While most Little Building folks have been sweating in "dog day" humidity, Mary B. Bowditch, youngest of the Bowditch sisters in the Perfect Letter Multigraph Shop on the seventh floor, has been swimming among the icebergs of the coast of Labrador.

Miss Mary, who called for that North country in June to serve as traveling secretary to Dr. Wilfred Grenfell, Arctic explorer and head of the famous Labrador Mission, has sent home letters and pictures telling of the wonderful country in which she is spending the Summer.

That statement about swimming among the icebergs is not overdrawn. "Last Sunday," she writes, "I had my first swim! With icebergs not far off! But it was great. Doctor Grenfell and I dived from the boat rail. It was cold, I admit, but I managed to swim around a lido-stayed in lamer than the Doctor did—and when I came out (we had a ladder to hang over the edge of the ship) it was a glorious tingling sensation. The sun

(Continued on Page 5)

ROOM 720 SALISBURY'S

"SHOES OF QUALITY" DRESS SHOES SPORT SHOES ORTHOPEDIC SHOES

Ask the Girl Who Wears Them

Honest Merchandise Correctly Fitted

August Sale Prices

Be Weighfully!

H. F. SALISBURY CO. 720-1-2 Little Building

WATCHMAKER RENFREW

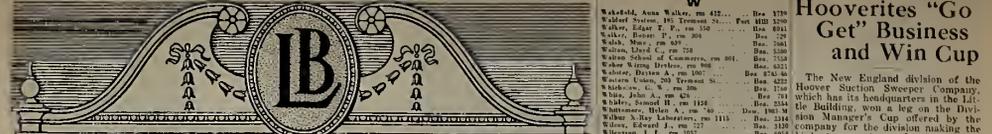
Little Bldg. - Room 725 Watch & Jewelry Repairing

Sixty Internal Revenue Folks On Vacations

More than 60 members of the Internal Revenue Staff are away on vacations at the beaches or mountains. Among these are: Mary G. O'Brien, Gertrude M. Gehring, Jennie M. Leighton, Helen E. Sullivan, Corneilia E. Murphy, Edith F. Sewall, John J. Sullivan, Florence A. Kelley, Lucette E. Tinsley, Claire B. Whelan, Robert J. Rowe, Fred Kitson, Arthur A. Dorfman, Arnes M. Cunningham, John E. Harlow, Daniel J. Casey, Mary L. McSwaney, Mary C. Roach, Patrick J. Sullivan, Thomas J. Flanagan, Helen E. Russell, Elizabeth McHugh, Katherine T. Tague, Mildred M. Alton, Margaret B. Harlow, Alice M. Powers, Margaret M. Sullivan, Raymond I. Higgins, Mary G. Monahan, Francis V. Jones, Anna J. Birch, Jr., Claire D. Carney, Antonio E. F. Donadio, Oliver J. Grant, Katherine G. McLaughlin, William F. Murray, Margaret G. Redmond, Beatrice Rotman, Francis M. Baderstein, Anna V. Stewart, Eugene E. Tirrell, Marie G. Egan, Frank J. A. Humphrey, Jane E. Maynes, Edward J. Maronitis, Marie F. Ferris, Katherine D. Spronson, Frances H. Kennedy, Anna J. Bolterly, Mary J. Macuire, Rose M. Granon, Alice M. O'Neill, Beatrice K. Luffin, Myra J. Hollis, Katherine C. Parley, Elizabeth F. Davidson, George A. Donahue, James E. Anderson, E. Wheeler, Mary V. Kelley, Chester H. Clark and Harold A. H'Hearty.

WOODS TOURS FOREIGN AND AMERICAN GENERAL STEAMSHIP AGENCY

(All Lines Represented) LITTLE BUILDING ARCADE FLOOR 80 BOYLSTON ST. - BOSTON



LITTLE BUILDING DIRECTORY

Table listing various building companies and their addresses, organized into columns A through V. Includes entries like 'A. A. Madhugopal Co. Inc.', 'B. Baker, Thos.', 'C. Calhoun, Wm.', etc.

Hooverites "Go Get" Business and Win Cup

The New England division of the Hoover Suction Sweeper Company, which has its headquarters in the Little Building, was recently awarded the Division Manager's Cup offered by the company for the best division making the highest percentage of sales territory...

Takes Thousand Mile Auto Trip

George Hunt of the Hunt-Luce Advertising Agency has just returned from a thousand mile automobile trip through the Berkshires, the White Mountains and Canada...

This is the fourth time contest for the cup. Division winner by a leg on the cup three times to keep it. Eleven divisions in the United States and Canada are competing for it. The cup was presented to Sales Manager Fisher of the company's annual sales convention in North Canton, Ohio, last week...

At Echo Lake, he caught a nice string of bass. He was "dry" up through the Green Mountains, Mr. Hunt reports, but along the Valley of the Green Mountains by the way, none (except through Canada) it was not so dry. "We touched Canada three times on the trip," says Mr. Hunt.

Our neighbor combined business with pleasure on the trip, calling on a number of his clients. He made four calls at the suggestion of his partner, Mr. Luce, who recently over the route, returning through the Adirondacks.

Of Course! Says Mr. Quilt of the Larrange Street Market: "We are making square deals in the Little Building."

Our Policy to Advertisers

The fact that the Little Building News is conducted solely for the interests of its tenants is apparent. "Do you mean to say," exclaimed a shoe dealer in the Building, "that you accept no ads advertising from outside the Building, even though we shoe dealers in the Building might not advertise in the NEWS?"

BOSTON LITTLE BUILDING SECOND FLOOR

Everything for Men's and Boy's Wear. Hats, Shirts, Suits, Ties, Franks, Leather Goods.

"Yes," our questioner was told, "it is the policy of the paper to represent only the interests of its tenants in its advertising columns and exclude all outside advertising, even if they are considered competitors of Little Building tenants."

MONEY GROWS

plant here—

L. B. DENTIST WINS HIGH COMPLIMENT

The Ritter Dental Manufacturing Company, 745 E. 12th St., New York, has placed a claret in a booklet just published that the most-equipped dental rooms in the United States are located in the Little Building. They pay this high compliment to the dental rooms of Dr. A. E. Knight, Suite 810-15.

In the booklet, illustrations of Dr. Knight's rooms are given, and we can see a suite of five offices made up of eight apartments and include X-ray room and a large working laboratory. Dr. Knight's staff consists of six workers, W. W. C. in 1921.

The Ritter booklet pronounces his rooms the most complete in the country.

Advertisement for MULTIGRAPHING, featuring a typewriter and text: 'Price Very Reasonable', 'Sturm-Kelch Service-Rm. 322', 'Photographer', 'Special Rates on Occupants of Little Bldg.', '116 BOSTON ST. TEL. 424-8182'

Advertisement for F. Phelan, featuring a typewriter and text: 'Photographer', 'Special Rates on Occupants of Little Bldg.', '116 BOSTON ST. TEL. 424-8182'

NEIGHBOR TRADE IS GROWING

(Continued from Page 1)

or who have noticed increased business through the movement in their own business.

"I came here a stranger from Indianapolis to take charge of this office and I found the NEWS a friend indeed," said C. H. Spellman of the Red Ball Transit Company, Room 551. "It answered many questions and helped me solve many problems as to where to get things. I buy everything I need from the Little Building—don't think of going anywhere else."

"Never thought much about it before, but now that I'm reading the NEWS right along I just naturally do what's trading in can right here in the building," said Mr. Spellman of the Spellman Lumber Company, Room 541. "I never had a right neighbor before of Fin the Hatter."

"The NEWS? Why, it saves me time and money," exclaimed Harry A. Getty, Wyckoff Drawn Steel Co., Room 437. "Can find everything a man needs without going outside the building. The convenience a busy man enjoys in buying things of Brockle Brothers' men's furnishings, on the second floor."

"Count me a good friend. Your paper is reaching thousands of people seen home like and neighborly all through the building. Yes, we enjoy trading with our Little Building neighbors," says Mr. Dunning of the Grosvenor Publishing Company, Room 1235.

"There are three men right here in this office—think they'll tell you they are doing their trading in the Little Building, since the NEWS is the best pointer to an each month," declares W. B. Kays, Room 1239. "There are all sorts of a real deal of gratification for giving us such a unique and splendid paper as yours," writes Mitchell, Chemical Business Bureau, Room 734. "The opportunities offered to one for trading and buying in the Little Building are all opportunities to be taken advantage of."

"It does not give the glimmer, dazzling brilliancy of the ordinary electric light. Its illumination is amazingly soft and easy to the eyes for the volume of light it gives."

"The secret lies in its patented reflector and a system of indirect lighting. It just floods a room with soft, white light, about as near daylight as it seems possible to come without calling in Old Sol. In shops where customers desire to see colors and materials by daylight, it is hailed with delight."

"It has been named the De-Lite Cluster. It can be applied to a vase, table lamp or floor lamp, whether oil, gas or electric. It casts no shadows and its equality of soft, bright light into all corners of the room."

James G. Murphy, one of our Little Building postmen, who covers the upper floors with John Waite, has been 20 years in the postal service. Before he came to the Little Building, James was rated as one of the speediest clerks in the Boston postoffice.

Daylight Lamp is Invented by Man on Eighth

Henry D. Cahill of the De-Lite Lamp Company, Room 831, has invented an electric lamp that will illuminate the darkest office, shop or home with "daylight" rays that rival those of Old Sol himself. It will give more and better light than can produce with five fifty-watt electric bulbs and at a great saving in lighting costs. It is particularly fitted for offices and shops where the tenant is obliged to work much of the time by electric light.

It does not give the glimmer, dazzling brilliancy of the ordinary electric light. Its illumination is amazingly soft and easy to the eyes for the volume of light it gives. The secret lies in its patented reflector and a system of indirect lighting. It just floods a room with soft, white light, about as near daylight as it seems possible to come without calling in Old Sol. In shops where customers desire to see colors and materials by daylight, it is hailed with delight.

It has been named the De-Lite Cluster. It can be applied to a vase, table lamp or floor lamp, whether oil, gas or electric. It casts no shadows and its equality of soft, bright light into all corners of the room.

Golf Machine

See our "Burn Boston" Golf Machine—makes anyone a golfer. Price \$15.
Room 719 Little Building

Room 629

Please step in and see a Kelvinator—and let us explain this wonderful system of electric refrigeration. Can be installed in any refrigerator. Come in and get the interesting facts!—to tell the folks at home!

Boston Kelvinator Sales Co.
629 Little Building

Under Your Eaves

(11 Lagrange Street)

Have you "discovered" us? One of the finest Markets in Boston. Choice Steaks, Chop, Ham—all the good eats! And prices always reasonable. Come see us.

Phone Beach 3362
LAGRANGE MARKET CO.

THE AUTO SIGN CO.

SIGNS

of every description
88 Warren St., Boston
Tel. Beach 49.

It's not all snow and icebergs up in Labrador. As Miss Bowditch writes, it's a wonderful country, with this snapshot she sends home would seem to prove. The girl at the left is Mary Bowditch.

(Continued from page 1)

was quite warm and the after-effect was not the least bit uncomfortable." In another letter she writes: "And swimming! The Doctor said I was the only ones who brave the ice water. Mrs. Grenfell thought I was crazy—also Mr. Gillespie. It was his suit I



Here's a snapshot of Dr. Grenfell which Miss Bowditch took on board the Strathcona, the boat in which the Grenfell missionaries sail from port to port, assisting the sick and suffering natives of Labrador. The Doctor is the one at the left.

The "World Over"

"Famous Coat" for ladies and misses at manufacturer's price.

\$15.00 to You
Do come in and see these advanced Models Fall style of beautiful Top Coats all wool in brown—military—leather French Blue

Sales Agency
Apparel Thrift Shop
1143-44 Little Building

\$8 BUYS A REAL ELECTRIC FAN

—not a toy; high quality, 3-speed, almost noiseless!

Why suffer from the heat? This is a special offer on our Little Building neighbors. You would pay \$10 elsewhere.

Phone Beach 3027
The De-Lite Lamp Company
831 Little Building

MULTIGRAPHING

The Misses Bowditch
Public Stenographers
Phone Beach 7586

Perlet Letter Co. Rooms 711-19

Films One Day Service

The Handy Shop
NINTH FLOOR

borrowed—imagine the luxury of a one-piece! And you should see the cap we manufactured—out of dispensary supplies—some yellow slicker oilskin and surgeon's plaster! But it stayed on—though my hair did get a few bits wet. We're going to add a strip of rubber banding around the edge next time."

She tells of a baffling experience when she went out in a rocky samboat with some fishermen to guard their nets from the lobstering boats that drag and tear the nets as they go crabsing by.

They lassoed an iceberg," she writes, "and I bound the rope around my arms. They roved and we tawed that brave swimming thousands of pounds, inch by inch, to a place where it would pass by the end of the dish net when the wind blew it in."

Miss Mary tells other thrilling stories of her experience in that far-off region. For instance, she took a pair of knickers on the trip, thinking they were the most comfortable thing skirts, because much of the time is spent in sailing around in the various missions along the Labrador coast where Dr. Grenfell, the only doctor in all Labrador, visits to treat the natives."

But the natives were so prejudiced at seeing "short skirts" that she had to wear a girl's skirt over them. Even in Newfoundland, when she passed through, Miss Mary had to put her knickers and put on skirts. No trousers allowed by law in Newfoundland!

Up to July 17th, the Grenfell party had visited 17 poverty stricken ports and the Doctor had treated over 400 patients.

"Some of them actually are dying of starvation and exposure," she writes. "In one port alone he carried this winter of berries—knew by the name of vitamins. We wonder, when their mothers have nothing but dried white bread and raw tea to eat! These people would have no medicinal relief at all if it were not for Dr. Grenfell. That's because they are poor that a doctor couldn't possibly support himself. The Doctor is "stee'n different kinds of specialists—druggist, oculist, surgeon, and general practitioner."

Writing of the native children, she says: "One wonders how they can be so happy at all with no medicine, but not even clothes to cover their bodies."

Up in Labrador, she writes, "The sun gets up at 2:30 and doesn't go to bed until 10:30—at least the sunset lasts until then."

"The only thing she misses, she says, is hot water, but what a luxury when you have icebergs to bathe with, in this weather!"

Vacation Notes

W. A. Davenport of the Nast Publications, 11th floor, has been spending his vacation at the beautiful, grand, Bramhall, Davenport Ridge, Stamford, Conn.

Miss Helen Spinney of Room 1104 has returned from a vacation spent at York Beach.

Mrs. Mary Porter, Room 840, has been away on a two weeks' vacation.

Anna Walker Wakefield is at her Summer home on the Maine coast. She will be returning after Labor Day.

Mrs. Arthur W. Weldon of Good Housekeeping, Room 1221, is at home

When you think of buying "Black & White" you should remember the Bank of DAMON'S The L. B. Strathcona 6 Southway Store

at 7.30 p.m. each day you choose between failure and success

WHEN the clock says 7 a every evening expect to see young men stand at the cross roads—and choose between temporary life pleasure and future success.

Mass Little Building business men have increased distribution and advanced success through our practical business training. Call at our Two-weeks-education office, Room 2410 for a prospectus descriptive of our curriculum and methods of study.

LSALLE UNIVERSITY
1210-1234 Little Building

from a two weeks' motoring trip through the White Mountains.

Frank V. Barton, Room 908, has been spending his vacation at his Summer home near Gloucester.

Dr. A. E. Knight, Suite 310-15, is away on his vacation which includes motoring trip through New Scotia and other parts of Canada.

Miss Mabel Gillespie, secretary of the Woman's Trade Union League, Room 634, is at home from a vacation in California.

John A. Thomas, the optimist, of Room 150, has been spending a vacation at Woodstock, Vt.

Miss Helen J. Key, manager of Dana's stationary store in the subway arcade, has returned from her vacation spent on a farm at Concord, with frequent automobile trips to surrounding country.

George W. Davis, elevator man, was married on August 10 to Miss Dorothy E. Wilcox of Brookline. George is combining his annual vacation with his honeymoon.

Dr. W. R. Hughes, Room 907, has just returned from a two weeks' trip to California.

Dr. A. E. Staveker, Room 319, has been spending a vacation at his Summer place near Marion.

Samuel H. Whitley, accountant, Room 1148, has returned from a business trip to Florida.

There have been so many inquiries brought direct to the editor in regard to changes or insertions of names, room numbers and telephone numbers, as well as classified listing, that it seems advisable to state that all such insertions or corrections must be made through the Little Building Trustees' Office, Rooms 901-5. We thank you!

Inky Fingers?

Jack's Hand Cleaner removes inkly fingers in 10 seconds. Will not harm the finger's hands. Costs nothing to use. In every drug store.

Dozier, Richardson & Lee
316 Little Building

GOOD YOU WILL NEED GOOD EYEGLASS TO ENJOY

your vacation
In the fields, let me help you
Phone Beach 1909
John A. ... optometrist
44 Little Building



Triple Action!

ACTION in the field, all important step in the communication of the sale. If you don't get action into your advertising copy, try Bliss diagraphs.

JOHN GIBSON BLISS
Communications
Room 733 Little Building

HIS YACHT SPEEDS OVER WATERS

Neighbor on Tenth Floor Makes 1800-Miles Trip, 16 Days

An 1800-mile sea trip in a 60-foot cruiser in the remarkable fast time of 16 days! That's a recent accomplishment of C. H. Clapp of Room 1017, an enthusiastic and expert yachtsman.

In his cruiser, *Sayona* 2nd. Mr. Clapp made the trip up the coast from Fort Galle, Florida, to Havana in what yachtsmen say is one of the fastest voyages on record for a cruiser of the *Sayona's* rated speed. After leaving Fort Galle and winding up through the shallow inland waterways past Daytona, St. Augustine and Myopart, Mr. Clapp started on his "autistic" voyage from Fernandina, Fla., on the fifth of them month, arriving in Charleston, S. C., on the seventh.

The *Sayona* made Georgetown, S. C., on the ninth; Southport, N. C., on the 10th; Beaufort, on the 11th; Norfolk, on the 13th; Philadelphia, on the 15th; Perth Amboy, on the 16th; New Haven, on the 19th; Cityville, on the 21st and Havana at 8 o'clock on the morning of the 21st.

The voyager made quite a lot of rough weather, as continuous cast wind waves were encountered. The *Sayona* proved herself an excellent sea boat on the outside runs and its 40-horsepower Lamb engine ran perfectly all the way.

After the voyage the *Sayona* was thoroughly scrapped and dismantled and will put in first class condition for the use of our Little Building neighbor and his summer vacation.

GRILLS ON TROUBLE AT SEASHORE

Swim, Have "Eats," Make Merry Generally After Work

By One of 'Em

While many L. B. girls were away on vacation, a group of "us girls" who saw Boston at its hottest last month got together and formed a beach party one evening. We swam, picnicked on the beach and made merry generally beside the cool Atlantic.

The Temporary Activities Committee discovered, as one of them said, "beachy corker," in several Fourth floor girls, while a good delegation from the Eighth floor joined the party. We missed girls from the other floors—and especially the L. A. girls—from the 2nd floor. Hope they will be with us strong when we organize in the Fall.

There was one feature of our beach picnic which always will remain in the memory of the girls who were in the "cats" nor the laughs nor the thrills. "It was 'nimmy' bathing cap—you know, the frilly, rubber kind that form the wringing apparatus of the largest Italia maidens. When Helen snaked us all!

Whether or not frilly bathing caps prevent one from catching cold we do not know but Helen stayed in the water longer than any one else that party and it was only by dire prophecies of unfortunate results that we kept her from going home. The fact she had eaten her box-lunch. We should have had a picnic basket. It happened after that chocolate marshmallow, raspberry, coconut montrose!

Hard-hitting Hazel, the Eighth floor baseball champion, would not get out in time to throw the ball but we had her here. Throwing did we say? That's hardly "nimmy" Hazel avenged her "perfect left" pitching arm the whole crowd snaked, but got out in time to throw the ball hurling through space for a mile.

"I'm scared of her, honestly," one of us said, and if you could have seen her you would have thought you had your hair and torn your teeth," to think it was the whole season before we got to Little Building baseball team organizing.

It's a dead secret, but if you'll keep it in the Little Building family and never let it leak out, we'll whisper you of us in relation to each other—once—after our wobbly knees wobbled in back to the customary ones we solemnly swore with uplifted hands shakily hands: "Never again!" There are rally-coaster and ruffled-concerns. This was one of the kind and kind.

After all this we went out on a picnic to a beautiful spot overlooking that every girl who cares a hood load about athletics will come back in the Fall ready for team work, with loads of stored up "pep" to scatter round the girls she dares not you know.

HERE AND THERE

Miss A. L. Leahy, public stenographer, Room 1043, has returned from a two week vacation trip, making through the White Mountains.

Fred Wright, Jr., of H. F. Salisbury company, Room 729, went to Wick at Boothbay Harbor, Frank Allen of the same concern is home from a two week trip to Maine.

Charles McMurphy, manager of our Little Building Waldorf restaurant, is back from his vacation. "Mac" had a hold a sort of impressive reception the day he returned. Everybody was glad to see him, you know.

Stuart "Tom" White of our Little Building elevator staff has returned from his annual vacation trip to Nantucket. "Tom" says he left Nantucket the night before Prohibition Enforcement Agent Robert Smith and his forty raiders visited the beach, but that was not why Tom came back—his vacation was up!

SALLY STENOG - By Fuller



LET'S SEE, THERE'S BOOKS, BOOKS, BEANS IN THE BEZEL WITH THE SIX STRINGS, SHAMPOOS, SUBSCRIPTIONS ON THE SIXTH



J. W. Barber of the Barber Advertising Agency furnished the suggestion that inspired this cartoon. He overheard a Little Building shopper ask an elevator man: "Can you tell me what floors the D's are on? I want Donovan. When are you going to send Fuller an idea for a Sally Stenog cartoon?"

The Office File

By MRS. EUGENIE CHICK
Principal Boston School of Filing

This is the filing of a series of articles on "The Office File" as a Profession for Women" to be published each month in the News. Mrs. Chick is an expert in the subject, and we feel sure her articles will be helpful both to office workers and executives. In this article she writes of the advent of the file clerk—EDITOR'S NOTE.

While many business houses of the 19th century began to appreciate the value of well-ordered and neatly preserved records, the file clerk or file executive, as such, did not exist. The idea that one or more persons should be assigned exclusively to the maintenance of files was scores of years ago a preposterous addition to overhead costs.

Indeed, only a few years back, the filing of papers in many offices was handled by office boys or some stray clerks, perhaps someone who had learned to typewrite, or to keep books, picked up filing on the side. Files were scattered around in different departments. A number of employees in the department had their own files. It was the exception for any one employee to be thoroughly familiar with the filing method used.

The result was that what was everyone's responsibility was no one's responsibility and, frequently, firms employed as many people to hunt down correspondence as to file what was current.

Business men gradually came to appreciate that a filing system is not a miraculous automation that will file, keep and produce records and correspondence of its own accord. Today the classifying and filing business information has become the dignity of a profession requiring men and women of ability and with

SEE I FORGOT WHAT FLOOR HE IS ON I'LL ASK THE STAIRLIFT



LET'S SEE, THERE'S BOOKS, BOOKS, BEANS IN THE BEZEL WITH THE SIX STRINGS, SHAMPOOS, SUBSCRIPTIONS ON THE SIXTH



special training. The centralized filing department has come to be recognized as one of the vital factors in a successful business organization. Results:

- 1. Brings papers in one place.
- 2. Experienced operator in charge.
- 3. Responsibility is fixed.
- 4. The following qualities I consider important for filing:
 - First: Accuracy.
 - Second: Initiative.
 - Third: Adaptability.
 - Fourth: Executive ability.
 - Fifth: Education.

You will notice that I have put the natural qualities before the acquired. By this I do not mean that education is not as important, but that without the natural qualities no amount of education would make you successful. Instruction is also a great asset because it enabled you to see ahead and also to put yourself in the place of another.

PRAGOFF IN CHARGE

Henry C. Pragoff of Room 449 is chairman of the On-To-Providence Committee of the Pilgrim Pilgrimage Association. This committee is making plans to take a large number of Boston business folk down to Providence, R. I., on November 16, 17 and 18 to attend the New England Advertising Clubs Convention.

FOR RENT—At Winthrop Highlands on the shore—last two weeks August—living room, bedroom, dining room and kitchenette in high-grade apartment. Good location. Showers. Suitable for two. \$25 a week. Phone: Ocean 74-W.

GOORBY SELFSH AUTOIST

Maclub Members Promise to Lend a Hand on the Road

The Maclub of America, a sort of National motor vehicle brotherhood whose active members are pledged to "help, aid or assist in other member who may be in need of help" on the road, is among the new tenants who have come to the Little Building the past month.

The Maclub is a rather unique organization. Its object is inspired by the remarks of a deep sort of human nature, at a meeting of prominent men in Eastern New England, when he expressed the hope that some day a group of men might exert their influence to aversure "that selfishness, so very positively and repeatedly evidenced in motor travel, where car after car will pass a motorist on the road, in need of help, with absolute unconcern."

There are three classes of membership: Active members, who are automobile owners or operators, dealers and business concerns, "who have anything of interest or necessity to the active member—who will give, and from whom the active member may receive, a square deal"; and manufacturers who grant special privileges and benefits to active members. Active members may call on any Maclub member on the road for assistance. Identity is established by membership cards and by special Maclub plates upon the cars. Every Maclub member carrying these plates is expected to render assistance when needed.

Every member is expected to be a "service man" on the road. "There never should be a road so lonely that a member will not find another with a cable to tow him to safety on the broad highway," says the Maclub. Its new Little Building headquarters is in Room 436.

COLOR PRINTING

Headquarters for Labels, Show Cards, Cutouts Window and Counter Display U.S. FINISHING & PHOTOGRAPH COMPANY
1102-1104 Little Building

CAMERAS

Highly used at a much lower price. Exchange your old camera for a new one. Telephone Beach 8085. Boston Camera Exchange 181 Tremont Street

WILLIAM C. COOGAN

X Ray Laboratory 439 LITTLE BUILDING

SPORT SWEATERS

of Silk Linc Wool and direction in making. *Mrs. Higginstone*
The Wool Shop - Room 428

William A. Muller & Co.

INCORPORATION

BUSINESS ESTABLISHED 1847

55 Kilby Street

BOSTON

Insurance of Every Description

FIRE

LIFE

RENTS

TORNADO

BOLEERS

EXPLOSION

PLATE GLASS

PARKS STOP

REGISTERED MAIL

TOLNIST FLOATER

MARINE WAR RISK

SPRINKLER LEAKAGE

WORKMEN COMPENSATION

ACCIDENTS—INABILITY

COMMISSIONS AND PROFITS

JEWELRY WATERCROCKERS

RIOT AND CIVIL COMMOION

ACCOUNT AND HEALTH

LEASHHOLD INTEREST

USE AND OCCUPANCY

WINE AND SEAPLANE

MOINE BREAKAGE

WATER DAMAGE

CURRENCY EXCHG

FLY WHEEL

MURKLEY

BURGLARY

TRANSIT

CREDIT

MAIL

RAIN

Brain Drains

San Francisco Office, The Connecticut Fire Ins. Co.

London Office, The London & Lancashire Fire Ins. Co.

Utahian Fire Ins. Co. Chicago Fire & Marine Ins. Co.

Washington Mutual Fire Ins. Co.

Little Building

The Employee Liability Assurance Corporation Limited

IT IS TRUE economy to have your accounts made to order. Let me prove it.

Advertising and Reprinting

Edith A. Cushing, Corsiere

Room 859 - 1 Tel. Beach 7042

THE MISSES TUCKER

(Formerly with Harper Method) HAIRDRESSING
Telephone Beach 8391
Room 168 LITTLE BUILDING

Albert E. Hickey

(for fifteen years with the Andrew Lloyd Co.)
Optometrist-Optician
854 Little Building

DAMON'S

When you think of buying guaranteed Fountain Pen Ink of the Stationers a Subway Store

Occultists' Prescriptions accurately filled

OFFICE FURNITURE CO.

DESKS CHAIRS TABLES FILING SUPPLIES

FILING CABINETS

TABLES AND STEEL

COR. HIGH AND PEARL STS.
PHONE CONGRESS 3422 BOSTON, MASS.

If You Think a Chamber of Commerce Would Boost Trade Let Us Hear from You!

THE LITTLE BUILDING NEWS

Six Pages Boston, Mass., September, 1922 Price Five Cents

EXPECTS TO FLY TO HUB
Oo-la-la! Paul Poiret, You Go Too Far, M'sieu
 Tenant from South Africa Anticipates Trip by Air

The Little Building has a tenant who comes all the way from South Africa! She is Mrs. Claudine L. Ockenden of Room 917, whose home is at Johannesburg, near Cape Town. She came to Boston several weeks ago to attend the annual meeting of the Christian Science Church and plans to stay here several months.

"I like Boston so well that I almost think I would stay here except that my family is away off in Johannesburg," says Mrs. Ockenden. She is very enthusiastic about the Little Building and its modern conveniences, marvel at the lavish way in which you Americans employ all these modern conveniences," says Mrs. Ockenden. "You know, those splendid little bathing drinking fountains in the corridors of the Little Building, and the individual towels and individual soap supply and the marvelous attendants. I suppose you get so used to them that you do not think much about them, but to anyone from a newly-developed country, like South Africa, they are all wonderful."

"Johannesburg, my home city, has a population of about 250,000 but it is a new city, comparatively. Thirty years ago, or so, there was scarcely any city there you know. Our largest business is in the Corn and Wheat trade but it is not nearly so large as the Little Building now in the headquarters of the great mines of interest of that country. Johannesburg itself, you know, is thought to be built right over iron gold mines, which of course cannot be worked because it would undermine the buildings."

But just outside the city the great gold mines stretch away for miles. They are operated largely by American engineers and financiers.

(Continued on Page 3, Col. 5)

EXHIBIT AT STYLE SHOW

Two Little Building shopkeepers, Jean M. Brown, of the Fourth floor, and Madam Sara, proprietress of the Third Floor, will have exhibits at the Boston Fashion Show and Pageant, 30 St. John St. at Hotel Somerset on Sept. 21.

The Show and Pageant will be held in the big ballrooms of the hotel and Missy Fashion will take there all the latest creations in gowns, hats, furs, corsets, hosiery and shoes.

For YOUR Convenience
 TAKE the elevator to the basement for Breakfast, Lunch, Aftersnoon Tea or Supper.

Waldorf System Incorporated



Madam Sara, Third Floor Corsetiere, who is one of the Little Building shopkeepers that defend American women in the matter of immodest ideas in dress.

Bigger Shop Due in Part to News Ad

W. Howard Redfern, Seventh Floor Jeweler, has taken larger quarters on the same floor this month on account of increased business. He largely, he says, to the Little Building News in which he has been a consistent advertiser month after month. His new quarters are in Suite 723-24, adjoining his former shop at Room 725.

Among the latest tenants which the Building has gained are: Huntington & Williams, accountants, Room 348; Richard L. Penton, advertising, Room 712; Louis C. Adams, drug specialties, Room 821; Dudley Freeman, economic counselor, Room 437; Overman Cushman Tire Co., Inc., Room 641; Frank H. Hardy brushes, Room 1248-49; Frank E. Bell, industrial alcohol, Room 434.

Marjorie Walden, lawyer, Room 644; Victor W. Bellevue, subscription agent, Room 528; Stroh Amusement Co., Suite 939-40.

To the Women of the Little Building
 LET us explain the merits of our "Supple Tread" Last 62 Shoes
CROSSETT SHOE STORE
 Arcade Floor, Little Building
 78 BOYLSTON STREET

Dr. Alfred E. Knight DENTIST
 Rooms 510-515 Little Building Telephone Beach 634

Little Building Modistes
 Denny U. S. Women Also Rans
NOT BEHIND STYLE
 Best-Dressed in World They Tell Paris Dictator

When Paul Poiret, Paris fashion expert and world famous designer of women's dress, declared that American women are three years behind in styles and never can catch up — why, Monsieur Poiret just stirred up a hornet's nest about his ears, that's all. Not only did American women start right in to tell M. Paul a few things, but American modistes and milliners and corsetiers added their scorn.

Little Building modistes, answering the Parisian "dictator of style," declare that the American woman is the best-dressed in the world. As for her being behind the times, they say that she is way ahead in everything except a few foolish fads that only Paris would sanction. Here's what they said in interviews to a News reporter:

"The American woman is not only the best dressed woman in the world but she uses by far the best judgment in all matters pertaining to dress. This is the frank opinion of Miss Lebasche, milliner, Suite 617. "American designs and workmanship are an improvement over Paris styles," she says. "The French excel in trifles, trinkets, novelties, but so look to New York and Boston for the true artistic impulse. Besides, American women are the more distinctive. They know how to wear their clothes well — correctly. And they would never accept of anything that they had to depend on Paris."

(Continued on Page 5, Col. 1)

PLAN CHAMBER OF COMMERCE FOR BUILDING

Merchants May Organize Board of Trade To Promote "Trade With Your Neighbor" Movement

The Little Building community may have its own Chamber of Commerce. The organization of its shopkeepers and professional folks into a sort of board of trade to promote ways and means of still further building up business, both within and outside the Building, is the latest step suggested. Merchants with whom the News' representative has discussed the project have expressed themselves as heartily in favor.

The idea is a logical outgrowth of the Trade-with-Your-Neighbor movement. It is based on the theory that, if the merchants and professional folks in the "community under one roof" could get together in a sort of clearing house for ideas in regard to the upbuilding of business, the exchange of suggestions and plans would result in increased trade for all.

The idea has worked out very well in at least one smaller "community" — the New Kegible Building, Chicago, which is a structure full of retail stores and shops. There they have a Merchants' Association to carry out the plans which a Chamber of Commerce would handle in the Little Building. They even have their own cooperative sales magazine, to go to buyers outside the building, although they have no newspaper as we have here.

Coming into the busy Winter season, the Chamber could do much. It is believed, to boost trade on a bigger scale, co-operatively, than the various groups possibly could do individually. Meanwhile, the News editor would be glad to have the tenants' expressions of their ideas on the organization of a Chamber.



Miss Martha A. Briggs, Fifth Floor strongographer, who has just returned from a 3,000 mile vacation trip around the Great Lakes.

Returns from Vacation Trip of 3900 Miles

By MARTHA A. BRIGGS
 Public Strongographer, Room 543

Miss Martha A. Briggs, fifth floor neighbor, took one of the longest vacation trips attempted by anyone in the Building this Summer. She travelled nearly four thousand miles, by boat, train and automobile, over lakes, rivers, mountains and plain — and not only did she see a hat in a train. To read her interesting narrative of the journey is the next best thing to taking the trip yourself.

Editor's Note:
 A vacation on the Great Lakes is ideal, restful and refreshing. The boats are "Bentley" boats, equipped with every modern convenience, providing the traveler with every comfort of a palatial hotel. The service is most excellent, and, oh, the good things to eat!

(Continued on Page 2, Col. 2)

-Your fall announcement

Let us write, print and mail for you a direct appeal, in the form of a letter or neat folder that will bring you business.
 Your neighborly little Print Shop right here in the building will do it for you.
 We have a choice Mailing List Phone Beach 845
 Alfred B. Heves, 317 Printing Bldg
Publicity Service Bureau
 652-654 Little Building

ACME ARCH SHOES
 for tired aching feet
 Also women's high grade Shoes and shoes for street or dress wear, at moderate prices.
 Come in and see our new Fall lines.

Connell & Carey
 Formerly 307 Thayer Street
 Shop 4, 2nd Floor, Little Building

EDMUND I. WILSON OPTOMETRIST
 ROOMS 22-23, LITTLE BUILDING
 Eyes Examined Prescriptions Filled

WATCHMAKER RENFREW
 Little Bldg. - Room 723
 Watch & Jewelry Repairing

WOODS TOURS
 FOREIGN AND AMERICAN
GENERAL STEAMSHIP AGENCY
 (All Lines Represented)
 LITTLE BUILDING
 ARCADE FLOOR
 80 BOYLSTON ST., BOSTON

THE LITTLE BUILDING NEWS

Vol. 1, No. 6 September, 1922

PUBLISHED MONTHLY BY THE LITTLE BUILDING NEWS COMPANY
1102-1104 LITTLE BUILDING, CHICAGO
Editorial and Business Office, Room 352

EDWARD A. FURBER	Editor
WALTER A. GARDNER	Asst. Editor
WALTER H. HARRIS	Asst. Editor
EDWARD D. THOMAS	Asst. Editor
J. P. HILSON	Asst. Editor

Office Furnished For \$2.50

When Abraham Lincoln was a young lawyer in Illinois, an eastern merchant wrote him, inquiring about the character and responsibility of a fellow townsmen, Lincoln answered:

"Dear Sir: Years of the last year together I am well acquainted with the gentleman named, and know his characteristics. First of all, he has a wife and baby together they ought to be worth \$10,000 to any man. Then he has an office in which there will be a table worth about \$1.50 and three chairs worth, say \$1. Each of all there is in one corner a rat hole which will bear looking into. If his neighbor's accounts would not have impressed the eastern merchant very favorably if it proved with the inventory of his office furniture, perhaps, but he thought a word of accuracy in his allusion to the rat hole in his corner."

When the only thing in a man's business life that will "bear looking into" is a rat hole in the corner of his office, he need never fear inquiry from those who seek to do business with him, need he?

Write: Mary Shaw, room, Suite 529, is handling and fitting the Pease Paper Goods for the Boston Advertiser's prize contest in an effort to divert the Little Building shop.

Gurnell
featuring
our COAT FRUMPS of Tenth an typical of the cooling season, only

\$29.50

which is my very special low price for the "not regulated" with my Little Building business. Also Dresses of Kasin Cloth with fur collars or lace collars. And, our such handsome coats trimmed with beaver, wolf or squirrel. Wouldn't you like, please, to call?

Suite 311, Little Building
Tel. Beach 1035

Dr. W. R. Ross
Surgeon Dentist
Rooms 303-308-309 Tel. Beach 312

OFFICE FURNITURE CO.

DESKS
CHAIRS
TABLES
FILING
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COR. HIGH AND PEARL STS.
PHONE CONGRESS 3422
BOSTON, MASS.

Travels 3900 Miles on Her Great Lakes Vacation Trip

Fifth Floor Stenographer Did Not Miss a Train Nor a Boat on Journey Longer than Span of Continent.

(Continued from page 1)

There are writing rooms, smoking rooms, observation hall with its two glass windows, and a ballroom for the evening, music room, library and beautiful dining room on the observation deck. In fact, not a comfort seems to have been forgotten, every amenity seems to have been re-remembered.

It takes four days and four nights to run from Buffalo to Duluth. At first thought one might say the trip would be monotonous. But no — anything but that. Pleas of entertainment provided. Every week-day afternoon and evening, dancing music by the ship's orchestra, refreshments at the table, served by the social hostesses in the grand saloon. At night a mile march six times around the promenade deck, after breakfast and before dinner, headed by the orchestra; the fast evening a marquee dance, an opportunity to see a little sight-seeing.

We left Boston in the evening for Buffalo where we arrived in time to catch the boat leaving Buffalo at 3:30. The morning was bright and the waters very calm, and we spent the entire day and evening on Lake Erie, sailing, sailing, with the cool breeze blowing across the decks, without a shadow of opportunity to see a thing. A very agreeable way to pass the first day of a vacation.

But first call was at Cleveland where we arrived at about 10:30 in the evening. It stopped there only an hour, just long enough to take on about 100 passengers and several automobiles. Many people made their journey part way by auto and part way by boat, a very agreeable combination. They started on our way.

The next morning anchored in another perfect summer day. We arrived at Detroit at about 7 o'clock, for a four hours' call, thus affording us a chance to see this beautiful city. All took advantage of the opportunity and secured places in automobiles at the dock and time arranged for the evening. The great Ford plant in the Eastern Henry Ford Hospital, \$2,000,000 Public Library, 120,000,000 General Motors Building, the house of the Packard Motor Car Co., covering 81 acres of floor space. We drove through the residential section of the city and Highland Park, and then on to Belle Isle Park, and

SCISSORS

Knives and razors and all kinds of Surgical Instruments, Imported — very fine!

Every pair of scissors — for store, household, barber, sewing, embroidery, military, manicuring; all sizes; forepicks, etc.

Get out Little Building neighbors — we will have plenty of purchase at our wholesale prices.

Tel. Beach 635
Gatcomb-Riley Co., Inc.
Importers and Wholesale
Rooms 1040-1041

to be the most beautiful island park in the world. They talk in high relief of Detroit, and will tell you of their banks, hotels, school buildings, residences, business buildings, and parks. It is a million dollars. We left Detroit at 11 o'clock, on an evening having enjoyed the marvellous luncheon, and all feeling that the people of Detroit may well be proud of their city.

We then passed through the Detroit River, Lake St. Clair and the St. Clair River into Lake Huron. A beautiful afternoon, warm, bright sun, with just enough breeze to make the air cool and comfortable! And the journey on the Lakes. No showers, no storms, no rough waters — all pleasant weather and everywhere happy. The passengers who were planning to return to Detroit on the same boat had the entire day to visit Duluth, but I took the train at once for Minneapolis, visiting my brother for five days. I, Minneapolis and St. Paul are very beautiful cities, and I enjoyed every minute while there. One day we motored 100 miles out from Minneapolis, safely rolling ground covered with immense corn fields and wheat fields. Little lakes dotted here and there — no sharp hills, no white New England. Excellent roads, straight as a die for miles and miles, and little towns of 100 to 2000 inhabitants situated about 6, 8 or 10 miles apart, each with a church, a bank, a schoolhouse and one store of a kind.

View of the famous docks at South St. Marie, Lake Superior, where the first boat standstill on which Miss Briggs was travelling "swait upstairs" on the water.

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Next came one of the most interesting features of the trip, passing through the lakes. We saw the 12,000 ft for a boat nearly 400 feet long, to go "apart" with the aid of man's ingenuity. Then of course we all had the pleasure of throwing pennies to the children who were watching from a side-stand for them. Football was nothing on this game.

We then sailed into Lake Superior and continued our trip all night and through the following morning, arriving at Washburn at noon. We saw nothing but calm, smooth waters, and a beautiful weather. We were all in a typical inland town, just like those you read about in a story book. We read local newspapers and talked the

LOOK! I have a long course type, all typewriter and Vintages. Can do your own, or have them made. Also, all kinds of forms, designs, etc. Let me show you something.

Martha A. Briggs, Public Stenographer
Room 548 Tel. Beach 8-1

Flux Parra, conducted by the Lake Superior Silver Black Fox Co. the well-known Quarry Mine at Calumet & Hercul Mines. We had the pleasure of looking down into a shaft over 2,300 feet deep. We also saw a car of rock come up from this shaft. They told us there were at that time 100 men down in that mine.

On our way back to our boat, I noticed in one of the streets through which we passed a ditch being dug. The ditch was 10 feet wide and the earth, even to the bottom of the ditch, was copper colored. It didn't look much like the dirt in Boston. We left Boston at 6 o'clock in the afternoon. It was very hot here, but after passing through Portage Lake Canal into Lake Superior north, the temperature changed rapidly. In a few minutes everyone was scurrying around for wraps, coats were buttoned, collars turned high. As night drew near, it became too cold to sit on the deck. There was plenty of entertainment inside.

The following morning we arrived at Duluth, the end of our westbound

NO COAL But Why Worry?

An Oliver Oil-Gas Burner is your solution of the Coal Shortage.

The Fuel Shortage and high prices of coal has created the biggest demand in history for the Oliver Oil-Gas Burner. Thousands have used and recommend it.

The Oliver Oil-Gas Burner is the best situation in every household. This patented Burner, backed by 10 years' experience and use throughout the country is adapted for ranges, furnaces, cooking and heating stoves.

Make your stove or range a gas stove with an Oliver. No fire to make. No ashes, dirt, smoke, odors, chopping, shoveling, carrying coal or wood. Saves hours work. Makes your stove bake better, cleaner, quicker. Three times the heat of coal or wood. Doesn't change your stove, simply sits by fire box, easily slipped in or out. Absolutely safe. Lasts a lifetime. Makes its own gas from kerosene oil at small cost. Saves you money, takes labor, health, whether you burn coal or wood.

We are selling the Oliver Oil-Gas Burner in this territory. We have the different Burners of our own, and will gladly demonstrate and explain the Oliver to you.

To Little Building folks, we will make a very special discount price.

FRAGDELL-MILLER COMPANY, Room 445, Little Building, Telephone—Beach 8652.

(Advertisement)

For your Meats and Provisions

You will find our Market very convenient in our office thing to your liking. Telephone your order and we will have it ready when you call.

Beach 3382
LAGRANGE MARKET
11 Lagrange Street

COLOR PRINTING

Labels, Show Cards, Catalogs, Window and Counter Display

U. S. PRINTING LITHOGRAPH COMPANY
1102-1104 Little Building

One Hour Service

means that your eyeglass work — whether by lens, or a replacement, soldering work, or the repairing of a pair — will be finished accurately in one hour.

JOSEPH ECKER, Optician
455 LITTLE BUILDING
Beach 4899

This is something you should know about

Nine Reasons WHY

Reduces your Gas Bill
Keeps your boiler clean
Prevents Pits and Corrosion
Increases Cooking Capacity
Eliminates Unnecessary Grease
Will Cook Two to Four Meals at One Time
Enables you to Heat Four to Six Rooms with One Burner
Keeps a Whole Meal Hot Until Ready to Eat
Keeps your Stove Clean
Prevents Broom from Choking

Phone Beach 968

THE PEACE STOVE TOP FOR GAS RANGES — makes one burner do the work of four! Not to buy it what's lost?

IDEAL STOVE TOP COMPANY Room 934
Agents Wanted — Exclusive Territory

When you think of ordering Engraved or Printed Stationery —

DAMON'S The L. B. Stationers
5 Subway Store

SALLY STENOG



Little Building Modistes Defend American Styles

(Continued from page 1)

Jess M. Brown, Suite 419, said: "The American women are the best-dressed women in the world. There is a higher score in the making of clothes which the American woman seems best able to understand. The careful thought and education and skill that now are being put into our matters of dress eventually must influence the world as a whole. Paris. Perhaps Mr. Pollet himself would say that American women will stand for about as much in the Parisian — and no more." Said Miss La Belle, Suite 601: "Why, yes, to be sure, we follow the French. Why? Who knows? But not for all ways, perhaps. It is all just a matter

of choice. We have both Paris and New York styles. Some prefer the former and the very many, of course, the latter. But as for being better, Paris is far behind Paris, who but Paris! Here say that."

"Personality is the thing in dress," said Mrs. Shay, gowns, Suite 629. "Each woman should conform, in all matters of dress, exactly to her individual type. It is probable that the American woman will continue to go to Paris for sensational gowns, but so-called American women are not fond of the too blousy effects of French styles. They are very well satisfied with the better values which are presented in our domestic fashions."

"I think we are less inclined to adopt Paris styles than French designers would like. Perhaps that is why we are so far behind them. And, as this advances, maybe we will fall still farther behind — and some day to compete with our own. American women are the best dressers in the world," Miss Mondello, suits, Suite 829.

"Whether you are sixty or sixteen, the old and the young are both glad to try the happy medium. There is sure to be a style pretty well suited to express your individuality. You can be as original as you wish, and you can be the wholly American, good, but. Do not, we then, expect ourselves better than we are," Miss Gordon, corsiere, Room 311.

"The women of America like economy to enter into all their consideration of dress. When Paris fails to give us the we must look elsewhere. We must look to our home dress-makers ourselves." — Miss Gilha, milliner, Room 18.

"The American woman has something more to think of than Paris styles. But when she does go in for style she can beat the French woman. She is better set up and her clothes are made right and thoroughly finished. That's more than one can say for French styles," — Mrs. C. A. Cullen, a corsiere, Room 555.

Says Madam Sara, corsiere, Suite 311: "The American woman, first of all, should be herself and make the most of herself. Then, she should at all times strive to realize that true economy is best served by having the best. And she must, first of all, look to her corsiere for that service which is the essential foundation of the perfect toilette. What is so sad to see as beautiful gowns on a poorly constructed figure? Let us always stand for truth in dress."

Mrs. Van Bankirk and Miss Stevens of the Nu-Bone Corset Shop, Room 1652, were particularly not at all that in favor of Paris fashions. Said Mrs. Van Bankirk: "It is accepted by American women. For which let us be very grateful." "In this, perhaps," added Miss Stevens, "But there, who really could like Monsieur Paul Petrot's corsage? Do you think he is a bit peculiar?"

Miss Gagnon, gowns, Suite 311, commented: "Paris styles that are really worth while really do not improve the American woman. The American woman who really cares. What is worth having is quality American-made and the reproduction usually is better made and finished and economically. I for one will take New York styles as styles which come from Paris, but of the workmanship and quality which our folks at home can utilize and appreciate."

Miss Gagnon, Suite 352: "The American woman wants always something that is new and striking,

but the more conservative than the French, and the practical styles appeal to her strongest. The models show this season have a more subdued tone that instantly appeals to the American eye. American art is so to adapt Paris styles that the American woman will find them both practical and attractive."

Miss Elliott, gowns, Suite 702, when seen by the News representative had just returned from New York. "Why Paris," she said, "when you can buy such pretty frocks right here in Boston and New York? And M. Pollet doesn't know that a dress can be ordered from Paris today, if desired, and worn here the following week. Poor little man! Perhaps now that he is over here in America he may get a few helpful ideas and a clearer understanding of what the American woman stands for in all matters of dress!"

By Fuller



Travels 3900 Miles on Trip

(Continued from page 2)

After a delightful visit in Minneapolis, we came back to Duluth by train, and on the afternoon of our return trip in the largest boat "Noronic." This is the largest boat on the Lakes, being 345 feet long with six decks. It accommodates nearly 600 passengers. (Incidentally we carried 3000 passengers.) Our first stop on our trip out was repeated. Our first stop was at Canada's twin cities, Fort Winch and Fort Arthur. We did not have much time to go ashore — so here we contented ourselves with a short walk in each city. The following day passed through the lake at Sault Ste. Marie, but this time on the Canadian side. Then we sailed through the day and night arriving at Sarnia, Port Huron's twin city, early the following morning. (It took us two days to go west and east.)

At Sarnia we left some of our traveling companions to take the train for Toronto (a five hours' ride). Here we embarked on another "Noronic," "Kingston," and crossed Lake Ontario to the St. Lawrence River on a very fine condition somewhat different. There had been a heavy thunder storm in the early morning, and the waters of the Lake to be very high. The waves came rolling in like the waves of the ocean, and whereas we were all over the lake and there was a good sea breeze. The rougher it was, the better I liked it. It belag a good sailor, but not so all of my traveling companions. The rougher it was, the better I liked it. It belag a good sailor, but not so all of my traveling companions. The rougher it was, the better I liked it. It belag a good sailor, but not so all of my traveling companions.

The next morning showed clear, bright and warm, and everyone was up early to get the first glimpse of the Thousand Islands. It was a perfect day. Just ideal for an all-day's sail on the St. Lawrence River. The trip is just as interesting as it ever has been. The scenery is simply magnificent. We chatted loudly at present for the "Rapids King," went on to the Rapids in the morning. We arrived at 6:30 in the evening. Then we took the train for home.

Three hundred miles of travel by boats, trains and automobiles, scenery varied, lake rivers, mountains and plains. The Walter H. Woods Company, of the Little Building, prepared the tickets for this trip, making all reservations. It was a trip very well planned, and not a single thing went wrong. We started on time, got back on time, did not miss a train, got a boat, and returned home in the afternoon. The things made and the present conditions which, in fact, is quite remarkable.

My advice to my Little Building neighbors is this: Next summer, pack your grip, and take the trip. You won't regret it. It is wonderful.

You can be very sure of this: Thousands will forget to promote the enterprise, but you will not. Forget — Forges Magazine.

ask the girl who wears 'em

Salisbury's honest and correctly fitting "Shoes of Quality." Dress Shoes — Sport Shoes — Orthopedic Shoes.

We believe our Little Building neighbors will find Salisbury Shoes exactly suited to their needs.

"Be neighborly!"
H. F. SALISBURY CO.
720 Little Building

Light as Day!

COME in and see our indirect Lighting attachment for your lamp. Soft, bright light — no shadows. Wonderful! Very economical. Delight to show you.

DeLite Lamp Co.
Room 831

WILLIAM C. COOGAN
X Ray Laboratory
30 LITTLE BUILDING

You'll Enjoy
coming here regularly. Prompt and skilful service. Also hairdressing. ARCADE BARBER SHOP
Arcade Strip, 1st floor

G. A. Schmidt
Authorized Sign Painter
of the Little Building.
SIGNS OF EVERY DESCRIPTION
Telephone Beach 4765

RADIO

Complete Radio Apparatus, ready to set up for "listening in" or in parts for assembling.

NERMCO
(TRADE NAME REG.)

Each piece of our equipment is designed and made in our own factory in Cambridge, and is guaranteed scientifically and mechanically perfect.

SPECIAL

As a medium of introducing our instruments and separate equipment we are offering for a few days only our standard solid mahogany cabinets at \$8.00 each. These cabinets are for amateurs who desire assembling their own receiving instruments.

You are invited to call at Rooms 716-719 and inspect our completed radio sets and accessories.

New England Radio Mtg. Co.
Beck 317

CAMERAS

Shut speed of 1/1000th of a second. 1/250th of a second. 1/125th of a second. 1/60th of a second. 1/30th of a second. 1/15th of a second. 1/8th of a second. 1/4th of a second. 1/2nd of a second. 1st of a second. 2nd of a second. 3rd of a second. 4th of a second. 5th of a second. 6th of a second. 7th of a second. 8th of a second. 9th of a second. 10th of a second. 11th of a second. 12th of a second. 13th of a second. 14th of a second. 15th of a second. 16th of a second. 17th of a second. 18th of a second. 19th of a second. 20th of a second. 21st of a second. 22nd of a second. 23rd of a second. 24th of a second. 25th of a second. 26th of a second. 27th of a second. 28th of a second. 29th of a second. 30th of a second. 31st of a second. 32nd of a second. 33rd of a second. 34th of a second. 35th of a second. 36th of a second. 37th of a second. 38th of a second. 39th of a second. 40th of a second. 41st of a second. 42nd of a second. 43rd of a second. 44th of a second. 45th of a second. 46th of a second. 47th of a second. 48th of a second. 49th of a second. 50th of a second. 51st of a second. 52nd of a second. 53rd of a second. 54th of a second. 55th of a second. 56th of a second. 57th of a second. 58th of a second. 59th of a second. 60th of a second. 61st of a second. 62nd of a second. 63rd of a second. 64th of a second. 65th of a second. 66th of a second. 67th of a second. 68th of a second. 69th of a second. 70th of a second. 71st of a second. 72nd of a second. 73rd of a second. 74th of a second. 75th of a second. 76th of a second. 77th of a second. 78th of a second. 79th of a second. 80th of a second. 81st of a second. 82nd of a second. 83rd of a second. 84th of a second. 85th of a second. 86th of a second. 87th of a second. 88th of a second. 89th of a second. 90th of a second. 91st of a second. 92nd of a second. 93rd of a second. 94th of a second. 95th of a second. 96th of a second. 97th of a second. 98th of a second. 99th of a second. 100th of a second.

Dr. Anna Mintz
DENTIST
Room 819 Tel. Dewey 6949 M

When you think of buying Low-cost, high quality, reliable, think of DAMON'S
The L. B. Stationers
5 Subway Store

what are you doing about advanced business training?

L. S. ABLE, Education Unit, formerly follows its members. The following decided advantages:

1st: CONVENIENCE rapid progress because you can work every night. No time lost going to and from anywhere.

2nd: THOROUGHNESS because of individual instruction. All lessons prepared, are corrected, criticized, graded, and re-instructed by model answers.

3rd: ECONOMY because of large enrollment. Overhead expense is spread among tens of thousands of students.

There is one substitute for Little Building's training service. Come up and talk with us about it. Without the slightest obligation — just as Little Building neighbors should talk.

Room 1220

Men's Soft HATS \$5.00

The new Fall Styles — now ready for your inspection.

FINN the latter

Arcade Little Building

If you need help on your books I WILL arrange for an assistant to be at your disposal on a part time schedule.

Telephone Beach 7011
SAMUEL H. WHITLEY
Public Accountant and Auditor
118 LITTLE BUILDING

Shoes for all our Little Building Neighbors Style and Quality without extravagance

Phone Beach 4617
Horwood & Colbert
458 Little Building

TOP COATS

The famous "World Over" coats for Ladies and Men direct to you at manufacturer's price

Only \$15.00

Do come in and see them. All the soft Fall styles. Brown, Very Blue, Mulberry, Heather, French Blue.

Apparel Thrift Shop
113-4 Little Building

Albert E. Hickey
Optometrist-Optician
154 Little Building

Exes examined
Glasses fitted
Prescriptions accurately filled

BIGGEST MAP IN WORLD

Required Eight Years to Complete Great Diagram

Up on the 10th floor of the Little Building you can see the largest map in the world. It is 16 1/2 by 10 1/2 feet and it is the official railroad and land survey map of the United States, South America and Mexico. It is being a product of Land, McNally & Company, world-renowned map makers, and it is in the possession of A. C. Fitch, district agent for that concern, whose office is in Room 1020.

The preparation of this great map covered a period of more than eight years of constant and tedious labor during all that time it was necessary to keep pace with the many changes going on in the country and to make corrections in the drawings and engravings as the work progressed. The map was prepared to meet the demand for a large map of the entire country and to provide detailed topographical maps which include maps of the states on the same scale. The scale of the map is 15 miles to the inch, which will give you some conception of the immense size of it. You can get an idea of its size, also, by knowing that it would completely hide from view a big motor truck if placed before it, lengthwise of the track.

All cities, towns and even the important villages are shown. All in all it is a most wonderful map, without doubt the most complete as well as the largest ever made of this country.

Sixty Thousand Pairs of Silk Stockings Each Day

Sixth Floor Neighbor Is Now Biggest Maker in World

The Real Silk Hosiery Company, one of our Sixth Floor neighbors, has just become the largest and most successful silk stockings in the country through the erection of another new mill at its big plant in Indianapolis. Sixty thousand pairs of silk stockings a day are now being made by the company's big, modern factories from now on. The New England division of the concern's big sales force is in charge of C. E. Mann and the Eastern headquarters are on the Sixth Floor of the Little Building.

The romance of the company's growth and development in two and a half years, until today it is the biggest of its kind in the country, is interesting to read in the "How to Sell," a five salesmen's magazine. We quote this story of one of our five neighbors:

A husband, that has always been a worker, and a real romance of industry.

Two and a half years ago these mills were founded. The first customer, to the customer was established. The sales time the policy of "the first possible silk stocking" it is possible to make" was set, and it has been followed.

The business started with a few salesmen and a capacity of a few thousand pairs of stockings a day. It was so that there was three pairs for the man, and it was a good value.

The market had no trouble in making good. In fact, the silk hosiery market had so thoroughly that salesmen have been busy with customers and have been calling for greater production.

In the last year these mills have not been considering new men at all. The sales force has grown to 500 men, together with such new business as their rising reputation created, made their business than could be handled, even though running night and day.

However, production was pushed an capacity of 25,000 pairs of stockings as high quality manufacturing permitted, and so no more was the capacity of 25,000 pairs of stockings than the price was immediately cut to three pairs for \$5.

Today the salesmen a new business and, although the goods were not sold or pushed in any extraordinary way, capacity was more overreached and the men in the field who they could do talking care of regular customers.

As to quality, these mills import their Real Silk Hosiery, which means, so anything but 12 thread silk, doing their own drawing, dyeing and weaving in their own mill. They have developed special processes, which are used in the dyeing and in the knitting, which make the quality.

Today, those people are completing a new mill at Indianapolis which, with this mill, will cost over half a million dollars. The new mill will have a total capacity of 60,000 pairs of silk stockings a day. It is described as the last word in modern manufacturing methods. A special conveyor system has been installed, which means production, and they expect to institute and maintain immediate delivery. The conveyor idea, well as processes developed by these manufacturers, is a type of plant not known elsewhere.

With their capacity up to 60,000 pairs a day, due to their new mill, the Real Silk Hosiery company has announced three startling changes in their policy for \$5.

A. American advertising campaign pages and double spreads.



C. E. Mann, who has charge of the New England sales office of the Real Silk Hosiery Mills in the Little Building.

...play Events Dept. The Ladies' Home Journal, Good Housekeeping, American Magazine, and others.

...A positive guarantee — a certificate in every box of Real Silk Hosiery which absolutely guarantees satisfaction to the customer and gives a new sale free if she fails to get the service she has a right to expect.

The new capacity makes the Real Silk Hosiery Mills the largest exclusive producers of silk stockings in the country. The new price, with national advertising and an absolute guarantee, gives their representative one of the most attractive selling propositions to be found anywhere.

HAS NEW TENANTS

Up and Down the Corridors

BLITHE
Her name is Blithe—Of the Sixth Floor—

I like her name
It sounds so happy—
Like lifting laughter;

I like her smile
So bright and so true—
And just because
She's such a beauty
I like her calling
Sixes and Sevens.

E. D. T.

Bringing Various Lines of Industry to the Community

The Little Building has gained a number of new tenants recently, bringing to the "community" a number of new lines of industry. The Vultee Aircraft Company of Philadelphia and New York has established a branch office in Room 505. Charles M. Thinnons of the New York office is the Boston sales manager.

The Walter J. Pflumer VandeVelle Agency has opened a Boston office in Room 552. The New England representative is E. J. Hickey and E. V. Pflumer. The Pflumer concern is one of the oldest vandeVelle agencies in America. Its business is to furnish big class vandeVelle for all kinds of entertainments. This is the firm's first Eastern connection.

Another new tenant is the manufacturer's agency of the "World Over" Corp. for women in Room 654. The general sales manager is George Cooper who comes from Providence, R. I. His assistant is Miss Esther Alcorn. The Apparel Thrift Shop, Rooms 112-44, Mrs. Tabor, is handling the coats in the Little Building.

Woodward & Bowman, manufacturer of children's dresses, have opened an office at 103, have they have a factory at Norwood, Mass. The Little Building office is in charge of Mr. Woodward.

The store in the street arcade formerly occupied by Shephard-Bronson, has been rented by the Telephone Company for public pay booths.

Several children's furriers, who formerly occupied a room in 103, have moved to 31 Winter street, 5th floor.

Elliott
Afternoon,
Evening,
and Street
Gowns
80 Boylston Street
Telephone Branch 2785

Dr. W. R. Hughes
DENTIST
Room 607 Tel. Back 2314

MULTIGRAPHING
The Misses Howditch
Public Stenographers
Phone Branch 7859
Pepper Letter Co. Rooms 717-18

MOVE THE RED BALL WAY
Netball Household Moves
You can beat our prices
RED BALL TRANSIT CO.
554 Little Building Branch 654E

CHARLES L. CLAPP
Wholesale Lumber
1017 LITTLE BUILDING

EXCLUSIVE CUSTOM MADE
Corsets, Ready-to-wear Corsets,
Curity Lingerie, Neckties, Porti-
cuffs, Drawers, Pajamas,
Hosiery, etc.
La Patria Custom Corset Co.
311-313 Union Building

Real Silk Hosiery Mills
and Sales Dept.
Boston Office, 1017 Little Building
C. E. Mann, Branch Mgr., Phone Branch 760

MISS SENECA ON THE ROAD

You remember Emma McChesney, the clever prettier newspaper girl, Miss Seneca's creation? Right here in the Little Building there is a girl, Hazel Seneca of Floor 8, who is emulating the immortal Emma — but not by selling Emma's particular creation.

This week she went "on the road" for the first time, and she had several advertisers, with whom she has worked in the building for the past two years. Troy, New York, will be her first try.

Almost every kind of business can be found in the Little Building. Most of those organizations need the expert service rendered by an ADVERTISING AGENCY.

On the eleventh floor, handy to the elevators, is located a firm whose business is

FOR FIFTY-FIVE YEARS
has been to render such service to advertisers.

There's nothing which this firm likes better than to give service to its fellow "Little" citizens.

J. W. BARBER, DIV. AGENCY
THE LITTLE BUILDING
Members of American Association of Advertising Agencies
Members of National Outdoor Advertising Bureau

Huntington & Williams
Public Accountants
Audits, Investigations, Systems, Income Tax Service
948 Large Building
Room 531

HAIR GOODS
Mabel Waring, Hairdressing,
Shampooing, and Scalping,
Facial and Nails Treatment.
Butler's Tel. Back 628

On the Ninth Floor, front, Room 508, is the office of Henry D. Sears. His Secret secretary is Mrs. Little. A Western visitor one day when he introduced to her observed differential. "What a wonderful building you have here, Mrs. Little!"

John A. Thomas, fourth floor optometrist and optician, is one of the best known opticians in the city. For a number of years, Mr. Thomas taught pupils on the organ. In musical circles he is especially well known. He played the organ for the Handel at no less than a dozen Masonic organizations in the city. His engagements for degree work and the like five nights a week at times. Mr. Thomas himself is a member of St. Andrews Royal Arch Chapter; Beaconsfield Commandery, O. E. S., Cambridge Circle, and the Mt. Vernon Chapter, Golden Hadden. He took up photography a few years ago and has advanced rapidly in his profession.

Joe Toye of the Sunday Herald staff went up to St. Anne de Beauspre recently to view the fall of the leaflets that are reported from that famous shrine each Summer. Joe found that the arrangements for the celebration and sick who visit St. Anne are in charge of Mrs. William J. Crogan and Mrs. M. Crogan is conducting a series of the most interesting and interesting St. Anne de Beauspre, leaving Boston during the party every Monday during August, September and October.

The New England Purchasing Club Association, Room 1020, is the oldest organization of its kind in the city. It is 17 years old and stands second in number of members. It is J. Graham, secretary, is in charge of the Little Building headquarters.

Charles A. Gow, one of our new neighbors, is a prominent member of the Aircraft Industries of Massachusetts. He fills a position of great importance in the Sixty-fourth Street office, says Nixon Waterman in the "Whirling" column of the Boston "Traveler." This is a place in which experience counts for much. Ideals, fun are required and Mr. Gow possesses both of these requisites plus. During the World War period he served in the Sixty-fourth Street army base in Boston for nearly 18 months, and the completion is 10 days of his service as an airplane mechanic temporary warehouse at a cost of a million and a quarter. But he has done much in addition to his service of peace. For years he has lectured on the subject and is connected with a large number of engineering and industrial organizations. He is a member and officer of the Boston club of airplane pilots. He is a big, full hand and plays it well.

Deputy Collector George A. O'Donohue, chief of the Miscellaneous and Detail Departments of the U. S. Internal Revenue office, has announced some expense on his new hand-manual typewriter. It is a very popular among his co-workers, and is getting to be a famous wielder of the College class manuals.

O. E. Eckert, of the Transcontinental Oil Company, Pittsburgh, has been visiting the Boston office in the Little Building. He is a member of the Little Building Club.

Miss Elizabeth Pierce, who has been in her brother's office, Room 518, during the summer, will enter Mt. Holyoke College this month.

C. H. Shawyer, of Indianapolis, arrived recently to take charge of the Boston office of the Red Ball Transit Company, Room 553.

Selling lumber by mail? Ever heard of R. W. Rowley of Room 732 has been doing it successfully for years.

MARY SHAY
Invites you to her new Fall line of SHOES, SUITS and COATS.
Poiret Will Dresses—
SPECIAL \$35.00!
520 Little Building

Picture Frames
THE HANBY SHOP
Fits the "Little" Needs
Sixth Floor Little Building

Your Greatest Gift
is good clothing—made of fine glasses properly fitted and John A. Thomas, Optician
Rooms 40-41 Tel. Back 1168

CLARA DELL SMITH
Room 642—Tel. Branch 54653
would like to have you try her long practiced and careful method of Hairdressing and Scalp Treatment, Facial and Manicure.

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DAMON'S The L. B. Stationers 4
5 Subway Street

When Shall We Hold a Meeting to Discuss Organizing a Chamber of Commerce?

LITTLE BUILDING NEWS

Six Pages

Boston, Mass., October, 1922

Price Five Cents

DALZELL 'TITLED' BY KING

Neighbor on Fourth Floor Gets High Honors from Italy



This snapshot of Lieut. Dalzell and Hecary Roberts, known as "Bobs," was correspondent of the San Francisco Chronicle, was made in Italy during the Lieutenant's service there.

The King of Italy is about to bestow a royal title upon one of our Little Building neighbors. Lieutenant Robert Bradley Dellzell of the Fourth Floor has been notified by the Italian Embassy at Washington that King Victor Emmanuel III will confer upon him, this month, the title of Commandante of the Order of the Crown, in recognition of his bravery and distinguished service as a member of the Italian Army during the World War.

This will make the second title and fourth war decoration which Lieut. Dellzell has received.

BARBER WEDS

Emmanuel de Costa, who has Chair 5 in the Little Building hair shop, is a happily married man. He was married early in October to Miss Eileen Collins. The couple spent their honeymoon in the mountains.

In Pleasant Autumn Weather—

A tasty Waldorf lunch and a brisk walk on the Common add joy and zest to living.

In all sorts of weather, how pleasant and convenient it is always to lunch right here in the Little Building.

Waldorf System Incorporated



Just after the Woods tourist party alighted from the big Handley-Page at the end of the flight from Brussels to London, this snapshot was taken. That is Mr. Woods himself, with the cap, cane and brief case, at the right. Nobody in the party seems to be suffering from overwrought nerves. Everybody looks happy and pleased.

Personally Conducts Tour in Air, Brussels to London

Walter H. Woods Inaugurates New Thrill for Tourists—Back from Europe, Sees Big Travel Next Year

Personally conducted tours by air are the latest in the tourist business. And it remained for one of our Little Building neighbors, Walter H. Woods of Woods Tours, to inaugurate the idea. Mr. Woods, who recently returned from a two months' trip abroad, personally conducted one of his parties by air from Brussels to London, and the flight was pronounced by the tourists as one of the biggest thrills of their entire trip.

Tender "10,000 Dollar Dinner" to Fuller Folks

In recognition of the splendid sales record which they made during the month of September, the New England division of the Fuller Brush Company, whose headquarters are in the Little Building, were given a "10,000 luncheon" at the American House on Saturday evening, October 14.

The "10,000" does not mean that the banquet cost that sum of money. It has much greater significance. It has to do with the remarkable increase in sales which the Fuller Brush salesmen made in this territory last month. They broke all existing records for this office, both individually and collectively, and J. A. Massey, branch manager, tendered them the banquet to show appreciation for the way they "came through."

Several officials of the Fuller company from Hartford were present, including Mr. Parker, division manager; Mr. Abercrombie, director of sales; Mr. Kaufman, educational director; J. J. Hensle, district manager, and Mr. Warr, manager of the North office.

Mr. Hensle and Mr. Warr both have their offices in the Little Building. Cabaret and other entertainment features entertained the dinner. The wives of the salesmen were guests, also, at the banquet.

EDMUND I. WILSON
OPTOMETRIST
OPTICIAN
ROOMS 310-315, LITTLE BUILDING
Eyes Examined Prescriptions Filled

Mr. Woods personally made several other long flights. Besides flying from Brussels to London, he flew from London to Paris and back. He came back enthusiastic over the touring-by-air proposition.

"Now that they have air passage in the big passenger planes down so

Collector Not to Pay so Big an Income Tax

Internal Revenue Collector Malcolm E. Nichols can claim Income Tax exemptions up to \$2500 next year! No, sir, not through any "pull" with the tax authorities at Washington. His claim will be absolutely legitimate. This year, he was entitled to only \$2500 exemptions.

How come? Well, it's this way: Being married, he is entitled to \$2500 exemption to start with, like any bachelor. Then he has two more, each of whom qualifies the Collector to \$400 exemption. But he had the two sons when he made out his 1922 return. Where will he get the claim to the extra \$400 exemption next year? You've guessed it already—only you don't know yet, whether it's another boy or a girl. Well, it's a girl—an 8½ pound baby girl born at the Har Hospital recently.

Now, if the Little Building News were a "Yellow Journal," the heading on this story would read something like this: "Collector Nichols is to Love with a Girl—So is His Wife."

Dr. Alfred E. Knight
DENTIST
Rooms 510-515
LITTLE BUILDING
Telephone
Beak 634

NIGHT WATCH FOLLS DARING FUR ROBBERS

Bragg, on Rounds, Discovers Break—Smith Spies Fleeing Thieves, Gets Taxi Number—Furs Recovered

The \$15,000 fur robbery from the shop of Labell the Furrier, Inc., Sixth Floor, on the night of Oct. 19, was foiled through the alertness of the Little Building's night watchmen, Charles Bragg and F. H. Smith. All of the valuable loot was recovered before daylight because our Little Building watchmen were "on the job."

The robbery was discovered by Watchman Bragg before the robbers had escaped from the Building. He immediately notified the police and Watchman Smith. The latter stationed himself in the street floor at 400, where he could watch both the main exits from the Building, while Watchman Bragg went through the floors immediately above and below the one on which the robbery occurred. Watchman Smith was watching the main staircase and the elevators near the Boylston street front of the Building.

GETS BIG JOB IN MONTREAL

Dudley Freeman, economic consultant, Fourth Floor, has accepted a big executive position with a Canadian staple concern. He left the Little Building community last week to become executive head of Robinson Clothing, Ltd., of Montreal.

Mr. Freeman did not sever his relations with the Little Building neighborhood entirely, however, for he still will maintain a active connection with his office.

John S. Wilson and Arthur D. Clark, publicists, will occupy Mr. Freeman's office. They already have moved in. Mr. Clark has been a member of the Little Building community before, and will be remembered by some of the older tenants.

**Personal
Christmas Cards**
Engraved and printed.
Order now from our books of attractive samples.

THE "LITTLE" SHOP
Fills the "Andy's" Needs
Sixth Floor Little Building

**WATCHMAKER
RENFREW**
723-724 Little Building
Watch & Jewelry Repairing



This picture of Miss Donelata was taken in Rome at the time of the big cartouche.

SHE'LL CIRCLE WORLD

Seventh Floor Hairdresser Plans Climax of Her Travels

Miss Eileen Donalata, Seventh Floor hairdresser, is planning a trip around the world in the near future. She has crossed the Atlantic more than twenty times already, visited Paris 30 or 40 times, to say nothing of London, Warsaw, Berlin, and various places in Italy, Austria and other countries on the Continent. Oh, yes, she "saw America first"—about all there is of it to see.

On one of her trips to Italy she visited the Vatican at Rome and was granted an audience with the Pope, she served in the American ambulance in France during the World War, and

WOODS TOURS
FOREIGN AND AMERICAN
GENERAL STEAMSHIP AGENCY
(All Lines Represented)
LITTLE BUILDING
ARCADE FLOOR
80 BOYLSTON ST. BOSTON

THE LITTLE BUILDING NEWS

Vol. I, No. 7 October, 1922

Published once a month by the Temple Place Branch of the Little Building Company, 17 Court Street, Boston 24

MARION A. THURGOOD, Publisher; JAMES ALLEN BROWN, Asst. Editor; HAROLD L. ROBERTS, Business Manager; J. F. HANSON, Circulation Manager

Chamber of Commerce Idea Commended

The suggestion that the Little Building community organize its own Chamber of Commerce, advanced in the last issue of the NEWS, appears to have met with immediate and widespread favor among the tenants.

Tenants who have expressed their enthusiastic endorsement of the plan are in it, they say, an opportunity to make the Little Building one of the biggest shopping centers of Boston.

"Shoppers can find in the Little Building everything they could find in a department store," and tenants said one endorser of the idea. "And the Little Building offers the great advantage over any department store: its shops are specialty shops, selling only the highest quality of merchandise and services."

"Once got over to the buying public the idea thought that they can depend upon the merchandise and services they get in the Little Building, to do with the fact that they can do all their shopping under this one roof, and the Little Building will be one of the biggest and most popular shopping centers in Boston."

The cooperative effort which the tenants could exert, through a Chamber of Commerce, would be just the thing to achieve this object.

Members of the enthusiastic expression, the NEWS has taken steps to obtain detailed information from the case so to have a Chamber of Commerce organization and aid its work in a big building in that city.

The Heart of the Shopping District

THE TEMPLE PLACE BRANCH

The location of the Temple Place Branch of this Company is well known to the hosts of shoppers and business people who pass it daily.

Equipped as it is with every banking facility and a large organization of courteous officials and attendants, this branch has become the banking headquarters for over 10,000 discriminating men and women.

You are cordially invited to inspect our convenient banking rooms and talk with our officers concerning any of your financial problems.

Old Colony Trust Company

Down town Office 17 Court Street

Temple Place Branch 52 Temple Place

Bay State Branch 222 Boylston Street

MEMBER OF THE FEDERAL RESERVE SYSTEM

Personally Conducts Tour in Air, Brussels to London

(Continued from Page 1) que, they think nothing of it over there," says Mr. Woods. "Why, they think no more of it than we do of taking a train. As a matter of fact the sensation is not such different after you have made your first flight. I read a newspaper or wrote post cards most of the time. There really is very little vibration so that it is not difficult to write. The car will seat 10 or 15 passengers. They fly at an altitude of 2000 to 2500 feet and at a speed of about 90 miles an hour. I flew in two different types of plane but I liked the tiny Handley Page's best. Most everything is criss criss in the form of flying after the first trip."

Mr. Woods does not anticipate that long-distance passenger service by air to Europe and other distant points will replace the ocean liners and trans-continental railroad travel, however.

"I am not ready to say that it will come down here, but 2000 or 3000 miles by airplane is a long trip, and an entirely different proposition than a short flight across the English channel," he says.

This country, says our Little Building neighbor, is away behind Europe in the matter of air service. "On the whole, business conditions abroad are fairly good," reports Mr. Woods. "Of course, all the countries over there are suffering because of the rate of exchange. I think one of the biggest things that could happen for business, both here and over there, would be either for them to raise some money or make some arrangement whereby the exchange would be more normal."

"Next year," says our Little Building neighbor, "promises to be one of the biggest years ever known in European travel. Anyone anticipating a trip to Europe next season should make reservations now. Woods Tours already has fully 100 signed up for European travel next season and that is a very unusual advance reservation at this time."

During his trip this season, Mr. Woods toured England, Belgium, Germany, France and the Netherlands, a long list of nations which he will introduce to our readers.

duce next year abroad will be motor trips through France and Switzerland. Under arrangements which he made in Brussels, he can conduct motor trips at a very reasonable rate, he predicts.

He has appointed Pickfords of England as the European representatives of Woods Tours. Pickfords operate the largest transportation organization in Europe. It is 360 years old and has more than 100 offices in England, Scotland and on the Continent. In January and February of this coming season, Mr. Woods plans to run tours to Mexico, the first tour to visit that country since the unpleasantness between the United States and Mexico. Conditions there are normal now, and it is expected that many will take the trip.

Two other officials of the Woods Tours company returned with Mr. Woods from Europe. They are Alden T. Mann and George T. Bauer. Mr. Bauer conducted the first tourist party since 1913 through the Gap of Dunloe, Ireland, near the Lakes of Killarney.

Invites Folks in Building to Ad Convention

Plans are under way to send a Little Building party to the convention of the New England Advertising Association to be held November 16, 17 and 18 at the Billmore Hotel, Providence.

Henry C. Prouty, Boston 449, is in charge of the "On to Providence" convention committee of the Pilgrim Publicity Association. He is getting together full details regarding the convention and says:

"I will be glad to send anyone in the Little Building full information about the three days' program and to arrange to take them to Providence. They can come back with me and bring them back with me down there and arrange to take them to Providence."

"There are many tenants in the Little Building who are interested in better business for New England. The keynote of the convention is the improvement of business in New England and many in business in New England can afford to come."

"I think it would be a mighty fine idea to have the Little Building people attend in a body and accompany the Pilgrims to Providence." So, whether you are an advertising man or a Little Building business man, just drop Mr. Prouty's line and he will do the rest.

She Will Circle World as Climax of Much Travel

(Continued from Page 1)

In her wide and varied travels has had many other interesting experiences which would satisfy the average traveler's desire.

"All I want now is a trip around the world and I'll be satisfied with that," says our Little Building elate traveler. "I've been around the world once on my last trip and I think it's time I started on the one I've always planned to make."

One of the most thrilling experiences of Miss Donelan's travels was her encounter with the big earthquake just outside of Rome about two years ago. The quake lasted four days and, says Miss Donelan, "while the quake was on people had to just hold onto doors to keep them from being buried to the floor."

You could look out and see the houses and buildings across the street quiver just like leaves on the trees when stirred by a breeze. That's the best description I can give of it. As

Shoes for all our Little Building Neighbors Style and Quality without extravagance

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Horwood & Colbert

458 Little Building



William Murphy, Little Building letter carrier, probably carries more secrets than any other man in the mail service. Along in February and March his load of secrets is a heavy one. That is when folks begin to pour their income tax returns in to the Collector on the Second Floor. The Second Floor is part of William's "heart." Besides the lower floors of the Little Building he delivers to the Colonial Building and one or two other places along Boylston street.

soon as they could the people would all rush out into the street so that the buildings would fall all about them. They would hasten to the churches to pray.

Of course, she had many thrilling experiences in the War, but like most "veterans" of that conflict she is reluctant to talk of them. One incident she delights to tell, however. She was in Europe when the War broke out and enlisted in an American ambulance unit before this country entered the conflict.

"I remember the first time I saw the American flag on the battlefields," she said, in describing the incident. "Some of our troops, the first I had seen, came marching up to the post where I was stationed. The minute we caught a glimpse of the Stars and Stripes, I was swept by an impulse to run up and kiss the flag."

"I made my way as near it as I could get and spoke to an American officer. I asked him if I would be permitted to kiss Old Glory. He seemed to understand and gave his assent. I cannot tell you what that moment meant to me."

"I'm always glad to get back to America and the Stars and Stripes to Boston and the Little Building, and, although I love to travel, I guess I'll be content to remain here - after this trip around the world," concluded Miss Donelan.

Your fall-announcement

Let us write, print and mail for you a direct appeal in the form of a letter or neat folder that will bring you business.

Your neighborly little Print Shop right here in the building will do it for you.

We have a choice Mailing List Phone Beach 945 About D. Harvey, New Printing Ltd. Publicity Service Bureau 652-654 Little Building

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You will find our Market very convenient—and everything you may be thinking. Telephone your order and we will have it ready when you call— Beach 3382

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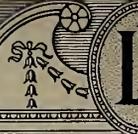
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 WORKERS COMPENSATION
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 RIOT AND CIVIL COMMOION
 ACCIDENT AND HEALTH
 LEASHOED INTEREST
 USE AND OCCUPANCY
 AIR AND STRAPLAGE
 ENGINE BREAKAGE
 WATER DAMAGE
 SURETY BONDS
 FLY SHEET
 BURGLARY
 FOROERY
 ACCIDENT AND HEALTH
 CREDIT
 HAIL
 STAIN

Choral Society Finds Director in Little Bldg.

Miss I. Eleanor Towne, Fifth Floor Building, has been elected a director of the Philharmonic Choral Society in Boston. One of her new director's first steps was to tell her neighbors in the building of the opportunity to join this noted choral society, which has just opened their membership campaign for the coming season. She hopes to enroll many of her neighbors who are interested in singing.

The Philharmonic Society has given a number of the choral performances, including a big concert last Spring in Symphony Hall, with noted soloists, a large orchestra and a chorus of 200 men and women.

The opportunity to join this society is one which I hope my Little Building neighbors will not miss if they are at all interested in choral singing.

Miss Towne, "The Society is helpful, particularly to the young people who would like to get out and sing a variety of the finer choral works."

The Society's headquarters are at Huntington Hall, 491 Boylston street. For copy squares and registration, call on Sunday afternoon from 3 to 5:30. Anyone in the Building who is interested may call on Miss Towne at Room 554.

MISS COLLINS WEBS

Miss Edna A. Collins, who has been with the W. R. Smith Lumber Co. Room 732, for several years, was married on Sunday afternoon to William C. Malton, of the Malton-Specialties Co., Back Bay.

F. Arnold
 PHOTOGRAPHER
 Special Service for Wedding Parties
 120 BOYLSTON ST., 1st BRANCH BLDG.

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Wonderful?—Yes
 you will say no when you
 see the
KELVINATOR
 Savings Bank
 System of electric refrigeration
 Call a refrigerator, come in
 and let us show you!
 Room 629

For That Dance or Social

Immer the success of that dance or social. Secure an orchestra at a price you can afford.

BERGER'S
IMPERIAL
ORCHESTRA

the orchestra that has entertained thousands, well-provided for dances, wedding parties, etc. (Chicago Free Press) or words of any kind? See Mr. Rogers, Room 824.

Special Prices to Those in the Little Building.

MOORE

plant here
WILDEY
 Savings Bank
 System of electric refrigeration
 Call a refrigerator, come in
 and let us show you!
 Room 629

Foreign Language School, Inc. 413. See 1000-9.
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SALLY STENOG

HERE COMES THE BOSS SOMETHING IS THE MATTER WITH HIS ARM



BREAK YOUR ARM MR SHINNEY? No! No!



AT LAST! WE ARE ALONE SWEETHEART



Dalzell to Receive a Title from King Victor of Italy

(Continued from page 1)
Dalzell will have received from the Italian ruler. Some time ago he was given the title of Knight of the Order of the Crown by King Victor. The title of Commandante makes him an officer of the order.
The award of the Order of the Crown is a rare one in this country—rare anywhere in fact outside the Italian territory, usually being bestowed on Italians of the rank of major or higher. Gen. Dalzell also is said to be the youngest Commandante in the world, being only 25 years of age.
The medal which goes with the title is an elaborate affair with a gold crown studded with diamonds on one side and the seal of the House of Savoia King Victor's dynasty, on the reverse side.

He saw service on the Venetian plains for two months, then went to St. Grappa on the Anzani front, where he often climbed 7500 to 10000 feet up the mountain-side taking up wounded who then were sent from peaks to peak over aerial railways. The Italian Croce di Guerra was awarded him for this service.
When the ambulance unit came home in September, 1918, he saw an opportunity to promote good feeling between Italy and America by propaganda work, and received a commission as ambulance driver attached to the rank of Lieutenant of Volunteers. In this work he traveled all through Italy giving lectures on America's part in the War.
His first plane front in October, when the great Austrian debacle began, he jumped into an ambulance with Captain Roy F. Connolly of New York and rushed through on the heels of the retreating Austrians, helping to inaugurate the first American relief work in Trieste. Then he was one of the first two Americans to enter Trieste after the cessation of hostilities.

"Where Can I Get the Shoe I want?"

If that's your question—if you want really good shoe service, the answer is here: **Honest Shoes Correctly Fitted**

And we believe you will enjoy the careful attention you will always receive when you entrust your shoe needs to us.

"Be neighborly!"
H. F. SALSIBURY CO.
Rooms 720-721-722

If you need help on your books

I WILL arrange for an assistant to be at your disposal on a part time schedule basis.

Telephone Booth 7611
SAMUEL H. WHITLEY
Public Accountant and Auditor
118 LITTLE BUILDING

Ah, How's This!

Liquid Footing—put on with a brush. Not a paint, but a cement that gives a permanent and adhesive bond. It will give a permanent bond to your roofing problems. Why not try it? Come in and inquire about the latest liquid Footing agents wanted.

Dozier, Richardson & Lee
316 Little Building

LITTLE BUILDING BARBER SHOP

Prompt and skillful service; also manicure.
ARCADE FLOOR (near elevator)

G. A. Schmidt

Authorized Sign Painter of the Little Building.
SIGNS of EVERY DESCRIPTION
Tel. phone Booth 4765

By Fuller

Dr. Anna Mintz DENTIST

Room 819 Tel. DeWey 6949-M
312 1/2 Little Building

MULTIGRAPHING

The Muses Bowditch Public Memorabilia Photographers
Illustrators, Engravers, etc.
Paired Letter Co. Rooms 717-18
Paired Letter Co. Rooms 717-18

Exclusive Custom Made

Corsets, Remly-to-wear Corsets, Linen, Lingerie, Nightgowns, Petticoats, Underwear, Dainties, Hosiery, etc.
La Patricia Custom Corset Co.
312 1/2 Little Building

Hairdressing & Manicuring

Beauty Day Spa
Manicure, Waxing—High Oil Shampoo—French Hair Dress—Lotions—Cosmetics—Nail Care—Facials—etc.
Phone Booth 4368-R
ELLEN DONIHAN Room 730

Chiropractic and Foot Specialist

Dr. A. F. STAEGER
Wart Specialist
Tel. Booth 2864
Room 319

WILLIAM C. COOGAN

X Ray Laboratory
430 LITTLE BUILDING

Your Greatest Gift

is good eyeglasses—Are your glasses properly fitted and adjusted?
John A. Thomas, Optician
Room 404 Tel. Booth 1948

Real Silk Hosiery Mills

Indianapolis, Ind.
Boston Office, 618 Little Building
C. F. Wares, Sales Manager, Phone Booth 1119

THURLOW ADVERTISING SERVICE

PROFESSOR OF PRACTICAL PUBLICITY
A STAFF of SPECIALISTS whose long experience in advertising work enables them to make the following mediums most productive for clients.
NEWSPAPERS
MAGAZINES
HOMES ORGANS
SALES LITERATURE

Booklets, Direct-By-Mail Campaigns, Merchandising and Research Work
Telephone Booth 1556
823-24-25 Little Building

ADD NEW TENANTS

Fourteen New Neighbors Move in During the Month

Fourteen new tenants have joined the Little Building community during the last month, yet the "waiting list" is no larger as ever. Five of the newcomers are classified under the heading of "manufacturers' agents," two are advertising agencies and the rest represent lines that are equally desirable in the community.
The manufacturers' agents include: Charles G. Miller, Room 725; Frank Adams, Room 426; Richard Stockdale, Room 341; Eugene E. Eitzenfeld, Room 444; and Harold L. Barstok, Room 620. The two advertising agencies are: Wilson & Clark, Room 433, and William H. Cooley, Room 318.
Other new tenants are: Forest Research Service, Room 54; Frank S. Higgin, Room 302; Hosiery, Hopkins & Co., Room 119; machinery, Hoopland Loom Co., Inc., Advertising Sales Co., Room 1029; Evening Standard Service, Room 815; Executive of the Republic, an association, Room 425; Mrs. Dorset, toilet brushes, Room 821.
The Gordon Bankers' Publicity Corp., which has quarters in the quarters on the 10th floor, has moved to a suite of offices at Room 553-54. John J. O'Keefe & Co., subscription agency, has moved from Room 621 to Room 921 and Helen K. Harko, public stenographer, has moved from Room 931 to Room 1140.

WELFARE SOCIETY PLANS A DANCE

The Internal Revenue Welfare Society will open its Winter season of social events on the evening of November 17, when our Second Floor neighbors will make merry at a dance in Whitney Hall, Brookline.
The committee in charge of the above mentioned includes: William T. Taylor, Jr., chairman, Miss M. L. Donnan, Miss M. E. Lacey, Mrs. K. D. Russell, Miss M. G. Robinson, Miss H. E. Russell, E. T. Seaman, J. H. Russell, J. P. O'Connell and Miss M. E. McAndrew.
The Society recently elected its consulting committee, which will confer with Collector Nichols on matters affecting the welfare of the Internal Revenue employees. The committee comprises: Miss M. E. Lacey, Mrs. Irene Proulx, C. A. Leary, Fred Kline and John H. Hurst.

Are you listed correctly in the Little Building News Directory?

Are you listed correctly? Is your name spelled correctly? Is your room number correct? Is your telephone number correct? Please look at both the Alphabetical and Classified Directories and make sure. If you have any corrections to be made, please notify the Trustees Office on the Ninth Floor at once.

Albert E. Hickey

Optometrist-Optician
554 Little Building

Olson's Prescriptions accurately filled

Olson's Prescriptions accurately filled

(Continued from page 1)

line when he spied the two thieves, arms laden with the stolen furs, slip down the back stairway, into the office of the superintendent of the Building, and dart for the exit near the majestic Escalier on Tremont street.

Rushing after them, Smith was in haste to get the number of the taxi in which the robbers made off with the stolen furs. The police, arriving shortly after, were waiting for the last driver when he returned a couple of hours later and he took them to the camp in Occidente where the robbers had hidden the furs. The thieves had escaped but all of the stolen goods were recovered.
The story of the robbery has been told in the newspapers but this is the first accurate account of how it was told that has been published. Bracc was making his second tour of the Building. On this round he tried the door of every office. He found a door of labels' warehouses ajar. Entering and turning on the light, he discovered evidence of the robbery at once in the condition of the office.

Drugg immediately notified Watchman Smith and the police. Then while Smith watched in the stolen floor arcade, he searched the sixth and nearby floors for the robbers. As it turned out, he discovered the robbery and notified his fellow watchman just in time for before the police could arrive the two robbers darted down the rear staircase and hopped for the exit.
Being much nearer the door than Smith they were able to beat him and was in time to get the number of the taxi and foil them. In the end.

To: That Young Man or Woman in the Little Building who is looking for more than ordinary Business Promotion!

Come up and talk over your problem with us. If we can help you, both of us will be the better off. In my event, no obligation whatever attaches. Your greatest possibilities are your real resources and Sallee's strength lies in her ability to help you develop and capitalize them.

Ask for MR. WRIGHT
Reception Room 1220

FINE DIMITY WAISTS

Embroidered in Colors
\$2.50
for wearing with Sport Suit or Sweater

Gurnell

Suite 311, Little Building
Tel. Booth 3396

When you think of buying "Black Art First" think of your fountain pen think of DAMON'S

The B. L. Stationers
5 Broadway Street

Get Together, Stay Together, Work Together, Grow Together Republic Shops' Motto!

LITTLE BUILDING NEWS

Six Pages

Boston, Mass., November, 1922

Price Five Cents

**PARLOR
MOVIES
COMING**
As Common as Radio and
Talking Machines
Before Long

**Chit Building Boosts Trade
with Chamber of Commerce**

By MAMMO F. COTTLE,
Executive Secretary

The Republic Merchants' Ass'n. Chicago.

This is the story of how the Republic Merchants' Association, composed of tenants of The Republic, built up a prosperous shopping center "in the community under one roof," of that big Chicago building. This shopping center was developed through the medium of a Chamber of Commerce for the building, similar to that which has been suggested for the Little Building. It shows just what a chamber of commerce could do to build up business in this building.—*Editor's Note.*

The Republic Merchants' Association has been in existence since 1918, so that it is not a new or untried project in many respects the Republic is very much like the Little Building. There are about 450 tenants in the Chicago building, employing between 3,000 and 4,000 persons, and there are also a number of people who could be induced to shop in The Republic. The merchants there figured that these three or four thousand persons all have good friends and relatives that they could

(Continued on Page 2, Col. 2)

**Little Building
Girls Forming
a Musical Club**

Miss Florence Lyons

"Lark, let me have Gloria Swan and Tom Weighlin in the parlor tonight!" This isn't a bit far-fetched because the time is approaching when people will think in terms of enjoying moving pictures in their own homes than they do at present of sitting at talking machine or a radio outfit, according to Miss Florence Lyons, assistant general manager of the Little Building Company with offices on the sixth floor.

One even may have a slightly change of program, if it is desired, to be selected from educational travel.

**COLLECTOR NAMES
VETS AS DEPUTIES**

Mathew E. Nichols, Collector of Internal Revenue, has appointed to permanent positions as deputy collectors the following disabled veterans who have been under training with the U. S. Veterans Bureau post 2 years. Warren E. Chase, Howard Kewer and Frank Tracy. Mr. Nichols has just installed a new division of the Internal Revenue Service at New Bedford, covering that city, surrounding towns and the entire Cape district.

**BIG JOB GOES
TO C. E. MANN**

C. E. Mann, formerly sales manager of the Real Silk Hosiery Mills, Sixth floor, has been promoted in the position of district supervisor. In charge of all the branch offices of the company in New England.

His successor as sales manager is Stanley M. Moore, formerly with the radio-aluminum Appliances Co.

**HOOVER GIRL WILL
WED THANKSGIVING**

"It wasn't that she loved the Little Building less, but that she loves her a brisk walk on the Common add joy and zest to living.

**EDMUND L. WILSON
OPTOMETRIST**
ROOMS 28-29, LITTLE BUILDING
EYES Examined Prescriptions Filled



That's a permanent smile, not a permanent frown. That Miss Benson, our new Little Building girl here, is swarming. There may be some range in that handling on the same thought.

**O Girls! O Boy!
the Rouge that
Wont Come Off**

It's the permanent rouge, not! Think of it, girls, you put on that perfect peach-bloom complexion in the morning, you go bathing, swimming, skating, or any other big and night the bloom still is blooming, as colored and enchanting as ever. Even next day and the next and the next! The bloom remains.

The "smile that wont come off" has nothing on the permanent rouge for staying qualities. It wont come off, even on the smoothest of a manic coat and that's the best surprise!

Hair! I heard about permanent rouge, you should drop in for a chat with Miss Frances K. Benson, sales manager for Moss Dorth told her, persons, who recently has joined the Little Building community, she has charge of the Eastern office at Room 21.

"We call it Two-in-One, for it may be used on lipstick or rouge."

(Continued on Page 2, Col. 1)

**Dr. Alfred E. Knight
DENTIST**
Rooms 510-515 Telephone
Little Building Block 634

**SHOP EARLY
at
The Handy Shop
Sixth Floor**

**BUILDING PUTS
IN MODERN
HEATING PLANT**

**Now Has Most Up-to-Date Heating System It
Is Possible to Get—Keeps Reserve
Battery of Coal Boilers**

Coal strikes, with their attendant shut of fuel factories, no longer hold terrors for the Little Building community. The building now is equipped with one of the most modern and complete oil-burning heating systems in the country! Huge oil burners have been installed beneath three of the big steam boilers in the basement, and the building now is heated with fuel oil.

The other two boilers of the plant heating "battery" purpose have been left as coal burners. They constitute a reserve, or emergency, heating system. Thus, the Little Building becomes one of the very few in Boston with dual heating plant of both coal and oil burners. There is coal in the tanks and fuel oil in the tanks, so that the winter whiffs are!

One of the big advantages of the oil burning system, so far as the tenants are concerned, is the quietness with which the burners in the basement can be demanded for duty from the office above when radiator valves are opened. Probably you have experienced this, already, although the oil heaters were never used in Little Building. You can see that fuel oil is so easy to get, in twenty minutes' time if you say, "Oil, twenty minutes' time if you say."

(Continued on Page 2, Col. 3)

**NEW NEIGHBORS
COME TO TOWN**

Your new neighbors have been added to the list of Little Building tenants recently. The newcomers to our community are Newbury Shoe Company in Room 104, Albert G. Brown in Room 121, Joseph Denno in Room 112, and the G. M. Stern Advertising Service in Room 124. Several changes of rooms have been made by occupants of the building for the latter part of the year. South of the new Frank Company, South of the new, moves from Room 212 to Room 112; the Catholic Mission, from Room 121, to Room 125; to Room 21, and the Johnson Advertising Co., from Room 125 to Room 122.

**REVENUE FOLKS
HOLD A DANCE**

Arrangements are complete for the dance to be held by the Welfare Society of the Internal Revenue Department, on Wednesday evening, Nov. 17, at Waltham Hall, Brookline.

At a meeting of the General Committee, Nov. 6, it was announced that the different apartments have sub-let for tickets at a high level. Misses M. E. King and Mary K. M. Andrews, and E. T. S. Smith, will act as a committee to select a number from the Miscellaneous District to fill the vacancy on the General Committee.

**WATCHMAKER
RENFREW**
723-724 Little Building
Watch & Jewelry Repairing

**MARRIED,
NOWHERE
TO LIVE**

**Newlyweds Must Register
and Wait Year for
Apartment**

Housing conditions are so bad in Germany that newly married couples have to wait a year or more before they can find apartments in which they can live together. That is one of the interesting pictures of after the war life on the other side of the Atlantic brought back by F. W. Anger, lawyer for the German Relief Co., Fifth Floor, who has just returned from a four months' trip abroad.

"Apartments and houses are in scarce in Germany," reports Mr. Anger, "but new-buildings have to be put in advance for them with the special subsidies in the city or town in which they are getting to live. The 'waiting list' are yards long. It is nothing for a young couple to be forced to wait a year before they can find a place to live. In the meantime, they have to live on the streets, just as they did before they were married." The result has been that the number of marriages has been of down to inordinately. The hierarchy, too, has decreased.

(Continued on Page 3, Col. 3)

**Forming Class
in Shorthand**

A number of Little Building girls have formed a class for the study of Gregg shorthand. One evening a week at 5:30 the members gather to perfect their handling of the pen, dots and dashes. Other girls in the building are invited to join the class.

The following already are enrolled: Louise E. Duffy, Kathryn Tandy, Alice M. O'Brien, Mary T. Conway, Alice Adey, Catherine McDonald, Florence Knut, Miss Tomch, Mary Hendry, Mable Birmingham, Frances McDonald and A. Bradford. Further information may be obtained at the Little Building, Room 223 or Miss Birmingham in Room 14.

WOODS TOURS
FOREIGN AND AMERICAN
GENERAL STEAMSHIP AGENCY
(EST. 1856) (Incorporated)

**LITTLE BUILDING
ARCADE FLOOR**
80 BOYLSTON ST., BOSTON

**In Pleasant
Autumn
Weather—**
A tasty Waldorf lunch and a brisk walk on the Common add joy and zest to living.
IN all sorts of weather, how pleasant and convenient it is always to lunch right here in the Little Building.
Waldorf System Incorporated

SALLY STENOG

By Fuller



"The write gift"

WHAT can be more appropriate for Box of

Cranes Linen Lawn
—or—
Highland Linen
STATIONERY
50 cents to \$13.50

DAMON'S
HOLIDAY GIFTS
5 Subway Store, Little Building

Saw the Original Short Haired Flapper in Poland

Seventh Floor Man Toured Europe in Motor Car for Food Relief—Has Testimonial from Hoover

The flapper is a very conventional little person after all. To see the extreme in short haired, independent females one should see the members of the Polish Women's Battalion of Death, says How-

blissing on them wherever they went, falling them as savors and deliverers. The once imposing city of Bucharest presented a pathetic picture to the travelers, with its buildings and homes that had been wrecked and looted by demobilized Russian soldiers.

"Such was the desolation in Serbia that one wondered how anyone could manage to eke an existence from such ravaged soil," says Mr. Ruffnew. On the wall in his office is a commendatory testimonial signed by Herbert Hoover, expressing his gratitude for the work accomplished by the seventh floor Jeweler.

(Continued from page 1)

"Housing conditions there are 100 times worse than in this country," says Mr. Jaeger. "You see that while rents have increased only about 15 times, money has depreciated in value about 400 times. So there is no incentive to build apartment houses. The investor cannot get an interest more than enough to pay for the repairs."

"Until the reparations question is settled, I do not see how conditions can be much different. When a nation bankrupts its credit, it is a different proposition, ever there they say that unless something is done about reparations and the vast difference in the rate of exchange, they will be bankrupt for the rest of their lives."

"True, most everybody seems to be working there, but many workers go only \$1.50 to \$2 a week, and many of them have to live on 50 cents or less a dollar a week. That is, the equivalent of those wages in American money."

"Where Can I Get the Shoe I want?"

If that's your question — if you want really good shoe service, the answer is here:

Honest Shoes Correctly Fitted

And we believe you will enjoy the careful attention you will always receive when you entrust your shoe needs to us.

"be neighborly!"
H. F. SALISBURY CO.
Room 729 731-732



Lieut. H. W. Ruffnew and W. Ruffnew, the jeweler on the seventh floor of the Little Building.

YOU CAN

save friends, multiply sales and grow your present profits to the right kind of HIGH TALK AMBITIONS. That's the secret—copy filled with the latest impulses. Letters and answers—prints of records, absolute and unending.

M. H. SMITH, Manager
Sales Service Department

PUBLICITY SERVICE BUREAU
BULOERS OF BUSINESS
652-654 Little Building
Telephone Beach 9165

Ah, How's This!

Liquid Roast—put on with a brush. Not a stain, not a deposit, but a genuine asphalt and asbestos preservative. Two year guarantee. Solves all your roofing problems. Get it by "Come in and Investigate. Agents wanted."

Dozier, Richardson & Lee
316 Little Building

LITTLE BUILDING BARBER SHOP

Prompt and skillful service; also manicuring.
ARCADE FLOOR (next elevator)

G. A. Schmidt

Authorized Sign Painter
of the Little Building.
SIGNS of EVERY DESCRIPTION
Telephone Beach 3765

Parlor Movies Sure to Come

(Continued from page 1)

or Industrial subjects, comedies or dramas. If the U. S. mail reaches you, you may have a new showing just as advertised in your hall. And the stars embrace such favorites as Dorothy Dalton, Mary Pickford, Constance and Norma Talmadge, Lillian Gish, Billie Burke, Pathfinders, Hart, Ray, Chaplin, Moore and a host of others.

Your home even need not be wired for electricity, as a set of batteries will suffice to operate the Pathoscope, and the film used is approved by insurance companies as being safe to use anywhere without danger of fire. The machine weighs but 23 pounds, can be packed in a small suitcase, and is set up in a moment by anyone.

"Before long even farmhouses situated in remote sections will boast of the evening's entertainment to be had with a Pathoscope," says Miss Lyman. "Just think what it means to be able to select the very stars you want to see in the very pictures you wish, and to do so in your own home, with no worries about fleets, weather, seats, or any of the other troubles cut into the enjoyment of a conventional theater."

"The movie parties" are growing in popularity as is evidenced by the orders of this Little Building concern. No special equipment or room is necessary as the pictures can be thrown on a blank wall. This feature has led some owners to surprise their guests.

The liter is seated in the ruin and knock nothing of the Pathoscope. It is so small and inconspicuous that easily be tucked out of sight till the moment for the surprise comes. The lights are turned off, the music starts to play and practically in an instant, the astonished visitors are viewing a moving picture!

To:
That Young Man or Woman in the Little Building who is looking for more than ordinary Business Promotion:

Come up and talk over your problem with us.
If we can help you, both of us will be the better off.
In any event, no obligation whatever attaches.
Your greatest possibilities are your real resources and La-Salle's strength lies in her ability to help you develop and capitalize them.

Ask for Mr. WRIGTH
Reception Room 1220

Custom Made and Ready to Wear GOWNS COATS and Sport Clothes at Reasonable Prices

Gurnell
Suite 311, Little Building
Tel. Beach 3706

Says Tax Gas for Good Roads

W. B. Hilder, owner and manager of the Real Bill Transit Company, whose Boston office is on the Fifth Floor, has a new plan for financing his "better highways" problem. He proposes a tax on gasoline.

"Motor holidays" that the tax could be equally adjusted according to the various types of cars of motor-ists. He says that those who use the roads should bear the cost of them.

IT IS TRUE economy to have your carpets made to order. Let me prove it.
Altering and Repairing.
Edith A. Cushing, Corsetiere
Room 859 : Tel. Beach 7042

LOOK! I have a long career as a professional Photographer of Menages. Can do your Eying and Mirror-Work in 10 all stars, toilet and bath. Arranges etc. Let me show you complete.

Martha A. Briggs, Public Stenographer
Room 566 Tel. Beach 7100

Albert E. Hickey
Optometrist-Optician
854 Little Building

Dr. Anna Mintz
DENTIST
Room 819 Tel. Dewey 6949.M

Secretary-Stenographer
Desires Position in the Little Building
or nearby office building. Been married, college graduate, work in Little Building. Doctor references. Box 5400-5407. Beach reference. Phone 312-2120

Chiropodist and Foot Specialist
Dr. A. F. STAEGER
Registered
Tel. Beach 2864
Room 319

WILLIAM C. COOGAN
X Ray Laboratory
430 LITTLE BUILDING

Your Greatest Gift
is good eyeglass—Are your glasses properly fitted and adjusted?
John A. Thomas, Optician
Room 440 Tel. Beach 1009

Real Silk Hosiery Mills
Lathamville, Ind.
Boston Office, 118 Little Building
N. H. Moore, Sales Mgr. Phone 15-5-729

THURLOW ADVERTISING SERVICE
PROGRAMS OF PROGRESSIVE PUBLICITY

A STAFF of SPECIALISTS whose long experience in advertising work enables them to make the following medium most productive for clients.

NEWS PAPERS
MAGAZINES
HOUSE ORGANS
SALES LETTERS

Booklets, Direct By-Mail Campaigns, Merchandising and Research Work.
Telephone Beach 1550
823-24 Little Building

Optician's Prescription
accurately filled
854 Little Building

Toeing Out Costs Hub Folks Million a Year

Charles Seems Bound to Go Up



Charles Dunaghy

Like to take pictures? How would you like to take pictures of a burning ammunition hoze while missiles of all sizes and descriptions filled the air around you? This was one of the things that served to dispel the misconception of 11 months ago in Boston by Charles Dunaghy, a Little Building elevator operator.

As a member of a building squadron of the British Royal Air Force, stationed near Amersham, he had plenty of opportunities to observe the bullets in their native haunts. He is the possessor of the British Volunteering Medal, General Service Medal and the Russian Service Medal.

Since coming to this country two years ago, he has been associated with the Little Building Staff, and is now going to attend meetings with the intention of becoming a C. E. Whether in an elevator or not is never bound to "go up."

Mme. Le Basche MILLINER
ROOM 617
Little Building
80 BRYANTON STREET BOSTON

J. W. BARBER
Advertising Agency
ELEVENTH FLOOR
Special attention to advertising
Can we serve you?

PEN WORK
that you want and quantities of all pens will be made to order. Special attention to pen nibs.
Miss A. L. Morton Room 533

What will it be for you this winter?
Real Furs are
FLORIDA
Furs, 41, 42, 43 and 44, for a winter home and an elegant gift.
TEMPLE TERRACES, Inc.
Room 805 Phone Back 5103

CHARLESH. CLAPP
Wholesale Lumber
1017 LITTLE BUILDING

The people of Boston actually are paying more than \$1,000,000 a year for wasted footsteps just because they toe out when they walk. So declares Louis P. Haight, Ninth Floor neighbor and teacher of physical education. Neighbor Haight is the founder of the Walk Straight Club, the object of which is to teach "strait" walking. "If you place your feet parallel and five inches apart," explains Haight, "you can take a step of ordinary length but if you turn out your feet, Army fashion, each step you take is four inches shorter than it would be. If you held your feet straight—

The difference in the distances covered with the same number of foot steps, walking straight and then toeing out, is about 20 percent. That is, if you walk straight you will cover 20 percent more ground with the same number of footsteps than you will by toeing out. Putting it another way, you can reach a given goal, walking straight, with 20 percent less foot steps than by toeing out in the ordinary way.

That is what Mr. Haight means when he asserts that the people of Boston are paying more than a million dollars a year for wasted foot steps. They wear out 20 percent more shoe leather and stockings than they need to.

"This," says the founder of the Walk Straight Club, "is an actual tax that the citizens pay and the fund they set, yet they pay the tax with out knowing it. Walking is more than locomotion, and the numerous nations on any street will testify that walking must be wrong."

That is not the worst of this toeing out habit, either, according to Mr. Haight. Toeing out, he says, is the cause of many foot troubles and the Walk Straight Club maintains a "service" department through which it is investigating the cause of the many foot troubles, such as dropped arches, flat feet and bunions. This department cooperates with the wearers of shoes through the local retail stores, and suggests how many foot troubles can be overcome by simple exercises at home.

The Club endeavors to teach its members how to cover the greatest distance with the least toeing out and with the least strain on the tendons. Briefly, this is the way to "walk straight": Hold the feet parallel and about four inches apart, both feet feet straight, so that toes as well as heels are parallel.

Then, the "forward" step is taken. Raising one knee a few inches and then straightening the leg, the motion draws the body forward and the foot is advanced. As the heel of the forward foot touches the ground, the heel of the rear foot should rise, the weight of the body thereby being carried forward to the ball of the advanced foot. The rear foot then rises and is moved forward in similar manner.

The important part of the step is to draw down with the toe and bring the body forward as the toes become the main support.

One obligation of the Walk Straight Club, after a member has learned to walk "strait," is to "bribe" or "seduce" the body to march some distance, preferably a boy or a girl, how to "walk straight." The Club is unique in that it has no dues nor tax levies, except for the initiation members "used" as they walk along. The members of the club are Mr. Haight as a teacher of physical education, and the club is organized by Y. M. C. A. each Monday and Wednesday evening. Those who wish how to keep well instead of how to get well.

As head of the Walk Straight Club, he is organizing a remarkable pajama show and 1000 women to treat the children how to walk correctly. And he will show you how you can save 20 percent of your steps.

HUNTS MOOSE UP IN MAINE

Facing a friendly audience of Rotary Club members in New Bedford to deliver a talk on "Maine Recreation Problems," one week and hunting season up in Maine the next week to deliver a charge of "hunting in Maine." Such is the life of George W. B. Britt, Chief Officer Deputy of the Inland Revenue forces in the town of Britt. He returns away from work and for a week's holiday in Maine.

Walk Straight-Save Steps



Neighbor L. P. Haight, founder of the Walk Straight Club, illustrating the correct manner of walking to save 20 percent of your steps and prevent all manner of foot ailments and attendant ills.

You Should Know
the comfort of tread, achting feet that comes from wearing
Acme Arch Shoes
We would like to show you our new Fall line. Women's high grade. Shoes and Pumps for every sort of dress wear. Moderate prices.
Connell & Carey
Forness and Thre-Meal Co.
Shop 4, 2nd Floor, Little Building

MULTIGRAPHING
PUBLIC STENOGRAPHER
NOTARY PUBLIC
Room 825
STURN KEITH SERVICE
Room 322

Huntington & Williams
Public Accountants
Audits, Investigations, Systems, Income Tax Service
918 Little Building
At the word of crisp command. There I will the speech of commerce in each twinkle little dim.
With my sober face concealing. The gay dreamings that are mine.

F. J. Daniel
FOTOGRAHER
Special Photo Department of Little Bldg.
120 BRYANTON ST. TEL. MA-3419

NEGATIVES LINEUP VS. POSITIVES

And if Negatives Win You Lose, Points Out De Chant

If your work in the office is not satisfactory in "the blues," or to you—if you find yourself making too many errors or not doing as much work as you should—why all you need to do is launch a few little "negatives" and marshal a flock of sturdy "positives" to your aid. That is the substance of what J. Frank De Chant, vice president of the Sheldon School, told our neighbors, the graduates of the Boston School of Filming at its Alumnae Association's annual meeting recently.

You see, Mr. De Chant said, we all have a lot of negatives and positives—qualities which make our work good or bad, easy or difficult. We can then be up like a couple of football teams, because they always are "playing against each other" and either for or against success in our work. Here is how he lined them up:

NEGATIVES	POSITIVES
Disease	Health
Weakness	Strength
Indigestion	Digestion
Thoughtlessness	Thoughtfulness
Forgetfulness	Memory
Pain	Imagination
Falls	Courage
Dull	Sympathy
Out of Bloodedness	Decision
Indecision	Synarchy
Quitter	Perseverance
Laziness	Activity

You can "check up," now, and see how many of these "Positives" are playing on your "side" for Success and how many "negatives" are playing against you for failure.

The theme of Mr. De Chant's talk was to show how an employee can increase his value to his employer, and thus increase his own earning power or pay. He pointed out that the employee who needs the least supervision, or "bossing," is the one who will most benefit his employer and is therefore the one who receives the quickest promotion and highest pay.

As the need for supervision of work decreases, the value of the employee increases, he pointed out. There must be some use for supervision, he said, except for the errors of omission or commission. But why do people make errors? Because of carelessness, thoughtlessness, ignorance and so on. These are classed as negatives.

But each negative has an offsetting positive, he said, and if you want to increase your value, and your pay, you must increase your positives. The only way to get rid of your negatives is to increase the need for supervision.

He declared that only one out of four hundred are masters, only 12 percent are also apprentices, only 10 percent are students and 60 percent are laborers. He said that if you become a student, out must overcome to become a laborer, to become an adept, one must first become a student. He said that if you become a master of his job one must first become an adept. "Now, then," he said, "choose sides," and let the game of work begin!

The Holiday Season is near!
Visit the Wool Shop for suggestions in hand knitted sweaters and crafts for Christmas gifts.
MISS BIGGLESTONE
The Wool Shop - Room 428

THE MISSES TUCKER
Furnish with Berne Method
HAIRDRESSING
Telephone Beach 5391
ROOM 504 LITTLE BUILDING

LITTLE BUILDING NEWS

Six Pages Boston, Mass., December, 1922 Price Five Cents

RUTH IS VISITOR TO BLDG.

Home Run King is Guest of Dr. Ross, Third Floor Neighbor

"Babe" Ruth, King of Swat, was a caller in the Little Building the other day. "Babe" motored over from his "ranch" in Sudbury in his classy, nickel-trimmed Lincoln. He came to the Building to call on a close friend, Dr. Ross, Third Floor neighbor, and was the doctor's guest at a dinner and dance that evening. Dr. Ross accompanied "Babe" on his training trip to Hot Springs, Arkansas, in 1918.

"Well, this is some reception," said "Babe" when he was handed a copy of the NEWS by a NEWS representative. He dug deep in his pocket to pay for the paper and seemed very much interested when told that everybody in the Little Building received the paper for three months.

Asked if he was going to Havana this Winter, Ruth smiled and said "No sir! I'm going to stick close to my farm in Sudbury."

Some sardonic savonarri hunter "swapped" caps with him while he was lunching at the B. A. with Dr. Ross and left a greasy looking ten cent in.

(Turn to Page 5, Column 3)

whoa, Lizzie! here's business!

The Season's Greetings!

If we tried to tell *you* what a Merry Christmas we hope you'll have, we'd surely fracture our favorite vocabulary!

The Little Building News

Drawn for Little Building News by John Clifton Hill

On Boston's Windiest Corner—

But in the basement of the Little Building the Waldorf Lunch is serving the warmest dishes.

LUNCH here—then brave the weather with a glow in your body and take added pleasure in your noontime recreation.

Waldorf System Incorporated

Dr. Alfred E. Knight DENTIST

Rooms 510-515 Telephone Beach 634 Little Building

FREE

A package of Soap Flakes and instructions for laundering silk hosiery to everyone in the Little Building.

All Little Building purchasers of Real Silk Hosiery will receive a Christmas Gift Box. Orders placed before December 15th will be delivered before Christmas. Real Silk Hosiery is guaranteed to be 100% thread zippers silk-worm silk. Real Silk Hosiery makes a pleasing Christmas Gift and assures entire satisfaction to the buyer because "From Mill to Millions" means a quality stocking at a lower price than can be obtained in any store. Buy from the mill and save the difference.

Ladies' Stockings . . . 4 pairs for \$5
Men's Stockings . . . 5 pairs for \$5

Colors and sizes may be assorted in box.

Including Christmas Gift Box, Soap Flakes and Laundering Instructions

REAL SILK HOSIERY MILLS
Indianapolis, Indiana
BOSTON OFFICE **648 LITTLE BUILDING**
S. M. MOORE, Sales Manager Phone Beach 7490

Dollar Will Mend a Big Hole in Kiddies' Health Stocking

The Fathers' and Mothers' Club, Ninth Floor neighbors, are launching an up lot of little "health" stockings. What is a health stocking?

Well, it's one stocking that no little boy or girl should find empty on Christmas morning. You will agree to that when you know more about it.

The chance to put a dollar (or more) in the "health" stocking of some poor kiddie will be given every Little Building tenant very soon. The opportunity will come during the campaign for funds, to be conducted by the Fathers' and Mothers' Club the week beginning December 11.

Room 933 is to be the headquarters of the campaign. Explain the oh.

(Turn to Page 2, Column 2)

The Gift Extraordinaire

A perfume carrying the subtle fragrance of anointing Egyptian alabaster.

Ambre de Paquin

At the best shops or, better still, right here in the Little Building at:

Constance McAlley

SUBWAY SHOP
Paquin, Inc., Branch Sales Office
Cremes, Poudres, Combeds
SUITE 701, LITTLE BUILDING
Telephone Beach 242

For That Last Minute CHRISTMAS GIFT
Let us show you our attractive and artistic cases, table, baskets and other novelties.

MISS SINGLETON
THE WOLF SHOP ROOM 428

OPEN UP SHOPS AT 8.30 URGES WOMAN ON 12th

Says Workers in Building now Have Little Chance to do Shopping—Suggests C. of C. Take up Matter

Mrs. C. M. Fowle, of the Railway, Hotel and Steamship Advertising Co., Twelfth Floor, has launched a movement to have all Little Building shops open at 8:30 in the morning in order that the clerks, stenographers, secretaries and other employees of Little Building tenants may have an opportunity to do their shopping before it is time to open the offices and go to work.

She says that since the shops open at 9 o'clock, the same hour at which most of our Little Building neighbors have to go to work, there is no real opportunity for most of the workers to do their shopping unless they "sack time off" during the day.

"Most of us do not like to do that," she says, "and our employers, although generous and accommodating, find it ludicrous to have this one and that one out of the office during the busy part of the day—maybe just at a time when something comes up to do and they are needed most."

Mrs. Fowle expresses the belief that Little Building shops would experience a remarkable increase in sales if they would establish their opening hour at 8:30 instead of 9. For one thing, she says, they would get the benefit of the early trading which the biggest downtown stores, opening at 9, would fail to get.

Answering the possible objection which clerks in the shops might raise over the earlier opening hour, she says: "The management of each shop could divide the sales force in halves, letting the half that came in at 8:30

(Turn to Page 5, Column 4)

Christmas Jewelry

Fine indestructible pearls, white gold clasp, 24 in. **\$7.00**
14-k green gold clip links — for men **\$8.25**
3 Stone diamond sparkling ring — white gold **\$45.00**

RENREWF
723-724 LITTLE BUILDING

WOODS TOURS

FOREIGN AND AMERICAN

GENERAL STEAMSHIP AGENCY

(All Lines Represented)

LITTLE BUILDING ARCADE FLOOR
60 BOYLSTON ST. BOSTON

EDMUND I. WILSON

OPTOMETRIST OPTICIAN
ROOMS 228, 229, LITTLE BUILDING
Eyes Examined Prescription Filled

CAN COOK "TURK" IN HALF HOUR

New Pressure Cooker Will Even Bake Beans in 30 Minutes

Your Christmas turkey can be cooked as tender as a Spring chicken in about half an hour! That is if you use one of the new pressure cookers that are creating such a sensation among housewives these days. If you have a large family and plan to buy a 15-pound bird you can roast it to a savory juiciness in 35 minutes instead of spending half your holiday in the kitchen.

The fact that this time-and-energy-saving cooker is distributed in New England by one of our Little Building neighbors, Robert A. Dinsell of the Fourth Floor, gives added interest to

(Turn to Page 6, Column 2)

Penwork Shop

Something Distinctive in personal

Christmas Cards

All patterns—pen, ink and water colors—under of design and greeting—12 and 10c. Christmas envelopes addressed in 15 minutes. Names lettered on your own cards. Validating cards written.

Miss A. L. Morton
Room 933, Little Building

"Surprise Your Wife Christmas Morning!"

Give her a KELVINATOR

The home refrigerating machine that does away with the ice-man. The Kelvinator. It fits any refrigerator.

SEE IT IN ROOM 631

Ask For Cream! How to Bake Beans In 30 Minutes

WITH A

Schreier Pressure Cooker
will take beans in 20 minutes, potatoes in 16 minutes, or a pot roast in 14 minutes.

See it in Room 457
Ask for free trial
ROBERT B. DALZELL
LITTLE BUILDING
Agents wanted

THE LITTLE BUILDING NEWS

Vol. 1, No. 9 December, 1922

Published twice a month by the Harbor Area Building Service for the Little Building Community, Public and Business Office, Room 201

Harold A. Thompson, Editor	William J. G. W. Strable, Editor
James H. Gifford, Business Manager	Walter S. Taylor, Advertising Manager
John A. Gardner, Circulation Manager	J. F. H. Brown, Circulation Manager

Christmas Shopping

Perhaps there is no season of the year when the spirit of neighborliness prevails to a greater extent than at Christmas. Neighborliness is distinctly a Christmas spirit. In that respect, here, the neighbors of the Little Building community may be said to have kept the Christmas spirit all through the year.

But, we will hazard a guess that no body will disagree when we suggest that maybe we have not been as neighborly as we might have been at that. That is, concerning speaking in other words, we might have traded with our Little Building neighbors even more than we have during the last twelve months.

All of which leads us to suggest further that there is an better time to begin this time of neighborliness than during the Christmas shopping season. If everyone in the Building should make up his or her mind right now to do all Christmas shopping with Little Building neighbors—well, it would be a merry and prosperous season for this community, would it not? Let's not wait for the other fellow to begin to do his Christmas shopping with us. That is not the true Christmas spirit. That is putting the cart before the horse.

Let's do our Christmas shopping early and with our Little Building neighbors!

And then, let's carry that Christmas spirit of neighborly trading all through the New Year!

MAILING LISTS
and
DIRECT MAIL ADVERTISING
1005 Third Will bring you New Customers in New England, M. E. South, Missouri, of the Sales Service for \$10.00

FOR PRINTING
Commercial Art (1000), MONTREAL
Printing Department
PUBLICITY SERVICE BUREAU
652-654 LITTLE BUILDING
Telephone Area 4-37

MOVE THE RED BALL WAY
National Household Movers
You can't beat our prices
RED BALL TRANSIT CO.
571 Third Building Telephone 6-2849

Dr. W. R. Hughes
DENTIST
Room 607 Tel. Beach 2314



Our neighbors of the Press Syndicate staff at the Fritz Carlton: Left side of table, left to right — R. Douglas, J. S. Rale, D. W. McCormack, George Benoit, D. N. Cole, F. W. Gemache, Edward Berard, J. L. Banks and W. L. Sanborn; right side of table, left to right — J. A. Gardner, Ralph Erlenberg, P. C. Reharge, George Damon, J. W. O'Brien, T. J. Choate and P. E. Taylor; head of table — Vincent Parke and W. C. Strable.

REWARDS ON CONTEST WINNERS

Press Syndicate Field Men Get Prizes from Strable

The Boston staff of the Press Syndicate, Fourth Floor neighbors, celebrated the first anniversary of the opening of the New England office with a banquet at the Fritz Carlton Hotel on the eve of Armistice Day. About seventy of the staff gathered around the festive board. Favors were given to all and everyone came in for their share of the "fuming" during the evening.

Speeches were made, Vincent Parke of the National Annual, New York City, gave the principal address and no one seemed to be backward about rising to the height of oratory when the spirit moved them.

Perhaps the feature of the evening that held the most interest was the announcement of the winners of the contest from October 9 to November 11 for the great mail order contest. William C. Strable, New England sales director, contributed the prizes and awarded first honors to L. A. S. Rale, second prize to Col. D. M. Miller and L. L. S. Rale.

After the prizes were awarded, the heads of the various departments gave reports of their work in the field. Short addresses were given by Col. Walter Sanborn, Harvard '38, director of the campaign among college men, Col. D. M. Cole, director in Maine and New Hampshire, and Stephen Header, a wounded veteran of Chateau Thierry who is conducting the campaign among ex-service men. Mr. Strable was hailed with cheers when he read a telegram of congratulations from the officials of National Headquarters of the Veterans of Foreign Wars, commenting on the work of the Syndicate, Mr. Strable said, "The Press Syndicate for the past year has been doing publicity work for the Veterans of Foreign Wars in their nationwide campaign for the sale of the official war service records. Through the sale of this work funds are obtained for the relief of disabled and wounded veterans of the world war. It is my belief that the New England campaign has met with very favor and recognition among the people. It is doing much through the various Veterans' Bureaus to bring a little cheer to the wounded man and is making him feel that the American people are really behind him."

Dollar Will Mend a Big Hole in Kiddies' Health Stocking



Fun Feeding the Birds

The poor kiddies who go out to the Farm Home in Reading in the Winter think it's great sport to feed the birds. But that is only one of the healthy, outdoor sports at the Farm.

(Continued from Page 1)

jects of the movement. Miss Sara M. Gifford, secretary of the club, said, "on the site of feeding stands the Farm Home, maintained by the Fathers and Mothers' Club. Here sane, children delicate and adorable, and of all faiths — are enabled to win and hold their own in life. They learn to live, they find the meaning of that sweetest word, home, and every away from the knowledge of the better way of living."

"The kiddies have regular hours of outdoor work, physical training and play, Summer and Winter. There is kindergarten work for the younger and sewing for the older children. "The children are kept at the Farm from two to twelve weeks, according to the recommendation of the physician, but none are sent back until they are in splendid physical condition. As they reach home the health money is continued through a follow-up system which keeps them well in less favorable conditions."

"Only about 100 children can be cared for at the Farm yearly—a small percentage of the list of applicants. If more cottages could be built, each with its own home mother, the work might be extended to care for many of these little unfortunate. The work is nonsectarian. It's a labor of love and depends solely upon voluntary contributions."

"I feel," said Miss Gifford, "that if the people in our progressive little community knew we are here under the same roof, they would be glad to have the work we are engaged in, they will

be eager to contribute. That's why we have decided to conduct this campaign in the Building among our neighbors." The Fathers and Mothers' Club hopes to get one dollar from every office. "But," says Miss Gifford, "knowing the generosity of our Little Building neighbors we are sure that many of them will not stop at one dollar. I think this is the only campaign for funds ever conducted under such conditions and that is another incentive to make it a success. We cannot afford to be the first office building to conduct a campaign for funds and then fall down on us."

Mrs. Charles H. Jennings, president of the Fathers' and Mothers' Club, said: "Let's put our campaign on a big, and set our Christmas dinner with that feeling of contentment gained only by giving something to somebody less fortunate than ourselves."

Shower Given Louise Keyes

Old shoes and rice soon will be needed for Miss Louise M. Keyes, of the Income Division of the Internal Revenue Office. She is to be married this month to Thomas Klau, a well-known newspaperman.

A surprise shower was given her by the members of her division last evening, November 27, when she received beautiful gifts of all kinds from co-workers.

Miss Elizabeth M. McHugh was in charge of the arrangements. She was assisted by Miss Isabelle Gillin. A program of entertainment composed by members of the office was part of the surprise.

Among those who entertained were: Grace Crowley, pianist; May Holland, violinist; Elizabeth Donovan, singing and piano selections; Mabel O'Neil, vocalist; Helen Cannon, reader; Fran Galt, pianist; May Quinn, Helen Sullivan and Marion Thornton also contributed to the program.

The New England Oil Barter Company, of which Henry C. Pragg, in treasurer, has joined the Little Building community. Its headquarters are at Room 449.

WOMEN'S SHOES
For All Occasions
We also carry a full line of Spats, Overhoes and Hosiery.
An exclusive Women's Shoe Shop
CONNELL & CAREY
(Formerly with Thayer McNeil)
2nd Floor, Little Building

PUBLIC STENOGRAPHER
Training, Maine Address:
Films, Sennelager Work, Madagascari
Daily Applications
HARRIE M. DRINKWATER
Rm. 805 Little Building, Beach 2103

IT IS TRUE economy to have you corrects made to order. Let me prove it.
Altering and Repairing
Edith A. Cushing, Corsetiere
Room 859 Tel. Beach 7042

CAN YOU SING TENOR?
If you can the Philadelphia Choral Society wants you. See Mr. Frank Moore at Philadelphia at 3:30 in Hueston from Hall.
491 Boylston Street
Opera House Building

Chiroprapist and Foot Specialist
Dr. A. F. STAEGER
Wart Specialist
Tel. Beach 2864
Room 319

If you need help on your books
I will arrange for an assistant to be at your disposal on a part time schedule basis.
Telephone Beach 701
SAMUEL H. WHITLEY
Public Accountant and Auditor
1138 LITTLE BUILDING

THE MISSES TUCKER
(Formerly with Harter Method)
HAIRDRESSING
Telephone Beach 5391
ROOM 1054 LITTLE BUILDING

When you think of ordering Engraved or Printed Stationery think of
DAMON'S the L. B. Stationers
5 Subway Store

WILLIAM C. COOGAN
X Ray Laboratory
430 LITTLE BUILDING

NEW NEIGHBORS JOIN COMMUNITY
Four new tenants joined the Little Building community last month. Our new neighbors are: Mrs. M. L. L. in Room 861, Union Park in Room 875, M. K. in Room 1097 and Frank H. in Room 649.

Some tenants have changed rooms recently. Frederick H. Toye has moved from Room 1151 to Room 716; Alvin Gillman from Room 1018 to Room 824; Charles C. Miller from Room 725 to Room 1200; Dayna A. Webster from Room 1097 to Room 1109; and C. S. Chalmers and Soas Coor, transferred from Rooms 1109-1111 to Room 862-64.

OFFICE FURNITURE CO.
DESKS
CHAIRS
TABLES
STOOLS
SUPPLIES
FILING CABINETS
WOOD
STEEL
COR HIGH AND PEARL STS.
PHONE CONGRESS 3422 BOSTON, MASS.

ONE HOUR SERVICE
means that an eye doctor—whether a cataract, or a replacement, soaking work, or the refitting of a frame will be finished accurately in one hour.
JOSEPH ECKER, Optician
455 LITTLE BUILDING
Beach 489



LITTLE BUILDING DIRECTORY

A
A. A. McLaughlin Co., Inc. 634. Des. 991
A. A. McLaughlin Co., Inc. 634. Des. 991
A. A. McLaughlin Co., Inc. 634. Des. 991

B
Bahr, Miss, in 425. Des. 424
Bahr, Miss, in 425. Des. 424
Bahr, Miss, in 425. Des. 424

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Cable, Miss, in 425. Des. 424
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V
Vanderbilt, Miss, in 425. Des. 424
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Walker, Miss, in 425. Des. 424
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X
Xavier, Miss, in 425. Des. 424
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Y
Young, Miss, in 425. Des. 424
Young, Miss, in 425. Des. 424
Young, Miss, in 425. Des. 424

Z
Zimmerman, Miss, in 425. Des. 424
Zimmerman, Miss, in 425. Des. 424
Zimmerman, Miss, in 425. Des. 424

POWER!
Mechanically measured in terms of
'horsepower'. In business measured
in terms of 'man power'.

LASALLE EXTENSION
UNIVERSITY
Room 1,20, Little Building
Beach 5410

CHARLESH. CLAPP
Wholesale Lumber
1017 LITTLE BUILDING

Dr. Anna Mintz
DENTIST
Room 819 Tel. Dewey 6749-M

Your Greatest Gift
is good eyesight!—Are your
glasses properly fitted and ad-
justed?

John A. Thomas, Optician
Room 440 Tel. Beas 1049

Where Can I Get
the Shoe I Want?
JOHN GIBSON BLISS
Commercial Courtroom
Room 733 Little Building

Honest Shoes
Correctly Fitted
or more
FOR CHILD WELFARE
FROM EVERY OFFICE

That tired look
Makes anyone look old. Why not
careen it with a single pin from a
HAARLEEMAN'S Hair Treatment?

FURS
MONEY
GROWS
plant it here

WILDEY
Savings Bank
52 Boylston Street
Next to Touraine

W
Waldorf Astor, Walter, in 422. Des. 1720
Waldorf Astor, Walter, in 422. Des. 1720

X
Xavier, Miss, in 425. Des. 424
Xavier, Miss, in 425. Des. 424
Xavier, Miss, in 425. Des. 424

Y
Young, Miss, in 425. Des. 424
Young, Miss, in 425. Des. 424
Young, Miss, in 425. Des. 424

Z
Zimmerman, Miss, in 425. Des. 424
Zimmerman, Miss, in 425. Des. 424
Zimmerman, Miss, in 425. Des. 424

A
Ah, How's This!—
Liquid Roofing—put on with a
brush. Not a patch, not cement,
but a genuine asphalt and asbestos
roofing.

Dozier, Richardson & Co.
316 Little Building

B
Baldwin, Miss, in 425. Des. 424
Baldwin, Miss, in 425. Des. 424
Baldwin, Miss, in 425. Des. 424

C
Caldwell, Miss, in 425. Des. 424
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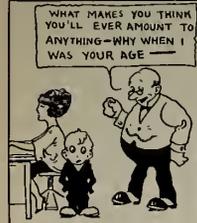
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Ingram, Miss, in 425. Des. 424

SALLY STENOG

By Fuller



Shoes for all our Little Building Neighbors
Style and Quality without extravagance
 Phone Beach 4617
Horwood & Colbert
 458 Little Building

Which will be for you this winter Red Noses here or Red Noses in **FLORIDA**
 Only 10c a pair and \$3.00 a pair for a winter blouse and all other articles of dress and sport wear
TEMPLE TERRACES, Inc.
 Room 605 Phone Beach 8103

Helpful Xmas Mailing Hints for L. B. Folk

By JOHN WAITE
Little Building Courier
 Just across the street from the Post Office Department is preparing for the major effort of the year—the delivery of the Christmas mail. The advent of the Parcel Post, this class of mail has grown to enormous proportions. No day person can possibly handle the stupendous task that faces the employees of the Department. Every effort is made to make the day complete by getting the mail through on time.

Of course, in order to do this, there must be a certain amount of co-operation on the part of the public. Naturally a great deal of extra help is required and these men cannot be expected to handle the mail with the surety or despatch of the regular employees. Therefore, if the public would help to the best of their ability there are three rules to pass. These are **WAF! SECRETLY!—ADDRESS PLAINLY—MAIL EARLY.**

Through experience in the past, the Department is able to compare the latest data on which packages may be mailed to insure delivery by Christmas Day.

For delivery in California, Washington and the Pacific Coast States, not later than December 13.
 For delivery in Montana, Wyoming, Colorado, and the Two Big Mountain States, not later than December 12.
 For delivery in the Dakotas, Minnesota, Illinois, Mississippi, Florida, the Middle West and Southern States, not later than December 15.
 For delivery in New York, Pennsylvania, New Jersey, Delaware, Maryland and Virginia, not later than December 16.
 For delivery in the New England States, not later than December 18. It may also happen that persons can

Beautify Your Complexion with LEMON BLEACH CREAM
 Whitens skin immediately. Protects and prepares skin for powder, cream and the Sun. **ADAMS DISTRIBUTING COMPANY**
 821 Little Building Phone Beach 1704

For Fifty-Six Years We have served individuals. Can we serve you?
J. W. BARBER
 J. W. Barber, 100 Broadway
 ELEVENTH FLOOR

Permoil Permanent Wave
 Your face is the show window of your hair. Let your hair shine with Permoil. It is the only hair wave that holds its curls in the bath. The Permoil Permanent Wave is the most beautiful hair wave ever made. No shock, no harm.
 1000 Little Building
ELIZABETH F. HASSENBURG
 HAIR AND SKIN SPECIALIST
 Rooms 1028 - Little Building

When you think of buying guaranteed Fountain Pens think of **DAMON'S**
 The L. B. Stationers
 5 Subway Store

Dr. Ross and "Babe" Ruth had their pictures taken together when both were at the Hot Springs training camp a few seasons ago. Have you found them both in the group yet? Well, the Babe is the third "raillbird" from the left, rear row, and the doctor is that genial looking chap with the natty cap looking out between those two heavy eyelids, second from the right.

contemplating sending Christmas mail to foreign countries, would be interested in the following ruling of the Department.

Any mail article sent to foreign countries which may in addition to the ordinary postage stamps, have stamps or labels in aid of some charitable object affixed thereto, must place such stamps or labels on the back of the package and not on the address side.

If this rule is not obeyed such packages will not be dispatched to country of address but will be returned to sender, if known, and if unknown to the Division of Dead Letters.

Little Building Folks Attend 'Ad' Convention

The Little Building was well represented at the convention of the Advertising Clubs of New England at Providence, November 16, 17 and 18.

The keynote of the convention was supremacy for New England and the Little Building folks who attended listened to Bostons with plenty of reason of how to win this supremacy. Henry C. Pragoff, as secretary of the Florida Publicity Association and Chairman of the Out-of-Providence Committee, headed the following delegation from the Building: Robert B. Dinkel, William H. K. Burke, J. M. Borgatti, Alvin B. Hayes, Ralph L. Rogers, George Zalk, Ed Payne, Fred Poole, Paul V. Hanson, E. R. Durkin, Anna V. Guinan, Bess Marchant, Ed. Steiner, Harry Wheeler and Murray R. Purse.

One of the high spots of the convention was the industrial Editors' Banquet attended by Henry C. Pragoff, Chairman of the Banquet, Robert B. Dinkel and William H. K. Burke.

The next convention will be held in September at Portland, Maine. It is planned to have this convention cover a week's time so that the ad people of New England may combine business and pleasure by attending the convention and enjoying a brief vacation. It looks as if the Portland 1923 convention will be the best ever held and the largest attendance. Little Building folks who plan to attend can secure full information from the time by keeping in touch with Henry C. Pragoff, Room 449.

Open Shops at 8.30 She Urges

(Continued from Page 1)
 In the earlier hours a half hour earlier at night. Then, the next week they could change shifts one month to the other half of the force could come in at 8.30 and run a half hour earlier at night. In that way, she thinks, no hardship would fall upon the clerk and the shopping public would be better served.

"This system has been used, Mrs. Vandy says, by the Collector of the office where the stores agreed on the present opening and closing schedule. She points out that often, when there are bargains or special values, the person who has to go to work at a 9 o'clock time that the specialty advertised articles are "all sold out" or "her stock is gone" by the time she is able to get time off to go shopping.

At the noon hour, she says, "it is likely to happen and there is such a rush that the person who has to lunch and shop finds it next to impossible to make purchases." At the close of the day, even if the workers own office clothes, the bargains and store-gone, she says.

Babe Visits Us

(Continued from Page 1)
 His place, but "cool-headed" "Babe" laughed and said "I like to get my hands on that fellow."

"Babe" Ruth is not the only distinguished visitor that Dr. Ross has. "Jos" Bush, famous Yankee pitcher, and Paul Sanderson, the pitcher called on his recent. Both the "Babe" and Miss Sanderson are clients of Dr. Ross.

Forbes Folks Hear Lecture at City Club

The sales forces and other members of the Forbes Lithograph organization, Twelfth Floor, listened to a talk by M. Hutchings, sales and advertising manager of the Pillsbury Food Company on the evening of December 4.

The speaking was held in the banquet room of the Boston City Club.

Mr. Hutchings described the methods by which his company sells its product to the retailer and gets his cooperation in pushing the product by means of window and store displays and other dealer help.

The talk was illustrated by a motion picture film showing how the merchandising plans work under conditions found in the field. These pictures have been of great assistance, said Mr. Hutchings, in training his own salesmen to make the most effective use of the dealer helps. The pictures interested the salesmen in the company's advertising and show them how they can interest their trade.

This illustrated lecture has created a great deal of interest among executives who market their products through the retail store because the question of how to secure the cooperation of the dealer is one of the biggest problems of many sales and advertising managers.

Ed Falco, who in addition to drawing "Bible, the Boy Artist" comes for the Stanley color supplement of the Boston Globe, is head of the sales planning department of the Forbes Lithograph Co. and in charge of the arrangements for the lecture.

When you patronize a Little Building shop tell them you are a Little Building neighbor!

MUSIC CLUB PLANS DANCE

The Beale P. Edwards luncheon-dinette Club, composed of members of the office forces of the Collector of Internal Revenue and the Pullman Portland Director, are announcing their first social event of the season in the form of a dancing party to be held at the Columbia Club, Piccadilly street, Dorchester, on Tuesday evening, December 12.

Complete orchestras will furnish music for the dance, but members of the Beale-Mandolin Club will also give several selections. The officers of the organization are as follows: S. Dunlop Patten, president; Lillian Gerrits, secretary and treasurer; Catherine and Frances McDermott, Myra Holt, and Alvera Wadsworth, executive board.

The club meets for instruction on Friday of every week at the Army and Navy Club, 10 Park square, Boston and is under the direction of Professor Otto K. Kraft.

The proceeds of the dance will be given for the benefit of the wounded and sick convalescent men in the hospitals.

Shoes for all our Little Building Neighbors

Surgeon Chiropodist

Dr. F. C. Seaman
 460 Little Building—Beach 916

G. A. Schmidt

Authorized Sign Painter of the Little Building
SIGNS OF EVERY DESCRIPTION
 Telephone Beach 4765.

Built Boardwalk

The business of "transplanting" the Atlantic City Boardwalk to Boston was directed from an office on the sixth floor of this building.

Miss Margaret Williams had charge of the business headquarters of this enterprise, which was unique in that neither ever approaching it ever had been attempted before in Boston.

Albert E. Hickey
 [see above news with the Andrew Boyles]
 Optometrist-Optician
 854 Little Building

Which will be for you this winter Red Noses here or Red Noses in **FLORIDA**
 Only 10c a pair and \$3.00 a pair for a winter blouse and all other articles of dress and sport wear
TEMPLE TERRACES, Inc.
 Room 605 Phone Beach 8103

Huntington & Williams
 Public Accountants
 Audits, Investments, Systems, Income Tax
 New York
 Rm. 948, Little Building Beach 6700

MULTIGRAPHING PUBLIC STENOGRAPHIC NOTARY PUBLIC
STURN KEITH SERVICE
 Room 322

Dr. W. R. Ross
 Surgeon Dentist
 Rooms 307, 308, 309 Tel. Beach 312

Elliott Afternoon, Evening, 80 Boylston Street and Street Telephone Beach 2785 G O W N S

COLOR PRINTING
 Labels, Show Cards, Catalogs Window and Counter Displays
U. S. PRINTING LITHOGRAPH COMPANY
 1122 10th Little Building

LITTLE BUILDING BARBER SHOP
 Prompt and skillful service; also manicuring
ARCADE FLOOR (see elevators)

LOOK! I have a long career...
 Experience and 31 years...
 U. S. Printing Lithograph Company
 1122 10th Little Building
Martha A. Briggs, Public Stenographer
 Rooms 548 Tel. Beach 9058

Surgeon Chiropodist
Dr. F. C. Seaman
 460 Little Building—Beach 916

G. A. Schmidt
 Authorized Sign Painter of the Little Building
SIGNS OF EVERY DESCRIPTION
 Telephone Beach 4765.

Albert E. Hickey
 [see above news with the Andrew Boyles]
 Optometrist-Optician
 854 Little Building

Albert E. Hickey
 [see above news with the Andrew Boyles]
 Optometrist-Optician
 854 Little Building

NEED BIG STAFF TO RUN L. B.

Operating and Maintenance Force One of Biggest in the City

How many employees do you suppose are required to "run" the Little Building? You have had the slightest idea? Well, that's why we "dug up" this story. To answer the question: There are 77 persons on the maintenance and operating staff of the Little Building — and that is exclusive of the office force in the Trustees' office.

In the first place it takes a force of 44 charwomen to clean up the more than 60000 sq. ft. in the building each night. Then there are 11 electric operators and a stationery operator, a chief engineer and one as assistant, two plumbers, two painters, one carpenter, one window washer, two watchmen, a laundress, a matron, a superintendent and an assistant superintendent.

That makes the 77. It takes somewhat "to keep house" in the Little Building, does it not?

Shorthand Class Roster Increases

The class in Gregg shorthand in the Little Building class formed recently by growing steadily in numbers. The girls have secured a meeting place, in the directors' room of the Massachusetts Chamber of Commerce building. There the class meets one evening a week at 5:30 o'clock to study the Gregg system.

Other girls in the Little Building are invited to the class. Information may be obtained from Miss Catherine D'Amico, Room 319, or Miss Maile Hirschman, Room 4.

Wrist Watches Specialty Priced for Christmas at '35

for an 18 Karat White Gold Case, 17 Jewel movement. Cannot be duplicated for less than \$50 elsewhere.

CHARLES E. DUBOIS

Formerly Designer and Manager Boston, Keen's Diamond Dept. ROOM 612 LITTLE BUILDING

Holiday Suggestions

step in style. Such items as: Trifles, Handkerchiefs, Knives, Cufflinks, Buttons, Broomsticks, Candles and Ready-to-wear Corsets. La Patrie Cannon Corset Co. 211-214 Little Building

SHOP EARLY at The Handy Shop

Open 8:30 - 5:30 Daily Sixth Floor

Gifts for Children

We have a line of dainty dresses, rompers, hats and coats that will make the "kiddies" happy on Christmas. Toys, dolls and doll furniture. Call on us and let us make suggestions.

MARY LOUISA SHOP

For Little Folks to 12 Yrs. Room 1128 Little Building



This gives us a chance to spring that old one — "they have their ups and downs." Little Building elevator operators — left to right, Hank Ross, J. H. Jones, William Boland, E. J. Griffin, J. H. Lanning, William Murphy, Thomas White (superintendent), J. F. Fallon, John McLaughlin; front row: E. J. Andrews, J. F. Madden, Walter Hegan, James Portie, Charles Donaghy.

COOK "TURK" IN TEAM 2 WON HALF AN HOUR OVER TEAM 1

(Continued from Page 1) This modern piece of kitchen equipment. This new process of quick cooking by steam is hailed as one of the household marvels of the age. Think of quickly cooking Boston baked beans in 30 minutes instead of watching them all day in the oven. Or of cooking a good dinner of roast, potatoes, another vegetable, and a dessert in less than an hour. Of course — some take longer — but out of potatoes, green peas or carrots, potatoes, and steamed apples can be in oven less than 20 minutes, is ready.

What has happened? If you have cooked in a container which holds in steam and to makes pressure; the pressure raises the temperature inside the cooker. This means that food is in a pressure-cooker can be made much swifter kettles with a lid. With the increase in temperature the time of cooking is shortened. Food cooked this way takes about one-third of the usual time.

If you are one of the many busy women who are away from home all day and still have longings to eat real food at home, try a pressure-cooker. You will find your menus quite changed and just what you get away from the round of steaks, eggs, and potatoes in long hours of waiting, and a greater variety in the same length of time and with less labor than at your own method.

This method of cooking, saves labor, time, and fuel. One of Iowa's home demonstration agents has cooked an article of food can be either cooked or eaten in a pressure-cooker in one-third or less time than the same article cooked in the ordinary way. All the flavors and juices of meats that are cooked are retained, making the most palatable, juicy, and tender; consequently the cheaper class of meat can be purchased, cooked in a pressure, and made up into a expensive cut, poorly cooked.

Pressure-cookers are made of cast aluminum, shaped like a kettle, and have a light-tight cover that can be clamped down to prevent the escape of steam. The cover has a safety device or control. A small amount of water, about a cupful, is put in the hot water cooker to generate the steam, except when tender cuts of meat, such as corned beef, and it is desired to obtain as nearly as possible the best of baking in the oven. Then is not before the cooker is closed. All vegetables have been cooked with water in the bottom of the cooker, but with no water in the pan when you are to cook dry, and they only one-quarter to one-half cupful of water was used. Vegetables should be salted before cooking.

Pressure-cookers are made in more than one size, according to the number of the family. They can be used on gas, coal, oil, or electric stoves, and there is one type of cooker which has an electric heating element as a part of it.

Thirty Million Xmas Seals to Keep Us Well

The sale of thirty million Christmas seals was launched from the offices of the Massachusetts Tuberculosis League, Eleventh Floor neighbors, on December 1. The organization hopes to raise at least \$200,000 this year with which to buy its health campaign. The little seals have become the means of financing the greatest health movement of the age. Every year at Christmas time the League conducts the sale of them through local organizations all over the State. Fifty per cent of the seals to be placed on Christmas cards and packages — at the same time contribute toward the fund with which the League conducts its fight against the "white plague."

Most everybody buys them each Christmas season and this novel means — in effect — the sole means of supporting this great health movement has proven one of the most remarkable in history. It is calculated to raise funds.

This year the design of the seal is typical of the broad scope of the health work which the seals finance. The central figure, mother and child, indicate the trend of modern health movements. The double-headed cross and the star in the background are the symbols of tuberculosis. The snow-covered tree is typical of the Christmas season. The seal is a work of art which will bring his fellow man.

Little Building neighbors in charge of the sale include: Robert V. Spencer, executive secretary; Rocco W. Vignone, secretary; Mrs. M. J. White, publicity secretary; Anna W. Johnson, educational secretary; Margaret E. O'Connell, publicity secretary; Pollock, Cecile Sheldon and Lora K. Rosenfield.

Wear—Ever Men Are Champs of Sales Contest

Five members of the New England sales staff of the "Wear-Ever" Aluminum Cooking Utensil Co. are wearing New Steamers, five others are wearing their orders with brand new Waterman fountain pens and another five are lighting the way up the sales ladder with "jumbo" flashlights—all because they were winners of the special sales quota contest recently concluded.

That's not the whole story, either, for the efforts of these fifteen men were a contributing factor in the winning of the Eastern League Championship and banner, which the New England office, 1218 Broadway, captured this year for the fourth time.

The Eastern League banner goes to the district office in the territory East of the Mississippi which maintains the highest yearly volume of sales. The New England office has set the pace for the last four years. The prizes in the special quota contest were awarded by District Manager J. H. Handolph at a conference of the sales force recently held in the Floor conference rooms. The Championship banner was awarded by W. H. Smith, who came on from the company's main offices in New Kensington, Pa.

The five first prize winners were: R. S. Miller, Maine Division; B. T. Rourke, Connecticut; A. W. Hillman, Connecticut Division; William Irvin, Boston North Division; and S. M. Smith, Boston South Division. The second prize winners were: F. L. Williams, Maine; O. Newton, Vermont; J. H. Burt, Connecticut; T. P. Birabahn, Boston North and W. C. Pritchard, Boston South. Third prizes went to: A. B. Stralton, Vermont; V. Morse, Vermont; C. A. Hixon, Connecticut; T. P. Dixon, Boston North; and C. E. Hooper, Boston South.

G. W. LIVES UP TO HIS NAME

George W. B. Britt, chief office deputy of the Federal Reserve Bank, lives up to his name. (The first half of his name, you know, is George Washington.) Back from his hunting trip to Maine, Mr. Britt admits that he did not bring down a single mouse or deer. "The party I was with shot four deer, but I got away with two partridges," admitted our Second Floor neighbor.



Revenue Dance Brings out 600

More than 600 persons attended the Internal Revenue Welfare Society's 1922 dance of the season, which was held in Whitley Hall, Brookline, on the evening of November 17. The invited guests included Collector Mitchell E. Nichols and Mrs. Nichols, George E. Fitchin, agent of the Little Building, and J. M. Wallen, secretary of the Laymen's Club, Canton.

Collector Nichols spoke and praised the work and objects of the Revenue Society, which was organized for the aid and reimbursement of the sick and absent employees of the Revenue offices.

Miss Gertrude Lawler gave an exhibition of toe dancing, Misses Mary McHugh and Elizabeth A. Donovan contributed vocal solo and Mr. and Mrs. James P. McShane appeared in an exhibition.

William Turle, Jr., was chairman of the dance committee, Joseph J. O'Connell was chairman of the event committee and Edward D. Senott was chairman of the committee on music and entertainment.

Do your Christmas shopping care—and with your Little Building neighbors!

For Christmas

We offer you an exclusive line of gloves, neckwear, mufflers, coses, ladies' and gentlemen's umbrellas, and velvet hats.

We can solve your Christmas problem.

FIN the hatter

Arede Little Building

MARK DOWN SALE

of Ladies' and Misses' under coats, suits and dresses. Sample Suits, Coats, Suits & Dresses. MARY F. SHAY ROOM 210-211, LITTLE BUILDING 120 BOSTON STREET BOSTON

Season's Greetings—

To Our Little Building Friends We hope you will remember PHOTOGRAPHIC PORTRAITS

made by us always make a pleasing and distinctive Christmas Gift. F. J. Monahan PHOTOGRAPHER 120 BOSTON ST. TEL. AREA 0192

Smartly Tailored White Silk Blouses \$8.50

Sweaters, Golf Coats and Knitted Sport Dresses

Gunnell

Suite 311, Little Building Tel. Beach 3398

Whitman Specialty SILK-KNIT UNDERWEAR

Elizabeth Gillie MILLINER Box 410, Little Building Beach 2158

Make this a South Christmas

Next to spending good friends, the best of gifts are good books. — C. S. Stralton. MARY CAREY BOOK SHOP ROOM 785 LITTLE BUILDING

Christmas Sale of Trimmed Hats

To begin December 15 Real bargains, all must go BRANN'S, Rm 1056, Little Building, Tel. Beach 3348

When you think of buying greeting cards for any occasion think of DAMON'S The L. B. Stationers 5 Bulwer Street

Let's Begin the New Year Right by Trading with Our Little Building Neighbors!

LITTLE BUILDING NEWS

Six Pages

Boston, Mass., January, 1923

Price Five Cents

L. B. GIRL GETS BIG U. S. JOB

Anna Weinstock, Known as the Woman Compers, Is Chosen

Miss Anna Weinstock, former president of the Women's Trade Union League, Sixth Floor neighbors, who has been called "the Sinned Compers of Women's Unions," has been named as commissioner in the Conciliation Division of the United States Department of Labor. She began her new duties at New Years.

Uncle Sam concluded that a woman who has been an industrial worker herself would be a good person to handle the problems of industrial women.

So he named Miss Weinstock to this important job. Miss Weinstock is the first woman to be appointed to such a position. And her friends approve highly of the government's selection.

Miss Weinstock came into prominence in 1917, when the big strike of the sweater workers took place. She was a worker herself and she understood the difficulties and problems of the woman in industry.

Because she had studied the situation from all angles, she was able to present the employees' viewpoint in a clear and comprehensive manner. Her earnestness and simplicity impressed all with the same in common.

She proved herself an organizer and orator of no small ability and was in demand by labor unions on many occasions. Her friends declare she is a tireless worker and has a determined spirit that brooks no discouragement.

So effective was her work during the several labor disputes throughout the district, that she came to be called

(Turn to Page 5, Column 4)



Seems on strange trails in other lands where Major Powell and Luther Stoddard have crossed paths get never met. The Little Building was the scene of the first meeting of these two famous men.

SHOPS DO HUGE XMAS BUSINESS NEIGHBORS BUY

Trade-with-Your-Little-Building-Neighbor Plan Gains Big Impetus During Holiday Buying Season

Little Building merchants did the biggest Christmas business in the history of their tenantry, according to after-the-holiday trade reports. This "community under method" did trade with its Little Building neighbors in splendid fashion.

The neighborly trading movement, which had been growing steadily all through the year 1922, received its greatest impetus during the holiday shopping season and prospects are bright that the New Year will bring the biggest

(Turn to Page 5, Column 1)

NEW SIGN TO BOOST BUILDING

Will Blazon its Name to City from Parapet on the Roof

Thousands of people soon will see the name of the Little Building blazoning into the night from the roof of the Building. Iron workers are erecting a frame for a mammoth electric sign which is to be secured to the parapet of the roof facing the Common.

It is expected that the sign will be visible from Harvard Bridge and seen from more than just one place. It will sound the message of the Building to Boston and about 1000 persons a day benefit at large.

As soon as the frame is completed, electricians will wire it for the huge letters which will be illuminated against the sky in the daytime and brilliantly illuminated at night.

The frame is designed to be in keeping with the architecture of the Building and will be an asset to the stately beauty of the structure. By this advertising the Little Building the Trustees expect to bring even more shoppers and clients to its shops and offices — in this way helping to boost trade in the "community under one roof."

Building Post Office Did Big Xmas Business

Over 2000 bundles were handled the week before Christmas by the Little Building post-office in the basement outside the door to do their Christmas home.

In order to handle the crowd, only one person was admitted in the office at once and a continual line waited outside the door to do their Christmas mailing.

Miss Cousins, the postmistress, said that everybody was very patient, and a good spirit prevailed and the transactions were taken care of smoothly. Some record for our own postage!

Noted Globe Trotters Meet for First Time in Building

Have Traveled Each Other World Over—Never Met Before

Two world-famous men who have been trying to meet each other for years—men who know the farthest corners of the earth as intimately as a jockey knows his horse—met for the

first time last month in the Little Building.

They were Luther Stoddard, known as an expert on world affairs, author of the "Riding Tide of Color," one of the most widely-discussed books of the past year, and Major E. Alexander Powell, famous author, soldier, lecturer, gentleman-racer and soldier-of-fortune.

Fate seemed always to play against

(Turn to Page 6, Column 4)

BIG JOBS FOR TWO SALESMEN

Two Full Brush "lieutenants" soon are to get bigger jobs in recognition of their excellent service with the company.

R. C. Smith, who is known as one of the best salesmen among the Fuller representatives, is to be promoted to the position of assistant branch manager of the Quincy district, and E. J. Sullivan soon is to be the assistant branch manager of the Back Bay district.

The office force presented F. A. Massey, sales manager, a beautiful check for Christmas as a token of their esteem and good will.

Admen Guests at Dinner of Lantern Club

The Little Building was well represented at the annual dinner and entertainment given by the Lantern Club of Boston at the Boston Athletic Association, J. D. Hooley, Twelfth Floor neighbor, presided.

The Lantern Club is an organization of advertising representatives of the national magazines whose business headquarters are located in New England territory. The club was started for the purpose of cultivating good fellowship and fraternity among the members.

Among those present from the Little Building were: Dan Ashley and Oliver M. Deenonoff, from the Woman's Home Companion; W. A. Davenport, M. C. Barber Advertising Agency, representing the Nest Publications; Roy S. Darsting, Paul Hollister and G. U. Hatch from Burton, Derrine & Co. Boston, Inc.; N. F. Foster, E. S. Durkin and Paul Hanson, representing Pictorial Review; D. M. MacArthur and H. R. MacNamee from the Butterick Publishing Co.; John W. Barber of the J. W. Barber Advertising Agency.

(Turn to Page 6, Column 5)

Xmas Present Almost Splits up Friendship

"Walter" and "Dan" probably made more fuss over their Christmas present than anybody else in the entire Little Building. "Dan" received the gift first. He jumped all over the fellow, tossed it over his back, called over and over with it, and when Walter gave him the other, he called, "Mr. Grishel finally pulled 'Dan,' and 'Walter' had his lings with their mutual friend."

Who are "Walter" and "Dan"? Why they're the Little Building cats! Somebody had them a great deal of respect, because, which for a while never always their friendship. They've always been inseparable and had an inkling of a squabble between the two chums many a time and anybody's ears.

Mr. Grishel's friendly interference, however, saved the day and now a visitor to the superintendent's office will find "Walter" and "Dan" lying side by side with a paw over each other and the catnip mouse between them.

Refresh Yourself Every Afternoon

WITH a cup of tea, a slice of toast, and a bit of jam, or a dainty salad.

THIS little refreshment — then back to the job with a renewed vigor. Just step into a basement car.

Walter's System Incorporated



Triple Action!

ACTION is the final, all-important step in the consummation of a sale. If you want to get action into your advertising copy, try Bliss diagraphs.

JOHN GIBSON BLISS Commercial Cartoonist Little Building Room 733

WOODS TOURS FOREIGN AND AMERICAN GENERAL STEAMSHIP AGENCY

(All Lines Represented)

LITTLE BUILDING ARCADE FLOOR 80 BOYLSTON ST. BOSTON

It will cost you less for an ad in the

NEWS than it will to send a post card to every office in the Building

WATCHMAKER RENFREW 723-724 Little Building Watch & Jewelry Repairing

EDMUND L. WILSON OPTOMETRIST OPTICIAN ROOMS 228-229, LITTLE BUILDING Eyes Examined Prescriptions Filled

Dr. Alfred E. Knight DENTIST Rooms 510-515 Little Building Telephone Beach 614

THE LITTLE BUILDING NEWS

The Only Office Building Newspaper in the World
Vol. 2, No. 1 January, 1923

Published once a month for the Little Building Association, Inc. at the Little Building, Boston 26, Mass.

Editor: H. W. R. Hughes
Business Manager: J. P. Hennessey
Advertising Manager: J. P. Hennessey

Let's Keep It Up!

Shopkeepers throughout the building... their Christmas trade was by far the biggest in the history of their country.

All this year 1922, it has been evident to the Trade-with-Your-Little-Building neighbors... have been appreciating the soundness of the idea.

The newly organized Christmas trade among Little Building neighbors... let's make this New Year's resolution - let's trade with our Little Building neighbors during 1923.

Bennie Shows Us

Despite Franklin, who runs the subway through the main lobby in the subway building...

Late the other afternoon, a woman shopper tried the door of one of the subway shops and found it locked.

Franklin would have liked to save that sale for his subway neighbor, but when he suggested that the shopper wait...

That's the fate neighborly spirit!

MOVE THE RED BALL WAY
National Household Goods
You can't beat our prices.
RED BALL TRANSIT CO.
851 Little Building, Beach 6946

Dr. W. R. Hughes
DENTIST
Room 607 Tel. Beach 2314

FREE
Two Pairs of Lisle Stockings
With Every Double Purchase.

During the month of January we are able to give you 2 pairs of special guaranteed Lisle stockings with every double purchase.

Ladies' Regular Stockings 4 pns. for \$5
Ladies' Outsize Stockings 3 pns. for \$5
Men's Socks 5 pns. for \$5

Colors and sizes will be assisted in box.

REAL SILK HOSIERY MILLS
Indianapolis, Indiana
BOSTON OFFICE 648 LITTLE BUILDING
S. M. MOORE, Sales Manager Phone Beach 7490



The First Sale

John Bliss, famous as the perpetrator of dignified cartoons, now has "hunted" into the limelight as a cover illustrator.

Eighth Floor Collects Over \$67 for Child Welfare Work
Tenants Hold Xmas Party

Everything from vegetables of the cabbage variety, to top drawers were given away at the Eighth Floor Christmas party.

Mrs. Sara M. Gilford, secretary of the Fathers and Mothers Club, wishes to thank the people of the Little Building for their response to her appeal for contributions to the "Kidlets" welfare work.

Mrs. Gilford collected \$67.72 through the Building and says: "Those who gave were very generous. Appreciating the fact that most pocket-books are flat at this time of the year, we were very well satisfied with the results of the campaign."

Mrs. Gilford also declared that the Little Building will have a warm place in the hearts of the Fathers and Mothers Club, and may especially in the hearts of the "Kidlets" who will be made happy and healthy by the generosity of the tenants.

The Office Worker

By Miss F. B. Wainwright
Retail Business Service

I gravely walk through halls of trade to attend clients of commerce manly. All day I make these sacrifice: With Youth and Liberty the price, I rood from fumes of business here; There's I write, and day is over.

Suddenly walk I down the street Where home-bound feet like mine are. And who ran knock the steps I take Are made on clouds that lightly break, Sweeping dreams from my eyes; Within my heart the live-long day.

ah, yes, within the office walls Where hark the sound of business' feet. My heart still sings: my quick hands fly

To touch the dreams that pass me by: Regalling music fills my ear That Youth within me must not fear.

How hard to train these feet to go Downward-thrilled and slow! How hard when they would dance to meet.

The Life that thrills in each heart Flare, the rush, adventure's call I cannot pause to heed at all. My life must be wild human things - But, ah, the songs my young heart sings!

Penwork Shop
Reprints, addressed, Blueprints, copies of writings. Titles engraved on photographic and pictures. Inquiries given in book form.

MISS A. L. MORTON
Rm. 93 Little Building

Up and Down the Corridors

One "teller" on the Fifth Floor, named Ende J. Rohmer, has returned to the fold. Left the Building awhile back but it kept calling, calling until it led him right back here again. He says: "Once you get the Little Building spirit of neighborliness you can't shake it!"

Wonder if all L. B. folks who read Ende's "Cobb" article, "The Successful Ever Came to Death," in the December American Magazine, realized that the friend of whom Mr. Cobb wrote was one of our Little Building neighbors, Elbert A. Wickes, manager of the Post-After offices on the Fourth Floor? Mr. Wickes was the "teller" who got the doctor who saved Cobb's life.

Miss Beryl T. Arnold, up on the Eleventh Floor, was one of the very first tenants on that floor, says she's going to write a book some day on "My Imaginations When Alone on the Eleventh Floor."

Miss Beryl T. Arnold, up on the Eleventh Floor, was one of the very first tenants on that floor, says she's going to write a book some day on "My Imaginations When Alone on the Eleventh Floor."

Seen the other day up the Little Building, a "Barrage of Amusement" registered four floors below zero—in the sun, too. No sign of rain, but one well-to-do gentleman, wearing a long umbrella through the surging crowd, cont'd to have a parol with the necessary below zero. What was he up to?

Officer "Boby" McLeod, one of the guardians of the Little Building corner, breaks into print as "the handsome man" again. The other night "Boby" attended the "Barrage of Amusement" at Horticultural Hall, and right away he was pleased to be "Mr. Massachusetts," the title going to the best-looking man present. If any of our employers in the building miss your stonographer just take a peek at the "corner." She'll probably be there with all the other eyes, admiring "Boby."

Lather P. Cuthbert, on the Eleventh, sent a picture of the Building to his eight-year-old nephew in St. Paul, Minnesota, the other day and received the following reply:

"How are you today? That Little Building is bigger than I thought it was!"

No argument there, Billy! "Bobby" Ruth called on Doctor Ross again last week. We arrived in time to see "Doc" waving a white flag and saying "Bobby's head." "Bobby" waved him off long enough to see the Little Building News, though.

S. M. Moore, sales manager, of the Real Silk Hosiery office on the Sixth Floor, is going to Indianapolis the other day. They attended a convention of representatives from every Real Silk office in the country. Moore says he has all kinds of inspiration for the new year and that the Real Silk Hosiery staff is going to have another big boom.

Tufts Minstrel Show Directed by Doc Brown



This is how Dr. Harold W. Brown looked to the Boston Traveler cartoonist who saw him directing a rehearsal of the Tufts Minstrels.

The reason Tufts College came to the Little Building for its annual show Director was very evident to those who saw the minstrels in Jordan Hall recently. The man who directed the show so creditably was Dr. Harold W. Brown, Fourth Floor neighbor.

The show ranged from classical violin and piano selections to a baroque of back-to-nature dancing, according to the program—Washington Dancers and Company of Ruthie Dorey Dancers. No matter whether "ridiculous or sublime," Dr. Brown stated the acts with the calm of a professional.

Tufts men say "Doc Brown is responsible for the success of the Minstrels. He worked long and hard to get the show so creditably was Dr. Harold W. Brown, Fourth Floor neighbor.

The Minstrels were given to standard funds for the erection of a student residence building, which is now in progress. "Their heart and soul is in this future building and that, together with the natural talent they had, was able to put it over."

When you patronize a Little Building shop tell them you are a Little Building neighbor!

Afternoon, Evening, and Street Telephone Beach 2785 G O W N S

CHARLES H. CLAPP Wholesale Lumber 1017 LITTLE BUILDING

January Clearance Sale
The richest clearance in our Coast, HARRY DAVIS, HARRY LOUHE SHOP
Room 1125 Little Building

Ah, How's This!—
Liquid Roofing—put on with a brush. No nails, put on a cement, but a genuine waterproofing. Solves all your guaranteed leaks. You won't try it. Come in and investigate. Write in one hour. Dozier, Richardson & Co. 316 Little Building

ONE HOUR SERVICE

means that any plumbing work—whether a leak or a replacement, ceiling work, or the repairing of gas valves will be finished within one hour. JOSEPH ECKER, Optician 455 LITTLE BUILDING Beach 4899

SALLY STENOG

By Fuller

GET NEW MAILBOX IN BLDG.

Better Postal Facilities Promised to Agent of Trustees



Additional postal facilities for the Little Building have been secured by Agent George E. Pflanz facilities which will be welcomed by the tenants. It is going to have a receptacle for first class mail which is too large for the chute in the street near Arcade.

Shops Do Huge Xmas Business Neighbors Buy

(Continued from Page 1) twelve months of business that our Little Building neighbors ever have enjoyed.

"It is marvellous the way the people of Boston are beginning to realize that they can come to the Little Building, do all their shopping under one roof get individual attention and avoid traffic and crowds on the streets," said Miss Ada Webster of the Handy Shop, State Floor neighbors.

"During the Christmas season many of our customers told us that they never realized they could do their shopping so easily and quickly until they discovered the possibilities of the Little Building. We have had a very successful Christmas business and want to thank the Little Building tenants for their patronage."

Other shops have the same glowing story to tell of their Christmas business. George E. Damon of Damon's Subway Shop says: "I want to thank the people of the Building for the business they gave us in 1922 and wish them a very prosperous New Year. They have given us the best of support and I want them to know that we have had a very successful and gratifying season and are looking for more of their business in 1923. In return, we promise even better service."

W. H. Fairing, manager of Lipgett's store in the Arcade, said that the Saturday before Christmas was the biggest day the store ever has had. He stated: "It was just one continual rush all day long and right up to closing time."

Miss Constance M. Allen in the Subway said the only thing she regretted

Somebody called 'em 'Sis of a kind.' Otherwise they're known as the Little Building porters. Brain fell to right they are: Back row—Michael Boland, Patrick Walsh (head porter) J. H. Casey and E. J. Andrews; front row—James Lannagan and William Boland. By the way, we prefer cutting them "The Service Six."

News Ad Brought Big Christmas Trade

"Our advertisement in the December LITTLE BUILDING NEWS brought us a corking good Christmas business. We had over a many customers from the Building," declared Henry Graff of the E. Brunel Studio.

"We are very much satisfied with the results of our advertising in the NEWS," he continued, "and will keep on advertising in it as long as the paper is published."

"Miss Gertrude Schuman, also an artist of the Brunel Studio, said: "I think it is a delightful paper — we look forward to it every month. Count us as good friends of yours"

was the fact that she had not anticipated of such a business and did not have nearly enough stock. "I had no idea I'd do such a business" and the results have made me very happy indeed."

Max M. Hoffman of Hoffman's Sign Shop said: "Everybody feels that the Christmas business of 1922 beats anything for several years. No one anticipated it."

"My business was very satisfactory indeed" stated Charles D. Flan, the Arcade dealer. "Yes, I had so much business that I hired two extra men to help out with the rush."

A. E. Connell of Connell & Carry on the Second Floor said: "We have a single clerk coming about our 1923 business. We have had a great business and thank the tenants for their patronage."

"I can't say is that the Christmas season was a howling success — much better than last year," said E. L. Guley, manager of Brooks Brothers, on the Second Floor. He also stated that although they had a tremendous stock of men's furnishings and English importations, it was depleted by their Christmas business.

W. H. Roofwee, the Seventh Floor jeweler, said that the Christmas shoppers treated him very, very well. "Happy New Year to the neighbors and thank them for their 1922 business. Tell them I'll be looking for a continuance in 1923," he said, "and let them also, please, that my New Year's resolution is 'Even better service.'"

Miss Mary L. Ryan of the Mary Lou Shop: "I am very glad to say that I got lots of business from the tenants and experienced a very successful Christmas season."

There had a most exceptional business. People usually do not buy hats for Christmas but they did this year," stated Miss Elizabeth Gillis, milliner on the Fourth Floor.

These shoppers seem to speak the sentiments of all our little building merchants

L. B. Girl Gets Big U. S. Job

(Continued from Page 1) of the "Samuel Gompers of the Woman's Union."

Don't get the idea from this that Miss Weinstock is a self-entitled agitator. Far from it. She simply has put her woman's intelligence and whole-souled effort has been problem confronting her, and aided in their solution.

It is not only in the industrial world that she has been a leading figure, before woman's suffrage was won, she led her charges opposing the doctrine of woman's rights.

She spoke at countless meetings and always was ready to lead her experience and ability to the cause.

For some months, she served as president of the organization, but press of other work forced her resignation last fall.

In her new work it will be Miss Weinstock's duty to keep relations smoothly between employers and women workers.

Because she had to get to work at an early age, Miss Weinstock's education was not completed in schools. Her ambition and determination carried her through six years after text book study she is now an authority on many subjects with industrial problems of course, her biggest interest.

Her friends feel that she will be able to fill her new position with credit.



Miss Anna H. instead.

MAYOR GREETS MISS BRANN

How 'bout it, Doc?

As we watched the "Rushie Dancers" dancers in the Tutts market, see the other night, we wondered ourselves we wondered if you were responsible for the happy-go-lucky they wore, "Doc" Brown.

COMMERCIAL CARTOONIST

Try me on your next art job. I can run the "type" that produces results in your "art".

H. E. FULLER "Creator of Sallie Steag" Room 691 B. Box 1710

WELCOME FOUR NEW TENANTS

The Little Building community welcomed four newcomers the past month. Our new neighbors are: Victor O. Whitley in Room 104, manufacturer's agent; Harry G. Landry in Room 114, advertising agency; Morgan Adair-Cochran Co. in Room 107, lithographers; and Paul V. Borker in Room 21, surgical instruments.

Some old tenants have changed rooms in the Building. Samuel H. Whitley has moved from Room 115A to Room 943, Charles J. Bohmer from Room 114 to Room 518, D. V. O'Connell from Room 144B to Room 104, Patrick Magazian from Room 143 to Room 763, American Summer Publishing Co. from Room 321 to Room 710, Daniel S. Parle has added another room, making his suite rooms 1134 to 1138 inclusive.

Huntington & Williams Public Accountants

Adults, Investments, System Income Tax Service. Room 948, Little Building, Box 6791

MARTHA A. BRIGGS

Office stenographer and typewriter. Room 444 Little Building, Box 4899

Dr. W. R. Ross Surgeon Dentist

Room 307 908-309. Tel. Branch 312

WILLIAM C. COOGAN X Ray Laboratory

430 LITTLE BUILDING

Chiropodist and Foot Specialist

Dr. A. F. STAEGER Wart Specialist. Registered. Tel. Branch 2864 Room 319

JANUARY REDUCTIONS On Corsets, Undergarments, Hosiery, handkerchiefs, etc. at special prices to Little Building Neighbors during January. Le Patricia Custom Corset Co. 311-314 Little Building

G. A. Schmidt Authorized Sign Painter SIGNS OF EVERY DESCRIPTION Telephone Beach 4765

OFFICE FURNITURE CO. DESKS CHAIRS TABLES FILING SUPPLIES FILING CABINETS AND STEEL COR. HIGH AND PEARL STS. PHONE CONGRESS 3422 BOSTON, MASS.

ADVANCE LITHOGRAPHING & MAILING CO. "Sales Letters that Sell" WRITTEN MULTIGRAPHIC MAILING Quick, accurate, economical service. 1297 Little Building. Beach 5273

KIL HE MA'D KIL KE WE'D KIL FA'ILY

Willet of Twelfth Floor Had Thrilling Flight from Turkey

By Herbert L. Willett, Jr.
This is the first installment of the thrilling narrative of Mr. Willett's escape from Turkey during the World War. Our Twelfth Floor neighbor was an instructor in the University of Beirut, at Beirut, Turkey, from 1913 to 1916 when "things were hot" in that country. In order to reach home, he had to travel overland to Bulgaria, through MIDIA Hungary, into Germany and thence to Denmark and America. At present Mr. Willett is a lecturer on the field staff of the Near East Relief organization—Edwin's Note.

Getting out of Turkey in 1916 meant a good deal more than getting a ticket and boarding a train. We were under a double military cordon at Beirut, and my first live experience it was not the time when Germans and Turks were running around with their eyes to see who can make the most ruses for somebody else to obey. But the same bad government that made it hard to get away made it worse to stay, and so many of us decided to try our luck overland.

For two years we had been blockaded, and again, in the case of the military cordon, the blockade was so much. The Turks said we could not leave, and indeed, we could not. The Allies also said that no ships, boats, nor chips of wood would be allowed to leave the Syrian coast, and they put another line of mines a bit further out. So it was even less healthy to stay than to get away that is stay in situ.

The country was suffering from starvation, and the people were turned into military slaves and doing at the rate of a thousand a day throughout the winter months and during the days on the streets of starvation and cold. Food prices averaged 2300% above normal, and typhus and cholera were taking heavy toll of the weak and unacquainted. The knowledge of the situation in London and Washington, and so somebody had to try to get out and tell the story before the entire population died.

Our first task was to get permission to leave. This had to come from Djemal Pasha, the military dictator, and he was not an easy man to reach, but he was of his few acquaintances, and because he was busy with the attack on the Bagd Canal. "Bill" Scheck's always works in the East, and through one of the money we saved ourselves went to Djemal, his signature finally was put on a slip of paper covered with Turkish scrawls,

PUBLIC STENOGRAPHER
Typing, Madam, Addressing
[Filing, Stenography, etc.]
1001 Broadway
Harris M. Drinkwater

HARRIE M. DRINKWATER
Public Stenographer
1001 Broadway

PRINTING
Try our Neighbourhood
Print Shop. Get our
prices and look over our
samples. We do the
creditable work on any
contract from a shipping
tag to a fine brochure.

Publicity Service Bureau
Room 652 Tel. Beach 6845

Greetings to All
We are better prepared than ever
to serve you in 1918.
THE HANDY SHOP
Open 9:30 A. M. to 9:30 P. M.
Sixth Floor

Surgeon Chiroprast
Dr. F. C. Seaman
460 Little Building—Beach 916

Albert E. Hickey
Optometrist-Optician
854 Little Building

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Telephone Beach 1556
823-24 25 Little Building

Perfect Flesh Tint
TANGIERINE ROUGE
Complete Line of Beauty Supplies
Wholesale and Retail
MONSIEUR DOROT PRODUCTS
Rm. 211 B. Beach 1704
Book No. 31 "Handbook" Complete
Jan. 20, 1918

**When you think of buying Loane's Lotion
Lectures, Creams or Toilet Goods, think of
DAMON'S or The L. B. Stators
5 Subway Store**

Turk He Knew
Not Xmas Bird

COLLECT \$560 FOR WORKERS

Tenants of Building Give Fine Xmas Present to Employees

The Little Building showed the Christmas spirit by contributing generously to the Christmas Fund for the Little Building employees. The sum of \$560 was collected by the Committee and distributed to the hearts of the employees. Miss Teresa Maloney acted as chairman of the committee with Louis C. Adams as treasurer of the Fund.

Mrs. Maloney collected \$152.75 from the Second, Sixth, Eighth and Twelfth Floors. Miss Frances C. Benson collected \$88.75 from the First and Elevator floors. Dr. George O. Jones collected \$136 from the Fifth Floor, William C. Coogan's efforts on the Fourth Floor totaled \$47. Miss E. E. Brown turned in \$25.75 from the Third Floor; Miss Lu. O. Brown was very successful on the Tenth Floor, collecting \$96. Miss Betty collected \$44.60 from the Ninth Floor and Miss C. E. Bonde's collection on the Seventh Floor added \$42.25 to the Fund.

The money was distributed to the superintendents, engineer, firemen, mailman, handmen, watchmen, painters, carpenter, window cleaners, elevator superintendant and elevator men. Lists of the collections on individual floors and distribution of the funds have been turned over to the Trustees' office on the Ninth Floor.

Revenue Field Bowlers Kneel to Officersmen

The second in a series of bowling tournaments took place on Wednesday evening, Dec. 20, between the Office and Revenue Field Bowlers. The Revenue Field Bowlers were the victors in some forces. The Office team won out of the Office Second team and 25 games out of the 30. The Revenue Field First team. The highest single string was made by: Phil, 200; Second team 120; P. Cavanaugh, Second team, 118; Condon, 117. Highest totals were scored by: Plan, 298 and Flanagan, 295.

The first team results follow:

OFFICE TEAM	1	2	3	TOTAL
Kaup	83	144	109	336
Flanagan	89	117	287	593
Condon	90	106	126	322
Britt	85	112	111	308
Kover	86	114	83	283
Thompson	86	89	72	247
	509	579	553	1641

FIELD TEAM	1	2	3	TOTAL
Dunn	88	83	274	445
Lawhony	83	79	111	273
Havel	86	71	213	370
Ray	83	81	263	527
Ray	69	80	223	372
Pion	107	95	126	328
	527	496	503	1526

Second team results were:

OFFICE	FIELD	
1st string	453	540
2d string	542	491
3d string	521	477
	1516	1508

on the lead floor of the car with an order that the thermometer on the globe on the platform should be 100 degrees. We were glad four hours of our time was spent in such a higher altitude of the car with our fans. Fans did not help very much.

(Mr. Willett's interesting narrative will be continued in the next issue of the News.)

F. Daniel
PHOTOGRAHER
Special Prints in University of 1000
120 BOSTON ST. Tel. Beach 5188

OLYMAN INC'MTAX DUE SOON

Second Floor Folks Have Blanks Ready for us already

Uncle Sam is ready to collect your 1922 income tax returns. He is busy now getting those dreaded blanks ready for you. You are tearing your hair again in an effort to understand those mystic

The Internal Revenue office reports that the tax return blanks for incomes of not more than \$5,000 now are ready for distribution. Oh, no! Those who are making over \$5,000 are not going to be exempt this year. You are tearing your hair again in an effort to understand those mystic forms. Uncle Sam is ready to collect your 1922 income tax returns. He is busy now getting those dreaded blanks ready for you. You are tearing your hair again in an effort to understand those mystic forms. Uncle Sam is ready to collect your 1922 income tax returns. He is busy now getting those dreaded blanks ready for you. You are tearing your hair again in an effort to understand those mystic forms.

Globe Trotters Meet First at Little Building

(Continued from Page 1)
their meeting. They have crossed each other's path in foreign lands. They have been within a few hours of each other in distant cities. They have lectured within three hours of each other on the same platform. They have passed each other on incoming and outgoing steamers. After all these years of travel around the globe, they attempted meetings all over the world—they finally were able to arrange a meeting on the Fourth Floor of the Little Building the other day.

Coincident with their first meeting, they met the Little Building News for the first time. World travelers though they are, they were surprised that an office building could have its own newspaper and complimented the cleverness and wisdom of the publication.

Their meeting was in the office of the Colt-Alter Platform Service, neighbors on the Fourth Floor. The Bureau of Colts and Alter's representatives of the most distinguished persons of the present and covers the entire English-speaking world.

Mr. Stoddard sailed shortly for Europe where he will keep in touch with the problems of the Near East and gather material for a series of articles for the Saturday Evening Post. He will return to the lecture platform under the Colt-Alter direction in 1924.

Major Powell recently returned from an expedition for the Century Magazine, which took him to all of the Balkan and Anglo-Indian countries. It was during this trip that he wrote his latest book, "Asks at the Cross Roads" and "Where Strange Trails Go Down." Major Powell will be lecturing in the principal club of the country under the Colt-Alter management.

Walter T. Everest at the Bureau says: "Few people realize how many really famous people call in our office. Irvin S. Cobb, Vilhjalmur Stefansson, Wilfred T. Grenfell, Frederick O'Brien, William Howard Taft and Joe Tarbell are in our office quite frequently. In some instances we have a whole collection of celebrities here at the same time."

VACATION FOR XMAS PRESENT

Collector Malcolm E. Nichols gave the Internal Revenue folks a present the week before Christmas, which, according to them, was the most acceptable of all they received.

Started Wednesday, a few days ago when the "Joy of It" to shop, sleep or have a general good time. Everybody everybody had had their mind.

Plans are now about to start a glass club for the express purpose of giving "For He's a Jolly Good Fellow."

Albert E. Hickey
Optometrist-Optician
854 Little Building
[See 1918 year with]
Oculists' Prescriptions accurately filled

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Work.
Telephone Beach 1556
823-24 25 Little Building

Save Time—Avoid Tiresome Big-Store Rush—Shop, Unhurried, Under This One Roof!

LITTLE BUILDING NEWS

Six Pages

Boston, Mass., February, 1923

Price Five Cents

**LUFKIN
POSTER
WINNER**

Little Building Artist's
Design Chosen for
Auto Show



The Lufkin poster which won the prize in the Automobile Show competition of Boston artists. Finally, in the background, you can distinguish the "shadow" of the old-fashioned mode of travel.

Raymond H. Lufkin, of Herrick & Lufkin, commercial artists on the Fourth Floor, won the prize contest for the best poster for the annual Automobile Show. The Little Building scores again.

The contest was the first of a series of five to be held by the Filigree Club. (Turn to Page 6, Column 4)

**Tasty Dishes
Not too Hearty—**

YET satisfying—purposely selected and prepared to provide the particular energy and nourishment that brain workers need.

YOU won't go to sleep over your work—won't be "all fagged out" at the end of the day— if you lunch at the Little Building Waldorf in the basement.



Triple Action!
ACTION is the final, all-important step in the consummation of a sale. If you want to get action into your advertising copy, try Bliss alfalfa.
JOHN GIBSON BLISS
Commercial Cartoonist
Room 733 Little Building

Risks His Life Every Day to Keep our Windows Clean

Not One Insurance Firm Will Take Chance on Walter

Watching Walter Stanouk, the Little Building window washer, stand on an icy window ledge a hundred feet in the air with the thermometer playing tag with zero probably doesn't make any of us a patron of the Green Goddess of Envy. We wouldn't classify such a stunt as play, though Walter regards it as lightly as we would a game of "Heaven."

It's an unusual day when one can't find Walter perched on the side of the Building performing his task as cheerfully as we would regard a trip to Florida. On the coldest days he puts snappers on his hands to prevent their cracking. (There's a beauty tip, girls.)

Walter started washing windows in Weymouth, Poland, his native land, and has been washing windows ever since. Comparing from his daily average of one hundred windows, he has washed 1,995,000 windows in his career as a window washer. Since his service here in the Building came here when the Building first was opened and his handling of only the Little Building window washer—he has washed about 171,000 windows in this Building.

There are about 1836 windows in the Building, excluding those of the Arcade since, Walter washes these every month, in addition to the elevator doors, and performs various other duties throughout the Building. It usually takes him one month to finish his job—by that time he has to start all over again. This would be enough to discourage the average person but it doesn't discourage Walter. He starts in again on his job—oh, never-indeedish with the same cheerful attitude.

Walter never has had a mishap while working in this Building—even so, there isn't a single insurance company that will insure his life. They don't care to do business with a man who gambles with death every day. But still Walter smiles. He is single and knows that if his insurance ever should come to him the Little Building would take good care of him for the rest of his life.

Walter said to his interviewer the other day: "The people in the Building are very kind to me—I like them all. Tell them I wish them good luck and that I am their friend."

Walter then picked up his pail and (Turn to Page 2, Column 5)

WOODS TOURS
FOREIGN AND AMERICAN
GENERAL STEAMSHIP AGENCY
(All Lines Represented)
LITTLE BUILDING
ARCADE FLOOR
80 BOYLSTON ST., - BOSTON

It will cost you less for an ad in the
NEWS
than it will to send a post card to every office in the Building



Walter Stanouk, window washer or extraordinary of the Little Building, is completely at home on any lofty perch.

Going Shopping?
Then—
Save time
Save steps
Shop unhurried
Get individual attention
Avoid the big store crowds
Get quality goods and service

Pay No More!
Do All Your Shopping Under One Roof in the
LITTLE BUILDING

Famous Arctic Explorer Pays Building Visit

Vilhjalmar Stefansson, the Arctic explorer who amazed the world in 1913 by appearing in this country—after two long years of travel at the top of the world—when everybody had had lost his life trying to fathom the unknown, was a caller in the Little Building recently.

Mr. Stefansson was on his way to Hawaii where he was to lecture, and called at the Cold-After office, on the Fourth Floor, managers of his tour, on the lecture platform.

Next spring Mr. Stefansson is planning to go to Alaska to gather information for his books and mankind's general.

**WATCHMAKER
RENFREW**
723-724 Little Building
Watch & Jewelry Repairing

PLAN TO STAGE BIG COMMUNITY SHOW IN APRIL

Little Building to Be First to Building of its Own—Chief Aim to Boost Service of its Shops and Offices

The Little Building "neighborhood" will stage a big community production in one of the larger Boston theatres right after Lent, according to plans which already are well under way. Everything from talent to scenery, including directors, lighting effects and the rest, is to be provided right here in the Building.

The object of the "Show" is twofold: It will bring the tenants together into a worthwhile community effort, and so promote the spirit of neighborliness already awakened; it will advertise the Little Building and the varied businesses and professions of its tenants to the public of greater Boston in a more effective and novel way.

While the exact nature of the production has not been fully determined, as yet, one of its main features will be to give widespread publicity to the high quality of merchandise and professional services to be found in the Building shops and offices.

A committee already has been organized to plan the show. (Turn to Page 2, Column 2)

CITY LAW JOB FOR HENCHEY

Ninth Floor Attorney Is Now City Solicitor of Woburn



James E. Henchey, Little Building Attorney who is now City Solicitor of Woburn

Attorney James E. Henchey of the law firm of Mitchell & Henchey, Ninth Floor neighbor, has been appointed city solicitor of Woburn. He took the oath of office on February 1.

Prior to joining the firm of Mitchell & Henchey, of which his brother is also a member, Mr. Henchey served in the Internal Revenue Service under collector John J. Mitchell. He entered the Army in 1918 and was made a sergeant. His was connected with the office of the Judge Adair Wade of the court martial board. Upon his discharge from the service was made a sergeant. He was commander of the Woburn Fire Department. He was candidate for alderman at large in Woburn in 1920, polling the highest vote among sixteen candidates. He is past district deputy of the local lodge of the Elks and was one of the organizers of the Thomas A. Campbell Post 101, American Legion.

IS MADE HEAD OF N. E. OFFICE

Albert B. Smith, Seventh Floor neighbor, has just been appointed New England district manager of the International Accountants Society of Chicago. Mr. Smith has assumed the management of the Society's offices on the Seventh Floor. This organization has for sixteen years been actively soliciting particular types of qualified men and providing them to become highly paid specialists. (Turn to Page 6, Column 4)

Dr. Alfred E. Knight
DENTIST
Room 510 515 Little Building Telephone Beach 634

EDMUND I. WILSON
OPTOMETRIST
OPTICIAN
EXAMINER OF EYES
ROOMS 723-724 LITTLE BUILDING
Eyes Examined Prescriptions Filled

THE LITTLE BUILDING NEWS

The Daily Office Building Newspaper in the World

Vol. 2, No. 2 February, 1923

Published once a month by the Thurlow Advertising Service for the Little Building Community

EDITOR: A. BRIGGS Publisher: JOHN R. DENNIS

Plan to Give Big Community Show Very Soon After Lent

(Continued from Page 1)

organized and is actively at work gathering suggestions from all those who are working out plans that will bring everyone into the production...

The type of production has not been decided yet, but the committee requests suggestions from anyone interested. One feature is practically certain...

This unique, service-giving community show, perhaps, no other medium could do so well...

Up and Down the Corridors

Edited by Genevieve Hoarce

Ever heard of the Ancient Order of the Mink? That's the name of the Little Building's "club"...

The Little Building was drier than even the prohibition enforcement officers would be on the other day...

Alton F. Allen Jr., of Waul's Tavern, neighbors on the Arrado Floor, says that it is rumored that there will be a party...

has talent in any line, who knows any one who has any talent, who thinks they have any talent, or anyone who would like to be in the show...

Dr. Brown, who is very enthusiastic in regarding the show, says: "I know that there is latent genius in this building...

Plans are to give the show the first of February. Let the Little Building April—so people who are interested will have to "speak quick" so that the committee can make the necessary arrangements...

anything to do with the proposition as presented by the committee for sending out several shipments of German marks.

The mailman brought us a letter the other day (thinking we were married, we guess because the last name was "Mrs. Brown")...

A few days ago we were pulling on our galoshes and rambling about the impurities in the water of New Haven, when the mailman walked in and handed us a card from "Doc" Ross...

After listening to the fiscal address delivered by their chief, William M. Hines, in connection with the department of the Little Building...

Upon our occasion Thomas B. Hines, after their duty, before the annual service, was heard to exclaim that he wasn't Sam's Cain. Well, he had to be his old self, earnestly tributed to good Saint Nicholas...

He Risks His Life At Work

(Continued from Page 1)

"Tell me the color of your desk blotter and I'll tell you whether you're one of the nervous, irritable, off-the-hamlet type or calm, cool and collected."

"Few folks have any idea of the big part color plays in their daily work," says Dr. Harmon. "For example, a person's desk blotter well chosen is not hot colors in a bright light office...

"So it is with many other colors. Persons who live in office and in the process of losing their powers of concentration, who find themselves getting nervous and shaky, who can't take stak of the color scheme in their surroundings...

"You may know what causes headaches, for instance? Well, it is the absolute lack of color. The reason is because our lives are attuned to color vibrations. As we are surrounded constantly by color and the scattering of light...

"If I trade with you and you trade with me, we both prosper. When everybody in the Little Building sees the real truth in that—well, we'll all prosper."

Please mention the NEWS when patronizing advertisers.

cloths and started out again on his dangerous task, risking his life to keep our window clean. Walter's ears must have earned a few million dollars for a second he had been the office than Louis C. Griseb, superintendent of the Building and Hall J. Conroy, Mr. Griseb's assistant, started heaping words of praise upon him.

Mr. Griseb said: "Walter is without doubt the best window washer in the city of Boston. He is absolutely trustworthy and he never makes a complaint about Walter except in two cases when he broke something. I'm sure that, in all his years of service in this Building, continually handling breakable things in order that he may slung out the windows, Walter has broken only two things that have been brought to our attention."

He'll never be: "Yes and another thing about Walter—you never have to tell him to do a thing, he is always somewhere doing his task. He day starts at eight o'clock but very often when I come to the Building early in the morning I find Walter gone many work. For instance a few days ago during one of our many inspections—a day that made it impossible to get into the building, I saw Walter and found Walter out on the sidewalk shoveling snow. He had taken this time to go into the building and get out. That's the kind of a man that washes windows in the Little Building."

Elliot Evening, 80 Boylston Street, Telephone Beach 2785

WILLIAM C. COOGAN X Ray Laboratory 430 LITTLE BUILDING

Special Parties CRONAN'S TOURS

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ONE HOUR SERVICE

IF ANY REGLOSS WORK—whether actual or a replacement, soldering work, or the repairing of a frame will be finished accurately in one hour.

Little Building Show? Of Course!

It is entirely in keeping with the "we" community spirit of the neighborhood and the enterprise of our shopkeepers and professional folks that the Little Building should be the first office building in the world to stage a community show.

That the idea should be conceived to combine wholesome, neighborhood with business promotion also is in keeping with the true Little Building spirit. All that is needed to make the production a huge success is the wholehearted cooperation of everyone in the Building.

The talent is here. So is the will to help. Let's all play, willfully and the best we can, the parts we best can play—even if someone who is capable of being the director is asked to do only a "runner." That's the kind of teamwork that will make the show a success.

We hope everyone in the Building will take the proposed show seriously. While the idea is to combine pleasure with business, the main idea is not "just to have some fun." It is, rather, to boost the Little Building as a shopping center. Once the outside public really is waked up in the fact that here, under one roof, is combined the convenience of a mammoth department store with the high quality of merchandise and service of the specialty shop, then this Little Building community will become the greater shopping center it deserves to be.

A Little Building "show" can be made the acme of novel and wide-spread publicity. It can pivot the attention of Greater Boston people upon

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LITTLE BUILDING DIRECTORY

Table listing building companies under letter 'A'. Includes names like Adams, Adams & Sons, Adams & Co., etc.

Table listing building companies under letter 'B'. Includes names like Baker, Baker & Co., Baker & Sons, etc.

Table listing building companies under letter 'C'. Includes names like Cahill, Cahill & Co., Cahill & Sons, etc.

Table listing building companies under letter 'D'. Includes names like Damon, Damon & Co., Damon & Sons, etc.

Table listing building companies under letter 'E'. Includes names like Eaton, Eaton & Co., Eaton & Sons, etc.

Table listing building companies under letter 'F'. Includes names like Fay, Fay & Co., Fay & Sons, etc.

Table listing building companies under letter 'G'. Includes names like Galt, Galt & Co., Galt & Sons, etc.

Table listing building companies under letter 'H'. Includes names like Hall, Hall & Co., Hall & Sons, etc.

Table listing building companies under letter 'I'. Includes names like Ives, Ives & Co., Ives & Sons, etc.

Table listing building companies under letter 'J'. Includes names like Jackson, Jackson & Co., Jackson & Sons, etc.

Table listing building companies under letter 'K'. Includes names like Kahn, Kahn & Co., Kahn & Sons, etc.

Table listing building companies under letter 'L'. Includes names like Lamb, Lamb & Co., Lamb & Sons, etc.

Table listing building companies under letter 'M'. Includes names like Mack, Mack & Co., Mack & Sons, etc.

Table listing building companies under letter 'N'. Includes names like Nash, Nash & Co., Nash & Sons, etc.

Table listing building companies under letter 'O'. Includes names like O'Connell, O'Connell & Co., O'Connell & Sons, etc.

Advertisement for Brooks Brothers Clothing, featuring the brand name and 'ESTABLISHED 1810'.

Advertisement for Little Building Second Floor, mentioning 'Everything for Men's and Boys' Wear'.

Advertisement for Little Building Barber Shop, listing services like 'Prompt and skilful service'.

Advertisement for Your Outgoing Mail, featuring 'Sealed Free Any Day You See'.

Advertisement for How Our Silk Sox are Made, describing the manufacturing process.

Advertisement for Emile J. Rohmer, a stenographer and typewriter repairer.

Advertisement for Elizabeth E. Hasenbergh, a hair and skin specialist.

Large advertisement for Money Growers Savings Bank, including the slogan 'plant it here' and 'WILDEY'.

Fuller Folks Around the Banquet Board with Their Big Boss



Head of Fuller Brush Firm to Shake Hand of Every Employee

The Fuller Brush Company, Eleventh, Ninth and Fifth floor neighbors, gathered around the banquet board recently in the Princess ballroom of the Hotel Somerset. George H. Warn, president of the company, W. E. Campbell, Mr. Fuller's secretary, F. A. Parke, district manager, J. Henke, of the Ninth Floor, district manager, George H. Warn, Fifth Floor,

sales manager of Boston North; F. A. Massey, Eleventh Floor, sales manager of Boston South; D. T. Barnett, sales manager of Brockton; E. R. Dalton, sales manager of Lynn; Miss Ruth Fleischman, secretary to Mr. Massey; and Miss Beatrice McDonald, secretary to Mr. Warn. Miss McDonald said his loss in the service of the company longer than any employee who attended.

The banquet was in honor of Mr. Fuller's visitation. He is taking a trip, that will carry him through the United States and Canada, on which he intends to shake hands with every Fuller employee.

Each officer was identified by different colored hats and each tried to outdo the other with various "yells" but when Mr. Fuller entered the ballroom, the entire assemblage arose and united in singing "How Do You Do, Mr. Fuller, How Do You Do."

The Fuller Brush Orchestra from Lynn played selections during the evening between the cheers and songs of the various offices. The event that ranked second only to the speeches was the song contest between Boston North and Boston South. Both offices lay claim to first honor. North says they won with E. C. Peterson's rendition and South says they carried away the honors when R. E. Crooks sang "Leave Her with a Smile."

tion to the electric refrigeration, the Kelvinator, which necessitated additional space in order to show Klevinator in operation.

William J. Debor, president and general manager, says: "We are very sorry that we had to leave the Little Building—our associations there always have been very pleasant—but our business has grown so that it requires a stable store rather than a sales office. Tell our Little Building friends that we will be very glad to have them call on us at our new store."

Oranges Tell Real Age of Miss Maisie

The Forbes—Lithograph fact Twelfth Floor neighbors, have a novel way of conveying birthday greetings. Last month, Miss Melba McMorris of the Forbes staff, had a birthday. In some way the Forbes people heard of her birthday and Miss McMorris returned from lunch she found her desk beset with flowers and other tokens of best wishes.

On the desk, in the midst of Josephs, plinks and roses, sat a water bucket. In the bucket was an orange. Three with twenty two oranges on it, around the tree were sprays of ananarras. The plink was labelled in large letters "Love (up)" and directly in front of the bucket several telegrams were arranged—one in particular from Pennsylvania. Hanging over the desk were placards expressing, seriously the best birthday wishes of the Forbes office.

BOOKS MANY FOR EUROPEAN TOUR

Walter A. Wood, of Woods Tours, neighbors on the Arcade Floor, reports that the booklet on "Summer Travel" is being prepared and will be ready for distribution very shortly. He says that the tourists in the Little Building who would like to receive a copy, leave their name and address to the office, which is extremely busy.

Literature on the European trips is now ready for anyone who is interested. Present indications are that there's going to be a lot of globe-trotting done this year. Travel by Europe is expected to be extremely heavy.

The Boston School of Pilling Musical Association, Seventh Floor, and last month in Westway Hall. Miss O'Hara led the community singing assisted by Miss Merrill at the piano, and William Lewis gave several selections on the violin accompanied by Miss Desires Blanchard.

The speaker of the evening was Mrs. Edith Ferguson who told about the habits, customs and life of the Chinese.

HE SELLS SHOES BY A RECIPE

Buying shoes by prescription may strike many of us as odd, but H. P. Salisbury, Seventh Floor, has built a thriving business by selling shoes by prescription to patients of many of the leading orthopedic physicians of New England.

"After all," says Mr. Salisbury, "why shouldn't we be as careful of our feet as we are of our teeth, eyes or our general health. We generally take excellent care of the rest of our body but entirely neglect our feet, and feet are among the most important members of our body."

Mr. Salisbury refuses to sell a person, who comes to him with a feet specialist's prescription, any shoes that those required by the prescription. If you should wish to buy shoes of him without a prescription you would be given a thorough exact method to determine what shoes perfectly fit your type of foot, or what will correct the particular foot trouble from which you may be suffering. Mr. Salisbury himself is an orthopedic specialist.

"There are three normal stages in the human foot," he explained to the NEWS' representative. "We call them straight, archy and antirchy, and we have shoes that fit all these general outlines as well as other types for deformed feet. We have same shoes with the heel three eighths than the ball of the foot, for example."

Mr. Salisbury declared all the shoes he sells, to conform with his own ideas, and his designs have the general approval of the leading orthopedic doctors.

"All the people," said Mr. Salisbury, "get the idea that our shoes are of the amputator type, but we fit the hand as well as the feet. We have just as stylish shoes and pumps as anyone else. Another thing they think just because we are shoe doctors that our prices are prohibitive. But prices are within reason. We keep a record of the size, style and price of every pair of shoes sold, and you can check up the book that the individual gets from wearing them."

H. P. Salisbury company started business with a small office in Washington street in 1916. The success of Mr. Salisbury's shoe outfit is evidenced by the fact that the company still is doing business here in the Little Building, only it now has three offices.

BUDDIES REUNITED BY NEWS

A copy of the December Little Building News, which journeyed to Chicago, reunited two Army buddies who had long before lost track of each other.

William C. Struble, manager of the Press Syndicate, Fourth Floor neighbor, sent a number of copies of the December NEWS to the New York office of the Press Syndicate. They in turn "broadened" them to every branch office. Two copies finally landed in the Cross Syndicate office in the Menashaok building, Chicago.

The manager there phoned one of the copies on their bulletin board, thinking that the story of the Boston office biggest fight show the picture of the managers' views on the picture that accompanied the story had a decidedly familiar look.

An man came in to interview the manager recalling a portion. "The manager was busy at the moment. The manager was busy at the moment. The manager was busy at the moment."

During his interview with the manager, later, he mentioned the fact. The manager was busy at the moment. The manager was busy at the moment. The manager was busy at the moment.

An interesting development was made by another person to whom I sent the NEWS," relates Mr. Struble. "This particular person wrote: 'What a busy business you must work in that it should have a newspaper of its own.' Our offices read the story you sent about our battle for very good advertising. It did not show our prospective employees the way that prevails among our personnel."

The head of the Press Syndicate had had an average weekly increase in business of one thousand dollars since August and Struble had to add five men to his force.

REMOVAL NOTICE

Kleever Kards for the Bold and Bashful THE HANDY SHOP FILL THE LITTLE' NEEDS SIXTH FLOOR

REMOVAL NOTICE Kleever Sales Company 115 Washington Street Boston, Mass. ELECTRIC REFRIGERATION AUTOMATIC BURNERS

Your Greatest Gift is good eyesight—Are your glasses properly fitted and adjusted? John A. Thomas, Optician Room 440 Tel. Beach 1029

MOVE THE RED BALL WAY National Household Motors You can't beat our prices. RED BALL TRANSIT CO. 251 1/2 Boston Tel. Beach 6046

It is FULL economy to have your carpets made to order. Let us prove it. Berling and Repeating, Edith A. Cushing, Corsetiere Room 859 - Tel. Beach 7042

Photography by F. J. Munnell PHOTOGRAPHER 120 GUYLTON ST. TEL. BEACH 1138

"Where Can I Get the Shoe I Want?"

If that's your question—if you really want good shoe service, the answer is here: Honest Shoes Correctly Fitted

And we believe you will enjoy the careful attention you will always receive when you entrust your shoe needs to us.

"Be Neighborly!" H. F. SALSIBURY CO. Rooms 720-721-722

Dr. W. R. Ross Surgeon Dentist Rooms 307-308-309 Tel. Beach 312

Kelvinator Co. Moves to New Uptown Store

The Kelvinator Sales Company of New England, former Sixth Floor neighbors, have moved to a large and nicely appointed store at 823 Boston street.

The Kelvinator Company recently took over the distribution of the Klean Her Automatic Oil Burner in addition.



OFFICE FURNITURE CO.

DESKS' CHAIRS TABLES FILING SUPPLIES FILING CABINETS WOOD AND STEEL

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STENOGRAPHIC WORK Typing, Clerical Letters, Addressing, etc. Writing in Mail-Order. IRVINE F. DONOVAN Public Stenographer Rm. 1093 L. B. Beach 6559

ONE CITY TOOTHY'—NO JOKE

Flecing Turkey, Willett Encounters New Hardships

By Herbert L. Willett, Jr.

This is the second installment of the thrilling narrative of our trials going on in Turkey during the World War. On Twelfth Floor neighbor and his comrades, one of whom was his fiancée, encountered frightful hardships in their flight. Some of their most interesting experiences are related in this article. Emerson's Note.

Late in the afternoon we reached Rova, where we had to change our train going on to Damassus. The other occupants of the compartment, doubtless were glad to see me, but it was not so pleasant to be packed into another train almost as full as the one we had come from, for all altho' it did. All we could do was to lay over and now to carry on to the next stop, and we were of the country and that the bank we grained the faster the trip would be. So we returned.

But though all this in a crowded compartment has its drawbacks, especially when two drunken men are among those present, they are nothing to the grating on the surface of getting into a hot, white, dusty, parched city, without hotel or other accommodations, and no sign of getting out. And that was what greeted us at Aleppo. This has been called the City of Death, because no less than half a million Armenians reached Aleppo in the first week of the year, and were murdered. To us it seemed to merit its name.

We drove from the train to a hotel.

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We Rent, Repair, Sell, Buy and Exchange All Makes.

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MARRIET M DRINKWATER

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Publicity Service Bureau

Room 652, 72, Beach Street.

G. A. Schmidt

Authorized Sign Painter of the Little Building - SIGNS OF EVERY DESCRIPTION

Room 652, 72, Beach Street.

See Mr. A. D. HERMAN

ADVANCE MULTIGRAPHING & MAILING CO.

"Sales Letters that Sell"

1000 North Washington Street, Wash. D. C.

Quality in every particular. Write for Circular.

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FINE LEATHER GOODS

for ADVERTISING PURPOSES

Diaries, Memo Books - Book Folders - Wall-sets - Note Books - Stationery

F. K. PARKS

Box 318 L. B. Beach 2884

Reveal Poet's Odd Romance that Inspired Best Verses

The story of a strange romance that furnished the inspiration for some of the sweetest and most colorful verses of a great American poet, yet a romance that budged, bloomed and faded unrecanted except by occasional dispassionate retrospection, is revealed in the new book published by the Bibliophile Society, English Floor neighbors.

The Bibliophile Society is an organization of 500 persons engaged in the publication of rare manuscripts exclusively for its members. It is H. Harper, treasurer of the society, is the editor of this last and highly-interesting volume, "The Poet's Love Letters," James Whitcomb Riley, the Bachelor Poet."

As a young girl, Elizabeth Kable met the Poet Riley after one of his first lectures. Romantically inclined and inspired by Riley's verses, she became much interested in him. The romance hatched with a letter that Miss Kable sent to Riley enclosing a verse "To a Poet." Riley at once took an interest in his little correspondent and sent her a number of verses and newspaper clippings about his work.

And so the romance bloomed—with each letter a little more intimate. The love letter, the unloved verse, the little "wetter." The letters continued for two years, they met at the home of the Poet's mother, and some of their few meetings, as in the five years of their odd romance.

One of Riley's first letters to Miss Kable told very interestingly of some of the personal traits. He wrote of his recognition that you know nothing of my history, my character, social position and all that. I am a young man and unmarried. I write sentimental verses occasionally, and am not a dot but I am very anxious to convince myself of my love, possibly—don't know why else.

It was many months before Riley wrote, "I am content to be marked degree, and disinterested at times." Not exactly the kind of letter which one would expect from a young man.

Riley, however, alluded, openly, to his love for Miss Kable in his letters—looking indeed indicate that she was more than a casual friend—and he went earnestly through the lines. Even his most affectionate letters, the best addressed Miss Kable simply as "Dear Elizabeth" or "Dear Friend," and he always ended them with "Yours truly, James Whitcomb Riley."

Riley's intense love for Miss Kable was hidden in the verses which he composed to her and enclosed in his

Crown Plans Tour of Little Building Folds

William H. Cronan, Sixth Floor neighbor, is planning to get a Little Building party together for a Spring or Summer tour.

He says "I am sure that in this thriving community there are many people who would like to see the building with their neighbors. I think it would be a great thing for some of us to get together to spend their vacation, or even a few days, visiting some point of interest. There has been a great deal of talk about it, but no one has organized for carrying it out on the island, trips in glass-bottomed boats and other out-of-the-ordinary kind of fare."

During April, Mr. Cronan will spend four months. He will take a party on a winter sports tour over Vermont's Birthday. Early in March he will take a group to Bermuda where he has arranged for carriage drives over the island, trips in glass-bottomed boats and other out-of-the-ordinary kind of fare.

GIVES UP GOVT JOB FOR LAW

Gould Resigns with Uncle Sam—Is Succeeded by MacHarrie

William J. Gould, formerly of the legal department in the Internal Revenue office, has resigned in order to devote his time to the practice of law in Boston. He now is associated with Frank Brothers, chief clerk for Elmer C. Potter, prohibition director of Massachusetts.

Mr. Gould has been connected with the collector's office for three years and a half. Before that he was with the Interior Department at Washington for seven years, and with the Labor Department for two years. His work has made him an expert in taxation matters and he is thoroughly conversant with the workings of executive and legislative departments.

He is a graduate of the Boston and English High schools and Georgetown University Law School. He was admitted to practice before the Federal Courts in June, 1917, and before the Massachusetts courts in December of that year. His home is in Brighton. Edward MacHarrie, a well-known practicing lawyer, has been appointed as his successor in the Revenue Service.

Reinholdt in a few years ago, Miss Kable said that the poet never once spoke of love, either personally or through his correspondence—though she knew he was in love with her and was showing it by his verse.

Miss Kable probably tried this sort of passive love and found it more awkward and unavailing than she came engaged and married to a Mr. Brown. Thus Riley's only romance

had his last letter to Miss Kable was the only one in which plainly showed that he was passing interest in the girl. In this letter he wrote brokenheartedly: "Almost ready to cry. Times seem utterly stagnant—and my life and all and everything." I re about and I write sense, but always I am very tired and blue and hopeless. The sun shines, but I don't look at it."

Friends of Riley say that his verses, from the date of that letter, took on a sadder note. He didn't sing of happy things any more—his poet's soul no longer was fired by the sweet inspiration of his one great love—old romance though it was.

duct two parties to Washington, on which tour they will visit all the points of interest in Washington City, Arlington, Mount Vernon and Philadelphia.

LUKIN POSTER WINS

(Continued from Page 1)

It is the Association headquarters, Hotel Bellevue.

Mr. Lukin's poster in design and coloring compares the old-fashioned coach with the modern motor sedan. It is a masterpiece of Western art, Boston University, The New School of Design and also studied sketching under Vochel Professor, one of the foremost artists of today.

IS MADE OFFICE HEAD

(Continued from Page 1)

public accountant, cost accountants, auditors and executives.

Mr. Smith's work is to see that the present fifteen hundred members in his section have the services they need in their studies and in their efforts to secure more advanced business positions.

PUBLIC SALES OF U. S. ARMY SHOES

We have purchased 122,000 pair of U. S. Army Munn last shoes, sizes 5 1/2 to 12, which was the entire surplus stock of one of the largest of the Government shoe contractors.

This shoe is guaranteed one hundred percent genuine leather, color dark tan, bellows tongue, dirt and waterproof. The actual price of these shoes is \$4.50. To this tremendous buy we can offer same to public at

\$2.95

Send correct shoe. Pay postman on delivery or send leather order. If shoes are not presented we will cheerfully refund your money promptly upon request.

NATIONAL BAY STATE SHOE CO.
2% Broadway
NEW YORK NEW YORK

Spring Dresses

Just received a new spring line of dresses of canton crepes and tullelets in all colors and sizes.

MARY F. SHAY
Sample Shoes, Cost, Suit, Dresses
Rooms 620-621, LITTLE BUILDING

Dr. Anna Mintz
DENTIST

Room 819 Tel. Dewey 6949-M

When you think of purchasing OFFICE SUPPLIES

Think of your L. B. Neighbor

DAMON'S The L. B. Stationer's Subway Store

Albert E. Hickey

(See Hickey over with the Andrew Lloyd Co.)

Optometrist-Optician

854 Little Building

Quality's Prescriptions accurately filled

ra!

Extra!

Extra!

Extra!

Extra!

LITTLE BUILDING NEWS

Boston, Mass., March, 1923

Price Five Cents

TO PAY \$50 FOR POSTER

Committee Offers Prize to L. B. Artists for Best Drawing

A prize of \$50 will be given by the Show Committee to the Little Building artist who submits the best poster for the Little Building Musical Revue.

The poster must be submitted to the secretary of the committee, Beryl T. Arnold, on or before March 15. The judging committee, which will consist of three people who are not connected with the Building in any way, will be announced in the next regular edition of the Little Building News.

The contest will be restricted to the tenants and employees of tenants in the Little Building. The poster should symbolize the neighborly, community spirit for which the Little Building is noted.

The size of the drawing must be 15 inches wide by 20 inches high. The name of the show—the Little Building Musical Revue—must be on the poster, and appropriate space must be left for the name of the theatre, dates of the production, and prices of the tickets. It is probable that these particulars will be known by the time the regular edition of the Little Building News goes to press. If not, the information may be secured by calling Miss Arnold, of the Ben Craig Scenic Co., on the Eleventh Floor.

The committee has assurance from a number of Little Building artists that they would gladly offer poster designs free, as a contribution, but wishes to give everyone in the Building an opportunity to present ideas.

(Turn to Page 2, Col. 2)



—DRAWN FOR THE LITTLE BUILDING NEWS BY JOHN OLDFORN HILLS.

Offer \$300 in Prizes!

A total of \$300 in prizes is being offered by the General Committee in charge of the Little Building Musical Revue! Two hundred and fifty dollars will be paid to the artist who submits the most tickets for the Show. Fifty dollars will be paid to the artist who submits the most tickets for the Show. Fifty dollars will be paid to the artist who submits the most tickets for the Show.

The prizes are offered, not because the Committee lacks confidence in the community spirit of the Little Building folks, but because it does not wish to impose on the spirit. Come now, isn't that fair enough to merit your own wholehearted, active support?

Show Will "Do Us Proud" Says Director Harry Orr

New and Elaborate Scenic Effects—Spectacular Feature Acts

SUPER FASHION SHOW Gorgeous Costumes to Be Worn—Special Songs and Dances

By HARRY N. ORR, Director

The Little Building Revue will place the Little Building on the tip of everyone's tongue. I am not exaggerating a bit when I predict that it will be the most spectacular and most talked-of show ever produced by an amateur organization in Boston. It will be full of boasts and hits about the Building, its tenants, their professions and businesses.

The first part of the production will be a super-natural—not the old-fashioned kind that every small organiza-

tion puts on, but a spectacular, scenic show with nine scenes. Special features will predominate in the first part. The lighting effects will be marvelous and entirely new. In fact, the first part will be something that Boston theatregoers never have witnessed. Over two hundred people will take part. In these nine scenes alone, so one can imagine the magnitude of the whole show.

The second part will open with a very elaborate Japanese scene with special costumes and scenery. The atmosphere of the Far East will cast its spell over the audience the minute the curtain rises, and the act will be full of pretty Japanese songs and dances. This act has been carefully planned and each minor part has been brought out in completeness. Such acts as this are soon only in the big-guest shows of New York and Paris.

One of the hits on the bill, as now planned, will be a mixed quartet to follow the Japanese act, with about fifteen minutes of harmonious melody. The scenery and effects used will be in keeping with the high standard of the act.

This will be followed by a very happy ballet number consisting of a duo.

number of young ladies who will execute a series of difficult steps. It's not a case of "one, two, three, kick, now back, now forward, now turn; all right, girls, that's all, run off stage, now come back and bow"; but it's a real professional dance.

Next will be a Zouave act, which will be a big sensation. This will be remembered by many as the act that was the talk of two continents a few years ago, and to one that would do justice as a New York Hippodrome number. Sixteen stately young ladies will execute the most difficult drill movements imaginable with true American speed and agility. The finish of this number is most sensational—a sixteen foot wall is scaled in less than thirty seconds.

The finale will be a kind of super-fashion show with as many of the girls as possible.

(Turn to Page 2, Col. 5)

SCENIC EFFECTS AND COSTUMES

Special attention is being paid to the scenic effects and costume of the Revue. Harry Orr intends to clothe the cast up to the minute in styles, and it is possible that special costumes for the Zouave and Japanese acts. These acts will be continued as gorgeously as New York production.

Scenic effects that never have been seen on any stage will be used in the first act, and distinctive and original scenic that will be in keeping with the types of the acts will be used throughout the second part of the Revue.

SHOW RUNS TO FOUND BENEFIT ASSN. IN BLDG.

Purpose of New Organization Is to Give Aid to Members of Little Building Community in Time of Need or Stress

Back of the Little Building Musical Revue is a big idea—an idea bigger even than that of boosting the businesses and professions represented in the Building's tenancy, which was the original aim of the Show. The "bigger" idea is this: The profits from the Revue will be contributed to the treasury of the Little Building Benefit Association, a new organization now being formed for the purpose of aiding worthy members of the Little Building community in time of need!

The Little Building Benefit Association will embrace in its membership automatically every person in the Little Building community. There will be no dues nor other financial obligations. The organization is to be supported entirely by voluntary contributions. It is to be supported by proceeds from the Little Building Show, which now occurs once a year to become an annual event, so that it can be a permanent fund to which contributions can be received, for the most part, from the members of the community.

The funds of the Association will be placed in the hands of a committee of five persons, to be chosen by the members of the Association.

(Turn to Page 2, Col. 1)

\$250 TO TICKET SELLERS

Liberal Rewards Offered Ones Who Sell Most for Revue

The Little Building Show Committee announces a series of prizes amounting to \$250, to be given to the twelve people who sell the most tickets to the Little Building Musical Revue.

The person selling the most tickets will receive a prize of \$100, the person selling the next largest number of tickets will receive \$50, and ten tickets to become an annual event, so that it can be a permanent fund to which contributions can be received, for the most part, from the members of the community.

A committee has been organized in the Little Building to handle the sale of the tickets, with Walter T. Everett of the Col-Atter Bureau on the Fourth Floor as chairman and S. M. Moore, Jr. as secretary.

(Turn to Page 2, Col. 3)

Don't Fail to "Cash in" on That \$15,000 Publicity

It is estimated that fully \$15,000 will be spent to "put across" the Little Building Musical Revue. That means that \$15,000 is going to be spent to tell the outside public about your business or profession, and your neighbor's business or profession—about the advantages of saving time, saving steps, of shopping unhampered, of getting individual attention, of avoiding big-store crowds and rush, of getting quality goods and services, without paying more, right under their noses!

Fifteen thousand dollars is going to be spent to point out to the people of Greater Boston that the Little Building has all the advantages of the mammoth department store plus the quality of goods and services of the specialty shop!

Fifteen thousand dollars is going to be spent to tell the public about all the professional services which are to be found in this Building!

Fifteen thousand dollars is going to be spent to centre public attention upon your shop or office, and your neighbor's shop or office!

You, as an individual, probably could not afford to spend \$15,000 in a campaign to advertise your own shop or office.

Neither can you afford not to take advantage of the publicity which this \$15,000 publicity campaign offers you!

Get into the Revue, get into the program—get into every possible feature of this novel \$15,000 publicity campaign!

You don't have to "put up" any of the \$15,000, but

Cash In On It!

Now Let's Have a Slogan that'll Tell Outside Folks All that's under this One Roof!

LITTLE BUILDING NEWS

Six Pages

Boston, Mass., March, 1923

Price Five Cents

BIG SIGN LIGHTED ON BIDG.

Letters Five Feet Tall Tell the World Where "We Are At"

The Little Building electrical sign now is sending its illuminated message every night to Boston at large from the roof. The New York contractors who did the wiring finished their work a few days ago. The sign was lighted first on the evening of February 22.

The structure itself rises seventeen feet above the parapet and the letters are five feet high and about three feet wide. Two hundred sixty-nine fifteen-watt lamps are used to light the letters. A twenty-five watt lamp was tried first but it was decided that this was too brilliant and tended to merge the letters into one another. The fifteen-watt lamp makes the letters stand out distinctly.

Supt. Griebel, Neil Canney, his assistant, and Pat Walsh put the lamps in their sockets and it took these three men one hour and a half to finish the work, so you can imagine the actual size.

There is a little more painting to be done on the steel work and then it will be officially pronounced completed.

True to expectations the sign is visible from the Charles River bridge. Supt. Griebel says, "I think we're the only office building in the city having its own illuminated sign. Any way, it is completely in keeping with the dignity of the Building. Rather than a flashy, many-colored sign and sensational methods of attracting attention, it tells its story in as simple a manner as possible and does not attempt to vie with its across-street sensational neighbors."



This is how the new electric sign on the roof of the Little Building looks at night. The photograph was taken for the NEWS at 10 o'clock the other evening from a spot on the Commons about halfway between the Park Street and Brighton Street subway entrances. The sign when illuminated can be distinguished easily from the building over the Charles River and even further away.

FIFTY DOLLARS FOR A SLOGAN FOR BUILDING

Best One Sent in to Be Officially Adopted Only L. B. Folks May Compete Contest Closes April 1

The Little Building Trustees of fear through the NEWS, the sum of \$50 for a slogan for the Little Building? The prize will be awarded for the best slogan submitted. Only tenants and employees in the Building—that is, members of the Little Building community—will be eligible to compete. The slogans must be turned in before 5 o'clock of the afternoon of March 31, at the Trustees' office on the Ninth Floor. It is proposed to use this slogan by bringing business into the shops and offices in the Little Building—to increase the business of its tenants.

The judges will be representatives of the editorial and advertising departments of the Boston newspapers, in order that everyone in the Building may have a fair chance to compete, no unbusinesslike rules will govern the contest, but for the all of convenience it may be stated that the slogan must be brief and convey the true Little Building message to the people outside the Building.

For example, the NEWS a year ago sent the community slogan for the people inside the Building. It was this: "Trade with Your Little Building Neighbor." Now what is wanted is an "outside" slogan.

This "outside" slogan must be "full of punch." Though brief, it must tell the people outside the Building why they should come to Little Building shops and offices for merchandise and professional services. It should contain (Turn to Page 2, Column 5)

ADDS HER PLEA FOR CHAMBER



Miss Gladys Gilliam, who is the leader in the movement to have women admitted as members of the Boston Chamber of Commerce, is a strong advocate of a Chamber of Commerce for the Little Building.

Gladys Gilliam, head of the Gilliam Mailing Bureau at 42 Hatterly Street, who recently opened a sales and service office on the Sixth Floor, is very enthusiastic regarding a Little Building Chamber of Commerce. Miss Gilliam will be remembered as the young woman who conducted the (Turn to Page 5, Column 1)

Mahoney Plans to Broadcast Musical Revue

George E. Mahoney of the Radio Supply Corporation, Eighth Floor, 100 State Street, has volunteered his services in an effort to have the Little Building Musical Revue broadcasted for one night.

As Mr. Mahoney says: "This, if done, will be a very rare thing. It can be done, will carry the Little Building idea over a large territory and will make the Building known to people far from Boston. It thinks it will do a whole lot towards making the Building even (Turn to Page 2, Column 2)

Musical Revue to Be Given at the Arlington

The Arlington Theatre has been engaged for the week of April 23, for the Little Building Musical Revue. The seating capacity of the Arlington is about 1800, or 200 more than the Shubert Theatre.

Ben W. Craig and Hurlan H. Ballard, Jr. were appointed by the Committee to sign contracts for the house.

MAKE ORR MANAGER

The Little Building Show Committee has officially appointed Harry S. Orr, business manager of the Musical Revue, as manager of the Little Building Show. Mr. Orr has started one of his assistants to work here in the Building. This assistant also will help Harry direct the various groups.

Benefit Ass'n. Incorporators Elect Faring

The incorporators of the Little Building Benefit Association have elected W. H. Palmer, Liggett's in the Second Floor; Joseph J. Ecker, Fourth Floor, as treasurer and Harlan H. Ballard, Jr., Ninth Floor, as clerk. A board of directors was elected consisting of the officers and Ben W. Craig, Eleventh Floor; S. M. Moore, Sixth Floor; G. H. Boygan, Eighth Floor; and Beryl T. Arnold, Eleventh Floor.

Mr. Ballard has filed the necessary papers for the incorporation of the society and when the commissioners pass upon them the Little Building Benefit Association, incorporated, will be a reality.

WATCHMAKER
RENFREW
723-724 Little Building
Watches, Diamonds

EDMUND I. WILSON
OPHTHOMETRIST
OPTICIAN
EYES EXAMINED
PRESCRIPTIONS FILLED

Triple Action!
ACTION is the final, all-important step in the consummation of a sale. If you want to get action into your advertising copy, try Bliss alights.
JOHN GIBSON BLISS
Commercial Cartoonist
Room 733 Little Building

New Gown Shop!
We have a lot of fashions and New York has the best of them
Room 310
with a complete line of
Gowns, Suits, Wraps, Sport Dresses and Sectors.

WOODS TOURS
FOREIGN AND AMERICAN
GENERAL STEAMSHIP AGENCY
(All Lines Represented)
LITTLE BUILDING
ARCADE FLOOR
80 BOYLSTON ST. - BOSTON

Dr. Alfred E. Knight
DENTIST
Room 510-515
Little Building Telephone
Reb. 634

NEAREST FISH MARKET
Right next the Lawrence Bk. Subway Station on your way home
QUICK SERVICE—RIGHT PRICES—FRESH FISH—
C. V. Chalmers
23 1/2 Green Street
S. Atwood & Co., Inc. Boston

Real Silk Hosiery Mills
Boston Office, 648 Little Building
S. M. Moore, Sales Mgr. Phone Bover 1202

What'll I Eat Today?

WHY NOT let us answer the daily question for you? We make a specialty of preparing new and tasty dishes—none of that same-ness.

YOU'LL never have any trouble choosing your meals if you lunch at the Little Building Waldorf in the basement.

Waldorf System Incorporated

It will cost you less for an ad in the NEWS than it will to send a post card to every office in the Building

LITTLE BUILDING DIRECTORY

A
Abe, Joseph Co., Inc., 475 ... Bas. 652-3730
Adams, J. C., 100 ... Bas. 437-1000
Adams, J. C., 100 ... Bas. 437-1000

B
Baker, H. H., 100 ... Bas. 437-1000
Baker, J. L., 100 ... Bas. 437-1000
Baker, J. L., 100 ... Bas. 437-1000

C
Cable, Charles, 100 ... Bas. 437-1000
Cable, Charles, 100 ... Bas. 437-1000
Cable, Charles, 100 ... Bas. 437-1000

D
Daly, Thomas, 100 ... Bas. 437-1000
Daly, Thomas, 100 ... Bas. 437-1000
Daly, Thomas, 100 ... Bas. 437-1000

E
Eaton, George, 100 ... Bas. 437-1000
Eaton, George, 100 ... Bas. 437-1000
Eaton, George, 100 ... Bas. 437-1000

F
Fahnestock, 100 ... Bas. 437-1000
Fahnestock, 100 ... Bas. 437-1000
Fahnestock, 100 ... Bas. 437-1000

G
Gardner, 100 ... Bas. 437-1000
Gardner, 100 ... Bas. 437-1000
Gardner, 100 ... Bas. 437-1000

H
Hall, 100 ... Bas. 437-1000
Hall, 100 ... Bas. 437-1000
Hall, 100 ... Bas. 437-1000

I
Ives, 100 ... Bas. 437-1000
Ives, 100 ... Bas. 437-1000
Ives, 100 ... Bas. 437-1000

J
Johnson, 100 ... Bas. 437-1000
Johnson, 100 ... Bas. 437-1000
Johnson, 100 ... Bas. 437-1000

K
Keller, 100 ... Bas. 437-1000
Keller, 100 ... Bas. 437-1000
Keller, 100 ... Bas. 437-1000

L
Lambert, 100 ... Bas. 437-1000
Lambert, 100 ... Bas. 437-1000
Lambert, 100 ... Bas. 437-1000

M
Mason, 100 ... Bas. 437-1000
Mason, 100 ... Bas. 437-1000
Mason, 100 ... Bas. 437-1000

N
Nelson, 100 ... Bas. 437-1000
Nelson, 100 ... Bas. 437-1000
Nelson, 100 ... Bas. 437-1000

ESTABLISHED 1918
Brooks Brothers
CLOTHING
Grafton's Furnishing Goods.
MAISON MARTIN MARGIELA
BOSTON

LITTLE BUILDING
SECOND FLOOR
Everything for Men's and Boy's Wear,
Clothing, Furnishings, Hats, Shoes,
Trunks, Leather Goods, Lingerie.

LITTLE BUILDING
BARBER SHOP
Permit and license required; also
manicuring.
ARCADE Floor (best dress)
YOUR
OUTGOING
MAIL

Coit Alber Folks
Gather in Annual
Convention Here

The Coit-Alber Platform Service,
Fourth Floor (neighbor, held its annual
convention here.)

Seals 1000 Envelopes in
Five Minutes
Figure how much envelope coloring
is costing you now—then ask for
a Graywood Seal on free trial.

Give a Concert
by Candle Light
Many L. B. neighbors who patronized
last year's concert by the "Sees of the
Stops" column of the Boston Traveler,

EMILIE F. HASSEBERG
HAIR AND SKIN SPECIALIST
Room 1028 - Little Building
Blackheads and pimples treated.
Scalp treatment and facial massage.
Shampooing, manuring and body
massages.

MONEY
GROWS
plant it here
WILDEY
Savings Bank
The Boston office of the Press Syndicate
has had an average increase of 100%
increase in business of one thousand dollars
this year, and Mr. Strahle has had
to add five men to his force.

HOLLISTER IS NOW
HARVARD LECTURER
Paul M. Hollister, of Barton, Durstine
& Osborne, Eighth Floor, Boston,
is conducting a series of lectures
on advertising for the Crinson and
Stanton J. Harvard publications.
Mr. Hollister is a Harvard graduate.
Roy S. Dunstun, who is a member
of the Barton, Durstine & Osborne staff,
was the first speaker of the series
which will cover the subject of advertising
from every angle.

GERMAN AID IN ESCAPE

Austrian Also Lends Help to Willett in Turkey

By *Hannah L. Willett, Jr.*

Here is the third installment of the thrilling narrative of Mr. Willett's escape from the Turks. The last installment left our Twelfth Floor neighbor and his party stranded in a filthy railroad station at Islayish five miles from the base of the Amanus Mountains, suffering from the intense heat, pestered by flies and beggars while they waited for a conveyance to carry them on. Now, let Mr. Willett go on with the story—Editor's Note.

A week end is a long time when one is having a holiday. I had a number of hours in a filthy boat with all varieties of disease around and absolute uncertainty as to how long the stay there will be, seem like so many years.

There was a well near the station and there we drew water to wash hands and feet and pour on the outside of our gray woolen clothing. I hope of cooling the contents a little. But we dared not drink the probably-infected water and it was very necessary to watch the soldiers troop up for a drink that was actually cold. Of course we had no books, paper, nor anything like cards or games to pass the time, and we could not go into any store for anything. The one pastime was found in a pair of clippers which one of our party owned. They were clipped and recropped each other's hair and, as we were amateurs, that took quite a bit of time.

We had found in the station a Miss North, a missionary on her way to the east, who arrived in an earlier train and so had had to wait before we came. She knew how to get along in the rugged Turkish hills and her and her little old stove in front of her, and from this fortress waiting for something to happen. Her cot and



Elizabeth Tashjian, 12-year-old schoolgirl, who, with her father, Marvante Tashjian, hid 9,000 dollars to escape Turkish foes. Mr. Tashjian now is a lecturer for the Near East Relief, Twelfth Floor.

Pres. Little of Univ. of Maine Praises 'News'

C. C. Little, president of the University of Maine, one of the owners of the Little Building and a regular reader of the NEWS, writes under date of March 6:

"I have been reading the copies of the NEWS, which has reached me regularly, with interest and I wish to congratulate you on what seems to me to be an original and successful effort to build up co-operative spirit to the mutual advantage of all the occupants of the Little Building. It seems to me that such organizations could profit by the example that you are setting."

casual way regarding the affair looked to temper the impatience of those who rest of us was a fine thing on early when the sun was hottest, the flies thickest, the beggars most persistent and the soldiers most truculent.

When the third morning arrived and still no truck, we were ready to start walking, but decided first to get a good meal. This meant the same tea and hardtack and chocolate with the addition of a stew made of canned meat and peas, the best we had in stock. This banquet was scheduled for noon and was about ready when there was a clatter and ruck and there was the long-awaited truck and with it a very decent Austrian officer who already had obtained favor by saying he was sorry he could not help us. This one little message was all that we could be ready to leave in ten minutes we could have the truck. At that time a train was due and there would be officers aboard. If we were not away when it pulled in they naturally would get first chance at the limited space.

Did we get ready? We did! The food was given to beggars; the salt asses and cattle were stuffed, not packed; we paid the necessary tea soldier and got aboard in less than the ten-minute allowance we were off.

5,000 TAX RETURNS EACH DAY

Busy Days for Neighbors on Second Floor This Month

The entire force of 250 police in the Internal Revenue office is working feverishly night and day on the Federal income tax returns. Rooms 10 to 14 and Room 150 are manned with deputies who receive the returns. Two government inspectors and two government agents are aiding in the work.

A total of 105,021 returns had been filed up to March 1 and others arriving in the rate of about 4,000 a day. It is expected that about 150,000 returns will be made on the last two days allowed for filing.

Of these returns, about 90% are for personal incomes under \$5,000, \$5% for personal incomes over \$5,000 and 5% for the other forms of the income tax. Most of the returns are coming in by mail, and many of the late-crowds on the second floor are lacking. The taxpayers saw no trouble in getting the statement they want, for signs telling the location of each department are displayed prominently. The majority of the taxpayers of those who wish blanks has been established just outside the Revenue.

Every one is treated with courtesy and as much dispatch as possible, and it is the duty of every taxpayer to "sleep" said: "This tax paying business might be worse. These folks who take it away from you sure do it pleasantly."

Furniture, Two Doors Off, Goes 2 Miles, Costs?

The NEWS this month is starting a new advertising column for the benefit of the neighbors. It will carry "For Sale" and "Wanted" ads. Back of the establishment of this column is an interesting story.

The folks in Room 11 were moving out. They had four pieces of furniture to sell. A second-hand man came this way for the lot. The folks in the office two doors away heard about the furniture, which was just what they wanted. They traced it to the second-hand shop and found it on sale at 125 more for one article than the second-hand man had paid for the four pieces.

The furniture travelled about two miles before it came back to the office two doors away from its original location.

The neighbor who brought in the "For Sale" ad printed long suggested that an ad in the NEWS would have been better in the pockets of the neighbor who sold and the neighbor who bought. It was this neighbor who gave the idea that the NEWS could serve its neighbors well by establishing this column.

So here it is. The rates will be twenty-five cents per type line, set solid—display headings 50 cents extra per inch with order. This covers one insertion.

FOR SALE

Six-foot Snow Case—Three glass shelves—Oak finish. Apply Room 515.

Remember, \$250 in prizes is to be divided among the twelve persons who sell the most tickets to the Little Building Musical Revue—\$100 as first prize, \$50 as second prize and \$10 to each of the next ten!

ENGROSSING
Testimonials, resolutions, Memoranda, etc. artistically engraved in Block and white. Also, engraved colors, for Clubs, Societies, Orders, Lodges, Fraternal, etc.
MISS A. L. MORTON
Room 913 L. B. Beach 5666

CHEERED "MAYOR" COLEMAN

L. B. Neighbor "Boomed" for Office by 600 at Ford Hall



Speakers at the fifteenth anniversary banquet of the Ford Hall Forum paid high tribute to George W. Coleman, Twelfth Floor neighbor, the other night. One of the speakers proposed Mr. Coleman as a candidate for Mayor of Boston and the 600 diners applauded the suggestion enthusiastically.

Revue to Show Gown of Silk Sox, 39 Colors

A Number of tenants already having the chance to "cash in" at the Little Building Musical Revue at the same time contribute something to the Show itself.

The Real Silk Hosiery, Sixth Floor is having a gown made entirely of stockings and in elaborate colors, to be used in the fashion show.

Mrs. E. M. Summers, Eighth Floor, has offered the use of her varnish room and frocks. W. H. Boutwell, Seventh Floor, has offered to furnish any jewelry that may be used. The Radio Supply Corporation, Eighth Floor, is arranging to have the show broadcast.

Many have offered their personal services in any capacity that will be of help, and W. H. Fairing, Liggett's Arcade Store, has offered one hundred dollars to the Show Committee to help defray any pressing expenses. To the elevator man who sells the most tickets.

Rehearse Three Nights a Week

Rehearsals for the Little Building Musical Revue are being held three nights a week—Monday, Wednesday and Friday—in Norcross Hall, at the Young Men's Christian Union on Boylston Street. Two rehearsals are held each night—one at 8:30 and one at 7:30.

Four groups are made up and active by rehearsing and more will be started as soon as the talent reports. The groups now working are the Japanese, Zouave, Ballet and King's Chorus.

Harry Orr says: "A great many things we've got all the talent we need. We have not it. The rates will be twenty-five cents per type line, set solid—display headings 50 cents extra per inch with order. This covers one insertion."

Are you going to win some of that \$250 Little Building Musical Revue prize money?

SERVICE -- QUALITY -- SATISFACTION

We give our success to these three features of our work. We have opened a sales and service office in the Little Building for the convenience of our L. B. Neighbors and offer you the same service in **Multigraphing -- Mailing -- Mimeographing** as we are now giving our many satisfied clients. We have the entire second floor at 42 Batterymark Street completely equipped with every modern appliance for better service and efficiency.

GILLIAM'S MAILING BUREAU
Glady's Gilliam, General Supervisor
ROOM 420, LITTLE BUILDING BEACH 2210-9130

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Least-must-Governor Alan T. Fuller declared that Mr. Coleman had done more than any living man in the Commonwealth to overthrow every form of religious bigotry and race prejudice, as a founder and promoter of the form movement.

"George W. Coleman is the personification of the American spirit, and of all our citizens, to my mind he best represents what a man can and should do in the way of public service," declared the Least-must-Governor. "He is what I call a Big American."

"What Boston especially needs is more men of the type of George W. Coleman in public life," said Councilman Henry Hagan, representing Mayor Curley at the banquet.

"One of my ambitions is that I may yet go on the stump for George W. Coleman for Mayor of Boston." At this the big audience jumped to its feet with deafening shouts and hand-clappings.

Other speakers praised Mr. Coleman and the work he has done and is doing with the Forum movement.

Don't fail to "cash in" on that \$15,000 publicity which the Little Building Musical Revue will give your business and your neighbor's business!



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GILLIAM'S MAILING BUREAU
Glady's Gilliam, General Supervisor
ROOM 420, LITTLE BUILDING BEACH 2210-9130

La Patricia Corset Co.
301 1/2 Little Building
The new Spring corset archer that our model is wearing!

Every Type of Figure
The new models are with and without elastic.

Brassieres
The new successful figure they expand well below the top of the corset. You should get in this for your support for all day.

SPECIAL DISCOUNT
To Little Building Neighbors

SMART MILLINERY
in all the Spring modes and colors

Elizabeth Gillie
HAND-MADE UNDERWEAR

Rose-bud Scores!
Handmade Convention and new rose-bud lip. Press and package approve. To secure the lasting use, use Moss Corset.

PERMANENT ROUGE
and **LIP STICK**

Adams Distributing Co.
Rome 821 L. B. Beach 1701
Chatham St. Bldg., L. B. Area 1701

Albert E. Hickey
[See references with] Andrew Lloyd Co.
Optometrist-Optician
154 Little Building

DON'T WAIT TO BE ASKED--COME OVER

Don't wait to be asked before you get into the Revue! The Little Building and it's a tremendous task to keep each person individually.

We may have missed you on our trips through the Building. We may not know where you are. Anyway, come over to the Y. M. C. U. for rehearsals. We want you.

Oculist's Prescriptions
accurately filled

Use the Little Building's New Slogan on Your Stationery and in Your Advertising!

LITTLE BUILDING NEWS

Six Pages

Boston, Mass., April, 1923

Price Five Cents

DENNER SLOGAN WINNER

His "A City Under One Roof" Picked By Judges

Philip F. Denner, an adjuster of claims in the Little Building office of the New England Telephone and Telegraph Company, street floor, won the \$50 prize for the best slogan for the Building. His slogan, which the newspaper judges selected as the one that tells, best and briefest, the story of the Little Building, was this:

"A City Under One Roof!"

This has been adopted by the Trustee as the official slogan for the Building. It will be used in all the newspaper advertising which the Trustees are doing to boost business for Little Building tenants.

An even hundred slogans were submitted. There were thirteen contributors among the tenants—most of them submitting more than one slogan. The judges who passed upon them and awarded the prize to Denner were: William P. Rogers, advertising manager of the Boston Transcript, and George A. Young, advertising manager of the Boston Herald. The slogans were numbered, so that the judges did not know who wrote any of them until after the award was made. There were many good ideas advanced in the "others" category, as you will see by reading those submitted. Here is the complete list:

1. The home of Professional and Business enterprises of the Little Building and patrons afforded every courtesy and convenience.
2. "The Building That Serves," the Little Building of Boston, Mass.
3. For Professional Services or (Turn to Page 2, Column 4)

During April Showers—

LEAVE your umbrella and rubbers in your office and lunch in the Little Building Waldorf in the Basement.

BUT, why wait for the rain? The Little Building Waldorf is always here, and the service and food are excellent.

Waldorf System Incorporated



Triple Action!

ACTION is the final, all-important step in the consummation of a sale. If you want to get action into your advertising copy, try Bliss dingbats.

JOHN GIBSON BLISS
Commercial Cartoonist
Room 733 Little Building

Birthday Greetings to Ourselves



Advertisers Send News High Praise on its First Birthday

Say It Has Helped to Increase Their Business

The first issue of the *Little Building News* was published a year ago this month. Perhaps the most gratifying greetings it has received on its first "birthday" are those which have come from neighbors who have used its

The Supreme Test

Of a pair of glasses is not in the price, but in the satisfaction they give.

THERE is no article of wear upon which so much of your comfort depends as a good fitting pair of glasses.

Edmund I. Wilson
OPTICIAN-OPHTHOMETRIST

Rooms 328-9, Little Building
Eyes Examined Prescriptions Filled

It will cost you less for an ad in the

NEWS

than it will to send a post card to every office in the Building

Boston, Mass., April, 1923

BUILDING NOW TO ADVERTISE ITS TENANTS

Novel Newspaper Ad Campaign Is Launched
TWICE A WEEK IN TRANSCRIPT
Aim Is To Tell Public How Tenants Can Serve

The Little Building Trustee's this month launched a year's newspaper advertising campaign for the benefit of Little Building tenants. Two-column advertisements will appear twice a week in the TRANSCRIPT, telling the public of the variety, reliability, distinctiveness and high quality of merchandise and professional services to be found in Little Building specialty shops and offices.

The "idea" will carry the new official slogan of the Little Building—"A City Under One Roof!"

The TRANSCRIPT was chosen as the medium for putting across this distinctive message, because it reaches the people who have the money to pay for, and who appreciate, the distinctive merchandise and services offered by Little Building tenants. Later on, the advertising will be extended to other papers which also reach a readership with a high purchasing power and an appreciation for the kind of merchandise and services which the Little Building community offers.

This publicity campaign is very different from the advertising usually done by office buildings. Instead of boasting of the Little Building's many ultra-modern conveniences, the Little Building is advertising its tenants and the tenants' business and professional services. Instead of advertising professions.

(Turn to Page 6, Column 5)

Shoppers, Attention!

The Little Building offers you all the time-and-steps saving advantages of a man-of-war department store—and the high quality of goods and service of the specialty shop, besides. You can buy everything you need under the same roof. Do all your shopping in the Little Building!

Dr. Alfred E. Knight
DENTIST

Rooms 510-515 Little Building Telephone Box 634

WOODS TOURS

FOREIGN AND AMERICAN
GENERAL STEAMSHIP AGENCY

(All Lines Recommended)
LITTLE BUILDING
ARCADE FLOOR
80 BOYLSTON ST., BOSTON

WATCHMAKER
RENFREW
723-724 Little Building
Watches, Diamonds

Little Building "A City Under One Roof"

Participate in the advertising news of Boston. Publish your own Little Building News. It is a chance to make your own Little Building News. It is a chance to make your own Little Building News. It is a chance to make your own Little Building News.

Little Building "A City Under One Roof"

There are no other Little Building News. It is a chance to make your own Little Building News. It is a chance to make your own Little Building News. It is a chance to make your own Little Building News.

Community Spirit

The Little Building News is a chance to make your own Little Building News. It is a chance to make your own Little Building News. It is a chance to make your own Little Building News.

LITTLE BUILDING "A City Under One Roof"

Here are reproductions of the first three advertisements which appeared in the TRANSCRIPT. The reproductions are greatly reduced in size, but they give an idea of the type of unique advertising which the Little Building is doing for its tenants.

Musical Revue Is Postponed; Lacks Support

The Little Building Musical Revue has been postponed indefinitely. The Show Committee, after weeks of earnest, tedious effort, finally was obliged to conclude that the time chosen for the Revue was inappropriate. Perhaps a Little Building show will be put on in the Fall, but the committee felt that support from Little Building tenants sufficient to justify putting on the Revue at this time, was not forthcoming. Perhaps it really was too soon to expect to put across a community effort on so large a scale.

The members of the Show Committee, naturally were greatly disappointed. They had given many hours of their time, day and evening, in examining the proposals which they received no pay. They felt that the Revue would afford splendid publicity for Little Building shopkeepers and professional folks. But the chances for the sale of the program did not materialize in the program did not materialize.

(Turn to Page 6, Column 2)

Arthur T. Haben
INSURANCE
ALL LINES
1029 Little Building Beach 9106

THE LITTLE BUILDING NEWS

The Only Office Building Newspaper in the World

Vol. 2, No. 4 April, 1923

Published once a month by the *Little Building Advertising Service* for the Little Building Community. Editorial and Business Office, Room 211

HAROLD A. THORSON, Editor
CHARLES C. CHIEFARI, Business Manager
JOHN CLAYTON BROWN, Editor
EARLE R. BOGGS, Editor
GRANTLEY H. BROWN, Advertising Manager
J. P. HANCOCK, Circulation Manager

Our First Birthday

When a gold medal of Theodore N. Vail was cast a few years ago, to commemorate the fortieth anniversary of his organization of the telephone company, this phrase was inscribed on the medal:

"He made neighbors of one hundred million people!"

That was considered the highest tribute his friends could give. That is the one thing out of all this great man's great achievements which they chose to perpetuate as his greatest. Such is the greatness of neighborliness.

This is the first—not the fortieth—birthday of the LITTLE BUILDING NEWS was conceived, was born and has lived its first year of two weeks bold to say "medals."

For one year the LITTLE BUILDING NEWS has championed the cause of neighborly service, in the social and intellectual intercourse of this "community under one roof."

How far it has succeeded each one of us knows in part; probably no one of us knows in who. But the NEWS observes its first birthday, some sound, well-rounded fruits of its

efforts are ripening on the "family tree" of neighborliness.

In its first editorial a year ago, the NEWS stated:

"If it (the News) can help to make the Little Building an even more cheerful and pleasant place in which to work and to do business, if it can be of any assistance to under one roof to be more neighborly and add more prosperity to it, it will have done enough to justify its existence."

In the measure that the NEWS has "made neighbors," in the measure that it has served, in the measure that it has assisted, we submit that it deserves the continued support of ITS neighbors.

Let us endeavor, sincerely, to live up to its doctrine of neighborliness, if there is anyone who thinks it has failed, we hope to see the neighbors to whom that one will say so. To do otherwise would not be neighborly, would it?

The NEWS has strived to be useful to be helpful, to offend no one, to "share" it. If it has made enemies it is because they have not given it a fair chance to "be friends."

Anyway, it knows of no enemies and it has the assurance of hosts of friends. To all its friends, and supporters, is grateful.

The NEWS embarks upon its second year stronger in its purpose to continue and with even stronger belief in the possibilities of neighborliness. It neither asks nor expects medals. It asks only neighborly support. And NEIGHBORLY support, you know, goes even deeper than this.

Let's Be neighborly!

ROOFING FIRM OPENS OFFICE

The A. P. P. Roofing Corporation, organizers in asbestos fiber protected roofing, are newcomers on the Fourth Floor. The corporation was, until recently, known as the asbestos roof of the J. P. O'Connell Company, but has attained such proportions that it was considered wise to operate independently.

H. H. Crooker, is president and general manager. E. J. Farrell is treasurer and superintendent. This company has put the roofing on every office building in Boston as well as many of the larger buildings and industrial plants.

"Keep your eyes open, be ready for opportunity when it comes—don't be one of those fellows that are caught napping when it comes alive and keep awake."

"Don't forget that the team that wins is a team of go-getters. Out on the field, his hands don't wait for the ball to come to them. They go after the ball. The player who accepts only the easy chances stops at making an error, may stand high in the averages on paper but he doesn't win any pennants for his team. It is the go-getters that bring home the old ball game."

"If I was here in the Little Building the 'widow' I could use to sock one over the head would be the 'widow' the Little Building News," he would use to sock one over the head. Have it to you whether the Babe is right—in baseball or business.

Denner Wins \$50 Prize for Best Slogan for Building

(Continued from Page 1)

- 1. Merchandise patronize the Little Building.
- 2. The Little Building with the Family Spirit.
- 3. The Little Building of Big Values.
- 4. Form a pleasant habit and be a little Building patron.
- 5. For Saving, Service and Satisfaction patronize the Little Building.
- 6. "Always at Your Service," the Little Building Motto.
- 7. TRADE WISELY! LITTLE BUILDING SPECIALISTS
- 8. "Trade Wisely" would eventually win over "Little Buildings" through association of ideas.
- 9. LITTLE BUILDING
- 10. Little Business Every

- 11. The Professionals - Commercial Arts Community Service
- 12. In the LITTLE BUILDING
- 13. LITTLE BUILDING Big Business Little Business Every Business
- 14. The Professionals - Commercial Arts Community Service
- 15. LITTLE BUILDING
- 16. "All the Commers of a Big City in the Little Building"
- 17. Where Service Reigns Whatever It Is
- 18. The Public Be Served A City in Itself
- 19. "The Little Building - Boston's Shopping Centre."
- 20. Trade at the Little Building for Convenience and Reliability.
- 21. "The Little Building - Every Conceivable Community."
- 22. The "Little Building" stands highest in the fulfillment of every changing business and professional requirement."
- 23. Try the Little Building First for Little Building - Shopping - Professional Service."
- 24. "The Little Building - Boston's Busy Block."
- 25. Trade at the Little Building It stands highest for Maximum Service and Reliability.
- 26. "THE LITTLE BUILDING - ALL your Business and Professional wants fulfilled under one roof. Convenient - Reliable."
- 27. It pays to drop in, stop in, shop in the Little Building.
- 28. The Little Building - with many stories and every one interesting.
- 29. The Little Building - Mukam in Parvo (much in Little Building).
- 30. The Little Building - where you can't begin to pay for all you're bound to get.
- 31. The Little Building is the Best Building on the best corner, with the best shops in the best city.
- 32. The Little Building - you'll have a long way to get so much for so little.
- 33. The Little Building is little in name - but big in results.
- 34. The Little Building is the house of progressive people and good things.
- 35. The Little Building is filled full of good things and big savings.
- 36. The Little Building - with a big purpose.
- 37. The Little Building full of live people contributing to a little to your needs.
- 38. In course little ways the Little Building pays.



Philip F. Denner, winner of the slogan contest prize, was happily surprised the other day when one of the Little Building Trustees, stopped up to Denner's desk in the Telephone office, street floor, and handed him a check for \$50. At first Denner thought someone was "just kidding him."

- 39. The Little Building - Where they make babies of your troubles.
- 40. The Little Building - serves and saves in all ways, always.
- 41. In the Little Building, its services that give you.
- 42. The Little Building of Lasting Benefits.
- 43. The Little Building makes friends of its acquaintances.
- 44. The Little Building - where they give so much yet ask so little.
- 45. The Little Building, where they are pleased to see you, but more pleased to see you pleased.
- 46. The Little Building is a big situation of savings.
- 47. The Little Building - where you get a little benefit.
- 48. The U & L Building - You profit I benefit.
- 49. It pays to go a little out of your way to patronize the Little Building.
- 50. The Little Building is built big on a foundation of service.
- 51. The Little Building invites all good people to share its good things.
- 52. A little money goes a long way in the Little Building.
- 53. A Little in the Lead - Service its creed.
- 54. SAVE TIME. ENERGY and MONEY in the "LITTLE BUILDING."
- 55. SHOP IN THE LITTLE BUILDING - EVERYTHING UNDER ONE ROOF.
- 56. LITTLE BUILDING SHOPPERS KEEP SMILING - ASK THEM WHY!
- 57. THE SALIENT LITTLE BUILDING NEWS.
- 58. Why not trade in the SALIENT LITTLE BUILDING?
- 59. Only Motte Always - Courtesy, Quality, Consideration, and Satisfaction.
- 60. A Little Square Deal to Every One.
- 61. Little Bldg. Professional Shops
- 62. THE LITTLE BLDG. - A SHOPPING DISTRICT UNDER ONE ROOF
- 63. The "Shopping District" under One Roof.
- 64. A CITY UNDER ONE ROOF
- 65. "Patronize the Little Building for Service, Satisfaction and Savings."
- 66. For we lay herein a foundation of future metropolitan traditions.
- 67. "Shopping at the Little Building will handsomely reward and compensate the customer for his order and discriminatory as it contains liberally a word of its under one roof, therefore outstanding and everything may be had."
- 68. "Shop at the Little Building and get what you want, all under one roof. Avoid the fatiguing 'store-tore' hunting."

How Babe Ruth Would Run an L. B. Shop

WHEN Babe Ruth, the home run king, was in the Little Building recently, we asked him how he would run a Little Building shop—how he would apply baseball principles to business in other words. The question drew from baseball's "big success" some mighty interesting ideas about how to succeed on the ball field of business. Among other things, he said:

PEOPLE ery about hard luck and business deduction—suppose a ball player did that—would his club win? It would not! The way to succeed is to walk up to the plate, get a good feeling and when the right ball comes along swing with all that's in you. If you miss the first deal; instead of getting blue about it, hitch up your trousers, slip on your hands, grip your old billy over tighter and white into the next one.

"Success in business isn't all in making a home run either," said Babe. "If you connect with one for a trip to first—and you can—you have made the break. You are started things. When the next opportunity comes, you don't always take a flyer to second. You may have to stretch your legs, perhaps slide—had get there!"

- 69. SHOP IN THE LITTLE BUILDING - EVERYTHING UNDER ONE ROOF.
- 70. LITTLE BUILDING SHOPPERS KEEP SMILING - ASK THEM WHY!
- 71. THE SALIENT LITTLE BUILDING NEWS.
- 72. Why not trade in the SALIENT LITTLE BUILDING?
- 73. Only Motte Always - Courtesy, Quality, Consideration, and Satisfaction.
- 74. A Little Square Deal to Every One.
- 75. Little Bldg. Professional Shops
- 76. THE LITTLE BLDG. - A SHOPPING DISTRICT UNDER ONE ROOF
- 77. The "Shopping District" under One Roof.
- 78. A CITY UNDER ONE ROOF
- 79. "Patronize the Little Building for Service, Satisfaction and Savings."
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- 81. "Shopping at the Little Building will handsomely reward and compensate the customer for his order and discriminatory as it contains liberally a word of its under one roof, therefore outstanding and everything may be had."
- 82. "Shop at the Little Building and get what you want, all under one roof. Avoid the fatiguing 'store-tore' hunting."

- 79. LITTLE BUILDING The Building of quality - Convenience and Good Cheer.
- 80. LITTLE BUILDING A City by itself. Shops of Quick Service, Reasonable Values, Best Quality—and other Attractions.

(Turn to Page 3, Column 4)

One Year Old!

AND we are very happy with the results of our first year as a Little Building neighbor.

WE will be here many more years, we hope, to serve you, and supply your office wants. Whenever you are out of anything in office supplies remember

DAMON'S
The L. B. Stationer
5 Subway Store

Elliott Alternon,
Evening, and Street
80 Boylston Street Telephone BR 2762
Gowns

ADVANCE MULTIGRAPHING & MAILING CO.
"Takes Letters that Sell"
1000 - 1/2 Main Street, Boston, Mass.
Incorporated in Massachusetts
No. 1257, Little Building, Room 2112

Dr. W. R. Ross
Surgeon Dentist
Rooms 307-308-309 Tel. BR 312

DRAWINGS IN BLACK AND WHITE

WINNERS OF
FIRST PRIZES
IN THE BLUE PUSTER CONTEST
POSTER CONTEST
HONORABLE MENTION
POSTER CONTEST
SEND FOR FOLDER

Herrick and Ludkin
Advertising Artists
43 LITTLE BLDG. BOSTON

COLOR ADAPTED



LITTLE BUILDING DIRECTORY

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Brooks Brothers CLOTHING & GENTS' FURNISHING GOODS

Little Building SECOND FLOOR Clothing Ready Made to Measure Evening Clothes, Outwears Sack Suits, Sporting Clothes, Overcoats, Ulsters, English and Domestic Hats and Furnishings, Boots and Shoes for Dress Street and Sport, Trunks, Bags & Leather Goods, Lingerie

DENTAL SUPPLIES We have everything to equip a modern dentist's office. E. & A. DENKER Room 215 Colonial Bldg. - Beach 5672

THURLOW ADVERTISING SERVICE STAFF OF SPECIALISTS whose long experience in advertising work enables them to make the following mediums most productive for clients.

NBS & PAPERS M & GAZINES HOUSE ORGANS SALES LETTERS Booklets, Direct-By-Mail Campaigns, Merchandising and Research Work. Telephone Brach 1556 823-2425 Little Building

Real Silk Millinery Indianapolis, Ind Boston Office, 68 Little Building S. M. Moore, Sales Manager Boston Dept

MARtha A. BRIGGS Public Stenographer Long Carriage Typewriter Notary Public Rm. 549 Little Building Beach 4598

Dr. Anna Mintz DENTIST Room 819 Tel. DeWey 6949-M

MONEY GROWS plant it here LITTLE BUILDING BARBER SHOP Prompt and stylish service; also manicuring ARCADE FLOOR (see elevators) WILDEY Savings Bank 52 Boylston Street Next to Touraine PHOTOGRAPHER 120 BOYLSTON ST. Tel. BR 4328



LITTLE BUILDING DIRECTORY

ACCOUNTANTS
Robson, H. & Co., Inc. 115
Calkins, William C., Inc. 101

ADVERTISING AGENCIES
Barnes, C. 115
Barton, Oakes & Oakes, Inc. 144

ARCHITECTS
Thompson, J. Walter Company, Inc. 367
Thurston & Associates, Inc. 835-835

ARTIST DESIGNERS
Arlio, Carl, Inc. 115
B. J. Sargent, Inc. 115

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Parks, J. W. 115
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Arny & Harty, Inc. 115
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BEAR, JOSEPH, INC. 115
BEAR, JOSEPH, INC. 115

SAVING SYSTEMS
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Chalmers, C. 115

SCHOOLS
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Chalmers, C. 115

SHOWER AND WEDDING CARDS
Chalmers, C. 115
Chalmers, C. 115

SILKS
Chalmers, C. 115
Chalmers, C. 115

SIXTH FLOOR LITTLE BUILDING
Chalmers, C. 115
Chalmers, C. 115

STATIONER
Chalmers, C. 115
Chalmers, C. 115

STREET PRODUCTS
Chalmers, C. 115
Chalmers, C. 115

SUBSCRIPTIONS
Chalmers, C. 115
Chalmers, C. 115

SUNGLASSES
Chalmers, C. 115
Chalmers, C. 115

SWITCHES
Chalmers, C. 115
Chalmers, C. 115

Falls say it's well named,
Come in and see for yourself!

MOTHERS' DAY CARDS
Select your card now and leave
it with us for mailing.

Shower and Wedding Cards
Gits for the Bride-to-be
Engraving - Monogramming

FILMS-ONE DAY SERVICE
PICTURE FRAMES

THE HANDY SHOP
Fills the "Little" Needs
SIXTH FLOOR LITTLE BUILDING

YOUR
OUTGOING
MAIL

Sealed Free
Any Day You Say

One of our clients, the Graywood Manufacturing Co., makes the fastest and simplest Envelope Sealing Machine on the market—regardless of price.

We will gladly demonstrate to you, on your own mail, how much time, money and confusion you can save by using a

GRAYWOOD
ENVELOPE SEALER

It seals large and small envelopes with cleanliness, speed and accuracy.
Seals 1000 Envelopes in Five Minutes

Figure how much envelope sealing is costing you now—then ask for a Graywood Sealer on free trial.

Telephone Beach 1556
THURLOW
ADVERTISING SERVICE
824 Little Building

PUBLIC SALES
OF
U. S. ARMY SHOES

We have purchased 122,000 pair of U. S. Army Munsie hat shoes, sizes 6 1/2 to 12, which are the entire surplus stock of one of the largest U. S. Government shoe contractors.

This shoe is guaranteed one hundred percent solid leather, color dark tan, below waterproof. The actual value of this shoe is \$6.00, owing to its accurate buy and offer same to public at

\$2.95
Send correct size. Pay postman on delivery or send money order. If shoes are not as presented we will cheerfully refund your money promptly upon request.

NATIONAL BAY STATE SHO. CO.
NEW YORK NEW YORK
JOSEPH ECKER, Optician
45 Little Building
Beach 4699

BEAR, JOSEPH, INC. 115
BEAR, JOSEPH, INC. 115

SHOWER AND WEDDING CARDS
Gits for the Bride-to-be
Engraving - Monogramming

FILMS-ONE DAY SERVICE
PICTURE FRAMES

STATIONER
Chalmers, C. 115
Chalmers, C. 115

STREET PRODUCTS
Chalmers, C. 115
Chalmers, C. 115

SUBSCRIPTIONS
Chalmers, C. 115
Chalmers, C. 115

SUNGLASSES
Chalmers, C. 115
Chalmers, C. 115

SWITCHES
Chalmers, C. 115
Chalmers, C. 115

Shower and Wedding Cards
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Chalmers, C. 115

STREET PRODUCTS
Chalmers, C. 115
Chalmers, C. 115

SUBSCRIPTIONS
Chalmers, C. 115
Chalmers, C. 115

SUNGLASSES
Chalmers, C. 115
Chalmers, C. 115

SWITCHES
Chalmers, C. 115
Chalmers, C. 115

NATIONAL BAY STATE SHO. CO.
NEW YORK NEW YORK
JOSEPH ECKER, Optician
45 Little Building
Beach 4699

RIDE RIM OF DEATH ALL DAY

Lives of Fugitives Hanging on a Few Inches of Dirt Road

By Herbert L. Willett, Jr.

In the fourth installment of his narrative of escape from the Turks, our Twelfth Floor neighbor tells of a perilous ride over the Amanus mountains in a big motor truck with steel tires and a Prussian driver. All day long Mr. Willett sat on a heavy chain and the end of an umbrella while the truck skirted the edges of sheer cliffs on the verge of catastrophe. But let him tell the story—Editor's Note.

When the Germans built the road over the Amanus Mountains they thought in terms of what their big powered motor trucks would do. Then when they came to build the road in which we ride the rubber supply was so low that they could not use it for trucks, and so we were on steel tires, curving and climbing on a new rail just wide enough for the machine, constantly jacking down into ever-deepening valleys from which we were separated by a few inches of road. In many places we had hand-dredge of feet of clear falling space. We hoped the driver was an expert, but after the day was over we were ready to give him a cheer, for all his Prussian blood.

I have taken rides when I thought about comfort, but during the six hours we were in that truck, climbing up from Hahlyeh and then making the rapid run to the Cilician plain, I sat on a heavy chain and the end of an umbrella, and never even whinnied. We were getting away from Syria, going home, and nothing else counted.

About five in the afternoon we reached Muzure, where the railroad begins again. We were so covered with dirt that we could hardly see each other, and if ever people needed baths we were the ones. Muzure was a German camp with barracks, ammunition dumps and all the rest, but we hoped that we could get some sort of accommodation. But not only were I bit dusted up, but as no



"Doc" Ross in Palm Beach twice—in a suit of that material and a vessel of that name. The two men with him are Joseph Fugney, Boston broker, and W. H. Reddy, Atlantic City real estate operator —That's the "Doc" on the right.

we built around for a wash basin and found something better—a mound. The water was cold, and that was a temptation because we were parched; but of course we dared not drink a drop. So we took it out in washings. Our dirty faces were opened and within an hour they now were washed and shaved and clad in clean shirts and tweed-tie ties, and again ready to look the world in the face. The ladies seemed not to care for a public wash where Turkish and German soldiers came to drink and wash, and so they had to be content with dusting off.

The next step was to get a place to sleep, and we located straight for the C. O.'s aide that day was a kid who had graduated from Oxford and, of course, knew English much better than we knew German. He soon had the whole story and told us to the Major with such good effect that within a few minutes we were in a room, and the ladies had a bedroom all to their own on the floor above. We found out later that there were only three single beds with straw mattresses, and the four of us had to try to never told how they managed to make ourselves comfortable. Nor do I know much about the rest of the day. The chain and the umbrella were a hindrance to our progress, and after all, for I was dead tired, and found a place of our baggage a periscope, a camera, a hat, a pocket watch, a pen, a knife, a box and blanket. But minor details did not interest us.

We were up at five, and it was not that we were so alert, for we were so usually a train went about six and had we missed it. . . . But we were there when the whistle sounded, with breakfast hot and with tickets and our passports one more stage of the country official, and then to the important hotel.

DR. ROSS BOOSTS BRAVES

Fourth Floor Dentist Back From South Saw Teams Train

Bathing in water at a temperature of 74 degrees was an every day pleasure during the past winter for Dr. W. R. Ross, Fourth Floor neighbor, who returned from Florida a few days ago. Dr. Ross left the Building the first of January and since then has been acquiring a beautiful coat of tan at Palm Beach, while the majority of us were accumulating blisters from shovelling snow.

Dr. Ross spent his time swimming, fishing, sailing, taking trips to Miami, Coral Gables, through the Everglades, and watching the various ball teams at work. He is a keen baseball enthusiast.

"I got a great deal of pleasure watching the hotel ball teams," said the Doctor. "The hotels here employ a great many people, and can produce a team that plays real ball. The Royal Palm, for instance, had a team of hotel employees 1500 dollars strong. Another interesting thing about that hotel is that it has thirteen miles of corridors.

"The ball teams play under a rock and are a big feature through Florida. We would go to a ball game, then go to the beach and light a fire of huge pine logs that would burn as though they were saturated with gasoline, broil a large steak and, after a big feed, end up at Coconut Grove for a dance. It was a wonderful life."

Dr. Ross predicts that the Braves are going to have a good team this year. "Certainly," he said. "The club is going to get more bats, receipts Jackie Coogan, Stuffy McInnes and all the fellows with all their playing cards as well as boost the team and get the top position. There's no question in my mind, but that Coogan will be made a regular."

Dr. Ross is a great booster for a Little Building ball team and says that, although he probably won't have time to take an active part, he'll all be can from the sidelines. "Doc" Ross would make a fine coach for the team. He knows big league baseball.

Perhaps the girls who wish to revive the Girls' Athletic Society, hope to show the men who are starting a ball team that they are as keen for the outdoors as "mere men."

Our Birthday!

The Mary Carey Book Shop and the Little Building News are celebrating their first birthday this month. Our congratulations to both.

Mary Carey Book Shop, Rm. 711 Little Building

La Patricia Corset Co.
206-211 Little Building

Our new Spring corsets are the best that can be made in this city.

Every Type of Figure

The new model size 34H and 34W and 34L.

Brassieres

Are as all important factor than a good corset. You will find the difference in the quality of our brassieres.

SPECIAL DISCOUNT

To Little Building Neighbors

PERFECT LETTER CO.
Public Stationers
MULTIGRAPHING
The Name Tells the Story
The Misses Bowditch
Business Stationers

Dr. W. R. Hughes
DENTIST
Room 607, Tel. Beach 2134

for BETTER PRINTING

Have You a Product?

—that will sell to wealthy persons. Then let us increase your business by direct mail advertising. Our invaluable list of wealthy Greater Boston people is carefully revised at frequent intervals. It is our own development, at special cost to us to you. Complete, cannot be obtained or equalled elsewhere. Come in now while there is yet time to get some more Spring business.

PUBLICITY SERVICE BUREAU
See A. D. Hesse, Mgr. Printing Division
CALL BEACH 0845

BASEBALL TEAMS PLANNED

Stumcke Sees Wealth of Good Material in Building

H. E. Stumcke, with the G. M. Stern Advertising Agency on the Sixth Floor, is trying to organize a Little Building baseball team. Mr. Stumcke, who is a former B. U. varsity and semi-pro ball player, says there are possibilities for a real ball team among the players in the Building.

Dr. W. R. Ross Fourth Floor baseball enthusiast, Louis C. Adams, Eighth Floor fan, and Ralph L. Rogers of the News office, a former professional ball player, are all keen for a Little Building ball team.

Mr. Stumcke said: The players in the Building are fortunate in the fact that an excellent field for practice—the Common—is only a stone's throw away. We could get in lots of practice during noon hours. A bunch of the fellows, even though they may not wish to try for the team, could have a good time and get lots of exercise by playing on the Common during the lunch hour.

Mr. Stumcke is anxious to meet all the men who are interested in baseball in his office, Room 824. He plans to get a crowd together for noon baseball sometime this week.

Revenue Folks Plan May Party

The Welfare Association of the Internal Revenue office, Second Floor neighbors, plans to hold a May party at "The Chateau" on Huntington Avenue early in May. The Committee plans to give a dance with an entertainment and buffet supper.

The General Committee consists of Edward T. Bennett, chairman; Miss M. T. Donovan; Miss Marion Thornton; Miss Helen E. Russell; Miss Henrietta V. Connolly; John J. Wall; Joseph T. O'Connell; Miss Beatrice Larkin; John G. Hall and M. F. Roach.

J. F. O'Connell is chairman of the Work and Entertainment Committee, and John J. Wall is chairman of the Refreshments Committee.



H. E. Stumcke, Sixth Floor, who is trying to organize a Little Building baseball team.

L. B. ADVERTISING TO AID TENANTS

(Continued from Page 1)

acre of floor space, the "ads" will talk about the community spirit and neighborly services to be found in the "community under one roof."

The whole aim of the campaign is of supplying in the Little Building and of seeking the various kinds of professional services offered by its tenants.

The "ads" will appear in the TRANSCRIPT each Tuesday and Saturday, in the upper right hand corner of the editorial page, a preferred position. These will be dignified and in keeping with the high calibre of the Building's tenantry.

Already this distinctive type of advertising has created much favorable comment among TRANSCRIPT readers. It is bound to reflect an increased patronage for Little Building shops and increased clientele for Little Building professional folks.

WHERE CAN I GET A TYPEWRITER?

We Rent, Repair, Sell, Buy and Exchange All Makes.

The Boston Typewriter Co.
143 Federal St. Cong. 3528



MAILS THE BETTER WAY

MAILS THE BETTER WAY

The "Better Mailing" Way

With a SPEED-O-FEEDER your typist will double her efficiency in addressing envelopes. You are losing money on your addressing by not using one.

Call on us and say "Show me."

THE AMERICAN SPEED-O-FEEDER CO.
Rooms 423-4 Little Building
80 Boylston Street Boston, Mass.

DESK ROOM

Deskroom in office with stenographic service and telephone. Apply Room 620.

Tell Your Customers to Watch for the Little Building "Ads" in the Transcript!

LITTLE BUILDING NEWS

Six Pages

Boston, Mass., May, 1923

Price Five Cents

WHEN WE RIDE ON THE 5.15

We Roll Along Over Ties
Our L. B. Neighbor
Furnished

Perhaps you will get a new thrill when you ride home tonight on the 5:15 after we tell you that the ties you ride over were furnished by one of your Little Building neighbors, Charles H. Clapp, Tenth Floor.

You may get another thrill when you realize that those ties were made from virgin trees, 100 to 200 years old, in the forests of Oregon, taken by freighters down the Pacific Coast, through the Panama Canal to Boston. And you will be interested to know that Mr. Clapp directed the transportation of those ties from the forests to the roadbed from his desk in his Tenth Floor office, without even seeing them at any time.

Mr. Clapp is a New England representative for one of the largest lumber companies in the United States—The Henry D. Davis Lumber Company of Portland, Oregon; The Kirby-Denney Lumber Company of Houston, Texas, and the Southern Saw Mill Company of Thomasville, Georgia. He specializes in railroad and car building material and furnishes practically all of the New England railroads and car building companies with lumber. Mr. Clapp is one of the largest leaders in this class of material in New England.

On the wall of his office hangs a chart of the Pacific and Atlantic oceans, with markers showing the approximate locations of several freighters bound for Boston with their loads full of lumber. They report their positions by wireless to Mr. Clapp daily.

A few days ago one of the markers indicated that a freighter had arrived in Boston, so Raymond K. Shea, office and traffic manager for Mr. Clapp, and the NEWS representative, took a trip to the S. S. Santa Isabel, unloading at Commonwealth Pier.

The freighter was tied alongside the N. Y. N. H. & H. R. R. tracks at the pier. The steam winches and cargo beams were lifting huge loads.

(Turn to Page 2, Column 2)



"IMPROVEMENTS ON THE THIRTEENTH FLOOR"

Top—The new Little Building laundry on the roof with a roof full of linens drying in the sun; centre—Custodians of the laundry, paint and carpenter shops; Left to right: Clarence White and Charles Linnell, painters; Horace E. Baker, carpenter; Bert Connolly, Mrs. Margaret Cassidy (matron) and Mrs. Margaret Hartney of the laundry force. Lower picture—The new carpenter and paint shops.

LAUNDRY, PAINT AND CARPENTER SHOPS ON ROOF

Towels Used in Building Now Will Be Dried in Sunlight and Fresh Air on "Thirteenth Floor"

The Little Building community has a new laundry, carpenter shop and paint shop of its own on the roof. In other words, two new buildings have been erected on the "Thirteenth Floor" of the Little Building. The laundry is housed in a structure by itself, and the carpenter and paint shops share a larger, long building. Thus the Little Building community becomes more than ever a city by itself.

The new buildings are of modern construction, with stucco finish on the outside. They are, of course, much tighter and more airy than the former, smaller quarters occupied by these three important branches of our community life. Up on the roof, the laundry, which has to wash and dry close to 2000 towels a day, has the advantage of fresh air and sunlight. This gives the towels a "sweeter," fresher drying.

The community painters and the community carpenter have more light and room for their work. All three of the new shops are in direct telephonic connection with the superintendent's office which makes for quicker service.

The big improvement in all three of these departments, while directly benefiting the building employees first, will be reflected in better service all around for the tenants. In other words, this is a community improvement.

BUILDING GAINS SIX "NEIGHBORS"

The Building has gained six new tenants this month. They are: Bauhaus Dist. Removing Co., room 1042, vacuum cleaners; G. B. Jeffery, room 1043, consultation merchant; Metropolitan Filing Station, Inc., rooms 947, 8; C. C. Blake, Inc. Shop K, street door arcade, shoe; Wilfred S. Wells, room 601, advertising; Francis M. Parham, room 434, automobile hire.

A REASON FOR THAT SUPREMACY!

What makes our glasses excel so decidedly is that we have a PERFECTLY EQUIPPED SHOP in which to make them.

We do Repairing and Replacing of Lenses accurately and speedily.

Call and get an Eye Glass Cleaner. Free to all Little Building Neighbors.

Edmund I. Wilson
OPTICIAN—OPTOMETRIST
Room 328-9 Little Building

L. B. MAN IN HOUSE OF REPS.

Ninth Floor Neighbor Has Fine Record on Beacon Hill

Representative
of the
Little
Building
of
Boston



The Little Building has a representative in the Massachusetts Legislature. To be sure, he was not elected from the district in which the Little Building community is situated, but Michael P. Hourihan always is ready to present to the Legislature any petitions which members of the Little Building Community may wish to have enacted into law. So really he is our representative.

His colleagues say he is one of the most active and able Representatives in the House. His Little Building office is on the Ninth Floor. He is connected with the law firm of Mitchell & Henchey. (Mr. Mitchell, by the way, is the former U. S. Marshal, former Collector of Internal Revenue and former Congressman from Marlborough. His partner, Mr. Henchey, is the former head of the Internal Revenue Service and an ex-comptroller of Worcester.) Representative Hourihan, a staunch young Democrat from the 14th Suffolk District, lives at 1553 Tremont Street, Roxbury. He was elected by a tremendous vote over his Republican opponent. He is a World War veteran. He enlisted in the United States Marine Corps and served overseas on three fronts. Our Little

(Turn to Page 6, Column 4)

NEAREST FISH MARKET

Right next the Lorraine St. Subway. Stop in on your way home. QUICK SERVICE—RIGHT PRICES—FRESH FISH.

C. V. Chase & Co., Inc., 155
S. Atwood & Co., Inc.

INSURANCE

ALL KINDS
TELEPHONE AND TRY
Bertram G. Waters
Cong. 626 78 Kibby Street

Balmy Days of May—

ENTICE everyone into the open. Save time for outdoor Lunch in the Little Building Waldorf in the Basement—and have more time for your walk on the Common.

BESIDES, Waldorf food will lend zest to your noon-day like.

Waldorf System Incorporated

WATCHMAKER
RENFREW
723-724 Little Building
Watches, Diamonds

Dr. Alfred E. Knight

DENTIST

Rooms 510-515 Little Building Telephone Beach 634



Triple Action!

ACTION is the final, all-important step in the consummation of a sale. If you want to get action into your advertising copy, try Bliss dingbats.

JOHN GIBSON BLISS
Commercial Cartoonist
Room 733 Little Building

WOODS TOURS

FOREIGN AND AMERICAN

GENERAL STEAMSHIP AGENCY
(All Lines Represented)

LITTLE BUILDING
ARCADE FLOOR
60 BOYLSTON ST. - BOSTON

It will cost you less for an ad in the NEWS than it will to send a post card to every office in the Building

THE LITTLE BUILDING NEWS

The Only Office Building Newspaper in the World

Vol. 2, No. 5 May, 1923

Published each month by the Theoria Advertising Service for the Little Building Community. Editorial and Business Office, Room 421

HAROLD A. THEORIA, Publisher; SAMUEL C. CHURCH, Editor; JOHN W. BROWN, Asst. Editor; HARRY B. BOESCH, Business Manager; GEORGE L. BROWN, Advertising Manager; J. P. HANCOCK, Circulation Manager



Here is one of the fleet of Pacific-to-Atlantic freighters engaged in carrying lumber for our North Florida neighbor, Charles H. Clapp. The Santa Isabel was tied up at Coonauquahatch Pier, ready to discharge her cargo of finished lumber, when the picture was taken.

Your Lucky Strike!

An aviator painted "Lucky Strike" is smokes on the sky a mile above Boston the other day. The smoke advertisement stayed there only about half an hour, but it was not forgotten when it disappeared from view. Those who saw it first called other attention to it. In that way thousands saw it—tens of thousands. It was a different kind of advertising. Folk talked about it long after the work against the sky had drifted away. They still are talking about it. The Little Building is doing a different kind of advertising—different than building usually do. Instead of advertising itself, it is advertising its tenants. Twice a week, thousands of readers read these advertisements on Saturdays and Tuesdays in the Boston Transcript. Already people are talking about it, calling others attention to it. The point is this: The more people read these advertisements, the more people will patronize Little Building shops and offices for merchandise and professional services. Then, as a result, it is to your advantage to call folks' attention to the advertisements. Urge your friends and acquaintances, your customers and clients, to read them. Tell them what days to look for the ads.

There is no reason why as many people should not see those Little Building ads (your ads) as saw the aviator's smoky letters on the sky!

Dr. W. R. Ross, Surgeon Dentist, Room 307, 308-309 Tel. Beach 312

The Nearest Stationer, Office Supplies, Remember You're Darned's, OFINK? See DUMON'S

FINE LEATHER GOODS, ADVERTISING PURPOSSES, Distillers-Bottlers-Wholesalers-Wholesale and Retail, ADV. PRINTING CO., ROOM 318, F. K. PARKS, Bk. Bk. 2984

OFFICE FURNITURE CO., DESKS, CHAIRS, TABLES, FILING CABINETS, AND STEEL, COR HIGH AND PEARL STS., PHONE CONGRESS 3422, BOSTON MASS.

(Continued from Page 1) of finished lumber from the four barges and depositing them in the waiting flat cars. Two cars being loaded at once, one forward and one aft. When the cars were filled a line from the forward which pulled the train along until the "amples" were in position. Stevedores in the hold attached the cable from the boom to the lumber, the men at its which hoisted it and directed it to the car, longshoremen in the car maneuvered it into position. Inspectors for the railroad and the consignee were busy checking the lumber.

The Santa Isabel came into port with her hold full and her deck piled high with lumber, and discharged her cargo at the rate of 38 cars a day.

From tree stump to railroad bed, the lumber is watched as closely as a cat watches a mousehole. It is inspected in Oregon before being lowered into the hold of the ship, again as it is loaded into freight cars at the end of the voyage, and once more as it is unloaded at its destination. Lumber consigned to Mr. Clapp's clients comes by rail as well as by water. All Texas lumber and larger parts of the Georgia lumber is shipped by rail. About three ships arrive in Boston every month. The lumber is, obviously familiar with all kinds of car material for he was purchasing agent for twenty years for the Ketch, Car Works at Sagamore, Cape Cod. He handled over 55,000,000 feet of lumber last year.

Man Paid \$25 for a Sponge And Was Glad to Get it, Too

By W. H. PARING. This paper on sponges, which was read before a recent gathering of Liggett's store managers by W. H. Paring, manager of the Little Building corner drugstore, illustrates what interesting stories often lie back of "trivials of everyday life."—Editor's Note.

Did you ever pay \$25 for a sponge? Well, I know of two sponges which sold recently for \$25 apiece—but I am writing about the other two. We will come to that later.

First, what is a sponge? What is it made of, is it a vegetable growth, or is it a seaweed? Some say it belongs to the animal kingdom.

I do not know exactly when sponges first were discovered. The earliest that I have been able to find mention was in 1785 when Cavolini, a Greek merchant, discovered that sponges cut into pieces would attract themselves to foreign bodies and grow. In 1840 sponges were discovered in our own waters on the Florida coast, but I think it is safe to say that they always have existed in the sea.

The very fine textures and superior shapes seldom are seen now. Sponges are selected pieces of today are not only about equal to what formerly were known as second selections. The reason for the great advance in price is entirely due to the different shape and colors employed. The early stages of the sponge industry young men descended to the bottom of the sea and would cut from the beds as many sponges as the length of time permitted. They placed these sponges in a bag which they carried on their backs and then gave the signal for being pulled up and received their loads. The pressure of the divers that they would die when still young men.

This primitive method naturally gave the beds a chance to rest and recuperate. Often a diver would signal to be pulled up before he had cut any sponges, due to having seen a sea horse, although they all carried ropes to meet such emergencies. To keep pace with the demand for sponges, new methods were devised and diving machines came into vogue.

From this period on the sponge troubles date. With diving machines, divers are enabled to remain in the water for longer periods and can scour the sponge beds thoroughly. The sponge is a commodity that has interested scientists for many generations. Much time has been spent in determining its status and method of cultivation.

The living sponge is a glassy mass, sticky or gummy to the touch and is so porous that it affords excellent protection against the attacks of its possible enemies. The root of the sponge does not serve the purpose of a root, as is the case with plants. The different grades of sponges are found in very deep water. The depth of water in which the sponge grows varies from 150 feet on our own American coast, and to a depth of 240 feet in the Mediterranean Sea, from which sponges we receive our finest sponges. There are no known fish which eat the food consumed by the sponge. The smaller organisms or animals which are the inhaled tubes and are known as the exhalant tubes, and there are

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They sort of filter the water and substitute on the residue. A sponge attaches itself to whatever hard object is suitable and the part attached becomes its root. Some sponges become detached from their moorings and never show any traces of a root. These are called rollers.

When you will find a large hole in the sponge wherein a crab makes his home. All the characteristics of a sponge show it to be an animal—an individual—and not a colony. Its natural state is in a very different looking condition than what we see in the selling market. It resembles a small, soft, yellowish mass. The entire surface is covered with a thin, silny skin usually of a dark color. The pores in the sponge are, in reality, only the skeleton of the original.

A definite period has been determined as to the length of time a sponge can survive in the water. The average 8-inch sponge can be kept for several days out of water, it kept constantly moist with sea water, but exposure to the heat and sun will result in death in a very short time. The main points from which we obtain our sponges are Florida, Cuba and the West Indies. These are known to the trade as the Grand and Key Sheepshead. Ninety percent of the force engaged in the sponge industry is of Greek origin. Sponge fishing of the coast of Florida and in the West Indies formerly was done by hooking up the sponges on boats called diggers, in which no sponges are in the stern to send the boat to the bottom of the sea. The wooden sail is used by the hookers, with a glass bottom. This sail is lowered into the water and the hookers, who are in the stern, see where the sponges are growing. When sponges are sighted by the hookers, a pole about 30 feet long having a sharp curved tangle hook on it is lowered into the water, and the sponges are detached from their moorings, brought to the surface and emptied into the baskets. This method still prevails to some extent, but only in waters having a depth of not more than 10 to 50 feet. In 1905 to 1906, Florida fishermen and chauts offered to Greek fishermen a trade. They brought the fish to the market and they to apply their trade with them; they operated in deeper water. The result was a great increase in the catch of the finest sponges, a flooded market and a big drop in prices. History shows a recent trend and our sponge beds suffered in the same way as the beds in the Mediterranean Sea and in our Gulf of Mexico waters. In 1914 prices increased about 15% over the 1913 prices.

Dr. W. R. Hughes, DENTIST, Room 607 Tel. Beach 214, I am TRUE economy have your case made to order. Let me prove it! Altering and Repairing, Edith A. Cushing, Corsetiere, Room 859 Tel. Beach 7042

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Another way of fishing for sponges is by dredging, but this method is the most disastrous of all, as it picks up every piece of sponge without regard to size, even to the very small sizes which otherwise might develop into useful sponges.

The method of preparing raw sponges for the market is a simple process. When the boats reach shore the sponges are laid on the beach in rows; that is, stakes are driven into the ground to form the rows, with thin reach of the tide waters and the sponges are laid on the beach consecutively washing back and cushions them of every vestige of animal matter. During this process, more or less sand and other matter is carried into the sponge, so that while a sponge may be considerably pure it will lose in weight from 15 to 30% of its weight when washed in clean water. The cause of superiority of Mediter-

Up and Down the Corridors

Edited by Granville Brown

Mrs. A. Goodman, mother of R. Goodman, proprietor of the Leathers of the Pine Tree State has recently arrived from London, England on the S. S. Andania. Mrs. Goodman, who is well known in the Leathers of her own state, has with her some merchandise for the Leather Shops. Mrs. C. E. Shawyer, wife of the owner of the Pine Tree State, is in Frankfort, Indiana, getting their furniture ready for shipment here. The Leathers of the office of the concern has proved for the first time. This Leathers of so successful that the Shawyers are to take up a permanent residence in Boston.

Victor Wrenth of the Colt-Bar Service on the Fourth Floor, writes from Maine that the Pine Tree State has as warm a place in his heart as formerly. Victor has "burned" into a perfectly good scar on his forehead and has to be omitted every few minutes. He says "de-cocting" has nothing on it.

The Boston Traveler says in its editorial columns: "Track Numps Little Building. A regular track in the city anything it sima at, however little." The track didn't have to be much to get the boys to look at it, though.

Miss Molly Molloy, with many Carriage Floor, Eighth Floor, and the title role in "Eury, the Hungry" is in the play program, seated by the Lynn Simmons Club recently. After the play Miss Molloy was elected president of the club.

Miss E. C. of Dorchester didn't get the beautiful Baxter card that was sent to her by a smiling young girl. The maiden couldn't find the address, returned it and it is now resting in the "Lost and Found" department of the Holy Sepulchre Sixth Floor, awaiting its owner.

All grades of Mediterranean sponges are used for toilet purposes, very few being used by the medical profession. Cotton has taken the place of the sponge in this line. There are many industrial uses, however, that use large quantities of silk, toilet and Mediterranean bath, the shoe, pottery, and tanning industries.

While visiting a sponge house during the past month, a gentleman asked the manager if he had been able to secure any of the deep silk cup Mediterranean sponges he needed. "Yes, but only two of them. I know they were graded for \$35 each. The customer was very much satisfied at that."

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MARTHA A. BRIGGS, Public Stenographer, a Long Currier Typewriter, Notary Public, No. 548 Little Building, Beach 4988

DR. ARNOLD'S IN BLACK AND WHITE

WINNERS OF LITTLE BLDG. REVIEW, BEST PHOTOGRAPH, BEST AUTO SHOW, BEST HOME ELECTRICAL EXHIBITION, SEND FOR FOLDER

General Electric, Advertising Agency, 433 LITTLE BLDG. - BOSTON, DISCOUNTED TO SON IN THE OLD



LITTLE BUILDING DIRECTORY

ACCOUNTANTS
 Johnson, J. J. M., No. 1122, Bk. 2506
 Williams, C. W., No. 1072, Bk. 2025
 Gosselin, W. C., No. 1072, Bk. 2025

ADVERTISING AGENCIES
 Barber, J. A., No. 1122, Bk. 2026
 Callahan, W. C., No. 1122, Bk. 2026

ARCHITECTS
 Adams, J. M., No. 1122, Bk. 2026
 Adams, J. M., No. 1122, Bk. 2026

ARTISTS
 Adams, J. M., No. 1122, Bk. 2026
 Adams, J. M., No. 1122, Bk. 2026

BARBERS
 Adams, J. M., No. 1122, Bk. 2026
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BATHS
 Adams, J. M., No. 1122, Bk. 2026
 Adams, J. M., No. 1122, Bk. 2026

BREADS
 Adams, J. M., No. 1122, Bk. 2026
 Adams, J. M., No. 1122, Bk. 2026

BROKERS
 Adams, J. M., No. 1122, Bk. 2026
 Adams, J. M., No. 1122, Bk. 2026

BOOKSELLERS
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BOUTIQUE
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Folks say it's well named!
 You'll say so, too, when in need of—
FILMS—One Day Service
GIFTS and CARDS for the SHOWER and WEDDING
ENGRAVING
MONOGRAMING
PICTURE FRAMES
STATIONERY
the SMALLWARES
DELICIOUS GOODIES
 and other necessities

The Andy Shop
 Fits the "Little needs" SIXTH FLOOR

John A. Thomas
OPTOMETRIST
OPTICIAN
 Room 440 — Beach 1659
 Are your glasses properly adjusted?

PUBLIC SALES
OF
U. S. ARMY SHOES
 We have purchased 122,000 pair U. S. Army Munnion last shoes, sizes 5 1/2 to 12, which we have the entire surplus stock of one of the largest U. S. Government shoe contractors.

This shoe is guaranteed one hundred percent solid leather, color dark tan, bolting tongue, dirt and waterproof. The actual value of this shoe is \$5.00. Owing to this tremendous buy we can offer same to public at

\$2.95
 Send correct size. Pay postman on delivery or send money order, check, holding no represented we will cheerfully refund your money promptly upon request.

NATIONAL BAY STATE SHOE CO.
 296 BROADWAY
 NEW YORK NEW YORK

Dr. Anna Mintz
DENTIST
 Room 819 Tel. DeWey 6949-M

Henry Hunt
 Real Silk Hosiery Mills
 Indianapolis Ind.
 Boston Office, 488 Little Building
 31 Moreland St., New York

MONEY GRUBS
 plant it here **WILDEY**
Savings Bank
 52 Boylston Street
 Next to Touraine
 Mr. Hunt's father, Charlotte Hunt, was for a number of years leading lady of the Bowdoin Square Theatre and is now directing movies in Hollywood.
 Mr. Hunt's sister, Charlotte Hunt, was for a number of years leading lady of the Bowdoin Square Theatre and is now directing movies in Hollywood.
 Mr. Hunt himself played javelin trials in representative companies before he became affiliated with the Shubert interests.
 Mr. Hunt's father is at present directing Lou Chaney in "The Hunchback of Notre Dame." His mother is a member of the cast.

ONE HOUR SERVICE
 means that any eyeglass work—whether a lens or a replacement, including work on the repairing of frame will be finished accurately in one hour.
JOSEPH ECKER, Optician
 455 Little Building
 Beach 4859

Continued on page 5

OFFICE LIFE

By Herrick and Lufkin



News of the Sales Offices

By Granville B. Bourne

Items of Interest About Little Building Salesmen and Sales Organizations

The Little Building is the home of some of the largest sales organizations in New England. Hundreds of salesmen have their headquarters in Little Building offices. The News is establishing this column to give the interesting news of their individual and organization doings. If you have news, send it in to the Editor, Room 824. We'll be glad to publish it.

G. H. Warn, former branch manager of the Fuller Brush Company, on the Fifth Floor, has been transferred to the New Haven office. Now Haven is his home city.

H. A. Storey, formerly branch manager in New York City, has taken Mr. Warn's place in the Boston North office. Mr. Storey was formerly with the Boston South office, leaving there to help conduct a special campaign in New York City.

S. M. Moore, sales manager of the Red Silk History Mills, Sixth Floor, announced to his salesmen's meeting a few nights ago that the mills now are distributing history in thirty-two colors.

R. J. Fisher, New England sales manager for the Hoover Suction Sweeper Company, neighbors on the Arcade Floor, gave a banquet to his sales organization at the Hotel Windsor a few nights ago. About 25 persons attended.

Mr. Fisher acted as toastmaster and speeches were made by the Rev. Mr. Leslie, pastor of the St. Mark's M. E. Church, who spoke of "The G-Getter," and Harry Taylor, superintendent of Liggett's candy plant.

Save Money!

DECREASE your mailing costs by using the Speed-O-Feeder. It will increase the efficiency of your Typist at least 50%. It will reduce your mailing costs at least 25%. Call on us and say "Slow Me."

AMERICAN Speed-O-Feeder COMPANY CLEVELAND, O. U.S.A. Rms. 423-24 Little Building

for BETTER PRINTING

Have You a Product?

—that will sell to wealthy persons. Then let us increase your business by direct mail advertising. Our invaluable list of wealthy Greater Boston people is carefully revised at frequent intervals. It is our own development, at great cost to us to compile, and cannot be obtained or secured elsewhere. Come in now while there is yet time to get more Spring business.

PUBLICITY SERVICE BUREAU See A. D. Hervey, Mgr., Printing Division

CALL BEACH 0845

he has a dog "about as big as a pint of cider" that tries to lick every police dog he sees. "The world would be a better if more people attacked obstacles with as much spirit as that dog," philosophizes Mr. Getty.

W. A. Morday, milling agent for the Red Star Milling Company, Ninth Floor neighbor, is sharing his office with V. A. Phelps, who left his Wisconsin territory to cooperate with Mr. Morday.

B. T. Cleszy, steamfitter for the Hare-Atlas Glass Company, Eighth-Floor neighbor, has just returned from a business trip to Wheeling, West Virginia, the home of the company.

C. T. Martin, New England representative for the Thomas Cusack Company, Fourth Floor neighbors, recently was showing a New England manufacturer through the famous "white light" district of New York.

John S. Sale won the contest in the Industry Division, and George Benedict won in the Bookies Division. One hundred twenty-five met completed the contest, representing every office of the Press Syndicate.

Mr. Rile and Mr. Benoit, each wearing a complete outfit for a week-end trip, spoke of the prizes, said, "It might be interesting to know that the prizes for the contest were bought in the Little Building."

A. S. Addison, New England manager of James Lefel & Company, Eighth Floor neighbor, sent his home office a copy of the NEWS. E. J. Simonsen, sales manager for the company, wrote back "We are in receipt of the LITTLE BUILDING NEWS, showing photograph of your new home. This is very interesting; it looks like these people were real, wide-awake folks. We assume that this is a publication which they issue periodically, and if available we would appreciate copies of it." The fame of the "community under one roof" spread to all NEWS goes further and further afield.

Robert E. Kelly, manager of the Independent Pneumatic Tool Company, Twelfth Floor neighbor, says his salesmen have to qualify as expert mechanics first and as salesmen second. The company is famed for the service it gives its clients.

Harry A. Getty, district sales manager for the Weycock Drawn Steel Company, Eighth Floor neighbor, says

When you trade with some Little Building neighbor, make your self known. If you are a business or professional man or woman, in the Building, tell him, or her, so that he or she may know you and give your neighbor in call on you in your shop or office—if you do trade with you at least to get acquainted.

Be neighborly. We "go this way only once," and the many friendships we make along the grand highway "this way" will be for us and for the other fellow.

LITTLE BUILDING BARBER SHOP Prompt and skillful service; also manicuring ARCADE FLOOR (near elevator)

Red Ball Skippers Operate Fleet of Liners on Wheels



Here is one of the Red Ball Transit Company's fleet of "land liners" ready for transcontinental "voyage." The inset is C. E. Shawver, manager of the company's Boston office in the Little Building.

We have ocean liners—why not land liners? Well, we have those, too. One of our Little Building neighbors operates a fleet of 330 of them. They may not plow the seas but they scatter the dust of almost every time seven States. Carry cargoes? You bet! Cray-les travel "aloud," too, while en voyage.

When a truck driver of the Red Ball Transit Company, Fifth Floor, leaves Boston with a load of furniture for New York, he never will see before he returns. Very close months and during that time will visit a number of the larger cities in the United States.

The trucks operate in much the same manner as a tramp steamer. A Boston truck goes to New York. If there is a load there for Boston it returns. If not, it takes a load to Chicago, or some other city. Arrive there, it may take a load further West, or it may go to New Orleans and gradually work back to Boston. Oftentimes an office may be operating entirely with "foreign" trucks (as they call trucks belonging to other offices) while its own trucks are scattered over the United States.

Broadly office receives a daily report on every truck in the company, giving its location and destination. This enables a local manager to use his own trucks when possible. For instance, if a Boston truck is in Chicago and the Boston office has a job to bring a load from Chicago here, the manager dispatches the Chicago office and the Boston truck is loaded in preference to a Chicago or Kansas City truck.

Each truck carries two men and is equipped with a specially-built bunk, so one man may sleep while the other is driving. The men are paid by the mile and drive night and day. A truck

loaded in Chicago will be unloading in Boston in 120 hours, and the company will load your furniture in Boston one night and have your new apartment in New York ready for occupancy the following night.

Each truck has a specially-built body with a capacity of 3 1/2 tons, is equipped with 15 "comforters" so that each piece of furniture may be wrapped separately, and will carry the average six rooms of furniture and a piano.

The company started in Indianapolis with one truck in 1920 and today has 300 trucks and offices in every large city from Boston to St. Louis. It plans to open offices on the Coast this year. The Boston office with C. E. Shawver as manager, is thought one of the youngest, one of the most successful in the system. Seven trucks are attached to this office.

Mr. Shawver, speaking of the service the Red Ball gives, said: "We have moved over \$3,000,000 worth of furniture and have never had an accident." (Turn to Page 6, Column 2)

La Patricia Corset Co.

See 311 Little Building. Our new Spring corsets are the best that ever and are adapted to

Every Type of Figure

The new modeling one with waist and bust plain. Brassieres are an all essential feature, that extend well below the top of the corset. You also sleep in comfort in the heat of veritable summer for our ladies

To Little Building Neighbors

F. H. Hickey PHOTOGRAPHER 1200 WASHINGTON ST. TEL. BEAN 8128

Albert E. Hickey [has been with us] [has Andrew Lusk Co.] Optometrist-Optician 854 Little Building

Deaf's Prescriptions accurately filled

LITTLE BUILDING NEWS

Six Pages

Boston, Mass., June, 1923

Price Five Cents

MAYOR SHOPS IN L. B.

Gen. Edwards and Fire Comr. Glynn Also Buy Hats Here

The Mayor of Boston shops in the Little Building. He comes here to buy his hats. So does General Clarence R. Edwards, the beloved "daddy" of the Yankee Division. So does Fire Commissioner Theodore Glynn.

All three of these notables purchased a Summer campaign in the Little Building shop of Finu the Hatter, on the same day. Slesman F. C. Gilbert is credited with this triple coup. He made all three sales. Now the other salesmen on Mr. Finu's staff are congratulating Gilbert and figuring out how they can win credit for themselves and the Little Building by inducing President Harding and Governor Cox to do their hat buying in the "city under one roof."

Phones Parents in Los Angeles on Anniversary

Henry J. Hunt, ticket agent in charge of the Shubert office on the Arcade Floor, gave his mother and father the "best present they ever had" a few days ago.

They were celebrating their forty-fifth wedding anniversary in Los Angeles, California, where Mr. Hunt, Sr., directs and Mrs. Hunt acts in the movies. The son thought that instead of congratulating them by telegraph he would phone them telephonically.

Mr. Hunt put the call through about midnight, which is about 9 o'clock in California. He says he could hear his father and mother as clearly as though they were in the next room. A few days after the phone conversation, Mr. Hunt received a letter from his parents in which they said: "That telephone call was the best present we ever had. We hated to hang up—it was so good to hear your voice."

Mr. Hunt's sister also called their parents by phone from New York.



Uses L. B. Bath Brush in East African Jungle

Little Building products may be found all over the world. This picture proves it. It shows Mrs. Martin Johnson using a Fuller bath brush in an elephant water hole in the desert regions of British East Africa. Mrs. Johnson, with her husband, spent two years in the heart of the African wilderness photographing wild animals. Their thrilling biography, "Trailing African Wild Animals," was shown in Boston recently. Bathing in the jungles is not a luxurious ceremony, says Mrs. Johnson, but there was one luxury which she could enjoy in the wilderness. That was her Fuller bath brush. Of course she did not have running water (in an up-to-date bathtub, this brush attaches by a rubber tube to the faucet, so that one can have a stream of clean water running through the brush constantly) but even in Africa the brush was a wonderful convenience. The New England sales offices of the Fuller Brush Company are located in the Little Building on the Eleventh Floor.

ADVERTISING CAMPAIGN BRINGS TRADE INTO BUILDING

Public Awakes to Advantages of Shopping in the "City Under One Roof" as Incident Proves

The advertising campaign which the Trustees of the Building are conducting in the *Transcript* is bringing business to the merchants and professional folks in the "city under one roof." The advertisements are "getting over" to the public the idea that "you can find practically everything you need in the Little Building."

The public is beginning to realize more fully that "a Little Building address is its guarantee of quality and reliability." People are beginning to appreciate in larger measure the convenience, the saving in time and steps, the joy in "shopping under this one roof."

There have been many incidents reported which prove conclusively that the public is reading the Little Building advertisements and acting on them. Here is one which came to the attention of the News the other day:

A stranger came to the manure shop of Miss Teresa Maloney recently to purchase a hat. He was first attracted to the hat by the sign above the door where they bear of her shop. In order to trace the results of her advertising, this patron's face was sent to her, so she asked him who directed him to her shop.

The new patron, a Westerner, informed her that this was his first visit to Boston. He was stopping at Hotel Lenox. Wanting to get some more candy, gloves and moustache cream, he asked the hotel clerk where he should go, naming the several articles and services he desired.

"Go right down to the Little Building," advised the clerk. "You can get everything you need right there under one roof. Get off the car at Boylston street. You won't even have to go out doors. You enter the Building from the subway. You can buy all those things you need there, and from specialty shops, too."

That hotel clerk had been reading the Little Building advertisements!

Royal K. Green, with D. L. Paro, Inc., Arcade Floor, were visitors here for Europe a few days ago on the S. S. President Arthur. He is making a business trip to London and Paris and expects to be back in the Little Building early in August.



Both Eyes Are Seldom Alike

Unless you are an exception, your sight is not the same in both eyes. We examine each eye separately and prescribe the proper lens for each.

Edmund J. Wilson
OPTICIAN—OPTOMETRIST
Room 328-B Little Building

Dr. Alfred E. Knight
DENTIST

Room 510-515 Little Building Telephone Branch 634

WOODS TOURS
FOREIGN AND AMERICAN

GENERAL STEAMSHIP AGENCY
(All Lines Represented)

LITTLE BUILDING
ARCADE FLOOR
60 BOYLSTON ST. - BOSTON

Triple Action!

ACTION is the final, all-important step in the consummation of a sale. If you want to get action into your advertising copy, try Bliss diagraphs.

JOHN GIBSON BLISS
Commercial Cartoonist
Room 733 Little Building

Salads at the Waldorf—

WALDORF chefs are experts at making salads. Dietitians tell us that salads are not only nutritive but easily digested.

ON these warm summer days nothing is more refreshing than an appetizing salad served in the Little Building Waldorf in the basement.

Waldorf System Incorporated

WATCHMAKER RENNREWER
723-724 Little Building
Watches, Diamonds

MILLION DOLLAR MERGER

L. B. Man Elected Director of Big Concert Tour Organization

Elbert A. Wiekos, manager of the Coit Albee Platform Service, Fourth Floor, has been elected a director of the Wellsohu Concert Bureau, a new million-dollar corporation of world wide scope, and the biggest organization of its kind in the world.

The company is the result of a merger of several big concert bureaus. It will manage the tours of practically all of the world's great concert artists, operating in much the same way as a similar organization in the lycous and chauntunous field.

A few years ago the lycous world was controlled by a number of different offices scattered over the United States, resulting in inefficient methods for all. For example, an artist might be scheduled to appear in Boston

(Turn to Page 6, Column 1)

NEAREST FISH MARKET
Right next the Logansport St. Subway. Stop in on your way home.

QUICK SERVICE—RIGHT PRICES—FRESH FISH—

C. V. Chipman R. V. Chipman
20 LaGrange Street S. Alwood & Co., Inc.
20 LaGrange Street S. Alwood & Co., Inc.

INSURANCE ALL KINDS

BETRAM G. WATERS
REMOVING TO
200 Franklin St., Corner Pearl St.
Telephone Congress 6220

THE LITTLE BUILDING NEWS

The Only Office Building Newspaper in the World

Vol. 2, No. 6 June, 1923

Published once a month by the Thurston Advertising Service for the Little Building Company, 100 State Street, Boston, Mass.

Harold A. Thurston, Publisher; J. F. Hanson, Business Manager; J. F. Hanson, Editor; J. F. Hanson, Advertising Manager; J. F. Hanson, Circulation Manager.

Hot Weather Politics and Business

"It's an odd circumstance that politics flourish and business goes dead in hot weather, isn't it?" asked a Little Building neighbor.

Oh, damn, most of us would agree with him, but when you come to analyze the situation there's nothing odd about it. Politics flourish in hot weather because the politicians make it. Business goes dead in hot weather because the business man does not keep it alive—does not go after it!

That's all there is to it. If the business man stirred up business in hot weather as diligently as the politician stirs up politics, business would flourish all summer long.

Why shouldn't it? People have to wear clothes; they have to eat; they have to live in hot weather pretty much as they do in cold weather. To be sure, they may not wear the same kind of clothes, nor eat the same kind of food. But they have to dress; they have to live. They need and must buy things in hot weather.

The wise business man realizes this and goes after business in hot weather. To be sure, he does not try to sell overcoats nor hot drinks, any more than a wise business man would try to sell refrigeration to Esquimaux or furs to natives of the Tropics.

But he stocks and promotes the things that people need in hot weather. He displays those things; he advertises those things. And all summer long, he is to the fellow who will tell you: "Business is good."

Let's tear a leaf from the book of the practical politician and "make business good" this summer in the "city under an roof!"

FINE LEATHER GOODS AN ADVERTISING PURPOSES. Diaries—Memo Books—Desk Calendars—Wallets—Celluloid and Metal Notebooks. F. F. PARKS COMPANY, 100 STATE ST., BOSTON, MASS.

Willett Sails for Near East to Study Situation

To Revisit Scenes of His Thrilling Escape from Turks

Herbert L. Willett, Jr., of the Near East Relief, Twelfth Floor neighbor, sailed a few days ago on the S. S. Asia for Beirut, Mr. Willett will study the work that the organization is doing in its orphanages in Bethlehem, Jerusalem, Nazareth and other places in Syria. He will return to the States in October and will then lecture on Near East conditions throughout the New England States.

Albert A. Scott also of the Near East office, will sail early in July on the S. S. Leviathan. Mr. Scott will study the orphanages in Greece, Turkey and Southern Russia.

The last time Mr. Willett was in the Near East he had a thrilling escape from the Turks, the story of which he has been narrating in the News. Here is the sixth installment of his narrative.—Editor's Note.

The matter of a stopping place was simple because there was a mission station in the town, which is a mile or more from the railroad, and we were able to get a carriage to take us in relays to the friendly roof. And Adana will always stand out in our minds, for it is at that station we got back, a chance to change all our clothes, and a hot meal which included potatoes and meat—after hours. We even found a woman to wash our clothing, and right gleefully we laid her down with the things we had not taken off since we left Beirut.

But there was one by in the meantime, for just as we went to bed the wash was brought in, and we discovered that the liberal soul had done as she was told in washing it. But had neither washing nor hot bath. It was up to her. So our last night was to be a dry one in the dewy airt and hang up garments over in hope than in expectation. Then we turned in to dream of wearing wet clothes all the rest of our lives.

The wetness did not continue as long as that, but while it lasted it was complete. Again we were up at five, and sure enough, all the water we had left in the clothes was still there. But we had to put them on, and as the carriage of the previous day was not to be found, we walked to the station. You can imagine that we trembled, for the sun was brilliant and we offered perpetual wetness to the heat. In the heat, I had my hat, including knapsack. I had brushes, linen vest and heavy cloth coat, and there was a lot of handkerchiefs to go up in steam.

The same train was still crowded with the same tired crowd, and we had full time to study them, as we reached the place where they first sick and found that no train was due to go until ten. We had to find the station master to get our passports signed, and we were asked. It is not as if we were time to make a petty official for a matter

Herbert Willett, Jr.

that is important only to you, and so we kept our eyes closely on the room, on the clock and on the concertina, whose brass we did not too much wish. It was three minutes before the train pulled out and the official appeared and saved our lives. I still regret he delayed merely to add aggravation to our lot.

Again a short trip over more congested and deserted kind, and we were in Taurus, the end of that branch on the railroad and the base of the Taurus mountains over which another German truck must take us. The schedule of this conveyance was fairly regular, but the daily truck had gone and so we decided to ask for accommodation at the American mission where Mrs. Christie, practically unaided, was taking care of thousands of refugees. The mission is some distance from the train and so we took carriages, after going through the usual preliminaries of brushing the seats and throwing around a handful of crumbed moth balls.

All along the way were women, on mules and old men, cramped by the dusty roads or just huddled in filthy destitute, homeless, hopeless. They were the families of the men we had seen in the station at Adana, the former owners and workers of the now deserted farms and villages. And in some groups there were only children, orphans whose parents had both been taken or killed, for whom death was only a matter of time and hope.

Mrs. Christie took us in and, because the truck for the next day was already assigned to officers, we had to stay two days. During that time one of her best native helpers died of typhus resulting from his work among the refugees, and a cottee was brought in to rest. This had been a most unpleasant occurrence, because we did not know whether he was coming or going, for he had already ridden fifty miles. I would not feel the effect of my day. Then they would be fast. That meant the start of night, and for you have to experience in order to appreciate it.

By a sudden shift of plan, Mrs. Nord and the other three young men went away the second day, leaving me riding through the mountains with my father and sister. We spent most of the night in the land of the land stroke and hoping that the work of a travel when places in the truck were available. Then the following morning we went to the house of a German officer in command and water.

He had been very decent in telling me before we went on that we had never donated some money for

It is TRUE economy to have your P. Corsets made to order. Let me prove it!

Altering and Repairing. Edith A. Cushing, Corsetier, Room 859 Tel. Bech. 7042

Photographer. 120 BOSTON ST. TEL. BEACH 4198

the invalid. He was a lonely soul, with only an orderly who was not a medical man to talk to and a lot of Turkish officers who he hated, and who were likely to deal with him. This morning he was in good humor, and rather wanted to score on the "Turks." So he called to the rear door of the house and had we take the front seats in the truck, with my father to drive and my sister to be chafe. When we drove around to the window, the front of Turkish officers and their staffs tried to squeeze themselves into very inadequate space, we did not understand the reason for the hunt for the officer's corpses we should be in the street. Fortunately we did not understand the reason for the hunt for the officer's corpses we should be in the street. Fortunately we did not understand the reason for the hunt for the officer's corpses we should be in the street.

The end of the trip came at Kezlik, where the railroad to Constantinople begins. The town had been an army base for only a comparatively short time, and accommodations of any sort were out of the question. Fortunately a train left every evening, and we were in ample time to go. Our old stove had been taken by the three men who left Taurus before us and so in order to get through had to pick up clips left by the carpenters, who were making a sort of stove out of tin, and a tin dipper for a kettle. But, after the work of all that, had hard task to eat, that tea was really good.

In Kezlik we saw more material of war than in any other place. Of course weapons and ammunition were out of sight in great warehouses; but shovels were there by the thousands, pickaxes and spades by the mountain, sizes, pile and harness supplies were collected there which the Germans used in Palestine and Syria. In Mesopotamia the Germans, and all substantiated our belief that the Turks were increasingly losing control of the military stores and preparations of their country, and were becoming more and more retrograde and ruled rather than directed.

Dean of Forbes Staff is Dead

Robert Wilson Milne, dean of the Forbes Lithograph employees, Twelfth Floor and widely-known member of the Little Building community, passed away at his home in Adana, recently after an illness of about three weeks. Mr. Milne entered the Forbes service in 1898 and was the most widely-known member of the staff. He was the company's oldest director.

MISS CAREY WILL TOUR ADIRONDACKS

Miss Mary Carey, proprietress of the Mary Carey Book Shop, is spending a few weeks vacation at Lake Bomoseen, Vermont. Miss Carey will return through the Adirondacks and will spend a few days at Lake Placid and at the Adirondack House. During her absence Miss Lora Garop, in charge of the Book Shop.

Doc Ross Helps Burns Get Five Hits, One Game

Dr. William R. Ross, Fourth Floor dental surgeon, figured in the sports page a few interesting jobs, when he operated on George Burns, first baseman of the Turkeys, who has been suffering from pains which, he thought, came from an infected tooth, so he took a trip to the Little Building office of Dr. Ross, who, as the Post says, is "about for the operation." The tooth was pulled for the performance for his players.

Dr. Ross does practically all the dental work of the Red Sox and the New York Yankees, many players making special trips to Boston for his services.

Filing School Alumnae Hold Annual Banquet

The Boston School of Filing Alumnae, 100 State Street, held its annual banquet a few evenings ago at the Copple Square Hotel.

Mr. Powers, advertising manager of the Library Bureau, was toastmaster. Mr. Powers, advertising manager of the Library Bureau, was toastmaster. Mr. Powers, advertising manager of the Library Bureau, was toastmaster.

Miss Vinal and Mrs. Rose T. Thompson gave several vocal selections, assisted by Mrs. Vinal at the piano. At the last monthly meeting the speaker was Miss M. B. Carlson, who presided. Other speakers were Miss Ruth Clement, Miss Marion E. Richards and Miss Marguerite D. Whitney.

George Millbank Hersey of the Publicity Services Bureau, Sixth Floor, was spent in opening his summer house at Monument Beach, Cape Cod.

Dr. W. R. Ross Surgeon Dentist

Room 307-308-309 Tel. Beach 312

MARTHA A. BRIGGS Post Key Stenographer Long Carriage Typewriter Notary Public

The Nearest Stationer U S Subbing Store T O FEE SUPPLIES Remember You're In Neighbor OF PAPER? See DAMON'S

DRAWINGS IN BLACK AND WHITE

WINNERS OF FIRST PRIZES IN THE POSTER CONTEST. HERRICK AND AUSTIN ARCHITECTS

Herrick and Austin Advertising Architects LITTLE BLDG. BOSTON



LITTLE BUILDING DIRECTORY

A
Asa Quinn Co. Inc. 417-373
Aqua Coal Co. 467
Adams, John W. 417-373
Adams, Louis C. 417-373
Adams, M. 417-373
Adams, W. 417-373

Q
Cady, Charles, 421

B
Bala, Mrs. 435
Bald, Marj. H. 157

H
Hight, Arthur T. 417-373

C
Cahill, J. H. 704

I
Ideal Shoe Top Co. 831

D
Damon, Geo. F. 417-373

J
Jeffers, C. B. 741

E
Eaton, Frank, 417-373

K
Kaiser's Brewery Shop 503

F
Fisher, Frank, 417-373

L
L. A. M. Shoe Shop 217

G
Gale, Charles, 417-373

M
Mayer, A. 1114

Transcontinental Oil Co. 417-373

U
U. S. Fung & Lathrop Co. 1034

V
Vanhook, George A. 850

W
Waldorf, Anna Parker 417-373

P
Page, D. L. 205

R
Radford Chemical Company 704

S
Safar, Carl H. 814

T
Temple Place Branch

U
Union Bank of Canada 417-373

V
Vancouver, George A. 850

W
Waldorf, Anna Parker 417-373

ESTABLISHED 1818
Brooks Brothers
CLOTHING
MADISON AVENUE, FORTY-FOURTH STREET
NEW YORK

LITTLE BUILDING
SECOND FLOOR
Telephone Booth 4743
Clothing Ready Made or to Measure
Evening Cloths, Outwashes
Sack Suits, Sporting Clothes
Overcoats, Ulsters
English and Domestic Hats and Furnishings
Boots and Shoes for Dress Street and Sport
Trunks, Bags & Leather Goods
Liveries

THURLLOW
ADVERTISING
SERVICE
PROGRESS OF PRODUCE ANALYTIC
A STAFF OF SPECIALISTS whose long experience in advertising work enables them to make the following mediums most productive for clients.
NEWSPAPERS
MAGAZINES
HOUSE ORGANS
SALES LETTERS
Booklets, Direct-By-Mail Campaigns, Merchandising and Research Work.
Telephone Branch 1556
823-245 Little Building

With the H. Cronin of Cronan's Tour, Sixth Floor, will conduct the Shrine of St. Anne de Boulogne will trips to Montreal, St. Joseph's Oratory, Quebec and the Falls of Montmorency. The party will be in Quebec for the 29th, 30th and 31st of May.
Other tours are announced to Atlantic City and New York, Niagara Falls, Thousand Islands, Montreal and Great Montreal, and to Lake Champlain, Hudson River and New York.

If I trade with you and you trade with me, we both prosper. When everybody in the Little Building sees the real truth in that--well, we'll prosper!

The Heart of the Shopping District



The location of the Temple Place Branch of this Company is well known to the hosts of shoppers and business people who pass it daily.
Equipped as it is with every banking facility and a large organization of courteous officials and attendants, this branch has become the banking headquarters for over 10,000 discriminating men and women.

You are cordially invited to inspect our convenient banking rooms and talk with our officers concerning any of your financial problems.

Old Colony Trust Company
Down Town Office
17 Court Street
Temple Place Branch
52 Temple Place
Bay State Branch
222 Boylston Street
MEMBER OF THE FEDERAL RESERVE SYSTEM



LITTLE BUILDING DIRECTORY

ADVERTISING AGENTS
Barnes, H. J. M. B. Co., Inc. 2306
Barnes, H. J. M. B. Co., Inc. 2306

ACCOUNTANTS
Bayer, Joseph, Inc. 3125
Bayer, Joseph, Inc. 3125

REST ROOM FOR WOMEN
Rest Room for Women 1110
Rest Room for Women 1110

THE HAMASKEIT PRESS, INC.
PRINTERS
Main Office and Plant
Middleboro, Mass.

ADVERTISING DESIGNERS
Baker, J. S. 470
Baker, J. S. 470

COTTON CLOTH BROKERS
Vernon, George A. 510
Vernon, George A. 510

LEATHER GOODS
Lester, L. H. 210
Lester, L. H. 210

STATIONERY
Damon, G. S. 510
Damon, G. S. 510

ADVERTISING PROJECTORS
Allen, W. E. 100
Allen, W. E. 100

ARCHITECTS
Carter, W. E. 100
Carter, W. E. 100

MANUFACTURERS AGENTS
Brook, B. 100
Brook, B. 100

Wanted--
A STENOGRAPHER for the month of July. Accuracy in dictation very essential.

ASSOCIATIONS
Amey & Sons, 100
Amey & Sons, 100

ELECTRICAL APPLIANCES
Edwards, J. 100
Edwards, J. 100

PAINTS AND VARNISHES
Payson, C. 100
Payson, C. 100

PUBLIC SALES
of
U. S. ARMY SHOES
We have purchased 122,000 pair U. S. Army Moccasin last shoes.

ASSOCIATIONS
Amey & Sons, 100
Amey & Sons, 100

ENGINEERS
Allen, W. E. 100
Allen, W. E. 100

PAINTS AND VARNISHES
Payson, C. 100
Payson, C. 100

PUBLISHERS'
Reps Risk
Reps at Golf
The publishers' representatives in the Little Building gathered, with their colleagues and guests, for four days' fun and festivity at Mt. Tom.

BOOKS
Allen, W. E. 100
Allen, W. E. 100

GLASSWARE
Allen, W. E. 100
Allen, W. E. 100

PAINTS AND VARNISHES
Payson, C. 100
Payson, C. 100

Dr. Anna Mintz
DENTIST
Room 819 Tel. Dewey 6949-M

BUILDING SPECIALTIES
Allen, W. E. 100
Allen, W. E. 100

GLASSWARE
Allen, W. E. 100
Allen, W. E. 100

PAINTS AND VARNISHES
Payson, C. 100
Payson, C. 100

Real Silk Millinery
In-Season, Red
Boston Office, 445 Little Building

CARPETS AND RUGS
Allen, W. E. 100
Allen, W. E. 100

GLASSWARE
Allen, W. E. 100
Allen, W. E. 100

PAINTS AND VARNISHES
Payson, C. 100
Payson, C. 100

MONEY
GROVERS
plant it here
WILDEY
Savings Bank

CHEMISTS
Allen, W. E. 100
Allen, W. E. 100

GLASSWARE
Allen, W. E. 100
Allen, W. E. 100

PAINTS AND VARNISHES
Payson, C. 100
Payson, C. 100

ONE HOUR SERVICE
means that any style work--whether alone or a replacement, soldering, tin, or the repairing of a frame will be finished accurately in one hour.

CHEMISTS
Allen, W. E. 100
Allen, W. E. 100

GLASSWARE
Allen, W. E. 100
Allen, W. E. 100

PAINTS AND VARNISHES
Payson, C. 100
Payson, C. 100

JOSEPH ECKER, Optician
405 Little Building
Reach 4999

CHEMISTS
Allen, W. E. 100
Allen, W. E. 100

GLASSWARE
Allen, W. E. 100
Allen, W. E. 100

PAINTS AND VARNISHES
Payson, C. 100
Payson, C. 100

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405 Little Building
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PAINTS AND VARNISHES
Payson, C. 100
Payson, C. 100

JOSEPH ECKER, Optician
405 Little Building
Reach 4999

TOURISTS TRAVEL IN U.S.A.

See America First This Summer Says A. H. Mann

The slogan, "See America First," has at last accomplished its purpose, for more people are touring the United States this year than ever before...

Europe formerly was the attraction for American tourists but this year travel in America is greater than in any other country.

Most of the tourists in America are going to the Coast with the National parks and the Rockies for their objectives.

Alaska is attracting a large number who will see many American tourists this Summer.

According to Mr. Mann, one reason for the decrease in European travel is the general unrest and unusual conditions that prevail in the Continent.

Most of the European tourists are going from London to Paris by the air route, says Mr. Mann.

Mr. Mann leaves for Europe in a few days on the S.S. Montclair with a party of seventeen Dartmouth men.

Woods Tours has agents and representatives in all the principal cities of Europe and the organization personally conducts tours to any part of the world.

The National Process Company, Inc. of New York recently established offices on the Eleventh Floor of the Little Building.

The company reduces or enlarges any printed matter, cuts and prints page or letter with or without color to any size.

Just Received From China A Special Assortment of MAH JONG SETS

This is your opportunity to obtain genuine Chinese Mah Jong sets.

UNIQUE WEDDING GIFTS

Quaint bits of Old World artistry, selected here for the uncommon gift you will find and like.

Henry Lawrence Studios, Inc. 40 La Grange St.

Boston's Cosmopolitan Theatre

Co-Co, Health Crown, is Sent Out From L. B.



This is "CoCo," the Health Crown, in his make-up. His name is Charles McArthur.

If the kiddies in your home come home each night with a sudden desire to brush their teeth...

Co-Co, who is Charles McArthur when he steps out of his clown costume and make-up, goes to every school in New England for the Messing, Thackeray, Leonard, and Sawyer health talks.

With his clown costume and make-up he gets to the children's interest and instills vital health habits in his seemingly unimpressionable age.

Co-Co talks to the other people, too, frequently addresses Women's clubs and Rotary gatherings.

Mr. McArthur says his office in the Building after spending five long Winter months down here.

Mr. McArthur says that Florida is growing more rapidly than other states in the Union.

More and more people are making permanent homes there.

Young Man, Go South—Advice Ricker Brings

V. C. Ricker, Eighth Floor steward here, has returned to his office in the Building after spending five long Winter months down here.

Mr. Ricker says that Florida is growing more rapidly than other states in the Union.

More and more people are making permanent homes there.

Young man go West? has been supplied by "Young man go South," says Mr. Ricker.

"And yet," he says, "in spite of all my booting for Florida, I'm glad to be back in the Little Building and Boston, but—I hope to continue to spend my Winters in Florida, where snow shows are a 'rich' country."

Send-shave corsets—all sizes fit up to one waist broadness. The La Patria Corset Co. Suite 121-Little Building

MILION DOLLAR MERGER

L. B. Man Elected Director of Big Concert Tour Organization

(Continued from Page 1) sets one day, might be in California in two weeks, and a day after that might have to come all the way to East Ang.

This made such a success in the Lyceum field that the managers of the Affiliated Lyceums and some of the better known concert houses combined in the new corporation known as the Wolfenden Musical Bureau.

Ray F. Savage, star salesman of the Atlantic Distributing Company, as Lou Adams puts it, is to be married soon.

Sawdust Houses, Vegetable Subways Latest Wizardry

L. B. Man is Asked to Aid in Interesting America

Office buildings of ashes, houses of sawdust, beautifully colored crockery of dried leaves, subways of ground vegetables, bowling balls of sand—all these are possible, according to reports of a discoverer abroad.

The inventor claims that houses of sawdust can be made from the sand that is excavated.

More and more people are making permanent homes there.

Young man go West? has been supplied by "Young man go South," says Mr. Ricker.

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The Bass, the Minnows and the Glass Bar

CAN'T ADVERTISE OTHERWISE YOU'D HAVE SOME OTHER TIME TO WASTE MAYBE

There was plenty of candy in the steward's lockers amidships but it was not for collecting. The Wizard had showed further into the night—and the craving for candy of the Little Building adventurers increased.

They say "necessity is the mother of invention." Liza changed it to "necessity is the mother of virtue than that."

There was plenty of candy in the steward's lockers amidships but it was not for collecting. The Wizard had showed further into the night—and the craving for candy of the Little Building adventurers increased.

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L.B. NEWS GOES TO ENGLA

Helps Voyagers on Cattle Boat Get Feast of Candy

The S. S. Winifredian was six days out of Boston—six days of slim gullion for the cattlemen among whom were two adventurers from the Little Building.

These two tenderfeet were lying on the deck, 'way aft, thinking of all the candy they could buy back in Boston in a certain building. Their mouths began to water.

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Advertisement for 'Young Man, Go South' by V. C. Ricker, Eighth Floor steward.

Advertisement for 'FILLER BUSINESS' by Phone Beach 613.

Advertisement for 'MANICURIST Elizabeth A. Robinson CHIROPODIST'.

CLASSIFIED ADVERTISING

WANTED

DESK ROOM

FOR SALE

ENVELOPE SEALING MACHINE BARGAIN

LITTLE BUILDING NEWS

Six Pages

Boston, Mass., July, 1923

Price Five Cents

BIG JOB FOR JOE MANNING

Revenue Sales Tax Chief Promoted and Sent to New York

Joseph D. Manning, formerly chief of the sales tax division of the Internal Revenue, Second Floor, was recently promoted to a position as Internal Revenue agent on sales and miscellaneous taxes. He was ordered to report to Supervisor Miller at the New York Custom House.

Mr. Manning has been in the Little Building office since 1917. He formerly lived in Brockton where his brother is Mayor.

The members of the sales tax division showed their esteem for Mr. Manning by presenting him with a leather traveling bag just before he left. In the bag was a box of cigars, a humidor of tobacco, a fountain pen and a gold pencil. The entire revenue force wished him the best of luck in his new job.

MISS LARKIN JUNE BRIDE

Miss Grace M. Larkin, Tenth Floor dressmaker, was married recently to Albert A. McDermott of Jamaica Plain. The ceremony was performed in the Church of the Blessed Sacrament, Roxbury.

Miss Florence Green, a cousin of the bride, was bridesmaid, and Raymond A. McDermott, a brother of the groom, was best man.

Mrs. McDermott received expressions of good wishes from a host of Little Building friends.

His Ship Misses Tornado Avoids Crash, Runs Aground



Little Building Artist, George F. Tremholm, Has Thrilling Experiences on Great Lakes Vacation Trip

A narrow escape from hitting another steamer during a heavy fog, riding at anchor in the outskirts of a tornado, and running aground while docking were some of the unusual experiences of George F. Tremholm, Eighth Floor artist, while cruising the Great Lakes on the S. S. South American recently. Mr. Tremholm sailed from Chicago to Buffalo, stopping at Mackinac Island, Perry Sound, Detroit and Cleveland. He visited Chicago on a business trip.

Arthur, advertising director for Barnhart Brothers and Spaulder, Mr. Tremholm does docking for both of these concerns. While lunching with Mr. Kiltroe at the White Paper Club in Chicago, Mr. Tremholm had the pleasure of meeting George Draper, of the "Sun" (Turn to Page 5, Column 1)

L. B. Neighbor Goes to Paris to Make Home

Mrs. Eugenie Chick has rented as principal of the Boston office of Filling, Southworth Floor. Miss N. Mae Sawyer, former associate principal of the school, has taken Mrs. Chick's place.

Mrs. Chick will take up a permanent residence in Paris where she will live with an aunt.

Miss Isabelle Shale has resigned as an instructor in the school to take a position as teacher in the Boston public schools.

The winter day and evening courses of the school have closed for the summer. A summer course will start in a few days.

U. S. SENT HER TO PROBE HUB PIGNE STRIKE

Former L. B. Neighbor Now Commissioner of Conciliation

Miss Anna Weinstock, a former Little Building neighbor, figured prominently in the efforts to settle the Boston telephone operators strike. The "girl Gompers", as Miss Weinstock was called in Hub labor circles, was sent in Boston early in the strike by the Department of Labor in Washington to investigate and endeavor to effect a settlement.

Miss Weinstock is the first woman to hold the position of U. S. Commissioner of Conciliation in the Department of Labor. She was appointed last January. At that time, she was president of the Women's Trade Union League which has offices on the Sixth Floor of the Little Building.

The Secretary of Labor sent Miss Weinstock to Boston because she was the one member of his staff who had close knowledge of the situation in Boston and knew personally the leaders and many of the operators involved in the strike.

Miss Weinstock has been closely affiliated with employees and operators in Massachusetts for several years. She was a prominent figure in the big strike of neckwear workers in Boston several years ago. She was the first Government conciliator to engage in conferences with Miss Molloy and Miss O'Connor, leaders of the rival factions of operators connected with the phone strike controversy, in an effort to bring about a settlement.

During her stay in Boston, she was a visitor to the Little Building where she has many friends and acquaintances.

MRS. CARNEY IS OFF TO FRISCO

Mrs. Claire D. Carney, of the Internal Revenue office, is on a leave of absence this week. She has gone to San Francisco with her sister to see her brother who is a priest in California.

He is soon going to China and Mrs. Carney hopes the trip to see him before he left for the Orient.



The late Miah G. Kenny

BUILDING TRUSTEE IS DEAD

Miah G. Kenny 54 Years in Employment of the Little Family

Miah G. Kenny, senior trustee of the Little Building, passed away a few days ago at his home, 51 Monroe street, Somerville, after an illness of two weeks. The Rev. R. Perry Dush officiated at the funeral services which were held at his home, and he was buried in the family lot at Mount Auburn.

Mr. Kenny emigrated to this country when a lad of sixteen from Bonin, Cork, Ireland, where he was born 57 years ago. On landing in this country, he first obtained employment on a farm in Illinois. After staying there for two years he came to Boston, and took a position in the shipping office of J. L. Little & Co. who at that time were mail agents for the Pacific Mills. When Mr. Little retired in 1859, Mr. Kenny became the general agent of his affairs, and managed the Field Peckham and the Evans House, which (Turn to Page 2, Column 2)

Strawberry Short Cake

MADE with ripe, real, juicy berries, freshly picked, and covered with rich cream.

WALDORF chefs excel at making this and many other tasty dishes for hot weather.

Waldorf System Incorporated

NEAREST FISH MARKET

Right next the Lagering St. Subway. Stop in on your way home. QUICK SERVICE—RIGHT PRICES—FRESH FISH—R. W. Chipman, S. Atwood & Co., Inc., Boston 25 Lake Street

It will cost you less for an ad in the NEWS than it will to send a post card to every office in the Building

WELLWORTH GLASSES

THE BEST OF MATERIALS

Are used in making our glasses, and they form only a part of the care of the glasses we make. The other part represents expert workmanship that is why we invite comparison.

Regular work of all kinds is given immediate attention in our own workshop.

Edmund I. Wilson OPTICIAN—OPTOMETRIST Room 328-B Little Building

Dr. W. R. Hughes DENTIST Room 607 Tel. Beach 2314

INSURANCE ALL KINDS BETRAM P. WATERS REMOVING TO 250 Franklin St., Corner Pearl St. Telephone Congress 6282

J. R. ROSEN FRAMES PHOTOGRAPH ENGRAVING

Let An Artist Frame Your Pictures

A FRAME either enhances or lessens the beauty of a picture. Color, size and design are very important. Years of experience in the world of art enable me to help you select "just the right" frame for any picture. Consult me freely. The phone Beach 9676, or visit Room 1019

WATCHMAKER RENFREW 723-724 Little Building Watches, Diamonds

Let Us Plan That Vacation Trip

Whether it is a cruise around the world or just a weekend trip to the mountains or seashore, our vacation experts can be of material assistance to you in insuring a pleasurable trip.

Ask for our "Where-To-Go" Booklet. WOODS TOURS Arcade Floor 80 Boylston St. Boston

Dr. Alfred E. Knight DENTIST Rooms 510, 515 Little Building Telephone Beach 634

THE NAMASKETT PRESS, INC.

PRINTERS Main Office and Plant Middleboro, Mass. Boston Office Room 1007, Little Building Beach 6316 "Small Town overhead, large city facilities."



LITTLE BUILDING DIRECTORY

A
Acacia Book Co., Inc., 425 ... Bes. 552-3730
Acme, Boston, 40 ... Bes. 1181

G
Gale, Charles, 407 ... Bes. 578
Gardner, Francis, 37 ... Bes. 520
Garrett, J. W., 107 ... Bes. 107

H
Habit, Arthur T., 107 ... Bes. 929
Hadden, J. H., 107 ... Bes. 929
Hague, J. W., 107 ... Bes. 929

B
Baker, Miss, 415 ... Bes. 624
Baldwin, Frank, 107 ... Bes. 929
Ballard & Little, 95 ... Bes. 518

I
Inch, H. H., 415 ... Bes. 624
Inch, H. H., 415 ... Bes. 624
Inch, H. H., 415 ... Bes. 624

J
Jeffers, C. B., 31 ... Bes. 541
Jennett, J. W., 107 ... Bes. 929
Johnson, Advertising Co., 123 ... Bes. 520

C
Cahill, J. J., 31 ... Bes. 541
Cahill, J. J., 31 ... Bes. 541
Cahill, J. J., 31 ... Bes. 541

K
Kaufman's Shoe Shop, 95 ... Bes. 518
Kaufman's Shoe Shop, 95 ... Bes. 518
Kaufman's Shoe Shop, 95 ... Bes. 518

L
L. M. Shoe Shop, 32, subway ... Bes. 5420
L. M. Shoe Shop, 32, subway ... Bes. 5420
L. M. Shoe Shop, 32, subway ... Bes. 5420

D
Damon, Geo. R., 307 ... Bes. 614
Damon, Geo. R., 307 ... Bes. 614
Damon, Geo. R., 307 ... Bes. 614

M
Mason & Jenks, 114 ... Bes. 5420
McDonald, Margaret, 68 ... Bes. 475
McDonald, Margaret, 68 ... Bes. 475

N
Nash, J. N., 107 ... Bes. 929
Nash, J. N., 107 ... Bes. 929
Nash, J. N., 107 ... Bes. 929

E
Ecker, Joseph, 425 ... Bes. 679
Ecker, Joseph, 425 ... Bes. 679
Ecker, Joseph, 425 ... Bes. 679

O
O'Connell, D. W., 107 ... Bes. 929
O'Connell, D. W., 107 ... Bes. 929
O'Connell, D. W., 107 ... Bes. 929

P
Page, D. L., 205 ... Bes. 5420
Page, D. L., 205 ... Bes. 5420
Page, D. L., 205 ... Bes. 5420

F
Farnham, Frank, 31 ... Bes. 541
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Farnham, Frank, 31 ... Bes. 541

Q
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Quinn, J. W., 107 ... Bes. 929

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Zachary, George A. S., 95 ... Bes. 524
Zachary, George A. S., 95 ... Bes. 524

Brooks Brothers ESTABLISHED 1863 CLOTHING GENTS

LITTLE BUILDING SECOND FLOOR Telephone Book 2743 Clothing Ready Made or to Measure Evening Clothes, Outwears Sack Suits, Sporting Clothes Overcoats, Ulsters English and Domestic Hats and Furnishings Boots and Shoes for Dress Street and Sport Trunks, Bags & Leather Goods Livrics

Real Silk Millinery Made to Order

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STAFF of SPECIALISTS whose long experience in advertising work enables them to make the following medium most productive for clients

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Banish Ice Bills Stop paying out too good money for dirty, greasy, unsightly ice. Modernize your refrigerator with a

Banish Ice Bills Stop paying out too good money for dirty, greasy, unsightly ice. Modernize your refrigerator with a

POWER IS HIS PAL

Sixth Floor Man Chums Around With It Every Day

Furnishing and installing equipment that carry power from the boilers to the engines transmit the power through various shaftings and pulleys to all the machines in a large factory seems rather a large job for one man to tackle, but C. B. Sawyer, of Sawyer Engineering Company, Sixth Floor, is doing it every day.

His work is unusual. Most shafting equipment is one line. That is, one may install boilers, another shaftings, still another belt drivers or engines, but our Sixth Floor mechanic does all these things.

The chains that Mr. Sawyer installs are the latest design of modern steam engines. They adjust themselves automatically to the load conditions. If the load is heavy they speed up to carry it and the machine sets itself in a large job for one man to tackle, but C. B. Sawyer, of Sawyer Engineering Company, Sixth Floor, is doing it every day.

The shaftings that Mr. Sawyer recommends are all ball bearing roller drives from a machine to another, thus making the shaftings about 50% more efficient.

Setting of belts that carry the power from one shafting or floor to another has been a source of worry to manufacturers, for a great loss of power is attributed to this slipping. Mr. Sawyer recommends a belt of chrome tan leather, prepared by a special process, that grips 50% better than the ordinary belt, is much stronger and is acid-proof, waterproof, steamproof and oilproof.

Mr. Sawyer also gives his customers service after installation. He has a crew of mechanics who are ready to give assistance to manufacturers in time of emergency.

He handles a rope drive belt system. Insurance companies dislike belts because they are often liable for the rate on a factory for this reason. A belt drive between floors carries a large amount of power. A rope drive requires a very small opening and is looked on with greater favor by the insurance experts.

Mr. Sawyer also represents the Rollins Engine Company of Nashville, Tenn.; the Transmisco Company of Buffalo, N. Y., and the Quaker-Fitt Company of Cambridge, Mass.

The Evolution of the Corset

ARTICLE No. 4
By Madame SARA
La Patricia Corset Company
(Copyright, 1922)



For dinner — not that I am heartily for it, I don't know. . . .
And indeed, it was not at all uncommon for women, in their desire to possess a waip-like waist, to wear their corsets with a slight curve of the hip. In fact, gaitle being young girls of the day were fitted to corsets of extreme tightness, fastened by a general straight lacing, sometimes to attain a wandlike smallness of waist, and by strong compressions, shut up their waist to a whealsome point. . . .
But to that worthy gentleman's storming we have the wholly remaining and cringing answer in the letter of a young bride who with engaging vivacity said: . . .
"I did not commence to lace tightly until I was married, nor should I have done so then had not my husband been so particularly fond of the small waist that I was determined not to make of a little trouble."
"Although my waist measured twenty-three inches, I ordered a pair of the South American run into a severe for after leaving Chicago and Great Lake steamer. It gave my body on board equal a thrill for a day. I slept in my corset without stop was at Mackinac Island where we saw the black houses and forts used to repulse the Indians years ago. We also visited an Indian village there."
"When going into Detroit the tail end of a tornado struck us and nearly killed me. I was blown about and rode the lake, and believe me it was a pain. Incidentally we picked up a man who could talk French. He was blown and carried it to Cleveland."

An example of the "waip-waist" corsets that were worn in Catherine de Medec's day.

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"Before we left Detroit I visited the Ford plant and saw the beautiful new General Motors Office Building. We ran around in the mud while trying to look at Cleveland. We had to get a taxi to pull us off. The mud that we were stuck in closed the air pump but that meant another delay. Some minutes for this year's maiden voyage of the South American."
"I did not begin to wear about Middle Western society but when I got into the first glimpse of the BelleRains on the train from Buffalo I felt that I was in a new world. I don't know whether it was because the hills were a part of New England and home or not but I do know that I was glad to see them."

Everyone in the Little Building is entitled to a FREE COPY of the "NEWS" if you do not receive YOURS every month. Write to: Mrs. H. H. Hunsaw, the Circulation Manager, Room 824.

Dinner at Constantinople!

Willett's Party Is Safe After Perilous Journey

Some of the most interesting experiences of Mr. Willett's flight through war-ridden Turkey and Greece are related in this, the concluding chapter of his narrative. After reaching Constantinople, where the Ambassador's corporation was at that time stationed, he returned to the U. S. A. as safe if not all easy—Editor's Note.

The train out of Bosant differed from the others in various ways, especially in the fact that it had a schedule and that it carried a baggage car. The ability to concentrate our attention on our diminished food and our water, and leave the bundle lines and suit cases in a place where we did not have to handle them constantly, was a great satisfaction, especially as it made us feel that we were getting into a zone of civilization and out of the war-ravaged tope-land in which we had been living and traveling. So we checked all that we could, and we set it up in a car that would not be opened until we reached our destination.

Our car was half full of sick and weary soldiers, American and Turkish, and there was one Austrian captain with Turkish contraband and one Greek. But we were able to get a compartment marked first class, and four-seat seats in the car marked second, with only a swinging door between. We could swap seats at any time, taking turns at that sort of rest, but of course any one who said "going to bed" was out of the question as it would be in an ordinary day coach in America. So we sat through the day and night, and we got through as best we could.

There was the famous Balkan Railway, over which the Turks and the Greeks have only just finished the work of extending it, and we stopped there twice which then, crowded with refugees, soldiers, and the like, and we had to get up, and vendors with fruits and drinks to sell. These things have been the cause of the acute physical manures and mental depression. We stopped at a station at each place and twice I lined up there to shove at the fountain. But we did not allow ourselves to make the mistake of drinking what was infected water or of cutting the food offered for sale by men who were very badly diseased.

Some of our precautions were had several hours of flight. For the second day abroad I showed all the symptoms of cholera, that dreaded disease which would be sure to cause us all to be thrown off the train. It seemed impossible to sit up and I would have sold my whole estate for a permit to get out of there. But every few minutes an official came through the car, and various other men were coming and going, so I stayed put there, and I was a precious supply. Before the day was over we had passed it all.

Then, to add to the complications, we were all tarred out toward evening, and we were all very tired. The disinfection of the train. The first one was hard, for we had nothing but food and water, and we had to eat that left. But the cleaning process was not so bad, and we were allowed to get into the train again. The result was the loss of both compartments, and the loss of the baggage, and the last twenty-four hours filled with unremembered strangers.

His Ship Misses Tornado, Aoids Crash, Grounds

(Continued from Page 1)
on Paris, printing firm. In the fall of 1919, he was employed as a typographer at Mr. Draeger's. He learned that the old man on the Coast Guard box boat, heading 10,000 rounds an ounce, while the ordinary kind in ordinary cases only twenty cents an ounce.

The boy who is fashioned on the same lines that make the other interesting the war. Another interesting thing that Mr. Draeger brought out was that many of the French boys who do jobs that attract attention are done

WELLS
ADVERTISING ACCOUNTS SOLICITED

HOUSE ORGANS SALES LETTERS

Direct Mail Literature

We Do Our Own Milling
Wells Advertising Sales Co.
609 LITTLE BUILDING

by hand with a stencil. This is made possible by the low labor cost.

Mr. Treabon visited Loreto Tat, who designed the Fontaine of Time, the studio of Loreto. It is the old world or the studio of Loreto. I never saw a man who had been in the world were busy in the various cities of the place, all clean cut youths, neat and well dressed. One of them, a Hill variety," he said in describing the place.

The South American run into a severe for after leaving Chicago and Great Lake steamer. It gave my body on board equal a thrill for a day. I slept in my corset without stop was at Mackinac Island where we saw the black houses and forts used to repulse the Indians years ago. We also visited an Indian village there.

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MANICURIST
Eliabeth A. Robinson
CHIROPODIST
Dr. A. F. Steeger
Room 319, Little Building, Phone 264

PERFECT LETTER CO.
PUBLISHERS
MULTI-GRAPHING
The Name Tells the Story
The Misses Bowditch
Room 717, Little Building, Phone 788

For Summer Entertainment
Enjoy the latest song hit—listen to your favorite artist sing—dance to the music of a famous dance orchestra. All this is possible with a radio outfit, whether you are camping, or at home. Write to you in your yacht, or sitting on the inside veranda of your yacht, or in your home. We carry all the standard or design just the particular outfit for you.

Everyone in the Little Building is entitled to a FREE COPY of the "NEWS" if you do not receive YOURS every month. Write to: Mrs. H. H. Hunsaw, the Circulation Manager, Room 824.

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For Summer Entertainment
Enjoy the latest song hit—listen to your favorite artist sing—dance to the music of a famous dance orchestra. All this is possible with a radio outfit, whether you are camping, or at home. Write to you in your yacht, or sitting on the inside veranda of your yacht, or in your home. We carry all the standard or design just the particular outfit for you.

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A Special Assortment of
MAH JONG SETS
This is your opportunity to obtain a genuine Chinese Mah Jong Set.

UNIQUE WEDDING GIFTS
Quaint bits of Old World jewelry, plated ware that gives the secret of the East, and other things that are old and south have combined their charms in these unique wedding gifts.

"Bustal Things from Everywhere"
And but few are costly. You may select here the uncommon gift you have never expected to pay. Bring your own ideas, or we will suggest a gift. No counterpane—no even in Gosh.

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Studios, Inc.
40 La Grange St.
Boston's Gaudiest Theater
DUE TO BELIEF IN THE FUTURE
A Gaudy, Gaudy, Gaudy

Who's Going to Win the Ten Dollar Goldpiece Offered for the Best Essay on Banks?

LITTLE BUILDING NEWS

Six Pages

Boston, Mass., August, 1923

Price Five Cents

L. B. FOLK HIE AWAY FOR REST

Vacationists Seek Shore and Mountain, Lake and Woods

A large number of Little Building folks are hieing away to mountain, country and seashore resorts for their summer vacations. Every week sees a number of our neighbors departing for their vacation spot, and every week sees a number returning with a fresh bloom in their cheeks, and a coat of tan acquired by encounters with Old Sol. Very few summer resorts are without Little Building representation at this time of the year.

Miss Susan M. Jefford of the Crowell Publishing Company, Twelfth Floor, is spending her vacation at Little Neck in Ipswich with her family.

Miss Fannie Strout, with the J. P. Keating Company, Eighth Floor, is spending her vacation at her summer home in Winthrop Highlands. She (Turn to Page 3, Column 4)

OPEN AN INN ON CAPE COD

Frank Power, former salesman, and Augustus Andrews, former cashier for Charles Finn, the Arcade hatter, are now proprietors of the Waukegan Lake Inn and Bungalows at Centreville on Cape Cod.

Mr. Finn was one of their first guests. He says the boys have a wonderful place on the Cape, situated near all the points of interest, and that it affords guests a wonderful opportunity to enjoy both seashore and country.

On Muggy August Days

YOU'LL find not only refreshing drinks and a tasty variety of seasonable dishes, but a cool and restful place in which to lunch—in the Little Building Waldorf in the Basement.

Waldorf System Incorporated

NEAREST FISH MARKET
 Highest net the Lorraine St. Sub-
 Store is an **every-day** **QUICK SERVICE—RIGHT PRICES—**
FRESH FISH
 C. V. Chirona R.V. Chirona
 S. Atwood & Co., Inc.
 29 Lorraine Street Boston

INSURANCE
BERTRAM G. WATERS
 Real Estate and
 Life Insurance
 290 Franklin St., Corner North St.
 Telephone Congress 6230

Girl Pitcher Wins—Babe Ruth, 'She' Knocks Homer



Three outstanding stars of the Hoover girls' ball team who beat the men's team in a 4. Left to right they are: Mary Rush, the winning pitcher; Margaret McKenna, the receiving end of the battery and Mary McCarthy, the home run king of the game.

Hoover Girls Beat Men but Boys Use Only Left Hands

Miss Mary Rush of the Hoover Company on the Arcade Floor, pitched a big league brand of baseball when the girl's team won a 11 to 4 victory over the men's team at the third annual outing of the Hoover forces. Miss Mary McCarthy also starred when she "pulled a Babe Ruth" and drove out a home run.

The sales and service departments of the Boston office combined for their outing as the guests of R. J. Fisher, the New England sales manager. The New England district managers also were invited. The entire group of about fifty were transported to Cambridge Lake in New Hampshire by motor. The feature of the day was the ball game. The boys were allowed to play with their left hands only and the girls, with Miss Rush and Miss McCarthy as their stars, had little trouble in beating them.

(Turn to Page 3, Column 4)



GOOD GLASSES PAY

In dollars and cents, time and comfort. They will not only see you in repairs, they will hold their shape better and will be twice as long as other others are thrown away.

Their work of all kinds is given immediate attention in our own workshop.

Edmund I. Wilson
 OPTICIAN—OPTOMETRIST
 Room 323-9 Little Building

It will cost you less for an ad in the **NEWS** than it will to send a post card to every office in the Building

Gold Prize for Best Essay on Kinds of Bank

J. Maxwell Gordon, head of the Gordon Bankers' Publicity Corporation, Fifth Floor, offers a Ten Dollar Gold Piece to the Little Building NEWS reader who writes the best essay on "The Difference between a Mutual Savings Bank and a Commercial Bank."

The essays must be written legibly on one side of the paper only, and addressed to the Bank Contest Editor, Little Building NEWS, 225 Little Building. All essays must be in the hands of the Contest Editor on or before August 20th.

Mr. Gordon will be the judge of the contest. He is the editor of many bank publications and is widely known for his thrift teachings. He is known as the "modern Ben Franklin."

The winner of the contest will be announced and the prize essay will be printed in the September issue of the NEWS.

EDITOR'S NOTE: The Wides Savings Bank probably will be glad to tell you the differences between the two types of banks.

A. E. Connell, of Connell & Carey, Second Floor shoe dealers, is spending the month of August at his summer home in Southport, Me.



J. R. ROSEN
 ENGRAVER
Engraving Is An Art

ENGRAVING requires both the skill and art of an artist. Picture framing, too, needs the skill of an artist, to insure correct frame for a picture. Years of experience enable me to give you the artistic touch, both in engraving and picture framing. Telephone Beach 6576. or visit

Room 1019

WATCHMAKER RENFREW
 723-724 Little Building
 Watches, Diamonds

AGENT HOOK IS NAMED TRUSTEE

Will Continue to Act as Agent—Other Promotions

Frank W. Hook, an agent of the Little Building for many years, has been made a trustee of the Building to fill the vacancy caused by the death of Miah G. Kenny. Mr. Hook will continue to act in his capacity of agent in addition to his new duties.

Louis C. Grubel at the same time assumed new duties in closer contact with the Trustee's office, although he will remain actively in charge of the superintendent's office in the Arcade.

Stell J. Canney, assistant superintendent, will assume some of Mr. Grubel's duties and James Landon will act as an assistant to Mr. Canney.

Mr. Hook has been associated with the Little family for over 30 years. He came to Boston from Maine, the state of his birth, when a young man and through the Young Men's Christian Union he obtained employment with John Mason, superintendent of the Little Building. His first position was clerk in the Hotel Pelham, which formerly stood on the site of this building.

While a clerk of the Pelham he became associated with Mr. Kenny and working under his management, Mr. Hook soon became one of Mr. Little's most trusted and faithful associates.

When Mr. Little built this building he brought Mr. Hook here with him as bookkeeper.

Mr. Hook's address and industry soon won him the position as agent of the building. Mr. Little always had the utmost confidence in Mr. Hook.

Mr. Hook has lived in Melrose for a number of years and is a prominent Mason. He is married and has two sons and a daughter. His oldest son is in South Africa representing a prominent leather concern and his younger son is associated with the Fullon company. His daughter is in school.

SNOW IS EDITOR

Charles N. Snow has been made managing editor of "Porkie News," a house organ published by the Perbes Lithograph Company, Twelfth Floor. Mr. Snow says his first hands to him—he has received in many congratulations from Little Building contributors.

Let Us Plan That Vacation Trip

Whether it is a cruise around the world or just a week-end trip to the mountains or seashore, our vacation experts can be of material assistance to you in insuring a pleasurable trip.

Ask for our "Where-To-Go" Booklet

WOODS TOURS
 Arcade Floor
 80 Boylston St. Boston

Dr. Alfred E. Knight
 DENTIST
 Rooms 910-915
 Little Building Telephone Beach 634



J. R. Rosen

SENT IT TO PRES. HARDING

Certificate Engrossed and Illuminated by L. B. Expert

President Harding just before his death received a beautifully hand-illuminated and engrossed certificate, proclaiming him an honorary member of the Imperial Council of the Mystic Shrine, one of the highest honors in Masonry. This certificate was made in the Little Building on the Tenth Floor, by J. R. Rosen, an expert engrosser. The late President was one of the very few to receive this honor.

The certificate was made on parchment, which is really catskin, and was illuminated in eight different colors and in gold. It took three weeks for Mr. Rosen to complete it. He is one of the few men in the country who know the secret of raising gold. This art, which was used in manuscript centuries ago, was lost to mankind for many years. Today there are only five or six men in the United States who are able to use this (Turn to Page 2, Column 2)

THE NAMASKETT PRESS INC. PRINTERS

Main Office and Plant Middleboro, Mass.

Boston Office
 Room 1007, Little Building
 Beach 6316

"Small Town overhead, large city facilities"

THE LITTLE BUILDING NEWS

The Only Office Building Newspaper in the World

Vol. 2, No. 8 August, 1923

Published once a month by the Trustees of the Little Building Community, 145 North Broadway, Boston, U.S.A.

HAROLD A. THURLOW, Publisher; SAUND C. CHRYSLER, Editor; GRANVILLE B. BOURNE, Asst. Mgr. and Associate Editor; JOHN GIBSON BILLS, Business Mgr.; RAYMOND L. ROBERTS, J. F. HANSON, Circulation Mgr.

SUZANNE COIFFURE IS MODE

Beauty Shop Proprietress Describes Newest Hairdress

Fluffy, bobbed, "running wild" types of hair dress have been passed up by the younger set after a race that started two years ago, according to Mrs. Kathryn Hunt, proprietress of Kathryn's Beauty Shop, Ninth Floor. The "Suzanne" coiffure is now becoming the mode of the hour, copied from pictures of the famous French tennis player, Suzanne Lenglen, who recently successfully defended her world court title.

Girls with bobbed hair are brushing it down tight and then holding it in front the head with a broad ribbon that shows the forehead and windows it around behind the ears. They give their tresses a snappy twist in front of the ears, pointing towards the corner of their eyes. Thousands of girls are adopting this new mode of hair dress, says Mrs. Hunt, and are using it for both day and evening appearances. With it they are wearing a bright colored jacket or tunic of the sports wear and even the evening gown.

Advertisement for the 46th annual session of the International Council held at Washington, D.C. from July 26th to August 1st, 1923. It features the Public Opinion Co. of Columbus, Ohio, and the United States of America.

This is the only reproduction made of the beautifully engraved certificate that was presented to the late President Harding. It was designed and illuminated by J. R. Rosen, Tenth Floor engraver.

(Continued from Page 1) dipped in vinegar and baked to give it the proper rigidity. The ink used is imported from China and prepared with special care. The engraving is a difficult art to carry out. According to Mr. Rosen there is but a single school in the entire country that teaches the art of engraving Art College at Columbus, Ohio. The diplomas are engraved on sheepskin. The slightest smudge on a sheepskin leaves an indelible mark, preventing the changing of the design once they have been inscribed. A diploma on a sheepskin is overvalued if properly cared for. "Some people actually expect to get a diploma with the wool still on," said Mr. Rosen. "Every year they ask me about the red spots and blue lines in the yellowish, oily paper that they are headed at Commencement. The red spots are the blood spots on the sheep and the blue lines are the veins. The more spots and lines, the more valuable the sheepskin. A merebaush pipe is valuable only when colored. So with the diploma."

Many schools now are using English, phraseology on their diplomas, instead of Latin. French says English on some degrees. Many colleges have but one copper plate for their diplomas. The extra degrees are inscribed in ink. Harvard has 20 different plates, one for each degree. Parchment paper is being used in place of the skins in many universities. Sheepskins are costly and difficult to obtain. Most of them come from England.

"Diplomas differ in size," continued Mr. Rosen. "They vary from 10 inches by 12, to 14 inches by 22, the size of honorary degrees. Old English script is used for the names. Great care must be taken to get the names in the center of the diploma."

"People who receive sheepskin diplomas are cautioned to have them framed as quickly as possible so as the slightest moisture will soften the skin and make the ink run. Framing them is an art in itself as the sheepskin will wrinkle if it is not stretched properly," he concluded.

Mr. Rosen can engrave about 60 diplomas a day. Extra care is taken with each letter but he has reached the stage where he is able to copy the letters without first drawing them out. Besides engraving, Mr. Rosen is an expert at picture framing, penwork and drawing coats-of-arms.

Miss Norma Glazier, of the Army of Air, is spending her vacation of three weeks at Pittsburg, Pennsylvania.

The Repeating Bee



This boy will never be a Bee

A honey bee, naturalists tell us, makes 3,700,000 trips to 62,000 clover blossoms to gather one pound of honey.

The clover blossoms will not come to the bee. The bee cannot gather his pound of honey in one trip, nor in 3,699,958 trips. It is the 3,700,000th trip that makes the pound!

It's a good idea to remember the honey-bee when your first ad, or your second, or even your third ad, in the Little Building News, seems not to have drawn as many customers as you expected.

A Real Neighbor

There is a brief item in our "News of the Sales Offices" column the month of which we gladly call the attention of Little Building neighbors. It tells of a practical application of the spirit of neighborliness in trade which the NEWS has advocated since its establishment.

The item describes how R. Goodman, proprietor of the Leather Shoppe in the Subway Arcade, helped his own

News of the Sales Offices

By Granville B. Bourne

Items of Interest About Little Building Salesmen and Sales Organizations

Ray Norton, sales manager in the Division of Division of the 1900 Sales Company, Fifth Floor, is in Detroit for a few weeks. Mr. Norton's territory made the best showing in a sales contest, and he was rewarded with a retention and a trip to the Middle West.

R. Goodman, proprietor of the Leather Shoppe in the Subway, showed his neighborliness in a practical way a few days ago. He was showing a trunk in his window and thinking it would be more effective with a picture appearing in it. He gathered a few articles from the various shops in the Building and distributed them in his window with a placard telling where they came from.

Bert White, salesman for Finn the Hatter, Albany Floor, is spending his vacation of three weeks at Nuttins Lake in Walden.

A. W. Phillips, manager of the 1900 Sales Company, Fifth Floor, has been spending the past few weeks on his farm in North Weymouth.

William Keefe of the 1900 Sales Company, Fifth Floor, reports that he is doing a running business in his new territory at Hampton Beach, N. H.

A. W. Whitner, of Brooks Brothers, Second Floor, is at Lake Wausapee, seeking for three weeks.

C. T. W. Pidgeon, also of Brooks Brothers, has returned from a two weeks' vacation trip to Canada.

Richard Stockdale, sales manager for the Rochester Candy Works, Eighth Floor, has been spending the past few days at the company's plant in Springfield, Ohio. The managers make periodic trips to the plant to keep in touch with conditions there.

Lowell F. Amy of the Amy Distributing Company, Eighth Floor, is taking an automobile tour of three weeks. His objective will be Washington, D. C. and he will stop over in Albany Park and Philadelphia. Lewis Johnson, an associate of Mr. Amy is spending a week at Old Orchard Beach. Before he returns to the Building he intends to stop at Lake Wausapee for a week or two.



Individuality in Glass

The appearance of your glasses is a matter of vital importance to us.

In each individual case we make sure that both lenses and mountings are becoming.

Joseph Ecker, Optometrist, Room 455

Advertisement for Dr. W. R. Ross, Surgeon Dentist, Rooms 307-308-309, Tel. Beach 312.

Advertisement for Gillies Rubber Specialties Company, Dealers in all kinds of rubber goods, elastic hosiery and boots. Rms. 412-414 Little Building.

Advertisement for Little Building Barber Shop, Prompt and skillful service; also manicuring. Arcade Floor (east elevator).

FAREWELL GIVEN TO NEIGHBORS

Seventh Floor Associates Give One Tea Set, Other Book

A farewell party was given to two fellow employees a few days ago by the personnel of the Gregg Publishing Company, Seventh Floor neighbors. Ralph McMasters, former Boston manager, and Miss Nora Hobin, former book-keeper were the guests of honor.

Mr. McMasters resigned his position to go to the Pacific Coast where he will be the Western representative of the Southwestern Publishing Company. Miss Hobin left to become the bride of Matthew H. Harvey.

After the fun-making Mr. McMasters was presented with a book, autographed with the names of every one in the office, and Miss Hobin was given a China tea set.

Miss Harriet P. Bunker is in charge of the Southwestern Publishing Company. Miss Hobin left to become the bride of Matthew H. Harvey.

Both Mr. McMasters and Miss Hobin had a host of friends in the Building and they carry with them the best wishes of their neighbors and the entire Gregg office.

Pulled Canoe Out; Then He Fell in River

John Gibson Ellis, Seventh Floor artist, took an unexpected swim in the Charles river a few days ago. John was having his canoe out on the boat after a paddle on the river and walked backward right off the other end of the float.

"I couldn't understand what had happened to the float when it returned to connect with my feet," says John, "and when the water began coming around me I thought I had run into the Jamestown Boat."

"After a desperate struggle to get back on the float, I found that the water was only a couple of feet deep. The mythical calkies that I had didn't help things, either."

Save Money!

DECREASE your mailing costs by using the Speed-o-Feeder. It will increase the efficiency of your Typist at least 50 per cent. It will reduce your mailing costs at least 25 per cent. Call on us and say "Stop Me."

Advertisement for the American Speed-o-Feeder Company, Cleveland, O. Rms. 423-24 Little Building.

Advertisement for The Nearest Stationery Office Supplies, Remember Your L. B. Neighbor of T. W. Richardson & Seb Damon's.

Advertisement for 15% Discount on all Carols, Reminiscence, Breakfast Cards, Postcards, Signs, Ribbons, Venetian Glass-waives and jewelry. La Patricia Corset Co., Suite 211-Little Building.

Advertisement for Little Building Barber Shop, Prompt and skillful service; also manicuring. Arcade Floor (east elevator).

Advertisement for the Furniture Co., COR HIGH AND PEARL STS., BOSTON, MASS. PHONE CONNECTION 3422.

LITTLE BUILDING DIRECTORY

Table listing various businesses and their addresses, including Am. Bldg. Co., Am. Cnd. Co., Am. Ins. Co., etc.

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L. B. FOLK HIE AWAY FOR REST
(Continued from Page 1)
Miss Emma Baxton, of the Gregg Advertising Company, Seventh Floor, is now in New Rochelle, N. Y., where she will spend her two weeks' vacation.

Dr. Francis J. Welch, of Dr. Ross' office, Third Floor, has been spending the past few weeks at Calais, Me.

Miss Grace Boyd, also of Dr. Ross' office, is spending the next two weeks at York Harbor, Me.

Miss Harriet M. Drakwater, Eighth Floor, will spend three weeks of July at her family homestead in York Harbor, Me. She has been in the greatest place in the world if one wishes a complete rest.

Miss Ruth Graham, of the Rochester Candy office, Eighth Floor, expects to go to Quebec, Canada, with a group of friends the latter part of August.

Brooks Brothers CLOTHING
MASSACHUSETTS BUILDING
250 NASSAU ST. N. Y.
Telephone BR 4148

LITTLE BUILDING SECOND FLOOR
Evening Clothes, Sportswear, Sack Suits, Cutting Clothes, Overcoats, Ulsters
English and Domestic Hats and Furnishings
Coats and Shoes for Dress Street and Sport
Trunks, Bags and Leather Goods, Lingerie

Dr. W. R. Hughes DENTIST
Room 637 Tel. Beach 2314

THURLOW ADVERTISING SERVICE
A STAFF OF SPECIALISTS' work
Specialists' work
Specialists' work

NEWSPAPERS MAGAZINES HOUSE ORGANS SALES LETTERS
Booklets, Direct-by-Mail Campaigns, Merchandising and Research

823-24-25 Little Building

"Banish Ice Bills"
Stop paying out your good money for dirty, dripping, unsatisfactory ice. Show your contractor with...



GIRL PITCHER WINS
(Continued from Page 1)
After the game, swimming races were held in the pool. Miss Ruth was the victor. She had a contest with the events in the pool a potato race was run with Miss Marjorie McKenna as...

SEES END OF HOOPS IN SKIRTS

Tight-Fitting Bodice Had Also Doomed Says Corsetiere

Hoop skirts and tight-fitting bodices that were seen in the fashion parade at Atlantic City will never become popular, declares Edith A. Cushing, Eighth Floor corsetiere. "Small corsets, Small waists, Small waists, Small waists," she says. "I am afraid they have been for too comfortable in recent years to start licins in again with bodices, too."

"The people who seek the fashion are, of course, anxious to make some radical changes, but the American woman isn't eager enough for a new line to start wearing these uncomfortable clothes again," she continued.

"Besides, can you imagine a sweet young thing all dressed up in hoop skirts to dance in the modern ball-room? I'm afraid our young man wouldn't be quite so willing to escort her to his fraternity dance. Park Street swimmy would be an interesting place with hoop-skirts in popularity, and I'm afraid a crowded street car would prove disastrous for the wearer."

"Yes," Miss Cushing went on, "the woman today are learning that nature provides the best corset. But it takes continual exercise to help nature. The best corset is one I ever saw was uncorseted and had never worn them. I found out later that she was an athletic instructor. A woman that doesn't exercise continually needs a corset in order to look her best, and a well-made corset, properly fitted, is an artificial support. A support needed and if a woman hasn't the muscle will that nature builds will exercise an artificial support must be provided."

"In the days of the minuet and courtesan it was possible to wear a hoopskirt with little inconvenience," concluded Miss Cushing, "but today, the hustling crowds and modern dances are not conducive to the popularity of the hoopskirt."

"The men of the day when corsets were crueties, dainty and decorative and as useless as their remaining counterparts were as much slaves to fashion as women, and not only wore corsets, but faced as timidly as did the vain lady-in-waiting to a waiter's gaze. True son of his fashionable mother, Henry III of France, son of Catherine de' Medici, was very fond of tight lacing, and originated the 'corse picure,' a veritable torture jacket."

"Since it has become the custom to send leads from England to the Continent for education," writes one scribe of the period, "many of them adhere to the use of the corset on their return... simply because they have become used to tight-lacing, and are fond of it."

Officers of a famous British regiment of the day are referred to as the "light-blue" exquisites of all military bureaucracy.

"From the year 1600 right down to the latter part of the Nineteenth Century, the tight corset—the tighter the better—held sway. Women passed their lives from early girlhood on, in torturing devices of steel and whalebone. Fashionable finishing schools of Europe, regarding a slim waist as one of the most important results of a proper schooling, were frequent offenders. They took their pupils in hand upon their entrance, forcibly reduced their waistline during the years of schooling, and sent them home the proud possessors of waip-waists and corsets, scantily equipped to make a good match."

One of these little sufferers of nearly a century ago left a record of her experiences at a girls' school noted for its smartness.

"It was the custom," her letter declares, "for the wailer to be punished by reduction an inch every month until they were taken what the lady princi-

The Evolution of the Corset

ARTICLE NO. 5

By Madame SARA

La Patricia Corset Company (Copyright, 1922)



Henry III of France and Margaret of Lorraine. Tight lacing was by no means confined to the ladies exclusively.

pal considered small enough. When I left school at seventeen my waist measured thirteen inches, all though three years before it had measured twenty-three. Every morning on dressing to see that our corsets were drawn as tightly as possible. In one case, where the girl was stout and largely built, two strong maids were obliged to use their utmost force to make her waist the size ordered by the principal. Before she left school she had a waist measuring only fourteen inches.

"The torture at first was often intolerable, but all enterprises were in vain, as no relaxation of the cruel fates was allowed during the day on any pretext except to see that our corsets were drawn as tightly as possible."

"On leaving I decided likewise, and attempting to discontinue the tight lacing, I found that my muscles had been so weakened by the severe pressure of the last three years that they were powerless to support me and I was forced to wear them again."

Equally illuminating is the account of the mother, who, having her daughter upon the carpet and placing her foot upon her back, would break a half-dozen laces in finishing her stays. And mention made of "leathern lachings" since these were the strongest means of drawing in the waist to its fashionable dimensions.

And delightful, indeed, is the anecdote of the "cearse and evainuated cock" who used to creep up in the dark of the night to the daughters of the house uncase their stays and feed them on the strictly prohibited dainties of the pantry—never to be indulged in by well-bred young ladies who must be thin.

BUYS STOCK FOR HOLIDAY

Miss Ada Weiner, of the Handy Shop, Sixth Floor neighborhood, returned recently from a trip to New York City. She made a trip to the Metropolitan party for pleasure and party for business. While there she made the acquaintance of novelties for the Christmas season.

Dr. Anna Mintz
DENTIST
Room 619 212 Deney 6749-M

PERFECT LETTER CO.
Public Stenographer
110-114 E. 11th St.
The Name Tells the Story
The Misses Bowditch
Phone 115-116 E. 11th St.

Directs Making of Only Hair Nets Knit in U. S.

Uses Hair from a Living Chinaman—Are One Year in Making

The only hair nets that are made in this country are produced under the direction of G. B. Jeffrey, Seventh Floor, who is the Eastern representative of the Theodore H. Gary Company of New York, one of the largest hair net manufacturers in the world. These nets are made by three native Bohemian girls who were brought to this country from Europe to make human-hair nets by hand for exhibition purposes.

The first hair nets were made in Austria out of silk by Bohemians, according to Mr. Jeffrey. Gradually they adopted the method of using human hair, because it was less visible than silk. Austria supplied the world with nets until the World War, when the industry was carried into the Province of Shantung, North China. It experienced a rapid growth there, and now the Chinese make most of all the nets used in the world.

"Human hair is used entirely in the making of the nets," says Mr. Jeffrey, and the hair is taken from living Chinamen. Hair from a dead man has no life and would soon become brittle. The raw hair comes in lengths of 22 to 30 inches, and generally put up in bundles of two or three pounds. Shorter lengths of hair are used for wigs. The average hair net requires many yards of hair, knitted together in a factory. The hair net process necessitates too many yards of hair to be used for wigs. Hence in the quality of the hair lies the success in the combing and cleaning.

"This bundle of raw hair," says Mr. Jeffrey, "is sterilized and cleaned in China; then it is sent to the factory where it is through fourteen different bars comprised of acids and dyes, and is dried after each bath. The hair, besides being sterilized in this country, is dyed here. The hair is shipped here superior to those of the Chinese. The hair is dyed in 31 variations of the standard colors, which are blond, brown, auburn, black and white."

"The hair which is shipped back to China," explains Mr. Jeffrey, "arriving there, it is knitted into nets by hand. The skilled knitter can make from ten to twelve nets a day. They are woven with a small wooden loom. The nets are tied in bundles of each twelve dozen also are tied up. Then they are shipped to this country, where they are inspected, both in the bulk and in the individual net, as to the quality, size and color. After the inspection they are put in individual packages."

"Owing to the fact that the hair makes a voyage to this country, it is sold in China, and the hair is shipped here a year or more elapsed before the hair purchased in China was ready to use. The American market in the form of the finished net is sold by Mr. Jeffrey."

The rapid growth of the industry in China is shown by the fact that, in 1916, 45,000 gross of hair nets were involved at the American Consulate at Chee-Poo. A year later 140,000 gross were involved at Chee-Poo, and large orders were recorded at Shanghai. The American Consulate at Shanghai sold in the United States, and in 1919, \$400,000.00 and \$200,000.00, according to Mr. Jeffrey.

"The Theodore H. Gary Company recently merged with the National Trademark Co. in making the largest producer in hair nets in the country, and they are the only concern that makes anything else but hair nets."



A native Bohemian girl who is making hair nets by hand in this country under the direction of G. B. Jeffrey, Seventh Floor neighbor.

Ship 53 Million Pounds Supplies into Near East

Within the past year 53 million pounds of staple commodities for the use of orphans and refugees have been shipped overseas by the Near East Relief, Twelfth Floor neighbors, according to a report made by Dr. W. A. Harbitt, New England director. This is in addition to cash contributions.

The goods supplied are divided into four general classifications: Foodstuffs, 47,841,719 pounds; clothing, 5,012,291 pounds; 3,542,842 pounds; machinery, 1,663,759 pounds. Included with the foodstuffs was a large amount of grain contributed by American farmers and canned milk contributed by public school children in all parts of the country.

The commodities were consigned to various areas of Near East, actively such as Asia Minor, the Caucasus, Constantinople and Greece, where the relief problem is greatly complicated by wholesale refugee inundations and the greatly increased hardships due to the military situation at present.

NEW REVENUE CHIEFS NAMED

William M. Hoar, of the Internal Revenue office, has been named chief of the Sales Tax division to succeed Joseph D. Manning. Mr. Manning was transferred to the Revenue Agent's office in New York recently. Mr. Hoar was formerly chief of the Miscellaneous division.

Edward MacHargie has been made chief of the Miscellaneous division to succeed Mr. Hoar and Joseph J. Luanie, assistant chief.



ADVERTISING ACCOUNTS SOLICITED

HOUSE ORGANS SALES LETTERS
Direct Mail Literature

We Do Our Own Mailprinting
Wells Advertising Sales Co.
605 LITTLE BUILDING

MARSHA A. BRIGGS
Public Stenographer
Long Carriage Typewriter
Notary Public
Rm. 518 Little Building, Beach 4598

HERRICK 433 GULFKIN
DECORATIVE DESIGNS and LETTERING LABELS and BOX DESIGNS
BLACK and WHITE and in COLOR

FEN ANDKINK ILLUSTRATIONS IN WOOD CUT POSTERS and WINDOW DISPLAYS BEACH 3 9 7 3

Dr. Anna Mintz
DENTIST
Room 619 212 Deney 6749-M

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110-114 E. 11th St.
The Name Tells the Story
The Misses Bowditch
Phone 115-116 E. 11th St.

MANICURIST
Elizabeth A. Robinson
CHIROPODIST
Dr. F. A. Staeger
Rooms 131-132 E. 11th Street 5184

FINE LEATHER GOODS
ADAMS PATENT
Diaries—Memo Books—Desk Calendars
Safes—Brief Cases—Metal Boxes
Rm. 518 Little Building, Beach 4598

MARSHA A. BRIGGS
Public Stenographer
Long Carriage Typewriter
Notary Public
Rm. 518 Little Building, Beach 4598

TAX FOLK BID WORK GOOD-BYE

One Fifth of Uncle Sam's Revenue Force Is on Vacation

Vacation time is a busy season in the Internal Revenue offices. In order that all the Revenue employees may have their vacations during the summer months, not less than twenty per cent. of the total force can be away at a time. Members of the force today are scattered all over New England and in even more distant states and Canada.

Marie Lynch of the Miscellaneous Division is on her vacation. She is taking a Southern sojourn accompanied by her mother. On her way home she will spend a few days in New York.

Helen Cannon, also of the Miscellaneous Division, has taken a trip to Quebec.

Julie O'Brien, a popular member of the Field Department, is spending her two weeks' vacation at Onset.

Mabel Townbridge, of the Miscellaneous Division, and Margaret McLean of the Claims Division are taking a trip to Quebec.

Mary McAndrews of the Sales Tax Division has returned from a vacation spent at the White Mountain. She has been an active member of the Welfare Committee during the past year, holding the post of secretary.

Loretta O'Brien, of the Miscellaneous Division, is taking an extensive tour on her vacation. Accompanied by her sister, she is exploring the picturesque Adirondack region. Her trip will take her through the Empire State to Niagara Falls and down the canal to the Mohawk River, en route to Rochester and Syracuse. Her objective will be St. Anne de Beaupre at Montreal.

Miss Anna Clark, of the Mail Section, has returned from her vacation, which was spent in Canada.

Miss Edith Sewall is back at her desk in the Sales Tax Division after her vacation, which she spent in New Hampshire.

ARRIVE SAFE IN NEAR EAST

The Near East Relief office, Twelfth Floor, has been notified by their Beirut office that Miss Edith Sewall, of the Sales Tax Division, has arrived in Beirut.

FOUND — BETWEEN —

Bonus 100 and 50 in the LITTLE BUILDING, the only one of the beauty problem. Genuine FILLING AND SHINE. For a free treatise and the way to the best results, write to the Little Building, 65 Bay St., New York, N. Y. We will guarantee to return your money if you are not satisfied. YOU BE THE JUDGE.

SOLE-LEASER, PHILIPPS MILLS, INC.
Manley & Feener
N. E. SALES MANAGERS
Suite 639-40 Little Building

F. J. Mabel
PROGRAMMER
Special Sales in Charge of Little Building
201 BOSTON ST., Tel. Beach 4108

The Stenographer's Mirror

By MAISIE F. BIRMINGHAM
Room 14, Internal Revenue Service



The Stenographer's Mirror may reflect this—

"O, wad some god the gifts impute
To us, that we to ourselves as things see!"

Girls, sister-stenographers, if you've ever echoed the words of the famous poet of Scotland your wish is granted right now. The bosses are coming to the front to confess that they wonder about us modern business women and wish to hand us a bouquet.

At least so it would appear from the address of Ralph K. Mcisters of the Greg Publishing Company, Room 737, to the class of young women from the Little Building who have been meeting at 4:30 every Tuesday evening in an office of the Massachusetts Chamber of Commerce, a Beacon street, to study greater proficiency in the Gregg system of shorthand. In the role of boss, Mr. Mcisters said in part:

"Quite! Another batch of letters and my stenographer quickly picked up her notebook and moved to the typewriter. She has been seated here beside me for the past hour, saying but little, thinking a great deal (perhaps about the boss) but all the while quietly recording my thoughts.

"On a recent holiday, while alone in the office, I found it necessary to go through her desk for certain papers and observed to a business woman I had in my world of affairs. She has to be neat and prosperous-looking to please your eye and the eyes of your visitors. It is her stock in trade as much as good typing. Surely her attitude should have led you to this conclusion.

"I have. Perhaps as manager I have been magnifying her faults and shortcomings (may the Lord help me to lead you to them). Perhaps I owe it to her to notice her good qualities (at least once in a while) for I must confess she is climbing steadily, she is becoming more and more a shadow in this business. (Grip me, my friends!)"

"Yes, yes, I must admit she is watching the little details; she is lifting the burden of mind that hangs from my shoulders, doing it all quietly, efficiently, gently—in short, proving herself the mistress of the modern age, the womanly business woman. Above all, she really is interested in what is going on here; she has demonstrated it time and time again. After all, it is the interest that counts.

"I believe she sees in the mirror more than just superficial things; for she is more than that 'slip of a girl' whom I hired on a try let a year or two ago. I must admit it was becoming a factor in this business of ours, and unless I watch out some big, prosperous concern will slip right while I am slumbering."

"After all, it is the interest that counts. She would have been here twelve months ago had she not become interested in the work and routine of this office. Yes, really interested; it has not been the pay envelope alone that has kept her smiling here. No, in



— or this —

deed! I must admire her for uprightness and her strict attention to business. She has not asked for a raise in pay, but—when in the first of January?"

MISS WHALEN IS JULY BRIDE

Wedding bells rang July 28 for Miss Helen Whalen of the Internal Revenue office on the Second Floor. Robert Verney, a Gloucester business man, is the "lucky fellow." The wedding was performed at St. Anne's Church in Gloucester.

Upon Miss Whalen's departure from the office her co-workers presented her with a gift, a gift from the girls, and a cutglass dish from the young man.

Jennie Buckley, of the candy counter in Lutz's Arcade Store, is taking her annual vacation.

Urges Neighborliness As Boon to World Commerce

Steinmetz, Export Expert,
Would Extend the
L. B. Spirit

There has come to our Building a man whose business carries him across the world. His name is Spencer Janney Steinmetz. He sells products in all parts of the earth but he means of export sales literature, in the writing of which he is a recognized expert. He sends out export sales literature by the million pieces and it brings him back orders by the ton from all over the world.

It is interesting to know that his wide travels and business experiences have brought him to the conclusion that one of the biggest boons to commerce all over the world could be brought about through the application of the same spirit of neighborliness in trade which prevails in the Little Building community.

"I would be a big thing from a merchandise tonnage standpoint if all the goods in the States that are sold should become better acquainted," Mr. Steinmetz said to a *NEWS* reporter the other day. In explanation, he added:

"Three-quarters of all articles sold in the States are shipped to the clear across America, North, East, South and West. There are very few things that are used anywhere that are stopped by a freight charge. Of course, such things as coal, flour, etc., are not shipped to the States in San Francisco from Boston, but a countless number of articles, such as window glass, sales cotton goods, dentures, hardware, etc., can go as easily from Boston to the States as they can from the States to the world from a New England factory, if the sales manager in Boston is not particularly interested in the point of view."

It is certainly well worth the day's drive to get to experience which we put up here on the Atlantic Coast for our share of the world's business can be made stronger and better if some of this Little Building neighborliness has done well to be done by.

Several pamphlets that Mr. Steinmetz wrote with a single-hearted desire to strengthen his brother salesmen all over the United States have come to them something of priceless worth. Mr. Steinmetz's idea is to put more in the kettle of life than he takes out. He feels that having lived all of an active life of 35 years with some traveling, he has learned to be distinctly up to him, being one of the oldest traveling men in captivity to the use of his pet aviator's wings. He passes on the lamp of how to do things.

Franklin once said, "We are not to look together we may never separately." So the aim of Mr. Steinmetz's activities has been to give every part of the world you may close your eyes and think about—let it be Sydney, New York, or the old provinces of California, or the blazing sun of the swirly Copenhagen among the waters of the Atlantic sea, or yet again Honolulu out on the Pacific—these people of the world who are the products of his factories which they never would have done had he not, over a period of two years, given them the intimate personal data, information and market conditions, as well as illustrated orders for the products that they might feel a personal interest in purchasing to buy New England products.

But bear in mind that he firmly insists upon one point—that anything you do not like better than your own script, "is the first cost in getting orders is generally poisonous."



Spencer Janney Steinmetz, Seventh Floor publicist, who writes export letters to every civilized country in the world.

the re-orders and the duplication over a series of years that made his work profitable to him and his associates. He says: "Never let any piece of printed matter go out on anything but the best-grade paper, the cleanest, clearest-type and always use the most beautiful picture showing as clearly as if you had it in your hand, the article you are trying to sell."

Mr. Steinmetz's extensive foreign mail is probably the heaviest in the building. Every weekday he sends out about 2,000 post cards. Since he has sent in more than 3,000,000 cards in this way, he has sent out more than 3,000,000 copies of one export trade circular for all parts of the world in a month than two and a half million copies of another—this in addition to millions of other pieces of export sales literature.

His Little Building offices are in Room 717-19. In the hope that he may be of help to his Little Building neighbors, Mr. Steinmetz offers to supply them with copies of illustrated four-page travelogues of his travels through America, Canada, Mexico and the Seven Seas.

"Tom" White, superintendent of elevators, has just returned from a two weeks' vacation at Nantasket Beach, where he spent most of his time basking in the sunlight on the beach, and getting chummy with the fishes in the broad Atlantic.

CLASSIFIED ADVERTISING
25 cents per type line
set solid, six words to a line.
Flexible in advance.

FOR SALE—
Webster's International Dictionary
and Atlas of the World. Never used.
Room 818

**ENVELOPE SEALING MACHINE
BARGAIN**

Never been used. Perfect condition. \$7.50 in exchange on business used. Fastest and simplest machine on the market—regardless of price. Will seal any envelope in 30 seconds. Sold everywhere today for \$1.00. Will sacrifice this one at substantial reduction. Telephone Beach 1565 for demonstration or call at Room 821 Little Building, and ask for Mr. Turbow.

**WANTED
HOSIERY SALESMEN**
Non-Exclusive Territory. Experienced men. Apply Mks. 639-40.

PUBLICITY SERVICE BUREAU
652-454 Little Building—ESTABLISHED TWELVE YEARS—60 Bayline St., Boston
GEORGE MILBANK HERSEY
Money-Raising Specialist Telephone-By-Mail Campaigner

15,000 Names of Known Givers to Philanthropies

Do you have money to loan whatever you like? Little Building Collectors are seeking for \$100.00 and well equipped. ALL PHILANTHROPIES. If you have been in charge of it, or have previously undertaken how to please the most particular donor, ask him to call.

TELEPHONE BEACH 6455

**Edith A. Cushing
CORSETIERE**
Room 859—Beach 7042

The Circulation of the "News" Will Be Increased 1000 Copies Beginning With October

LITTLE BUILDING NEWS

Six Pages

Boston, Mass., September, 1923

Price Five Cents

AD MEN'S DEAN 75

Barber Dined by Friends on Birthday—57 Years on the Job



J. W. Barber, dean of advertising men, who wore blind and feet on his 75th birthday.

J. W. Barber, Eleventh Floor advertising man, known throughout the country as the "Dean of Advertising," observed his 75th birthday a few days ago. The occasion was marked by a surprise party tendered by his office associates and a luncheon given by a large circle of his friends at the Copley Plaza.

Mr. Barber is the youngest-oldest advertising agent in business today, young in point of physical and mental energy and old in service. He has outlived 37 years in the advertising field, a longer term of service than any other man in the world can lay claim to. Measures of congratulation came to him on his anniversary from all parts of the country.

(Turn to Page 6, Column 1)

When Green Corn Is Best—

EVERYBODY knows that corn—the real native corn—is best in September.

GREEN corn, boiled in milk and served with golden butter, is a delightful addition to no end of tasty dishes that you can find in the Little Building Waldorf in the Basement.

Waldorf System Incorporated

It will cost you less for an ad in the

NEWS

than it will to send a post card to every office in the Building

Mrs. Coolidge Patron of Third Floor Hairdresser

First Lady of Land Always Comes to Building When in Hub

Mrs. Calvin Coolidge, wife of the President of the United States, and Mrs. Frank W. Stearns, her most intimate friend, and wife of the man who has been called the Colonel Horse of the Coolidge Administration, are both patrons of Miss Eva J. Cohen, Third Floor hairdresser.

Mrs. Stearns came on from Washington last week and spent three days at the Touraine before returning to the Capitol. While in Boston she was a caller at Miss Cohen's shop.

Chatting with Miss Cohen, Mrs. Stearns said: "It is funny the way the papers use pictures. One Boston paper and a picture of Mrs. Coolidge which they claimed was her favorite and most recent photograph. As a matter of fact, it was taken several years ago and she has had many better pictures taken since then. Another paper carried a picture that it claimed was Mrs. Coolidge at a very young age. It was the picture of some one else, not Mrs. Coolidge at all."

(Turn to Page 6, Column 2)

L. B. GIRL LAWYER

Passes Bar Exams—Will Be Admitted on October 9

Congratulations are being showered upon Miss Jane E. Maynes of Room 2, Internal Revenue office, upon her successful completion of the Massachusetts Bar examination. She will be admitted to the bar October 9.

Miss Maynes was graduated with honors last June from the Florida Law School, upon her completion of the regular four year evening course.



SCHOOL OPENS

Don't you think it wise to have your children's eyes examined when in preparation for the hard strain they will be placed on by their school work?

Recent works of all kinds to allow immediate attention in our own work-shop.

Edmund I. Wilson
OPTICIAN—OPTOMETRIST
Room 325-B Little Building

NEAREST FISH MARKET
Right next to the Lawrence St. Bus stop. Stop in on your way home. QUICK SERVICE—RIGHT PRICES—FRESH FISH
C. V. Chipman R. V. Chipman
108 Alwood & Co., Inc. Boston
39 Lawrence Street Boston



Miss Eva J. Cohen, Third Floor Hairdresser, to the "First Lady of the Land," the wife of President Coolidge.

ARE YOU THRIFTY?

Here's Chance to Win Cash or Books in Prize Essay Contest

What is the thriftiest thing you have done this month? Four prizes, consisting of cash and books, will be awarded to members of the Little Building community who send in the four best answers to this question. The prizes are offered, through the News, by J. Maxwell Gordon, head of the Gordon Bankers' Publicity Corporation, the man who offered the Ten Dollar prize last month for the best essay on banks.

The results of last month's prize essay contest were so pleasing that Mr. Gordon makes this new offer of

(Turn to Page 2, Column 2)



Picture Framing

A FRAME either "makes" or "breaks" the beauty of a picture—there's no halfway about it. Correct framing requires a knowledge of proportion, color, balance and the other fine points of art. Years of experience enable us to frame your picture so it will be artistically perfect.

Room 1019

INSURANCE ALL KINDS
BERTRAM G. WATERS
Doing Business with Little Bldg. Trustees
208 Franklin St. Corner Fourth St. Telephone Congress 6234

NEWS TO BOOST ITS CIRCULATION BY 1000 COPIES

To Be Distributed Outside Building for Benefit of Tenants

COVER DISTRICT NEAR AT HAND

Aim to Bring Trade in This Vicinity into the Building

The circulation of the Little Building News will be increased 1,000 copies a month beginning with the October issue. The additional 1,000 copies will be distributed every month among the shops, stores, office buildings and business houses situated in the immediate vicinity of the Little Building.

The object is to make the News an even more practical advertising medium for the shopkeepers and professional folks in the community under one roof. The only office building newspaper in the world heretofore will cover not only the Little Building but the surrounding district lying within an easy shopping radius of the business community under one roof.

It will reach not only every person in the Building but will be placed in the hands of more than 1,000 "live" prospective customers and clients of Little Building shops and offices near at hand, for it already is circulated in

(Turn to Page 5, Column 5)

MANN, BISHOP, BAUER IN PARIS

Alden H. Mann, of the Woods Tours office on the Arcade Floor, is in Paris, consulting a party of tourists, Mr. Bauer and Mr. Bishop, of Woods Tours, are also in Paris with parties. Their tours are almost ended and they will return to America in a short while.

WOODS TOURS
West Indies CRUISES Bermuda Tours
\$85 and up
Visit the best performing and fascinating part of the world at a season that is both health building and beauty are all the best. Pre-arrange outfit on West Indies cruises, 25 days, \$250 and up.

WOODS TOURS
ARCADIE LITTLE BLDG. BOSTON
All Woods Tours are planned by men who have 2 personal knowledge of the countries to be visited. Consult us freely.

WATCHMAKER RENFEWER
723-724 Little Building
Watches, Diamonds



Miss Ruth Bowditch, Little Building girl, who has a job up near the North Pole just now.

WORKING UP NEAR NO. POLE

L. B. Girl in Far North as Private Secretary to Explorer

Way up North at the last port of white civilization—at the jumping off place to the North Pole, Miss Ruth Bowditch, one of the Bowditch sisters, proprietors of the Perfect Rest Company on the Seventh Floor, is accompanying Dr. Wilfred T. Grenfell, famous Arctic explorer and head of the Grenfell Mission, on his trip to the sick and needy on the frozen Labrador coast. Miss Bowditch is with Dr. Grenfell as his private secretary. Before her return to the States she expects to visit Nain, the last port of white civilization.

Miss Bowditch left in June and first went to St. John's, Newfoundland.
(Turn to Page 5, Column 4)

THE NAMASKETT PRESS INC.

PRINTERS

Main Office and Plant Middleboro, Mass.

Boston Office
Room 1007, Little Building Beach 6316

"Small Towns covered, large city facilities."

THE LITTLE BUILDING NEWS

The Only Office Building Newspaper in the World

Vol. 2, No. 9 September, 1923

Published each month by the American Advertising Service for the Little Building Community, 524 Little Building, Boston, Mass.

HAROLD A. THURLOW Publisher
GEO. C. CHIFFMAN Editor
SANTAVELTA E. BROWN Ad. Mgr. and Associate Editor
JOHN GIBBS BLISS Art Editor
RALPH L. ROGERS Business Mgr.
J. F. HAYNES Circulation Mgr.

In September Remember—

September starts what is really a new year in business for members of the Little Building community. The vacation season is drawing to a close. The sun is in the air. Everybody is full of pep. It is the time when we begin to look for business to pick up. It is a good time to remember the slogan which the News has sounded so often—that the best way to make business pick-up is to "trade with your Little Building neighbor, and he will trade with you."

The Little Building community has become known far and wide for its spirit of neighborliness in business. It is commended upon by people outside the Building much more than most of us realize. Already the "Trade-with-your-Little-Building-Neighbor" movement has accomplished much in the way of increasing business for its sponsors and professional folks. Not only is there more trading between neighbors in the Building, but the widespread publicity which has been given to the neighborly spirit which is the mainstay of our community under one roof has attracted the favorable attention of the world outside.

Considerers are coming to the shops and professional offices of Little Building tenants more and more because they appreciate and desire the kind of neighborly service and individual attention which the Little Building aims to give. The "Trade-with-your-Little-Building-Neighbor" movement will continue to grow, but the Little Building Community has not yet reached the maximum of the business which is possible through further growth of the "Trade-with-your-Neighbor" policy. Let's do more trading with our Little Building neighbors in September than we ever have done before!

CONNELL & CAREY

Exclusive Agents Women's Glove Grip Shoes

Are you troubled with tired, aching feet? If so, come in to our shop and let us show you the comfort that you can get from wearing Glove Grip shoes.

Shop 4, Second Floor Little Building, Boston, Mass.



ESSAY THAT WON TEN DOLLAR PRIZE

Describes Clearly the Difference Between a Commercial Bank and a Mutual Savings Bank

By MAISIE F. BIRMINGHAM, Room 14, Internal Revenue Service. Before attempting to tell the difference between a Commercial Bank and a Mutual Savings Bank it might be well to define the two terms. A Commercial Bank is, strictly speaking, a National Bank or Trust Company. Its chief aim is to help business and not the individual depositor.

Miss Maisie F. Birmingham, winner of Ten Dollar prize for the best essay on banks.

ESSAY PRIZE WON BY GIRL

Miss Maisie F. Birmingham, of the Internal Revenue Service, Room 14, was awarded the Ten Dollar prize offered last month by the Gordon Bankers' and Publicity Corporation, Fifth Floor, for the best essay on "The Difference Between a Mutual Savings Bank and a Commercial Bank." The prize was paid to Miss Birmingham by Mr. Gordon a few days ago. We don't know whether she spent the \$10 trading with her Little Building neighbors or to start a bank account in a Mutual Savings bank, but we do know that her essay is worth reading. It is published in full on Page 2.

EXTRA COPIES OF L. B. NEWS

Anyone who wishes extra copies of the Little Building News may purchase them from the Circulation Manager in Room 824. A set of twenty-five copies will cost five cents per copy, 25 to 50 copies will cost four cents per copy, 50 to 100 copies will cost three cents per copy and over 100 copies will cost two and one half cents per copy.

BEING THRIFTY WINS A PRIZE

(Continued from Page 1) prizes to the writers of the four best essays on "The Thriftiest Thing I Have Done This Month." The first prize will be Five Dollars. The prizes for the three next best essays will be an autographed neighbor's copy of a book called "Silent Wealth" written by Roe Patterson.

The essays must be written clearly on one side of the paper only, and addressed to the Thrift Editor, Little Building News, 824 Little Building. Essays must be in the hands of the Thrift Editor on or before September 25.

Mr. Gordon, who is the editor of many bank publications and widely known for his thrift teachings, will be the judge of the contest.

The winners of the contest will be announced and the first prize essay will be printed in the October issue of the NEWS.

SAILS FOR BERMUDA

Miss Dorothy T. Burgess secretary to George W. Britch, chief office deputy of the Thrift Editor, Little Building on the S. S. Fort Victoria, will sail for Bermuda on the 25th. She will be gone twelve days.

mut to a payee whom he designates on the face of the check.

The system of using checks is an excellent way of making payment by mail. A certified check is the same as money. It bears the guarantee of the bank and when the check is cashed and the funds have been set aside for payment, these checks and drafts are exchanged in the clearing house where the checks of the different banks meet daily and distribute to the others the bills drawn on them. The Old Colony Trust can clear its checks through the clearing-house direct. The Hanover Trust goes clear through the Webster and Atlas by maintaining there a deposit of two million dollars.

The advantages and benefits of a checking account, peculiar to the Commercial Bank, are apparent. However, deposits made on such account do not draw interest. The profit to the depositor consists in the saving of time, trouble and inconvenience. If Commercial Banks do ever pay interest upon such accounts the rate will be very low.

Of course, many Trust Companies have a checking account, just as do the Commercial, which is under the supervision of the State and subject to all the Laws and Statutes governing Savings Banks. The investments or loans of such funds must be made in accordance with the law controlling the investments of a Savings Bank as restricted by the general Statutes under the Bank Commissioner. But, all income received from the investment of funds in the Savings Department of a Trust Company, over and above the sums paid to depositors in that department, as interest or dividends, shall accrue as profit to the corporation and may be transferred to its general funds.

Its Object To Facilitate Trade

The officers of the corporation consist of a president, clerk or secretary, a board of not less than seven directors, a treasurer or secretary, or both, and such other officers as may be provided for by the by-laws. The capital stock of such a corporation under ordinary conditions cannot be less than two hundred thousand dollars. Of course, the object of a commercial bank is to provide a commercial and trustworthy agent for business transactions of every kind as well as to facilitate commerce by being of help in manufacturing, wholesaling, trading and other ways which prove time-savers and give a safe-guard convenience.

A Trust Company may be appointed executor of a will or administrator of an estate with the same power to invest the funds or assets received as an individual holding the same position. It may also accept, store, storage, money, government securities, stocks, bonds, jewels, instruments, in fact any kind of property of value.

Subject to the restriction of the Bank Commissioner it also may accept drafts and bills of exchange drawn upon it for payment at a future date, issue letters of credit giving holders the power to draw drafts upon it at sight or on time. It may rediscount notes, drafts and bills of exchange proceeding from commercial transactions and accept drafts emanating from bills involving import and export of goods.

Checks Make Mail Payments Easy

The checking account system, which has grown to be such a part of the business world, is one of the principal features of a commercial bank. It is the only ordinary savings account. It is a convenient way of making payment without carrying a great deal of money on one's person. The plan of operation is simple. A person who has a certain sum with a Commercial Bank can have a checking account drawn on which the account on deposit and thus make

mut to a payee whom he designates on the face of the check. The system of using checks is an excellent way of making payment by mail. A certified check is the same as money. It bears the guarantee of the bank and when the check is cashed and the funds have been set aside for payment, these checks and drafts are exchanged in the clearing house where the checks of the different banks meet daily and distribute to the others the bills drawn on them. The Old Colony Trust can clear its checks through the clearing-house direct. The Hanover Trust goes clear through the Webster and Atlas by maintaining there a deposit of two million dollars.

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No Checks in Mutual Savings Bank

A Mutual Savings Bank, unlike the Commercial Bank, is run by a Board of Trustees from which is appointed a Treasurer and Assistant Treasurer to overlook all investments, such as real estate loans, and transactions of a like nature. Checking accounts are not carried in a Mutual Savings Bank. Withdrawals and deposits are on the pass book, or bank book, basis.

Ordinary Savings Banks, such as Five Cent Savings Banks, scattered throughout the State, are to encourage the average person to put aside a certain amount, however small, each week or at certain intervals. By the laying away of such sums an account will increase rapidly from a small amount to a great sum which often times marks the turning-point in a life. This is the chief object of the Mutual Savings Bank.

By the hoarding of pennies many a home is bought or an education provided which later proves to be the foundation of a great career. All such things are of interest when they are computed in accordance with State Laws and the Statutes governing Savings Banks. It is to this interest that the Mutual Savings Bank adds to itself all the time as it gains interest, until the accounts deposited in Commercial Banks for checking purposes as described.

Investments are made in accordance with the rules prescribed by the general Statutes under the Bank Commissioner. No income is retained, unless the Savings Department of the Commercial Bank, which may, if there are large enough profits, pay over the residue to the General Fund.

The purpose and plan of the Savings Bank is to give the Savings Bank run for the benefit of the depositors alone. The Savings Department in the office of the Commercial Bank which carries on so many activities. In a Mutual Savings Bank, however, the depositor gets the residue of the income, less a certain sum for the State or safety in the Guaranty Fund, which, by its very nature, is not subject to taxation. It is placed for the maximum of an individual account.

Run Only for Depositors' Benefit

In brief, a Commercial Bank is an institution which serves the purposes of trade while the main object of a Mutual Savings Bank is to increase a savings deposit. Checking accounts are peculiar to the commercial bank alone and are not permitted in Mutual Savings Banks.

I have said that Commercial Banks were instituted to help industry but the business world conversely by constant use with Commercial Banks in every phase because of its importance in the world of finance has risen to the height he holds by saving in early life his hard-earned pennies, which, accumulated into a sizeable amount, gave him the start in his career which permitted him to lead the race of the successful.

Lecturing Now at Chautauqua

George W. Coleman, president of the Babson Institute and founder of the Open Forum movement, Twelfth Floor neighbors, is at Chautauqua, New York, where he is lecturing at the Summer School of Forum Methods.

Miss Alice Samson, of the Twelfth Floor office, is also at the Summer School assisting Mr. Coleman. The class meets in the big, open amphitheater where they discuss forum methods and listen to programs of forum speakers.

Save Money!

INCREASE your mailing costs by using the Speed-O-Footer. It will increase the efficiency of your Typist at least 50 per cent. It will reduce your mailing costs at least 25 per cent. Call us and see "Show Me."



Rms. 423-24 Little Building

Be your Own Live Dealer

Buy BELL COBONS at Dealer Prices

ALL NON-SMOKERS... BELL COBONS... 10 CIGARETTES... \$1.00... 20 CIGARETTES... \$1.80... 50 CIGARETTES... \$4.50... 100 CIGARETTES... \$8.50... 250 CIGARETTES... \$21.00... 500 CIGARETTES... \$41.00... 1000 CIGARETTES... \$79.00... 2500 CIGARETTES... \$195.00... 5000 CIGARETTES... \$385.00... 10000 CIGARETTES... \$765.00... 25000 CIGARETTES... \$1915.00... 50000 CIGARETTES... \$3835.00... 100000 CIGARETTES... \$7675.00... 250000 CIGARETTES... \$19175.00... 500000 CIGARETTES... \$38375.00... 1000000 CIGARETTES... \$76775.00... 2500000 CIGARETTES... \$191975.00... 5000000 CIGARETTES... \$383975.00... 10000000 CIGARETTES... \$767975.00... 25000000 CIGARETTES... \$1919975.00... 50000000 CIGARETTES... \$3839975.00... 100000000 CIGARETTES... \$7679975.00... 250000000 CIGARETTES... \$19199975.00... 500000000 CIGARETTES... \$38399975.00... 1000000000 CIGARETTES... \$76799975.00... 2500000000 CIGARETTES... \$191999975.00... 5000000000 CIGARETTES... \$383999975.00... 10000000000 CIGARETTES... \$767999975.00... 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LITTLE BUILDING DIRECTORY

Table A: Real estate listings including addresses and names like 'Ara Baiton Co. Inc.', 'Adams, James C.', 'Alden, George W.'.

Table G: Real estate listings including addresses and names like 'Gard, Charles', 'Gard, William', 'Gard, William W.'.

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Advertisement for Brooks Brothers' Clothing, featuring 'ESTABLISHED 1818' and 'MADISON AVENUE COR. FORTY-FOURTH STREET'.

Advertisement for the Little Building, Second Floor, located at Telephone Room 4743, offering evening clothes, suits, and hats.

Advertisement for 'Up and Down the Corridors' edited by Genevieve Bourne, featuring Miss Olive Bourne and Mrs. M. Wicks.

Advertisement for 'September is Popular Month for Vacations', listing various vacation spots and travel agencies.

September is a very popular month with vacationers according to Woods Tours, Arcade Floor neighbors.

Perhaps it is popular because the air is cooler, or because the country is more beautiful at this time of the year than at any other time.

Miss Olive Bourne, of the Col-Aber office, has returned from a two weeks' camping trip in Centre Lowell, Maine.

Mrs. M. Wicks, of the Col-Aber office, is being visited by her two sisters, Mrs. Almon Shook and Miss Katherine Clark.

Miss Elizabeth Ghitts, Fourth Floor milliner, spent the month of August at Monmouth, Mass.

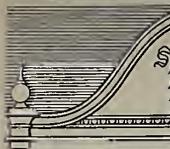
Walter Everett, of the Col-Aber office, was on the Building recently for five days finishing his Chautauque business for the season.

Emile J. Rohmer, Fifth Floor potary public, is in Cedar Grove, Maine for five days.

Mrs. C. M. Powie, of the Railway Steamship and Hotel Advertising Co., is in the North Conway, N. H.

Mrs. W. Farshaw, secretary to the Christian Science practitioners in Room 1248, has returned from an extended visit to Pike, N. H.

Small text at the bottom of the page, likely a continuation of the directory or a footer.



LITTLE BUILDING DIRECTORY

ACCOUNTANTS
 Johnson, H. J. M., Rm. 425, Bldg. 250
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ADVERTISING AGENCIES
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ARCHITECTS
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ASSOCIATIONS
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AUTOMOBILE ACCESSORIES
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BUILDING SPECIALTIES
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COPYING BUREAU
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LAUNDERS
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BARBERS
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BATHS
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BENTON CLAY BROKERS
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RUGG, HURT IN FRANCE, ONCE HERE
 Tourist, Injured in Auto Crash, Had Office on Eighth

Francis A. Rugg, who was seriously injured in the recent automobile accident in France near Nice, in which several American tourists were killed, is a former Little Building neighbor and has many friends here in the building. He is the official photographer of the Temple Travel Bureau which formerly had offices on the Eighth Floor of the Building.

Mr. Rugg, who went abroad in June as a photographer for the party, is on the dangerous list with internal injuries. He had planned to sail for home this month.

During the war Mr. Rugg was photographer for the Y. M. C. A., and was stationed in France for more than two years.

Mrs. Rugg, who is also well known in the Building, is also engaged in travel work and is now abroad with a party. Mrs. Rugg is an intimate friend of Mrs. Curtis Coakley, wife of the President of the United States, and belongs to the same Greek letter society.

Lloyd's Newest Shop Opens in Little Building

The Andrew J. Lloyd Co. is a recent newcomer to the Little Building community, occupying a store on the Arcade Floor, facing on Bowdoin street. This is the fourth Lloyd store in Boston and the seventh in New England.

William F. Herron is the manager in charge of the Little Building store. He is assisted by Miss Helen L. Greenwood, who is in charge of the photographic department; Miss Lillian M. Kelly, bookkeeper; and Charles A. Collins and Harold T. Quinn, opticians.

WILDEY SAVINGS BANK
 52 Boylston Street
 BOSTON

Deposits go on interest the fifteenth day of each month.

Triple Action
 ACTION is the final, all-important step in the consumption of a safe. If you want to get action into your advertising copy, try Bliss diagrams.

JOHN GIBSON BLISS
 Commercial Casualty
 Room 733 Little Building

REAL ESTATE
 ...
 ...

RESTAURANT
 ...
 ...

REST ROOM FOR WOMEN
 ...
 ...

RUBBER GOODS
 ...
 ...

SAVING SYSTEMS
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SCENERY
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SCHOOLS
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SHOES
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SILKS
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SHIRTS
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HERSEYS GATHER ON CAPE

Noted Members of Family in Reunion at Home of L. B. Man

The Summer home of George Millbank Hersey, Sixth Floor neighbor, at Monument Beach on Cape Cod, was the scene of a very interesting reunion of the Hersey family recently. Mr. Hersey and his brother, Henry J. Hersey, married two sisters and the reunion was of their families and their children's families, from widely separated parts of the United States. It brought together many talented men and women.

Julius and Mrs. Henry J. Hersey motored from Denver, Colorado, with their son, Judge Hersey writes and lectures on Constitutional Law and other public questions. They were joined at Cincinnati by their daughter and her husband, Mr. and Mrs. Edward Corwin Tathill. Mr. Tathill is the general manager of the Carnegie Conservatory of Music, and also is known as the founder of the Society for the Publication of American Music. His father, William B. Tathill, who was also a guest at the reunion, is a well known architectural expert and writer in New York.

Professor Mayo Dyer Hersey, physicist of the United States Bureau of Mines, and Mrs. Hersey (Frances Lester Warner), author of "Endicott and I" and other books, were members of the party. Swimming and sailing, clam-bake and chorale parties, auto trips all over Cape Cod, searches of ancestral burial places and town records occupied their time.

Albert Day Hersey, Mr. Hersey's son and manager of the printing division of the Publicity Service Bureau, which is directed by his father, spent as much of the reunion as he could spare away from his Little Building office.

BROADCASTS OPERA WILL TRAIN VOICE

Miss Mary V. McHugh of the income division of the Internal Revenue office made her debut before an inviolable audience recently when she broadcast several operatic and standard vocal numbers from the Shropshire station. Miss McHugh is leaving the Revenue service to study voice culture in New York.



Herrick-Lutkin
Advertising Artists
430 LITTLE BUILDING
BOSTON
Phone BR 3-1715

News of the Sales Offices

By Granville B. Bourne

Items of Interest About Little Building Salesmen and Sales Organizations

Several of the Forbes' Bibliograph Club members, including Mrs. E. J. Bernhardt, were on vacation. Fred M. Joyce is in Bermuda where he is taking day trips to points of interest on the island. Mr. Joyce sailed on the S.S. Victoria and will return in a few days on the S.S. George E. Peterson. He returned from a two weeks' visit at Rehoboth. John C. Hart is back in the office after two weeks at Fairmount Heights. M. F. Jones has been spending the summer at Ingham, Vermont. S. Snow, editor of the Forbes News, is at Hillsboro, Vermont, for an extended vacation. He will edit the Forbes News from his summer home there. E. F. Goodwin has returned from his vacation, which he spent at Gloucester.

Edward Stiner, New England manager for the Good Housekeeping Magazine, is at Sebago Lake, Maine, for two weeks.

Charles E. Mann, New England distributor of the Speed-O-Peeder and a Fourth Floor neighbor, is enjoying over the arrival of a daughter, and is spending his vacation with his family and guests at Lake Little Ossipee, New Hampshire.

The Shubert ticket office on the Arcade Floor has been reopened for the Fall and Winter season. The office remained closed during the summer when most of the Shubert houses were dark.

Bethlehem, N. H., seems to be the mecca for Little Building Fuller Brush representatives. Miss Louise Fletcher, manager of the Boston South office on the Ninth Floor, returned from a two weeks' visit there recently. J. G. Massey, manager of the Boston South office on the Tenth Floor, is going over the road from Boston in his car. J. J. Henkle, manager of the Boston District, is in Bethlehem now with his family. He will return to the Building in a few weeks.

Three Little Building representatives of the Fuller Brush Co. attended the conference of the New England managers of the company at the Quincy House a few days ago. They were F. A. Massey, manager of the Boston South office on the Ninth Floor; J. Ray Smith, manager of the Boston North office on the Fifth Floor; and J. J. Henkle, manager of the Boston District with offices on the Boston Floor.

Charles G. Miller, New England representative of the Rome Wire Co., Fourth Floor, has returned from the Lake Waukeg Club at Fairlee, Vermont, where he spent ten days with a party of the boys from the New York office of the R. K. F. Industries Inc., Seventh Floor. They spent most of their time fishing and having a riding party. They were there they saw the Profile House Inn. Miss Helen Fitzgerald of the Boston office, now in the building this summer at Hough's Neck and commutes to the Building.



ADVERTISING ACCOUNTS SOLICITED

HOUSE ORGANS SALES LETTERS
Direct Mail Literature

We Do Our Own Multiplying
Wells Advertising Sales Co.
601 LITTLE BUILDING

Dr. W. R. Ross
Surgeon Dentist
Rosen 307-308-309 Tel Bees 312

Cecil Shawver, manager of the Red Line Building at Quincy, is on vacation. He will return to the office after the Summer at East View. He goes swimming every night and he has caught a few fish. His wife caught 19 fish in a few hours. Incidentally, Mr. Shawver says that Cecil Hall is having the best business ever.

The 1920 Sales Co., Fifth Floor, which the Providence office is leading the New England district in its sales. They say that Ray Norton, former Boston office man, and now sales manager in Providence, is breaking all records from his vacation, which he spent at Gloucester.

Ray Savage of the Adams Distributing Co., Eighth Floor, has been spending the past few days at his camp in North Reading with a party of friends.

Raymond K. Shea, associated with Charles H. Clapp, Tenth Floor, lumber dealer, is at Southport, Maine, for two weeks on his annual vacation.

The North Office of the Fuller Brush Co., Fifth Floor, reports that two salesmen on its staff of colleagues have been promoted to lieutenants. They are George E. Shaw of Boston University and Neil R. Conant of Dartmouth.

Three members of the Alumnae Association of the Fuller Brush Co., Fifth Floor, reports that on their vacation. They are Miss Ina Jewell, who is spending two weeks at Northampton, Maine; Miss Ethel Mellin, who is at Oak Bluffs for two weeks; and B. L. Scribner, one of the salesmen, who is at St. John, New Brunswick, for two weeks.

DAN CUPID SENDS OUT TAX BLANKS

Our old friend Dan Cupid has been scoring heavily on the lateral Revenue forces in the Building as a forerunner of future events will show. Among the weddings planned for early this year are those of:

John Christopher, division chief deputy of the Field force, whose engagement to Miss Lucy McHugh was caused as a real surprise to his co-workers; Miss Beatrice Robbin of the income division, who soon is to become the bride of Joseph Frank Johnson of the National Personnel Co. of Boston; and of John F. Laher, also, also of the income division, whose marriage to Miss Gertrude A. Brady, a former deputy collector of the department, will take place soon. John J. Hart, Jr., of Lawrence, an assistant bookkeeper of the disbursing and control section of the lateral Revenue office, became a full-blooded school teacher last month when he married Miss Margaret Florence, a Lawrence high school teacher.

WORK IN NEW YORK

Miss Irene Shaw, of the estate division, and Miss V. Kelleher, of the claims division of the Internal Revenue office, have been detailed for the past two months upon special work in the New York office of the Revenue department.

PERFECT Letter Company
MIMEOGRAPHING
MULTIPLYING
312-10-19 little Bldg. Bees 3882

Edith A. Cushing
CORSETTIERE
Room 659 - Bees 7043

PAVE THE WAY
For your satisfaction and most thorough High Grade Distribution of
PENCIL PRINTING CO.
318 Little Building Bees 2584

Working Up Near North Pole, L. B. Girl Has Odd Job

(Continued from Page 1)

from there to Twilligate and thence to St. Anthony, which is on the North Atlantic coast of Newfoundland. She took the trip from St. Joan's to St. Anthony on the S.S. Sagona and will continue on the North on the "W" old Canadian boat of war times which she has bought on the way. While at St. John's, Miss Bowditch stayed at the Seaman's Institute and the Red Cross. She spent the time of her leisure time hiking through the countryside and through the trail of fishermen's huts that skirt the cliffs. She also visited Quidi, a quaint little fishermen's village, with a harbor so small that only six or seven boats could be accommodated there. She and Mrs. Grenfell were the guests of the British cruiser Wisteria which was in port while she was there.

While the Sagona was entering the harbor of Westville on the way to Twilligate, she grounded. In Miss Bowditch's words, "The next evening I was in a hot tub, and the next one with the great effort of my own hands, I heaved her off—and all was well. It took me a few minutes to get her out. I think many of us rather hoped she would be the guests of the British cruiser Wisteria which was in port while she was there."

We had a remarkably nice voyage up the coast, arriving almost last time and making in St. Anthony just time for the sailing in. We were most fortunate to arrive here as we did," containing a good deal of interesting information. It was the captain's home port, too.

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TAXER WINS HONORS IN COLD SWIM

In a recent swimming meet conducted by the L Street Swimming Club, in which all contestants had to abandon the water on account of the cold heave the club list was finished. Frank J. Cavanaugh, who has charge of the stock room of the Internal Revenue office, was credited with the feat by swimming well past Long Island Head before leaving the water.

One of the winners was Miss Bowditch. "Cav" is a real "frowny" fellow. He is a little of a humorist in the salt sea waves and who, by the way, is one of Charlie Tott's most efficient pupils.

NOTHING TO DO FOR TWO WEEKS

Several Little Building employees are on their annual vacations. They are at Cambridge visiting friends and relatives. John Downes, of the firemen, and Charles Lissell, the painter, are both on their vacations. Mrs. Margaret Hartney, the bookkeeper, has returned to the Building after a two weeks' vacation.

NO SOCKS NEW FAD IN AREA

O'Connell Sisters Write Home from Tour of Europe

Stockless costumes are the newest fad at the French beaches, according to the sisters of Mary Louise Ryan, proprietress of the Mary Louise Shop, Eleventh Floor, who are touring the Continent. Denyville and Tronville, the leading French summer resorts and the criterions of French fashions, are crowded with stockless visitors.

Mrs. Ryan's sisters, the Misses Anne, Alice and Josephine O'Connell, sailed abroad early in April. They went to Kentland first there spent two months in Paris. Later they went to Denyville and Tronville. They found the month at the Italian Lakes in Switzerland. Previous to their European tour, Mrs. Ryan is from her Eleventh Floor shop.

Mrs. Ryan expects to sail for Italy early in October, where she will meet her sisters in Rome. She will spend most of her time in Italy, Switzerland and France. In Zurich, Mrs. Ryan will make a business deal with Paris where she will purchase some of the newest Parisian creations in children's wear line apparel.

During her absence, Mrs. M. G. Shroyson will have charge of the Mary Louise Shop.

NEWS TO BOOST CIRCULATION

(Continued from Page 1)

The Colonial and Walker buildings. The "outside" circulation will not be affected by the move. The additional 1,000 copies will be distributed personally by a member of the News staff. The move will also give us the advantages of "shopping under one roof" in specially adapted for the building with the News' new month.

The publisher's decision to distribute the additional circulation in the district immediately surrounding the Building was arrived at after a careful study. It seemed clear that the logical solution was that which respect most business for merchants and professional folks was that situated with in an easy shopping radius of the building itself.

While the plans are not yet complete, it is certain that Boynton and Building will be thoroughly covered for a reasonable distance. The district immediately surrounding the Building to the South of the Little Building.

The people working in that rapidly growing district must come toward the Little Building to reach the downtown shopping district. There is every reason why they should come to the Little Building if it is to be an advantage to shopping under this one roof—the saving in time and steps, the directness of the route, the service and the individual attention to be found here.

The best of the publishers is to make an "ad" in the News the cheapest and most effective way to reach the downtown shopping district. It is to be a poster. The circulation will be increased circulation which will go into effect next month.

FALL BUSINESS

In going after Fall Trade be sure to give full weight to **ARTIST IN PRINTING**. We are ready to submit ideas and lay-outs. Call upon us for them. We now have in our employ for full time, a Commercial Artist, graduate of the New School of Design, who is solicited.

PUBLICITY SERVICE BUREAU
652-4 LITTLE BUILDING BEACH 6845

O The Nearest Stationer
5 Subway Store
OFFICE SUPPLIES
Remember Your L. B. Neighbor
of L.L. Books? See DANDON'S

MANICURIST
Elizabeth A. Robinson
CHIROPODIST
Dr. A. F. Stanger
Rosen 410-411 Bees 3841

LITTLE BUILDING NEWS

Six Pages

Boston, Mass., October, 1923

Price Five Cents

NO 60-CT. HAIRCUTS FOR L. B.

Arcade Barbers Will Not Follow Brooklyn's Price Jump

The price of haircuts in the Little Building community will not go up to sixty cents, as it did recently in Brooklyn—nor down to three cents, as it stands at present in Ecuador. The L. B. barbers will keep right on cutting hair at the old price of forty cents.

A thousand barbers returned to their chairs in Brooklyn the other day after having settled a strike which had been in progress for several months. Haircuts in Brooklyn shops henceforth will be 60 cents, owners barbers announce.

Frank Remmes, one of the proprietors of the Arcade Barber Shop, however, assured the NEWS representative that hair is going to be cut at the old stand in the L. B. for 40 cents a head.

A haircut in Ecuador just at present costs only three cents, according to a traveler who arrived in Boston recently from Chile.

"Well," said Mr. Remmes, when all about the price in Ecuador. "Our class can't go down to three cents at awhile, either."

Miss Lillian Knaf, bookkeeper for Lloyd's Arcade Shop, has been seriously ill at her home. Her many friends at the Building are glad to hear that she now is fast recovering her health. She is not expected to be back at work for several months.

Fourth Floor Man Gets Highest Italian Honor



Photograph of the high honor medal of Italy which was bestowed upon Lt. Robert Dalzell by King Manuel of Italy for valiant services in his kingdom.

It is Cavaliero Robert Bradley Dalzell of the Fourth Floor now. Once again the valiant young lieutenant, who went to Italy with the Harvard Unit in 1917, has been decorated by King Vic-

tor Emanuel, 3d, and this time with the highest honor Italy can bestow.

(Turn to Page 5, Column 4)

L. B. CORNER BEST IN ALL BOSTON

Capt. Hoppe, Head of Hub Traffic Squad, Says So Officially

The Little Building corner has been officially pronounced the busiest corner in Boston. No less an authority than Captain Bernard Hoppe, head of the Hub's traffic squad, says so. And he knows more about busy corners than any man in Boston.

This is the first time the announcement has been made, officially, that the Little Building corner was the busiest in Boston, although the traffic officers say it has been known to them for a long time. Captain Hoppe made the announcement when a prominent merchant advanced the claim that the corner of Boylston and Arlington streets is the busiest traffic spot in Greater Boston. The traffic squad head says Boylston and Tremont stands first and Boylston and Arlington second.

His announcement means a lot to the shopkeepers and professional folks in the Little Building community, for by the law of averages the more people they pass by their door the more will come in.

With the Little Building trustees advertising the advantages of the "City under One Roof" in the TRANSCRIPT, and the LITTLE BUILDING NEWS telling the outside world of the good things to be found "under this one roof" through its extra 1,000 "outside" circulation and the ads of L. B. shops and offices, the Little Building corner soon should be the busiest in Boston, both "inside" and "outside."

RUHR IS SAFE FOR TOURISTS

But Shopkeepers Don't Care if Traveller Buys or Not

Trading in the Ruhr district right now is in marked contrast to the neighborly, friendly trade of the Little Building community, says Alden T. Mann, Jr., European representative of Woods' Tents, who has just returned from a tour of the French-occupied territory of Germany.

Shopkeepers in the Ruhr district had not forgotten the war, nor the French occupation, reports Mr. Mann, and they plainly show their "passive resistance" toward all travellers of foreign appearance.

(Turn to Page 2, Column 5)

Extra Thousand "News" Will Add Pull to Its Ads

With the addition of 1,000 copies to its circulation this month, the LITTLE BUILDING NEWS now has an "outside" as well as an "inside" distribution that is bound to give added "pulling power" to its advertising.

From now on the NEWS will "cover" not only every person in the Little Building, but 1,000 of the most likely prospective customers of Little Building shops and offices—the people who work and do business in the district nearest to and surrounding the Building.

From now on, the NEWS will not only be the cheapest and most effective medium for reaching, directly, everybody in the Building, but every body outside the Building who is located within an easy shopping radius of the "City under One Roof."

SCOTT BACK FROM SYRIA

Albert A. Scott of the Near East Relief office, Twelfth Floor has returned to the Building after an extended trip in the Near East. He left in July to study the work that the organization is doing in its orphanages in Bethlehem, Jerusalem, Nazareth and other places in Syria.

Herbert S. Willett, Jr., also of the Near East office has been in the Near East since June and is now on the high seas. He is expected at his Twelfth Floor office in a few days.

THE NAMASKETT PRESS INC. PRINTERS

Main Office and Plant Middleboro, Mass.

Boston Office Room 1007, Little Building Beach 6316

"Small Town overhead, large city facilities."

INSURANCE ALL KINDS BERTRAM G. WATERS

Ready to Serve L. B. Neighborhood 799 Franklin St., Corner Pool St., Telephone 6236

NEAREST FISH MARKET

Right next the Lagrange St. Sub Right next the New York way below. OTHER SERVICES—BARGAIN PRICES—FRESH FISH—C. V. Chalmers R. V. Chalmers S. Atwood & Co., Inc. 29 Lagrange Street Boston

Arcade Floor Little Building **BERMUDA 563 and up** Good West-End address. Refresh yourself by a visit to this fascinating part of the world.

WEST INDIES Line of the coast, color, music, holiday—enjoy the warm climate and beaches of the West Indies. Cruise \$25 and up. Rooms in March.

MEXICO All the pleasures re-established between L. B. and Mexico. You can visit this wonderful land in the heart of the continent. For \$7 and 21.

CALIFORNIA Via the Indian Canal or by air. A delightful traveler way. Our Travel Specialists' Art of Travel Service. **WALTER H. WOODS** of Your Home-Here, Neighborhood Telephone Beach 3122

Apple Pie Best In October

MADE from the choicest of apples—picked in October—and baked in October—under a flaky crust just as mother made 'em.

AND this is only one of the many tasty dishes that Waldorf chefs pride themselves in making for you to eat in the Little Building, Waldorf, in the Basement.

Waldorf System Incorporated

J. ROSEN FRANKLIN ST. BOSTON

PICTURES

ON my walls are hung a beautiful assortment of pictures and mirrors, suitable for your office, home, shop or studio. Prices ranging from \$2.50 up. I also do general picture framing. My experience as an artist is always at your service to assist you in the selection of your pictures.

Room 1019

WELLSWORTH GLASSES

Repair work of all kinds is given immediate attention to our care work shop.

Edmund I. Wilson OPTICIAN—OPHTHOMETRIST Room 3269 Little Building

WATCHMAKER RENFREW 723-724 Little Building Watches, Diamonds

Meyer Jonasson & Co. Tremont and Boylston Sts.

Autumn Fashions in All Their Glory

WOMEN'S and Misses' correct styles at moderate prices as you are asked to pay for ordinary attire in department stores.

Meyer Jonasson & Co.

THE LITTLE BUILDING NEWS

The Only Office Building Newspaper in the World

Vol. 2, No. 10 October, 1923

Published since a month by the Trustees of the Little Building News...

HAROLD A. THURLOW Editor
SARAS C. CHANDLER Business Editor
JOHN GIBSON BESS Editor
RALPH L. BROWN Business Manager
J. F. HANSON Circulation Manager

About That Extra Thousand

The circulation of the LITTLE BUILDING NEWS is increased by 1,000 copies with this, the October, issue...

For the present, at least, the additional 1,000 copies will be distributed outside the Building in the district near hand...

The distribution will be made in person by a member of the NEWS staff so that each and every copy is certain to be placed where it will be most likely to produce business for our Little Building neighbors.

However, as it is the earnest desire of the publishers to distribute this outside circulation where it will do the most good, suggestions will be welcomed from L. B. neighbors...

The increased circulation is a sign of the growth of the NEWS. It is a fulfillment of the publishers' promise to increase its usefulness as fast as support will warrant.

LIGGETT CLERK ON HONEYMOON

James Dekeas, head show clerk in Liggett's Arcade, has just returned from his honeymoon...

CONNELL & CAREY

Exclusive Agents Women's Glove Grip Shoes

Are you troubled with tired, aching feet? If so, come into our shop...

Shop 4, Second Floor Little Building, Boston, Mass.

Photographer advertisement for 1270 Beacon St.

ON LONG TOUR TO PACIFIC

L. B. Neighbor Back From Vacation Trip of 10,000 Miles

After a 10,000-mile vacation trip, Miss Martha A. Briggs, Fifth Floor public stenographer...

By MARTHA A. BRIGGS Room 543

The first stop on my ocean-to-ocean sightseeing trip was Chicago. After a tour of this metropolis...

From there I auto took me to Huntington, La., a thrilling drive through mountains of rock hundreds of feet high...

Leaving Lake Louisa, an open top touring car was added to our train in order that we might get a better view.

I took auto drives around Seattle and Portland. Then came the long anticipated Columbia River Highway Drive.

Another trip across beautiful San Francisco Bay was made on the way to the Yosemite National Park.

On our way back to the Yosemite Valley we went to Glacier House. There is located the overhanging rock which jets out 223 feet above the valley floor.

Each evening during the Summer, a large house is built on Glacier House and let high into the air...

Be your Own Tire Dealer

Buy BELL CORDS at Dealer Prices. Why pay more than the price for tires when you can buy them for the same...



Here's a picture taken of Alden H. Mann's party of tourists in front of their hotel at Rivra on Lake Garda, Italy.

The burning embers are pushed from above, and this cataclyf of fire and sparks makes a sheer drop of over 2,000 feet...

On our return, we drove through "Millionaires' Row" where are situated the Wright mansion, the Beach houses, and others.

In the afternoon, I went to Hollywood and saw the homes and studios of "Doug" and "Mary" Charlie Chaplin, Charles Ray, Gloria Swanson, Betty Compson, Pola Negri and others.

One of the most interesting days of my vacation was the one I spent at Catalina Island. The island is 22 miles long and appears like a huge mountain rising out of the ocean.

While in Riverside I visited the packing house where Sunlight oranges are crate for shipment East.

Grand Canyon came next. This titanic gash in the earth's crust is 1 1/2 miles wide at the top...

Miss Briggs at the top of Mt. Rubicon, near Riverside, Cal. Every Easter, thousands of people make pilgrimages to the top of this mountain to hold sunrise services over the great wooden cross.

Edith A. Cushing CORSETTIERE Room 659 - Desk 7042

Advertisement for Edith A. Cushing Corsettiere, Room 659 - Desk 7042.

Advertisement for Bell Cords at Dealer Prices.

Advertisement for Bell Cords at Dealer Prices, including a list of dealers.

RUBR IS SAFE FOR TOURISTS



In their hands are "balets of yarn" as Mr. Mann calls them. You see, they had to have their dunes ready for carfours.

Mr. Mann sailed in June on the S.S. Matamoros with a party of sixteen Danmouth students.

The party then had a series of difficulties in their attempt to enter Germany after many holidays, when, as Mr. Mann says, they had to "grease" the palms of the German patrol with a "bale of yarns"...

The next afternoon I went to Hollywood to see "The Covered Wagon" in Grauman's Egyptian Theatre.

Then I visited my brother at Riverside 60 miles from Los Angeles.

While in Riverside I visited the packing house where Sunlight oranges are crate for shipment East.

The tourists visited Verdun and toured the battlefields, then went directly to Paris.

At Metz, the party was escorted by the commanding general, a personal friend of Mr. Mann, through the largest fort in Europe and over the flying field.

At Metz, the party was escorted by the commanding general, a personal friend of Mr. Mann, through the largest fort in Europe and over the flying field.

Let Us Put Your Name on Christmas Cards this year. The Handy Shop fills the "Little" Needs.

Advertisement for The Handy Shop, filling the "Little" Needs.

Advertisement for The Handy Shop, filling the "Little" Needs.

Advertisement for The Handy Shop, filling the "Little" Needs.

(Continued From Page 1)

"Their feeling of resentment is so strong," he says, "that the check-keepers do not seem to care whether a tourist buys or not. They treat foreigners with marked indifference and give the tourist little attention when on their shops."

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Advertisement for The Handy Shop, filling the "Little" Needs.

Advertisement for The Handy Shop, filling the "Little" Needs.

WELL ADVERTISING ACCOUNTS SOLICITED

HOUSE ORGANS SALES LETTERS

Direct Mail Literature. We Do Our Own Multiphotographs. Wells Advertising Sales Co. 601 LITTLE BUILDING

FLUNG CABINETS WOOD WARDEN WIRE STEEL

OFFICE FURNITURE CO.

COR. HIGH AND PEARL STS. PHONE CONGRESS 3422 BOSTON, MASS.

Carries Hotel and Office with Him over Six States

Walter Everest Has Novel Experience with Chautauqua

The office Walter Everest occupied this Summer was probably the most unusual in which any Little Building neighbor ever did business. The wall of Walter's office might be a barbed-wire fence or a row of trees, the ceiling usually was the sky, and the most inviting bank beside a brook, or new mown hay in some delightful meadow.

The ground served as a chair and Walter's legs acted as a desk, although on rainy days, the driver sent in a "silver truck made an excellent 'handy-dandy'."

Mr. Everest, Fourth Floor neighbor, was the advance organizer for the Community Chautauques, Inc. All summer long he traveled from town to town in his "little 'silver' truck" and used the great outdoors as his home.

His home was unusual as well, in fact he carried his hotel with him wherever he went, — not when Walter went he would stop, no matter if it was in the heart of a city, but when he went to the Mohawks. The truck body was his "room." Walter occupied night after night.

In the morning a little persuasive power on the driver's crank and Walter was off for the next town, carrying his office and hotel along with him. Walter bought a puppy for a traveling companion.

During the summer he visited practically all of the smaller towns in Pennsylvania, New York, Vermont, New Hampshire, Rhode Island and Connecticut. He spent several days in the soft coal mine district and with the Pennsylvania Dutch.

Maybe You're Writing with a Fence Post

The wood in the pencil you use every day once may have bounded the land of some famous ancestral estate in the South. It may have been, just a few weeks ago, part of the cedar post fences which the South is famous, according to Mr. Parke, Third Floor, who deals in advertising pencils.

Cedar is used in the making of all the better pencils, says Mr. Parke, but in the last few years the wood has become very scarce. So the manufacturers have been sending buyers to Florida, Arkansas and Georgia to buy all the cedar rail fences they can. They have been paying good money for them, too, according to Mr. Parke.

When the purchase the fences are pulled down, shipped to the factory, and a few days later appear in their new coat of paint as a lead pencil.

You can tell the story of our goods or services through the NEWSPAPER to every one in the Building and to more than 1000 outside the Building.



Walter Everest, in his Summer Chautauqua "office", typing some advance press copy at Uxbridge, N. Y., while "Googies" takes his first lesson on the typewriter.

Pig Rubs Back in China—Send Bristles Here

From China to the Fifth Floor of the Little Building and back to China—that is the story of the wonderings of some pig bristles that were imported to this country, shipped to Hartford, Ct., where they were made into Puller Brushes, re-shipped to the Little Building office of the Fuller Brush Company and sold to a party who will take them back to China. Ray C. Smith, manager of the Fifth Floor office of the company, sold the brushes to a man who is connected with the China Medical Board of the Rockefeller Foundation at Peking. This man is now on his way to China with the brushes—the bristles are on their way back to their native home. The brushes will be used by the European residents of Peking.

The bristles are found by natives of China under trees in the forests where the pigs have rubbed them off while scratching their backs. Then they are carried for a thousand miles in boats through the rapids of the Yangtze River.

So treacherous are these rapids that one out of every ten of the Chinese junkies that carry the bristles is wrecked on its way to the point where the bristles are shipped across the Pacific.

An ad in the NEWS is the cheapest way to reach every body in the Building and in its immediate vicinity.

Young Lady, copy writer, with knowledge of printing and engraving, try-out, make-up, wants position. Formerly editor and advertising manager of magazine. Address N.R.S., care of Little Building News.

FLUFFY RUFFLES IN FURS

Floances in High Favor This Season Says L. B. Furrier

Never before in the furrier's recollection has there been anything to compare with the ruffles, floances and drappings that distinguish the fur coats for the season of 1923-1924, says H. Licker, proprietor of H. Licker & Co., Eleventh Floor furrier.

Long coats and short coats bid for favor. The shawl length is the leader for the long garment, and for the short coat the 36-inch jacquette is most popular. The ruffles are crests that the straight line coat will lead all others.

Russon seal and real seal is most in demand for coats, with trimmings of squirrel, leopard or slunk. The new vixen sauret will be the most popular for collars and cuffs, and caracul with contrasting collars and cuffs will be the most popular for the jacquette. Nearly all fur coats this season will have the wide, flowing sleeves and the most popular collar will be the chin collar although some models will have the crumpled and shirred collars. Many Fall models in long coats will have tiers and side flares.

When it comes to neck furs, the red fox is sweeping all before it. Double fur fox scarfs, set off by the head and tail of the fox, are smarter than the smaller neck fur, although the choker style will be popular still. Muffs are given no consideration. There is little demand for them among American women although almost every fashionably dressed woman in Paris carried them last year.

L. B. GIRL WILL ENTER AD. FIELD

Miss Matie E. Birmingham, who is well known to the readers of the LITTLE BUILDING NEWS through her many contributions to its columns, has severed her connection with the National Revenue office to enter the advertising field.

Prior to her departure from the Revenue Service she was a very pleasant surprise by a number of her friends and presented with little regard to her new venture Miss Birmingham carries the best wishes of her many friends in the Little Building.



Miss Mabel Gillespie, late Sixth Floor neighbor, whose sudden death, recently, was a shock to the Little Building community.

New L.B. Face Powder Is Hit at Drug Show

The sensation of the National Drug Exposition, which was held in the Mechanics' Building last week, was a new facial powder that was compounded by Miss Frances K. Benson and Louis C. Adams of the Adams Distributing Company, Eighth Floor.

The new powder is called Cosmetics Fleur and the goods where it was shown was the center of attraction for women. All the big department stores placed orders for this new powder at the show.

The powder box designed by Miss Benson and Mr. Adams, is made in several colors to harmonize with the lady's hair. The powder is in packages that are transferable, enabling lady to obtain the desired shade of powder in a box of her favorite color.

Miss Benson is to be the sales manager and the Adams Distributing Co. will be sole distributor.

William H. Fairing, manager of Liggett's Arcade store, was called to Pittsburgh, Penn. recently by the death of his father.

NOTARY PUBLIC Room 518, Little Building

LEAGUE LEADER IS DEAD

Sixth Floor Neighbor is Stricken Suddenly at Her Work

Miss Mabel Gillespie, pioneer organizer, of women workers in this city, and for many years executive secretary of the Women's Trade Union League, Sixth Floor neighbors, died suddenly from heart trouble a few days ago at a Boylston street dress-making establishment where she was employed as a manager.

Miss Gillespie was 55 years old and had lived for the past several years at Denison House, 83 Tyler street, South City, where she lived familiar with social and industrial conditions.

Soon after leaving Radcliffe in 1909 she devoted herself to labor unionism among women, and through her arduous work was the honor of being the first woman to be elected to the executive committee of the League, Branch of the American Federation of Labor. Governor Fox appointed Miss Gillespie to the minimum wage commission, in which capacity she served for six years.

Beginning her work with the organization formerly known as the Associated Chamber of Commerce then served as secretary of the Consumers' League and the child labor committee in England.

She took active part in the investigation of the New York canneries, employed to study conditions. She returned to this city when Jane Addams and Mary McDowell were forming the Women's Trade Union League, of which she was one of the organizers.

She organized garment workers, electric organ grinders, laundry workers, clerks, office building cleaners, teachers, teachers and office employees who had many friends in the building.

Corrects Sp and Lip Introduce \$1.00 and Up

La Patricia Corsets
For comfort and correct fit. Made in France. Guaranteed to give perfect fit. Free trial in every detail.

Gowns and Wraps
We are pleased to inform you that we have ready for your inspection a complete line of new fashions and latest styles.

MADAME PATRICIA CORSET
Suite 311 Little Building

PERFECT Letter Company
MIMEOGRAPHIC Public Stenographers MULTIGRAPH 215-14th St. Phone 1022 - March 23rd

Fall Hats
You will find a hat here in just the style, weight, color, finish or price that you are seeking.

Overcoats
Tailor-made for Fall wear. Old but lively and modern. Waterproof and auto-proof. For Convenience and Service Go to

FINN the hatter
Arcade Little Building

Interchangeable Platen

Without tools except the fingers the platen roller can be taken out and another inserted in a few seconds. A soft platen for one or two copies, a hard one for a large number of copies, a platen for card writing, for label writing—this is a convenience of great worth.

L. C. Smith & Bros. Typewriter Co.
53 Franklin Street Boston, Mass. Congress 1435

LLOYD'S
Our new Little Building store is now serving the wants of the Building, its friends and neighbors, with the same satisfying service that for many years made Lloyd's the choice of people who do not errate.

Andrew J. Lloyd Co.
300 Washington Street Boston
75 Summer Street Boston
310 Boylston Street Boston

BOSTON MASSACHUSETTS
Other Stores SALEM BROCKTON

Eye-glasses Spectacles Pens Filings Fountain Pens

Do Your Christmas Shopping Early and Shop, Unhurried, in the "City Under One Roof"

LITTLE BUILDING NEWS

Six Pages

Boston, Mass., November, 1913

Price Five Cents

L. B. MAN IS MADE A MAJOR

Youngest Officer of That Rank in Service of State

Friends of William H. Finn, Jr., of the Internal Revenue Service, are congratulating him upon his recent promotion as major in the 181st infantry, after passing a competitive examination with very high honors.

Since he enlisted as private in the old Co. F, now of Hudson, Major Finn has been active in military matters, serving at the Mexican border, training at Plattsburg where he was commissioned lieutenant, and serving through several major engagements of the World War where he was wounded.

His new commission makes Major Finn the youngest officer of that rank in the State in command of troops.



Claire Windsor, beautiful Goldwyn picture star, posed especially for this "Shop Early" picture for the Little Building News. There's only one thing left off the sign. That is, it should read: "Shop Early and Shop in the Little Building."

Christmas
Stocks are complete.
Shop early and get the best.

Avoid the big store crowds this season. Do your Christmas shopping under one roof in Little Building specialty shops.

TAKES LAKE VACATION

Thomas A. McCluskey, Chief of Internal Revenue Division of the Internal Revenue Office, is taking his vacation quite late this year, but in his absence William Turle, Chief of the Capital Stock Division, has been made Acting Chief of Income.

Mr. Turle is one of the best known members of the Revenue Service.

SHOPS PREPARE TO DO RECORD XMAS BUSINESS

Rush of Early Buying Is Felt Already, Say Merchants

Shopkeepers in the Little Building are preparing for the biggest Christmas shopping season in their history. Holiday stocks, larger and more complete than ever before, are being put in. Many of the shops already are arranging for increased sales forces.

The "City Under One Roof" gives great promise of developing into one of Boston's busiest and most prosperous Christmas shopping centres. Even at this early date, shopkeepers report that the holiday buying has begun.

The Little Building is the nearest shopping centre for you. In the "City Under One Roof" you will find everything you need in merchandise or professional services at Christmas-time or during any other season.

TAX CUT BILLION DOLLARS

Taxpayer's Load Lightened by Pres. Coolidge Says Nichols

Internal Revenue Collector Malcolm E. Nichols, the principal speaker at the annual dinner of the Hampden Bar Association held recently at the Mt. Tom Country Club, Springfield, told how the downward revision of certain taxes and the elimination of other "war tax" features by the present administration had lightened the burden placed upon taxpayers to the extent of over one billion dollars.

Discussing "The Federal Income Tax in Law and Practice" Collector Nichols gave many illustrations of practical questions which arise in the administration of internal revenue business.

The collector spent the greater part of a week on a speaking tour in the Western part of the State, addressing meetings at Greenfield, North Adams and Pittsfield. He was accompanied by Assistant Chief Field Deputy John T. Hayes of Boston and Division Chief Herbert W. Hill of Springfield.

For YOUR Convenience

TAKE the elevator to the basement for Breakfast, Lunch, Afternoon Tea or Supper.

Waldorf System Incorporated

WATCHMAKER RENFREW
723-724 Little Building
Watches, Diamonds

INSURANCE ALL KINDS
BERTRAM C. WATERS
Ready to Serve
10-15, Neighborhood
510 Franklin St., Corner Court St., Telephone

J. E. ROSEN
JEWELRY OPTICIAN

A Picture Makes A Charming Gift
A BEAUTIFUL picture or mirror always is a most acceptable Christmas present. On any walls are hung a distinctive selection of pictures. The prices range from \$3.50 up. Why not allow me to help you with your Christmas problem. I also do general picture framing.

Room 1019

WILLSWORTH GLASSES

Repair work of all kinds is given immediate attention in our own workshop.

Edmund I. Wilson
OPTICIAN—OPTOMETRIST
Room 228-9 Little Building

Arabic Floor
WOODS TOURS

BERMUDA \$83 and up
South-Wholly whitened Refresh yourself by a visit to this fascinating part of the world!

WEST INDIES
Leave the old winter months behind—enjoy the warm climate and beauty of the West Indies. Cruise \$250 and up. January to March.

MEXICO
With exclusive solution recommended between 7 and 8. A visit like wonderful land in perfect safety. Tour, \$250 and up. Feb. 7 and 21.

CALIFORNIA
Via the Southern Railroad or by air (nighttime) or by motor w.g. 4000 Travel to the beautiful coast of California.

W. T. F. W. WOODS CO.
100-100, Bowdoin St., Boston
Telephone: BR 312

NEAREST FISH MARKET
Bestest next the Exchange St. Stop. Stop in on your very best. QUICK SERVICE—RIGHT PRICES—FRESH FISH—

C. V. Chapman R. V. Chapman
S. Atwood & Co., Inc.
50 Exchange Street Boston

The Sunshine Lamp Shade and Gift Shop
Annette E. Callaway

Room 936—Little Building—Beach 1542

New Ideas for Christmas Gifts

For the Men who wish to give an unusual Christmas gift, our new designs in bed, door, table and bathroom linens will have a special appeal. Choose in aid let us coordinate with you in the design of a lamp shade that will harmonize with the room in which it is to be used. Our unusual assortment of hand-made linens will also make charming presents.

For the Women who desire a beautiful lamp to grace their home, our unusually attractive designs, made with the newest fabrics, are sure to please. We give special attention to custom work, and also charge least with the most to make their own lamp shades.

A New Shop and a New Idea for Homemakers

THE NAMASKETT PRESS INC.
PRINTERS

Main Office and Plant
Middleboro, Mass.

Boston Office
Room 1007, Little Building
Beach 6316

"Small Town overhead, large city facilities."

PLAN A LEAP YEAR PARTY

With the first of its Winter dancing parties, held on Oct. 17, a success socially and financially, the Internal Revenue Welfare Society now turns its attention to plans for the next event, a Leap Year party, to be held at the Chalet, Friday evening, January 4.

And don't forget, this will be a real Leap Year party, says the committee. The girls in the office already are enthusiastically contemplating the privileges of the evening, while the less romantic gentlemen are—well, they are wondering just what's going to happen to them.

Doc Murphy knows. He's got one or two good surprises in store already, and with the same committee that so successfully organized the first dance, is planning a few more.

Meyer Jonasson & Co.
Tremont and Boylston Streets

SMART AND SERVICEABLE IS OUR APPAREL FOR THE BUSINESS GIRL

And best of all, the prices are so moderate!

Whether she is choosing a suit, coat, dress, sweater, blouse, underthings, or hosiery the Business Girl is certain that she is getting the best, and that the price will be within her means.

Meyer Jonasson & Co.

THE LITTLE BUILDING NEWS

The Only Office Building Newspaper in the World

Vol. 2, No. 11 November, 1923

Published each week by the Little Building News Service, Inc., Little Building, 40 La Grange St., Boston, Mass.

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John F. Gibson's Plans
Ralph B. Robbins
J. H. HARRIS Circulation Mgr.

Shop Early and—

At this time each year we all heed the reminder to "do our Christmas shopping early." It is not "early birds" at everything else, yet we all seem to have the tendency to "wait until the last minute" to do Christmas shopping.

And so the NEWS devote its editorial this month to a repeat of this annual reminder—in the spirit of performing a service both to the shopper and to the shopkeeper.

It is not necessary to recount all the advantages of early shopping. All of us have heard them all before. It might seem enough just to give the "Shop Early" reminder and let it go at that. Yet the NEWS would offer an amendment to the well-known slogan of this season. It is this:—

"Do your Christmas shopping early and—shop in the 'City Under One Roof'."

Save time, save steps, avoid the jam and confusion of big store crowds, enjoy individual attention—personal service; assure yourself of quality and distinctiveness in the purchase of your Christmas gifts.

Do all your Christmas shopping under one roof!

Winter Cruises Are Growing in Popular Favor

Woods Tours, Arcade Floor neighbors, have arranged a number of interesting tours and cruises for Winter vacationists and travelers.

With diplomatic relations resumed between the United States and Mexico, Mr. Woods expects many tourists will plan trips to the "Land of Flowers." Woods Tours also has planned several very interesting trips to California, Florida and Bermuda.

Winter cruises are becoming very popular, according to Mr. Woods. Such people escape the cold winter winds by cruising in warmer waters and visiting foreign countries. For this Winter, Mr. Woods has arranged many elaborate cruises to the West Indies, South America, the Mediterranean and around the World.

On these cruises the steamers put into port every few days, which gives the tourist an opportunity to visit many strange places and get a change of scenery.

A Hat Just for YOU

BRANN'S tailored hats add the superior touch of distinction to a woman's natural beauty!

A DISCRIMINATING woman chooses a BRANN creation because it preserves her own individuality, enhances her personal charms and advertises her good taste.

BRANN

Room 1056 Little Building

Went to Church with Rifle on His Shoulder—in India

Bayonet and Bible Under Arm Where Dickey Worshipped

When Henry Dickey, Little Building device operator, went to church in India a few years ago he had to take a rifle, a bayonet and 48 rounds of ammunition. Our forefathers used to take rifles to church in Massachusetts, but that was in 1620, and no one would think of carrying a "shooting-iron" to a place of worship today.

Dickey was born in London, England. When he became 19 he enlisted

Dickey served as a gunner and telegraph operator in India and as a cook in Gibraltar. He was in India and received two Good Conduct Badges during his period of service.

India was a pretty good life, though. We could hire a native for a rupee a month, about 32 cents in our money. This he would get out of his pocket, shine our shoes, clean our rifles and uniforms. A soldier didn't rate unless he had a native. They don't

"The moon was broken every time a fresh bunch of troops hit the town," he continued. "We had a scrap every time a new detachment was sent to the front. The night was over both sides would drink together. I remember one time an American cruiser came into Bumbay. A bunch of us were on leave and had hired cabs to drive us about. Some American girls came along and tried to steal our cash. That was a good fight. That's where I got this scar on my hip. I lost my toupee, or helmet, went down for the count, and got walked all over. After the battle we all joined forces and proceeded to terrorize the town for a while. These things didn't mean any sanity, they were more of a game, but they were bloody when they lasted."

Dickey was in the Little Building when it was first built. His ear rank express to the Naval District offices that he had a room on the floors during the war. "Many a good time I had," he says, "remembering with some of the boys."

Within a few months after his discharge from the English army he returned to this country. He has remained here ever since and is now a naturalized citizen of the United States.



In the Royal Garrison Artillery for India service. Before he entered civilian life he had served six years in India, three years at the Rock of Gibraltar, and one year at the Dover Barracks.

Dickey's outfit corresponded to the American Coast Artillery, that is, he carried the heavy artillery in the coast defenses. Many times they had to take their guns on railroads and carry them to strategic points of a town, ready to quell an uprising. This usually happened when the parents, or wealthy Indian residents of the town, held celebrations and in moments of enthusiasm tried to drive the troops out of India.

The troops never were allowed "leave" in the town unless they were armed, for the Indians were given opportunity to ambush any soldier. The Tommies even were forced to go to church with full equipment.

JUST ARRIVED BEAUTIFUL COLLECTION OF USUAL BASKETS AND TRAYS

From Manchuria, China and Philippines. MANY OTHER NOVELTIES FOR HOLIDAY GIFTS, WEDDING G'S, ANNIVERSARIES, TRINKETS, ETC. AT ATTRACTIVE PRICES. Your Early Selection is Invited. Henry Lawrence STUDIOS Importers

240 La Grange St. Boston, Mass. Directly Back of the Couraine

Dr. W. R. ROSS Surgeon Dentist

Rooms 307-309 Tel. Back 312

MARTHA A. BRIGGS Public Stenographer Long Carriage Typewriter

Notary Public

Rm. 518, 519, 520, Boston, Mass. 859.

Coats, Dresses and Shoes

Coats and dresses in all the new pile fabrics. Latest styles in sport coats. New signs in reefer dresses and rain coats. Shoes in all the new fall shades.

Prices Very Reasonable

Mary F. Shay

Room 520 Little Building

B. F. Goldthwait Embroidery

Initials and Monograms Embroidered on Handkerchiefs and Towels

Place Christmas Orders Now

Room 1049 Little Building



His Ear-Ring Now Is Rage In Gay Paree

A new earring designed by William H. Manchester, Jr., Seventh Floor Jeweller, is now the rage in Paris. Simultaneously with its appearance in America there come reports from abroad telling of the demand for the new earring in Paris.

Mr. Manchester calls his new design the initial earring. Asked to tell how he designed this new piece of jewelry, Mr. Manchester said: "There isn't a whole lot to it. Whenever I'm out of my Little Building office I am continually trying to evolve some new jewelry ideas. Last one night I was smoking in my room when the idea for the initial earring came to me. Immediately designed it. The following day it was being made at the factory and a few days later, it made its first appearance in the Boston stores."

It seems that some Parisian designer had the same lucky thought, for his earrings hardly had appeared in the stores when we in the jewelry business began hearing that practically the same design had captured Paris," he concluded. Mr. Manchester is the senior member of the firm of Manchester & Heuser, importers and manufacturers of jewelers.

THE WOOLSHOP

Miss E. M. Bigglestone Worsteds and Yarns for Sweaters and Baby Garments.

Free Instructions Given.

Many Attractive Novelties for Christmas.

Room 428 Little Building

LITTLE BUILDING BARBER SHOP Prompt and skillful service; also manicuring ARCADE FLOOR (next elevators)

New Hair Tonic Is Compounded by L. B. Barber

Manuel J. DeCosta, barber at No. 6 chair in the Little Building Barber Shop, mixes with the assistance of chemist friend, perfected the formula for this hair tonic called Casqua.

According to Manuel, his formula came after many hours of study and research to obtain a hair dressing which have the properties of curing dandruff and keeping the scalp healthy.

"I don't claim that one application will make dead hair grow again, forever," says Manuel. "That is impossible. But I claim that if a person will rub a few drops well into the scalp once a day, and will rub the scalp with his finger tips for a minute each day, his hair will drop out in the morning and at night dandruff will disappear and his hair will stop falling out."

"I have used Casqua on many of my customers and they are universal in praising my tonic. They say that it does just as I claim," continued the compounder of the Casqua formula. "Mr. Romnes very kindly has given me permission to sell the tonic in the Arcade Barber Shop."

Quality and distinctiveness in merchandise and individual attention in service make Little Building specialty shops the ideal place for Christmas shopping. Besides, you can find everything you need in the "City Under One Roof!"

DEAR NEIGHBOR:

It is not too early to think about your Christmas list. Don't wait until the last minute and then slip up on names through "thoughtfulness" and "one who finds the most unusual things" by coming to THE HANDY SHOP on the Sixth Floor.

We have just rearranged our shop to accommodate a larger collection of choice greeting cards and gifts, and we are sure you will be surprised and delighted with the excellent variety and value. In a short time you will be able to check many a name off your list.

Don't delay your visit, come while the stock is complete and new! It is the pleasure to give thoughtful suggestions and careful service.

Sincerely, F. S. Be sure to order your personal engraved cards at once. Advt.

THE HANDY SHOP

ADVERTISING ACCOUNTS SOLICITED

HOUSE ORGANS SALES LETTERS

Direct Mail Literature

We Do Our Own Multigraphing

Wells Advertising Sales Co. 601 LITTLE BUILDING



COR. HIGH AND PEARL STS. PHONE CONGRESS 3422 BOSTON, MASS.

OFFICE FURNITURE CO. DESKS CHAIRS TABLES SUPPLIES FILING CABINETS WOOD STEEL

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BOSTON
LITTLE BUILDING
SECOND FLOOR
Telephone Booth 4743

Clothing Ready Made or
to Measure

Evening Clothes, Cut-
aways, Sack Suits, Sporting
Clothes, Overcoats, Ulsters

English and Domestic
Hats and Furnishings

Boots and Shoes for Dress
Street and Sport

Trunks, Bags and Leather
Goods, Liveries

Insurance Man
Offers Advice
to L. B. Folks

Although most shoppers carry
employers' liability insurance to protect
themselves against heavy compensa-
tion in case an employee should be
injured, they are not always fully aware
of the many other forms of liability
insurance which protect them
against such cases as customers injured
on their premises, says Bertram
Woods, insurance expert, who is well
known in the building.

"Probably 80 to 90 per cent. of
shoppers and merchants carry fire
insurance, yet only a small per cent.
are insured against water damage,
which might be incurred if a storm
blew in a window some night or stock
was damaged by a broken water pipe,
for example," says Mr. Woods. "It is
just because people know all about
their insurance and know little about
other forms that may be just as impor-
tant."

For example, the Little Building shop-
keeper, who suppose, thinks much
about the fact that he might need
for heavy damages if a customer
should trip over a box or fall on his
head, but he might not be aware that
in his shop and break a leg or sustain
other injury? Or realize that all
kinds of defending a suit are borne by
the insuring company whether or not
the claim is allowed?

Little Building shopkeepers would
be much more insurance of various
kinds if they realized how little it
costs to secure protection. As a
broker dealing in all kinds of insur-
ance, Mr. Woods said he might refer
customers to Little Building water-
proofing at any time, in order that they
may make sure that what they are
insured and that they are
insured in another.

CONANT NAMED
ASST. MANAGER

N. R. Conant, former lieutenant of
the Little Building, F. B. Corp.,
Fifth Floor, has been made as-
sistant manager of the office.
Mr. Conant joined the firm in
June, after he had graduated from
the University of Michigan. He was
promoted to lieutenant, and his recent
promotion makes him one of the
most efficient assistants in the
building.

Anything in Your Eye
Joseph Ecker
Optometrist Room 455

PAVE THE WAY
For your eyes and, and more insur-
ance by the distribution of
High Grade Advertising Pencils
PENCIL PRINTING CO.
318 Little Building Beach 2584



Herrick-Lukin
Advertising Artists
453 Little Building
BEACH 3575

THURLOW
ADVERTISING
SERVICE

A STAFF OF SPE-
CIALISTS who
long experience in adver-
tising work enables them
to make the following
mediums most productive
for clients.

NEWSPAPERS
MAGAZINES
HOUSE ORGANS
SALES LETTERS
Booklets, Direct-by-Mail
Campaigns, Merchandising and
Research Work.
Telephone Beach 1556
823-24-25 Little Building

Shop in the Little Building!

Man Cook Wins at Food Fair

Fourth Floor Man's New Pressure Cooker Beats Woman

A young man cook was one of the sensations of the Brockton Fair Food Exposition. He never had taken any cooking lessons, and yet he was stepping into woman's sphere and beating her at her own art.

A woman takes most all day to bake beans; he was baking them in thirty minutes, and his beans had a better flavor.

That young man was Loren Weston, Fourth Floor, who was demonstrating a new pressure cooker to an admiring throng.

That crowd would have been amazed had they known that Mr. Weston and his business associate, Robert Dabzell, had designed the cooker that was performing unbelievably feats right under their eyes.

Mr. Weston and Mr. Dabzell said that the cookers already on the market did not have enough conveniences for the busy housewife, so they designed a new pressure cooker that has many aids for the user.

They named it the Boston Pressure Cooker and has an improved meat rack, a cork handle, a book attached to the side which assists the user in emptying it, and two lifters which lift in removing the pans from the cooker.

Their new design won instant favor with the people attending the Fair and a sales record was made.

The Little Building offers the Christmas shopper all the advantages of a department store plus the personal service and distinctive merchandise of the specialty shop!

CLARK'S Silk and Sewing Machine Dept. Inc.
341 Boylston Street, Boston, Mass.
Sales, Estimates, Rentals, Service
Free Home Visitation Street
Suits, Dress Goods, Valentine, Cotton Fabrics

Why pay more? The truth with us is that we sell at less because it costs less to do so. We are the only store in the city that sell at the best values and feature the latest fashions.

MAIL ORDERS FILLED
Gorson Outfitters, 215 E. Coler, \$10.00
Perrin Outfitters, 1800 Mt. St., \$10.00
All Silk Canton, \$10.00
Cady, All Silk South Corp., \$15.00
Charles Valente, 316 E. Coler, \$10.00
Metal Brocade, \$10.00
For Ladies' Suits, \$10.00
For Ladies' Suits, \$10.00
Clark's for Silks & Dress Goods

Edith A. Cushing CORSETIERE
Room 859—Beach 7042

Distinctive Gowns
LONG, elaborate gowns, in shades of darker shades of the newer fabrics—gowns that draw the figure and enhance every beautiful feature—give you the vogue among women who discriminate.

ELLIOTT Afternoon Evening
Room 703, L. B. and Street
Tel. Beach 2785 GOWNS



Miss Louise Brown, stay of the Sally, Irene and Mary Compton, now playing at the Wilbur Theatre, dashes to her hotel every evening directly after the performance over the air and "listen in" on her radio before the broadcasting stations sign off. Miss Brown is a radio enthusiast and has a powerful set which she bought from the Radio Supply Corporation, Eighth Floor neighbor. The Eighth Floor office also acts as radio adviser to Miss Brown.

Urges Right Advertising by Professional Folks

New Note of Service Is Sounded by Most Successful

By JOSEPH ECKER
Optometrist, Room 455

The question whether professional folks should advertise has been widely discussed. Mr. Ecker's answer is "Yes"—if they do the right kind of advertising." In this article, he discusses professional advertising from the standpoint of the optical profession, but much of what he says will be fully as interesting and helpful to those engaged in other professions.—Editor's Note.

Advertising by the professional man

LADIES' LINGERIE

"As You Like It"

Christina gifts of excellence and distinction. Silk Blouses, petticoats, vests, slips, gowns, sweaters, skirts, and nightgowns. The lingerie is in all the practical shades.

Delivers Anywhere and at Any Time

UNITED STATES KNITTING MILLS
Room 434 Little Building

Telephone me to come 'round and show you the finest Xmas gifts you could possibly give to any one

Fuller Brushes
in sets, in attractive holly boxes. Write or phone me to come around and show them to you. No obligation to buy unless you want to.

See MISS HALFYARD
Rm. 529 L. B. Tel. Beach 8105

most conscientious optometrists in the profession have, in the past, run advertisements that actually have been a detriment to them and the profession. They were such, indeed, that it would have been far better not to have advertised at all.

Through lack of knowledge, advertisements of legitimate members of the profession were, in many instances, similar to the cut price crook who used the next page, and the average man failed to distinguish the differences.

When it first was suggested to some optometrist that he advertise, he protested that he did not know of any way to get his ideas across except by talking about the advantages of his work, so he talked about spectacles in terms of spectacles and eye glasses, and gives them ground for thinking in the price of the article rather than on the basis of value of scientific service.

This is entirely wrong, because his vanity to the public does not tie in the product, but entry in the service which is part into the product. It also gets the public to thinking in terms of spectacles and eye glasses, and gives them ground for thinking in the price of the article rather than on the basis of value of scientific service.

As long as merchandising practices are tied up with the fitting of glasses, the naive optometrist will be a plague to men and women who stand in need of the profession. The sooner the cheap spectacle seller will be removed from any relationship to the true professional man.

The low-price man always can beat you on his price, because he plays with his own pack of cards. He makes claims that he can't live up to, nor does he expect to. He makes his play on a low price that sets him a big profit because he has no value in his goods. If you try to meet him on the basis of price, and try to render conciliatory service, you will lose every time.

When you conduct your practice on a high standard of service, and advertise along lines of education, the low-price man is absolutely helpless to compete with you.

Remember that a clientele built upon these lines is absolutely secure. It means that every new business secured adds one more to the list of people from whom you can expect future business.

The right kind of advertising is what is needed because it induces a high educational factor must not be overlooked. It drills into the public mind the necessity for vision correction, and helps bring that day awar when people generally will realize the wisdom of properly caring for their eyes.

The optometrist who is advertising widely is afraid of making mistakes which may in a general way help out the profession. As a result, a matter of fact, such would fail to create confidence in all high grade professional people would usually fail to secure much collaboration for the individual.

Today the field for optical service is practically clear. There is no necessity for selfishness or jealousy. All the professional people equipped to render efficient optical service can be removed from together and be speedily replaced by the true professional man.

Save time, save steps—shown unfrustrated, in the "City Under One Roof."

Get the Football Scores at Home!

STATION WYAC will broadcast all the football game scores directly from the field. Get the game play by play with a wide set.

Complete Sets from \$35 up

Free Installations and Instructions

Radio Supply Corp.
Rm. 841 L. B. Box 2846

PERFECT Letter Company
MIMEOGRAPHING
MULTIGRAPHING
312-18-10 Little Bldg. Beach 7588

IS GOLD MEDAL WINNER

Moore Leads New England—Merriman Is Made Field Manager

Stanley M. Moore, manager of the Little Building office of the Real Silk Hosiery Mills, Ninth Floor, was awarded a gold medal a few days ago as a reward for leading the New England district in consistency of sales production. The contest was held among the sales managers during the Summer months. Mr. Moore's record was one of the highest in the entire country.

The company has added another line and it now selling silk and woolen hosiery. The Little Building office occupies the Sixth Floor office and now is occupying a large suite on the Ninth Floor. Mr. Moore has \$3 an hour and is a member of the company and has recently has promoted W. C. Merriman to a position as field manager.

"Well," said Mr. Moore, "when a company stands behind you and gives you real goods that sell there is no reason why you should not succeed. For instance, we are the only people to whom you know of that sell silk and woolen hosiery to give satisfactory service to the wearer. This is one of the reasons for our rapid growth."

"News" Makes Big Gains in "Ad" Measure

THE LITTLE BUILDING NEWS this month presents the largest amount of paid advertising that has been published in any single issue since its first number in April, 1922, with the possible exception of the Christmas issue of last year.

That means that its effectiveness as an advertising medium is fast coming to be recognized. The increased "paid" circulation of 1300 copies, which began with last month's issue, proved productive of paying results for advertisers in its columns.

The "outside" circulation apparently was as effective in business getting has been its circulation inside the Building. It was necessary to refuse to sell any more advertising space on the front page long before this month's issue went to press.

This increased advertising measure proves that "It pays to advertise in the LITTLE BUILDING NEWS."

WELL-KNOWN SINGER BUYS HATS IN THE L. B.

Archie Lloyd, whose fame as a "song plugger" is known from coast to coast, is a personal friend and customer of Edith A. Cushing at the Little Building here.

The friends of Mr. Lloyd gave him a dinner and reception at the State Ballroom a few evenings ago. He has charge of the Boston office of the English office of Irving Berlin, Inc. song publishers.

MULTIGRAPHING ENGRAVING PRINTING

ACCURACY NEATNESS SPEED

Publicity Service Bureau
Rooms 652-4 L. B. Beach 6845

CLASSIFIED ADVERTISING
25 cents per type line set solid, six words to a line. Payable in advance.

FOR SALE

OAKLAND SPORT ROASTER
Model 24-B. Burrell of your own and thoroughly rebuilt this summer. Cooks or bakes—new style—curtain—mechanically perfect—fast—short-throw. Spares to replace parts. Address E. L. B. NEWS. Room 418

Webster's International Dictionary and Atlas of the World. Never made before. Room 418

ENVELOPE SEALING MACHINE BARGAIN
Never been used. Perfect condition, guaranteed. Taken in exchange on business deal. Fastest and simplest machine on the market—regardless of price. Seals 1000 envelopes in five minutes. Call everywhere today for \$45. Will sacrifice this one on substantial reduction. Telephone Beach 1851 for demonstration or call Room 824, Little Building, and ask for Mr. Thorlow.

Saw King Tut Treasures, Rameses' Mummy, in Cairo

And Met Another L. B. Man in Far-Off Beirut for Lunch

(Written for the News)

By ALBERT A. SCOTT

Mr. Scott has just returned from a long tour to the Near East, during which he visited the Cairo Museum and saw the treasures of Tut-Ankh-Amun, the Rameses' mummy and other equally interesting things. He had lunch with another Little Building man in Beirut, saw the traffic cops who have the hardest job in the world, in Constantinople, and—but let him tell his own story.—EDITOR'S NOTE.

One of the most pleasant incidents in my journey to the Near East was the voyage across the Atlantic on the maiden trip of the S. S. *Leviathan*, the latest addition to the fleet of the United States Line steamers.

I have seen many ships which it would be impossible to sell heretics on a ship which did not have a liquor license, a large rough weather. I noticed a large number of people were unable to acquire the necessary and staggering, so they could really have all the sensations of intoxication with job in the world, in Constantinople, and—but let him tell his own story.—EDITOR'S NOTE.

Frankly, however, we heard no criticism whatever of the *Leviathan*, and the many diversified sports and entertainments on board the ship kept everyone happy and contented throughout the voyage.

From Cherbourg, which was the port of disembarkation, I went straight through to Rome, with an overnight stay in Portofino. The weather was exceedingly hot. I ran across hundreds of American tourists, in fact, the Forum looked like a circus crowd—there were so many Americans wandering about so called. On July 16, our small ship sailed on a private yacht, "Parnassus," arriving at Corfu the next morning. Corfu is the beautiful little island the occupation of which by Italian troops was the cause of the Balkan wars within the last few weeks.

In the harbor of Corfu there is a small island, which is called the "Ship of Odysseus," and those of you who have read Homer's "Odyssey" will remember that the port of Ithaca in his story turned the ship of Odysseus into a stable.

From Corfu we took in the following cities in Greece: Cephalonia, Delphi, Corinth, Athens, Dreyon, Chalkis, Syra, Delos, and back to Athens again. Here we were able to inspect the temples and monuments, and departed from Asia Minor by the Turks last year.

It was painful indeed to see these thousands of thousands of children, whose saving for a week's ration is a single handful of food that will sustain them in one day, and it was wonderful to realize that the Near East Relief has been and is contin-

uing to act as father, mother and teacher to these unfortunate, parentless infants. It is impossible for anyone, no matter how great his command of English, to be able to return to the daily scenes in these relief stations. It certainly places on the people of America when one stops to realize that the most serious are the future leaders of the Near East in government, religion, and business.

The next important city visited was Constantinople, the moving place of the Eastern and Western religions. Here we find men and women of all races and tongues of all nations. Children raised in this city are able to speak five or six languages fluently at the time they are ten years of age.

And the "traffic cops." What a lively time they have! In addition to motor trucks, pleasure cars, and jay-walking pedestrians, they have to direct traffic made up of camel caravans, donkeys, cows, goats, oxen, mules, bicycles and all other forms of transportation that one can imagine. I have seen traffic at a street corner as crowded and as packed as Fifth and Boylston streets, held up for fifteen or twenty minutes, by two or three automobiles.

A policeman may be plenty brave when he is crowded and rushed as he is to make a flying jump for the running board of an automobile, but when he is soot enough to cause with result of the hand blows of a bulky male!

One of the most significant changes noticed in my last visit to Constantinople was the fact that a great number of the women were now going about the streets without the black veils covering their faces. Evidently the idea of the foreign element into Constantinople has changed some of the ideas concerning the women of Turkey.

From Constantinople we sailed to Istanbul, an appointment which should I meet but Herbert Willett of the Little Building in Boston. We could not very well leave the street to lunch at the Touraine, so we did the next best, and sat down in the Turkish cafe with a cup of Turkish coffee to sip, as we talked of back home, the strawberry ice cream, and other subjects not in important.

After taking several side trips out from Beirut, the itinerary led us through the mountains of the Near East, a city where great caravans are arriving continuously from Persia, Persia, India and the desert places of Tibet. Damascus is truly a city of the East, with its beautiful, slender minarets and its long narrow Bazaars, where peoples of many lands come to buy and to barter.

PUBLIC STENOGRAPHER
Room 518, Little Building

Elizabeth A. Gillis, HATS
Special Attractions in Underwear for Christmas
Room 418 Little Building

Decidedly New! INITIAL EARRINGS

The Vogue of Paris

THESE attractive earrings are made of green-gold plate, or in silver finish, and have won instant favor wherever shown.

SAVE MONEY ON YOUR CHRISTMAS PURCHASES Buy at Wholesale Prices

IMPORTATIONS are arriving daily from abroad, consisting of Earthen, Necklaces, Bracelets, Pendants, Bar Pins, Fans, Pearls, Leather Bags, Silk, Red Bags, and many other designs in Ivory Toilet Ware. We have many other novelties that will make unusual Christmas gifts. Allow us to help you solve your Christmas problem.

MANCHESTER & HEUSER
Importers and Manufacturing Jewelers
Room 712 Little Building Telephone Beach 3488

From Damascus we traveled south through Nazareth, the birthplace of Christ, and on August 9 arrived at Jerusalem. This is a city which is precious to the hearts of three great religions: the Jews, the Christians and the Mohammedans. The Foundation stones of the Temple of Solomon are still there where they were placed thousands of years ago, when the beautiful Temple itself towered above them. The last non-Christian city to be visited was Cairo. Here European and Americans rub shoulders with the descendants of the Pharaohs. Here, only a few minutes' ride from beautiful hotels which would compare favorably with the best in this country, we find "Old Cairo," with its crumbling brick houses where people have lived in the same manner and mode for many generations.

A few miles across the river are the Pyramids of Egypt and the Sphinx. We made the trip to these venerable landmarks by moonlight, and it certainly was an awe-inspiring experience to stand there in the quiet of a Sahara night, under the shadow of enormous structures built thousands of years ago.

At the Cairo Museum we were able to examine the portrait statues of Tut-Ankh-Amun, and the mummies of many of his ancestors and descendants. There is the slowest of the slow to the eyes of the world, lay old

From Cairo we traveled south through Nazareth, the birthplace of Christ, and on August 9 arrived at Jerusalem. This is a city which is precious to the hearts of three great religions: the Jews, the Christians and the Mohammedans. The Foundation stones of the Temple of Solomon are still there where they were placed thousands of years ago, when the beautiful Temple itself towered above them. The last non-Christian city to be visited was Cairo. Here European and Americans rub shoulders with the descendants of the Pharaohs. Here, only a few minutes' ride from beautiful hotels which would compare favorably with the best in this country, we find "Old Cairo," with its crumbling brick houses where people have lived in the same manner and mode for many generations.

GOOD THINGS TO EAT FOR THANKSGIVING

- Salted Almonds \$1.30 per lb.
- Spiced Almonds \$1.50 per lb.
- Salted Peanuts50 per lb.
- Stuffed Dates50 per lb.
- Peaches50 per lb.
- Milbonaire Fudge . . .80 per lb.

Prepared by Mrs. C. M. Loutie
Room 1212 Home Art 2933 M

ORDERS SOLICITED

GIFT SUGGESTIONS

- Christmas Cards
- Fountain Pens
- Pen & Pencil Sets
- Scholars Companions Stationery
- Loose Leaf Books
- Robinson's Reminder Key Chainettes
- Penicils
- Sharpener

DAMON'S The Beacon Hill Stationers.
5 Subway Store

Rameses the Second, the supposed Pharaoh of the oppression. Although he lived almost 1500 years B. C., you can now see him in all his majesty with skin still on his body and the crown on his head. It is rather interesting to know that even though he died at the age of 97, he still had a very abundant crop of hair. Wouldn't it be a wonderful thing for some hair-restorer manufacturer to get a letter of recommendation from old Rameses? From Cairo we went by rail to Port Said, then thence to Izmit by the P. O. Line, and sailed from Southampton on the giant S. S. "Mauretania" for the Canard Line, which holds the trans-Atlantic speed record.

1000 prospective customers within an easy shopping radius of the Building the advantages of shopping "under one roof." For several months the two-column "Little Building" has been publishing in the TRANSCRIPT have broadcasted the same idea to an even bigger reading public. The full-page of co-operative advertisements which individual shopkeepers bought in the SUNDAY HERE gave added impetus to this productive publicity.

BOWLERS PREPARE TO OPEN SEASON

With the long winter nights close at hand here is talk of the formation of a bowling league in the Internal Revenue office, to be comprised of teams representing most of the big divisions. In years past the Income Tax Division and the Field Department have put good teams in the field and it is expected that this year other departments will present strong line-ups.

It is not generally known that the Revenue office possesses two rollers of State-wide reputation, men who have made their mark in the realm of merris and strikes. "Ed" McHarris, Chief of the Miscellaneous Division, was for several years one of the leading rollers of Boston, while the prowess of "Chuck" Fear of the Field Department is well known to present-day fans.

C. C. BLAKE, INC.
Manufacturers of
The Automatic Blake Welt Shoe has opened a Men's Retail Shoe Shop in Shop K Arcade Floor Little Building
You are cordially invited to inspect our new quarters
C. L. STAY, Manager

EXPECT RECORD TRADING

L. B. Shops Prepare for Rush of Holiday Business

(Continued from Page 1)
1000 prospective customers within an easy shopping radius of the Building the advantages of shopping "under one roof."

For several months the two-column "Little Building" has been publishing in the TRANSCRIPT have broadcasted the same idea to an even bigger reading public. The full-page of co-operative advertisements which individual shopkeepers bought in the SUNDAY HERE gave added impetus to this productive publicity.

The resulting increase in "out-of-patterns, added to the substantial volume of "neighborly trading" which the NEWS has been promoting since its first issue, already is being felt in both regular and early Christmas buying.

With neighbors inside the Building trading with each other, and neighbors outside the Building coming to the "City Under One Roof" in growing numbers at Christmas buying season this year it is bound to be the most prosperous ever enjoyed by L. B. shopkeepers.



SPECIAL SALE OF DRESSES

- Beige Knitted Sport Suit, \$32.50
- Blue and white, size 14-16, \$18.00
- Cray & Black Embossed Clifton \$2.50
- Blue and white, size 14-16, \$5.00
- Navy Charmen 25.50-32.50
- Brown and Cream Eponage 22.50
- Clifton Evening 45.00
- Black Velvet Beaded 39.50
- Black Satins 27.50-35.00-39.00

A few dresses in sizes 14-16 at big reductions

MADAME PATRICIA CORSET
SARA'S LITTLE BUILDING

"I Didn't Know You Could Do That!"

This exclamation is often heard after our representative has shown a typist how to accomplish some desired result on the

L. C. Smith & Bros. Typewriter

There are so many things about this machine that add to the quality and quantity of work of an operator that we want to tell you about them. Ask for the illustrated chart-folder, No. 601, or for the booklet, "The Silent Smith."

L. C. Smith & Bros. Typewriter Co.
53 Franklin Street : Boston, Mass.
Congress 1436

Avoid Big Store Christmas Crowds—Shop, Unhurried, in the "City Under One Roof"

LITTLE BUILDING NEWS

Six Pages

Boston, Mass., December, 1923

Price Five Cents

Christmas Is Almost Here!

MORE time for shopping when you eat where the service is quick. Take the *down* elevator to the Little Building Waldorf.



J. R. ROSEN
PRESIDENT

A Picture Makes a Charming Gift

A BEAUTIFUL picture or mirror always is a most acceptable Christmas present. On my table ever hang a distinctive selection of pictures. The price range from \$2.50 up. Why not allow me to help you with your Christmas problem. I also do general picture framing.

Room 1019



Special work of all kinds is being unhesitatingly attention in our own workshop.

Edmund J. Wilson
OPTICIAN—OPTOMETRIST
Room 328-9 Little Building

The Sunshine LAMP SHADE and Gift Shop

Annette E. Callaway

A New Shop and a New Idea for Homemakers

for UNUSUAL CHRISTMAS GIFTS

See Our Unique Display of Gifts

Why not make your own lamp shade? We gladly instruct in the making of lamp shades, pillows and other novelties. Our Christmas supply of the latest frames has just arrived.

EVENING INSTRUCTION CLASSES

Hand Painted Compacts and Christmas Cards

Room 935 Little Building Beach 1542

BOOST XMAS TRADE

Trusters Devote Transcript Ads to "Shop in L. B." Campaign

From now until the Christmas shopping season is ended, the Little Building advertisements in the Boston Transcript will be devoted to boosting the "City Under One Roof" as a Christmas shopping centre.

The time-saving, step-up advantages of doing all one's Christmas shopping under this one roof will be stressed. The ads will call the public's attention to the fact that distinctive Christmas gifts may be found in Little Building specialty shops; that individual attention and leisurely shopping are offered here, in place of the rush and confusion of big store Christmas crowds.

The public will be urged to shop early and do all its shopping under one roof. This Christmas advertising policy is due to the friendliness and the co-operative attitude of the Little Building Trustees toward the tenants. It is believed that, with an assured volume of "neighborly trading" within the Building and the outside business which the Transcript ads are bound to attract, merchants of the "City Under One Roof" will enjoy a record Christmas trade.



IF YOU'VE BEEN KIND TO YOUR LITTLE BUILDING NEIGHBOR, YOU'VE PROVED THE OLD BOY ABOVE IS NO FAIRY TALE.

MAIL AS YOU BUY

Carrier Gives L. B. Helpful Hints on Christmas Mail Problems

By JOHN WATTS
Little Building Carrier

Last year saw, easily, the heaviest Christmas mail ever sent through the Postal Department and no doubt there will be a proportionate increase this year. In order to handle the mail with the utmost dispatch the public must follow the rules that are published.

Mail parcels for the Pacific Coast or the South and Southwest at least ten days before Christmas, preferably two weeks.

For the more central portion of the country a week ahead will do very well. For local delivery allow at least three or four days.

The department has conferred a favor by the use of the little "Do Not" (Turn to Page 2, Col. 2)

NEAREST FISH MARKET

Right next the Lagrange St. Sub-Station. Shop in on your way home. QUICK SERVICE—RIGHT PRICES—FRESH FISH.

C. V. Chipman
R. V. Chipman
S. Atwood & Co., Inc.
29 Lawrence Street Boston

INSURANCE ALL KINDS

BERTAM G. WATERS
Ready to Serve
L. B. Insurers

206 Franklin St., Corner Pearl St.
Telephone Congress 6280

THE NAMASKETT PRESS INC.

PRINTERS

Main Office and Plant
Middleboro, Mass.

Boston Office
Room 1007, Little Building
Beach 6316

"Small Paper overhead, large city facilities."

SECOND FLOOR SHOPS OFFERED TENANTS FIRST

Internal Revenue Forces to Move Out Early in January

VACATE FINE LARGE SHOPS Present Tenants to Have First Opportunity to Move In

Present tenants of the Little Building will be given first opportunity to rent the shops on the Second Floor which will be vacated when the Internal Revenue Department moves out. This important announcement is made by the NEWS upon the authority of the Trustees of the Building.

The Revenue forces will move out about the first of January, leaving vacant some dozen or fifteen of the most desirable shops in the Building on the Second, or Mezzanine, floor.

(Turn to Page 6, Col. 3)

Don't "run all over town" this year to do your Christmas shopping. Do all your shopping under one roof in the Little Building.

FRANCE NEARLY REBUILT

War-Torn Villages Rising From Ruins Reports Mrs. Ryan

France is fast recovering from her World War ruins and her villages, wrecked during the war, are almost all rebuilt, according to Mrs. Mary Louise Ryan, proprietor of the Mary Louise Shop on the Eleventh Floor, who has just returned from abroad.

Conditions are better now than ever before, in the French villages.

(Turn to Page 2, Col. 2)

Meyer Jonasson & Co.

Tremont and Boylston Streets



Fill That Christmas List Here!

Furs Sweaters Bonuses Underthings Hosiery Skirts Petticoats Sports Bloomers

Meyer Jonasson & Co.

HOODS TOUR

Arcade Floor Little Building

BERMUDA \$100 and up

Send West Coast savings. Break yourself by a visit to the finest winter party in the world.

WEST INDIES

Leave the cold winter months behind—enjoy the warm climate and beauty of the West Indies. Costly \$250 and up. Arrange to travel.

MEXICO

With smaller expenses re-established between U. S. and Mexico you can visit this wonderful land in perfect safety. Tour \$40 and up. Fly 2 and 2.

EUROPE

Tours to Europe from \$45 and up. Send for attractive brochures.

Specialty Shops, 200-210 WALTER D. WAUGH, 200, "Downstairs Neighbor" Telephone Beach 3721

XMAS JEWELRY

Our policy still remains—

Courtesy Reliable Merchandise Fair Prices

RENFREW

Suite 723-4, Little Building

THE LITTLE BUILDING NEWS

The Only Office Building Newspaper in the World

Vol. 2, No. 12 December, 1923

Published once a month by the Thuring Advertising Service for the Little Building News's Editorial and Business Office, Room 512.

HAROLD A. THURLOW Publisher SANDS C. CRIPMAN Editor GENEVILLE B. BOUCE Ad. Mgr. and Associate Editor JOHN GIBSON LEE Art Editor HARVE L. ROBERTS Business Mgr. J. P. HANSON Circulation Mgr.

A Merry Christmas

Each year folks strive to find new phrases in which to couch the greetings of this season, yet after all none expresses the wish better than that one that is oldest and simplest. And so the NEWS wishes all its readers "Merry Christmas."

Akin to this greeting is another of even deeper meaning and as old as Christmas itself—"Peace on Earth, Good Will to Men."

So far as the Little Building community is concerned there is Peace and Good Will. Perhaps there is no community in the land where this Will abounds in greater measure than Christmas than the "City Under One Roof." For the spirit of Neighborliness is the spirit of Good Will.

It is to the everlasting credit of the folks in the Little Building community that they have been this spirit of Christmas not one day but every day in the year! They deserve a Merry Christmas.

Gilliams Open New Office in Montreal, Can.

Urbah Gilliam, proprietor of Gilliam's Mailing Bureau, Sixth Floor, recently opened an office in Montreal, making a total of three offices. Miss Bella Kline, who was in the Little Building office during the summer months, will be in charge of the Montreal office.

Business offering the services that the two Boston offices do, the new office will enter the printing field. Miss Gilliam will divide her time among the three offices.

Miss Ruth Gilliam, manager of the Little Building office, recently was made a notary public.

LITTLE BUILDING BARBER SHOP Prompt and skilful service; also making ARCADE FLOOR (best elevators)

WHAT WOMAN—Is there who does not love dainty silk underwear as a gift— For Christmas? It is impossible to describe the softness and comfort of the fabrics used in the making of OLOVNI Art Silk Knitted Underwear Save Money—Buy Direct From the Mills SHAUGHNESSY KNITTING MILLS Suite 639-40, Little Building

FRANCE NEARLY REBUILT

(Continued from Page 1)

says Mrs. Ryan, for on one night the village suddenly darkened with admirable sanitary conditions.

While we were on our way over," reports Mrs. Ryan, "the captain of the ship received a wireless warning to be on the lookout for a large iceberg that was in our vicinity. We passed it at 11. It was about 100 feet long and we were real chilly while near it. The day before passing it the temperature was about 80° while near the iceberg it dropped to 55°."

"The American women have the most style," declares Mrs. Ryan. The French women are chic but are without that natural grace, and the English women seem lacking in style, she says.

"We were in England when Zee and Papayev raced over here," she says. "Every Englishman expected their horse to win and when he failed the feeling ran high. They had their allies. All England went wild over the fact that the temperature was about 80° while near the iceberg it dropped to 55°."

MAIL AS YOU BUY; IT'S BEST

Open Before Christmas' Day! Why not take advantage of this and mail as you buy? Be especially careful on the Christmas season! The Postal authorities do not limit the mailing size of parcels and packages. They accept them for foreign postage. Keep them in the hands of the parcel post and there will be no occasion for regrets.

For that Christmas Dinner—

You will find our Market very convenient for everything to your liking. Telephone your order and we will have it ready when you call.

Beach 3282 LAGRANGE'S MARKET 11 LaGrange St. "Under the Shadow of the Little Building"

PAVE THE WAY For your advertising business, by the distribution of High Grade Advertising Pencils PENCIL PRINTING CO. 315 Little Building Beach 2584

Distinctive Gowns

LONG, silhouette gowns, in the darker shades of the newer fabrics—gowns that fascinate the figure and enhance every beautiful curve—are now the vogue among women who are fashionable.

BY selecting your gown at ELLIOTT'S you are assured of securing just the newest creation which best fits your individual charms. ELLIOTT Afternoon Evening and Street Gowns Room 703, L. E. Tech. Beach 2755

Millions Pave Short Cut on the Road to Happiness

Christmas Club Is One "Dollar Distress" Eliminator

By MARGUERITE W. STODARD Manager Women's Department Exchange Trust Company

Once we thought of "Thrifty" as an unpleasant word indicating stinginess, parsimony—but intelligent people today have learned that it signifies, rather, the habit of not wasting, coupled with the habit of systematic saving. And saving is a habit, a habit easily acquired and productive of enormous dividends in peace of mind, health, wealth and happiness.

Financial worry is the cause of more unhappiness in life than any other human annoyance. Eliminate the factor of "dollar distress" from your daily existence and we should be as happy as the proverbial "pig in a rug." Stability and security are two requisites of happiness and contentment. Intelligent saving and investment make certain one's ability to meet future emergencies and to take long strides along the Road to Happiness.

Insidious propagandists, advocates of anarchy and subversive doctrines, never have made any progress among a people made happy and prosperous by the habit of Thrift. Wise spending and intelligent saving will go so far to make American life comfortable and contented.

There are various methods of investing offered the small saver. The one we think of first is naturally a bank account carried on through a Savings Bank or the Savings Department of a Trust Company. (In the latter, the depositor has no income tax to pay as the bank assumes the responsibility.) Then there is the Co-operative Bank, the Building and Loan Associations, or an individual Life Insurance Policy; there are small Government bonds in the form of

of War Savings Stamps—and there are Vacation and Christmas Clubs. At this season our mind turns quite naturally to this latter method of saving—the Christmas Club. The Christmas Club is a method of saving whereby one deposits a stipulated amount regularly each week for fifty weeks. At the end of that period each Club member receives a check for the total amount that he has deposited plus the accrued interest. This check comes in shortly before the holiday—and the problem of Christmas giving is solved. Besides that, you have a bit left over to be added to your own savings account.

We of the Exchange Trust Company are proud of being one of the largest Clubs in the world. This month we are paying very nearly two millions of dollars to people who have been systematic savers during 1923.

Perhaps you are worrying as to where the money for your Christmas gifts is to come from. We can't help you this year, but let me urge you to go to some bank which has a Christmas Club account and take a look right away so that next December you may be one of the thousands of people in Boston who give a Christmas Club check that will give you and the friends on your gift list a truly Merry Christmas.

Bath Brush Is Popular as a Christmas Gift

The Fuller Shower Bath Brush—the kind that Mrs. Martin Johnson used in the Africa Journals while photographing wild animals with her husband—is breaking all sales records during the Christmas season. Miss Hallyard, Room 525, who sells the Shower Brushes, says that they are one of the most practical gifts that one may buy for any man in use for years and benefit the entire family.

The Brushes are very inexpensive and are the best that money can buy. A trip to the Fifth Floor Palace office will make many other suggestions that Christmas list.—Adv.

CLASSIFIED ADVERTISING 25 cents per type line, set solid, six words to a line. Payable in advance.

FOR SALE OAKLAND SPORT ROADSTER Model 34B. Burned off paint job and thoroughly rebuilt this summer. Good shoes—two spares—new side curtains—mechanically perfect. \$225 or best offer. Terms to reliable party. Address E. L. E. NEWS.

Webster's International Dictionary and Atlas of the World. Room 818 Display table. Top covered in black velvet. Six feet long. A bargain at \$8.00. Room 722, 100 Boylston Street.

DESK ROOM in office with stenographic service and telephone. Apply Room 620.

DESKS CHAIRS TABLES FILING SUPPLIES

OFFICE FURNITURE CO.

COR. HIGH AND PEARL STS. PHONE CONGRESS 3622 BOSTON, MASS.



Why Wear Out Your Shoes

Strength and patience shopping around the town when we can supply your needs at the same price or less and under pleasant conditions? Such as—

A Real Daylight Store Ample Fresh Air, Yet Warm Plenty of Room for Comfort Quick and Intelligent Service

And a variety of goods to please the most discriminating. If in doubt—investigate for yourself.



THE BEACON HILL STATIONERS Pemberton 17 Square Little Building Branch No. 5 Subway Store

A FEW SUGGESTIONS FOR APPROPRIATE AND USEFUL GIFTS Selected at random from our large assortment.

Personal Greeting Cards For Christmas and the New Year. Sample Books of Special Designs to be found only at our stores.

Christmas Cards Our "Beacon Hill" Assortment, containing 25 engraved cards with envelopes to match, is the greatest value we have ever offered. \$1.00 per pkg. postpaid. Only a few left.

Greeting Cards For Xmas, New Year's, Birthdays, Congratulations, Sympathy, Bon Voyage—in fact, we have cards for every occasion. Our pens are guaranteed by us as well as the manufacturer. We have one for every need. Waterman's Moore's, Conklin's and Damon's Pen and Pencil Sets In beautiful, plush and leather boxes. Something new. Just the present for a lady. \$5.00 to \$15.00

Fountain Pens Our pens are guaranteed by us as well as the manufacturer. We have one for every need. Waterman's Moore's, Conklin's and Damon's Pen and Pencil Sets In fancy boxes, made by Eaton, Crane, Pike Co., and other well known manufacturers. \$5.00 to \$15.00 per box

Stationery At DAMON'S Stores 7 Pemberton Square (off Scollay) Little Building Branch No. 5 Subway Store (Adv. continued on Page Four)



LITTLE BUILDING DIRECTORY

A
Ace Bldg Co. Inc., rm 412... Bas. 652-33-83
Alden, James C., rm 297... Bas. 650-7-40

C
Cannon, Frank, rm 729... Bas. 652-3-33
Cannon, William, rm 1297... Bas. 652-3-33
Cannon, Louis, rm 1000... Bas. 652-3-33

B
Baba, Minnie, rm 415... Bas. 652-3-33
Baba, Helen, rm 415... Bas. 652-3-33
Baba, J. W. Adv. Agency, rm 115... Bas. 652-3-33

H
Haley, Arthur J., rm 250... Bas. 652-3-33
Haley, John, rm 79... Bas. 652-3-33
Haley, Gordon, rm 409... Bas. 652-3-33

C
Caldwell, J. H., rm 704... Bas. 652-3-33
Caldwell, J. A. C. Co., rm 230... Bas. 652-3-33
Caldwell, Harry E., rm 230... Bas. 652-3-33

J
Jeffery, C. B., rm 14... Bas. 652-3-33
Jeffery, J. W., rm 14... Bas. 652-3-33
Jeffery, J. W., rm 14... Bas. 652-3-33

E
Elder, Joseph, rm 425... Bas. 652-3-33
Elder, Joseph, rm 425... Bas. 652-3-33
Elder, Joseph, rm 425... Bas. 652-3-33

M
MacDonald, Margaret, rm 44... Bas. 652-3-33
MacDonald, Margaret, rm 44... Bas. 652-3-33
MacDonald, Margaret, rm 44... Bas. 652-3-33

Thames, O. J. Co., rm 583... Bas. 652-3-33
Thompson, J. Walter, Co., rm 1009... Bas. 652-3-33
Tobin, Edward, rm 1212... Bas. 652-3-33

U
U. S. Pencil & Eraser Co., rm 1104... Bas. 652-3-33
Udell, Philip, rm 1111... Bas. 652-3-33

N
New Fullerton, rm 1106... Bas. 652-3-33
New Fullerton, rm 1106... Bas. 652-3-33
New Fullerton, rm 1106... Bas. 652-3-33

W
Waldorf System, 157 West... Bas. 652-3-33
Waldorf System, 157 West... Bas. 652-3-33
Waldorf System, 157 West... Bas. 652-3-33

Z
Zachary, Walter E., rm 1053... Bas. 652-3-33

R
Radford Chemical Company, rm 704... Bas. 652-3-33
Radford Chemical Company, rm 704... Bas. 652-3-33
Radford Chemical Company, rm 704... Bas. 652-3-33

S
Safar, Co. Bldg. & Bldg., rm 774... Bas. 652-3-33
Safar, Co. Bldg. & Bldg., rm 774... Bas. 652-3-33
Safar, Co. Bldg. & Bldg., rm 774... Bas. 652-3-33

ADVERTISING
ACCOUNTS SOLICITED
HOUSE ORGANS
SALES LETTERS

ESTABLISHED 1818
Brooks Brothers
CLOTHING
FURNITURE

BOSTON
LITTLE BUILDING
SECOND FLOOR
Telephone Booth #15
Clothing Ready Made or to Measure

Answer These Important Questions
Do you ever wish you could get the price without "come mighty and confused"? It is necessary for you to hold your card or newspaper farther away from your eyes than forehead—do you need "strong light"?
Joseph Ecker
Optometrist Room 455

MIMEOGRAPHING
Room 518, Little Building

Edith A. Cushing
CORSETTE
Why Wait?
Come down to Room 627, now, order your Christmas jewelry.
Save Money
You may order anything in the jewelry line here, and you may be sure that the designs are the very latest.
Expert Watch Repairing
John J. Cullen
JEWELER
Room 527 Little Building

United States Printing Mills
Ladies' Lingerie
Room 134 Little Building
Delivers Anywhere and Any Time

Christmas Gift Suggestions
Deluxe Chopin De Cliché Nect
Giltware... \$5.00 and \$5.00
Silver... \$1.00 and \$1.00
Gold... \$1.00 and \$1.00
Madam's Patricia Corset
Sara's 311 Little Building



LITTLE BUILDING DIRECTORY

Table of business listings categorized by industry: ACCOUNTANTS, ADVERTISING AGENCIES, ARCHITECTS, ASSOCIATIONS, BOILERS, BOOKS, BOOTLECK, BUILDING SPECIALTIES, CANNIES, CARBETS AND RUGS, CHECK WRITERS, CHRISTIAN SCIENCE, CROCKERY, CUPOLA, DRUGS, FURNITURE, GARDENS, GOLFERS, HAT MAKERS, HONEYDEWERS, HOUSEHOLD PRODUCTS, IMPORTERS, INCOME TAX SPECIALISTS, INSURANCE, IRONWORKERS, JEWELRY, LABORERS, LAWYERS, LEATHER GOODS, LITHOGRAPHERS, LUMBER, MANUFACTURERS AGENTS, MEANS CATERERS, MIMOGRAPHING, MOTION PICTURES, MULTIGRAPHING, NEWS, OFFICE SUPPLIES, OPTICIANS, ORNAMENTAL IRON AND BRONZE, PAINTS AND VARNISHES, PAPER, PEN-DRIPPERS, PHOTOGRAPHERS, PNEUMATIC TOOLS, POSTAL PRODUCTS, PORTLAND CEMENT, PRINTING, PUBLISHERS, RAGS, REAL ESTATE, RESTAURANTS, RUBBER GOODS, SAVING SYSTEMS, SCHOOL AND CAMP OUTFITS, SHOES, SIGNING, SILKS, SODA WATER, STATIONERY, STEEL PRODUCTS, SUBSCRIPTIONS, SURVEYORS, THERMOMETERS, TELEGRAPH AND MESSENGER, TRUCKING, TRUST ESTATES, TYPEWRITERS, UPHOLSTERY, VACUUM CLEANERS, VARNISHES, WATCHES, WOODWORKING, and ZEPHYRUS.

Advertisement for 'THE MANDY SHOP' located at 7 Pemberton Square (off Seillon). The ad features a decorative border and lists various services and products: 'SOMETHING FOR EVERYONE!', 'Fills the "Little" Needs', 'A Most Acceptable Gift is a PICTURE FRAME', 'Fancy Calendars', 'Phillips Brooks Appointment Calendars', 'Ash Trays', 'Brief Cases', 'Bond Boxes', 'No-Over-Flp Sponge Cups', 'Ever Ready' Razor, 'Diaries for 1924', 'Scholar's Companions', 'Photo Albums', 'Thermometers', 'Cooking Recipe Outfits', and 'Trust Estates'. Prices are listed for many items, such as 'Special Price \$1.50' for picture frames and '\$1.00' for diaries.

(Adv. continued from Page Two)

At DAMON'S Stores

7 Pemberton Square (off Seillon) Little Building Branch No. 5 Subway Station

Fancy Calendars 25c to \$1

Phillips Brooks Appointment Calendars 50 cents

Ash Trays 50 cents to \$3.50 each

Brief Cases Just received, half of the lot already sold. Unfinished cowhide leather - which will wear like iron. Other styles also.

Bond Boxes "The Standard," made of heavy steel, handsomely finished, with a perfect container for valuable papers. \$1.00 each

No-Over-Flp Sponge Cups \$1.25 each

"Ever Ready" Razor De Luxe model with radio blades. A written guarantee with every razor. For mer price \$2.00. Special price for Xmas.

Diaries for 1924 Pages printed for half-hourly appointments. Just the thing for a doctor or dentist. Leather, \$2.15 each. Cloth, \$1.30 each. Dentist

Scholar's Companions Make the Kiddies happy at Christmas with a Scholar's Companion outfit. each

Photo Albums For the amateur photographer in a large variety of sizes and bindings. \$6.00 to \$7.75

Thermometers Cold weather is coming and you will need one for the inside and outside of the house. 75c to \$2.50

Cooking Recipe Outfits For the particular housewife. Recipe index and a book of 100 in imitation mahogany box. \$1.25 complete

Trust Estates At DAMON'S Stores

7 Pemberton Square (off Seillon) Little Building Branch No. 5 Subway Station

(Adv. concluded on Page Six)

Will Sell Fifty Million Christmas Health Seals

Eleventh Floor Neighbors to Raise \$175,000 in Drive

Over 50,000,000 Christmas Seals are to be placed on sale in this State by the Massachusetts Tuberculosis League, Eleventh Floor neighbors, during this month. This is an increase of 20,000,000 seals over the number sold last year, due largely to the efforts of the Eleventh Floor office.

Since the sale of Christmas Seals began, seventeen years ago, the number of deaths from tuberculosis has been more than cut in halves so that at least 100,000 lives are being saved each year which would have been lost.

The voluntary anti-tuberculosis movement entrusts adequate care for the tuberculosis work for the discovery of the disease in its early and curable stages, and child health work for the prevention of tuberculosis.

In Massachusetts, over 7,000 delicate children have been examined by experts. As a result of these examinations, many now are enjoying the

benefits of institutional treatment or of adequate home care.

The support this humanitarian cause depends almost entirely upon the sale of Health Christmas Seals. Last year \$146,000 was raised by the sale in Massachusetts, and \$175,000 must be raised during the coming year in order to finance in our Commonwealth the most intensive fight ever organized against this disease which has been causing up to half a million suffering and economic loss since the dawn of history.

Predicts Low Priced Turkey

The traditional Christmas bird, the turkey, is gaining in popularity this year instead of losing favor, as in former years, to its cousin, the duck and the goose, according to Julius Quant, proprietor of the La Grange Street Market.

The "dark" that comes from the Vermont hills is most in demand and the best news is that the price that is "placed on his head" probably will be lower this Christmas than it has been for several years.

Mince pie and plum pudding are found to be the most popular dessert dishes, according to early orders that have been placed with the market.

Second Floor Shops Offered to Tenants

(Continued from Page 1)

Instead of advertising these shops for rent in the newspapers, the Trustees, living up to the spirit of neighborliness, at once decided to give present tenants the first opportunity.

Accordingly no effort will be made to lease these shops to outside parties to outsiders until the tenants of the "City Under One Roof" had had opportunity to inspect them and decide whether the shops are suited to their needs. The leasing inquiry was given first from inside as soon as news of the Revenue Department's moving slated out through the newspapers the other day.

The Mezzanine Floor was constructed originally as a floor of shops. Although the space was fitted up as offices under the Revenue Department's occupancy, some years ago, no change was made in the main drive which was so that the space can be revamped immediately in conformity with the original plan.

The shops are large, light and airy. They range in size from 300 to 1000 square feet of floor space. They have big windows for display cases and open the mezzanine gallery and corridor. A long well in the center of the gallery opens down upon the main floor. Signs and advertising signs up a number of the shop windows can be seen by the crowd that passes through the mezzanine of the Building on the inside, as well as by the throngs that pass the Building on Tremont and Boylston streets outside.

This makes the soon-to-be-occupied rooms particularly desirable for shops. They also meet their tenants' needs. The second floor, where they are easy of access without using the elevators, although of course the elevators are available to any who want to use them.

As to general location, the Building itself is situated on the "Fifth Avenue of Boston" at its Eastern Corner. The convenience of the subway entrance to the Building is rapidly coming to be recognized as a great advantage by shoppers, especially in cold and stormy weather when it is nasty underneath.

The Trustees believe there are many present tenants of the Building occupying suites of offices on the upper floors who will find these Mezzanine Floor shops more convenient and suited to their needs in every way, especially those tenants who have been unable to secure adjoining offices in suites large enough for their requirements.

The Second Floor location is bound to appeal strongly to customers, too.

On account of the growing inquiries for these shops from persons outside the Building, the Trustees present tenants on other floors who are interested are advised to inquire and inspect immediately.

A folder, containing a floor plan showing the size and location of the shops, with other information is given out free of charge. The Trustees' NEWS for the convenience of present tenants. Full information as to rental rates may be obtained and inspection arranged through the Superintendent of the Building or at the Trustees' office on the Ninth Floor.

Names Three for Promotion

Malcolm B. Nichols, Collector of Internal Revenue, recently announced several promotions in his organization.

John T. Hayes, of Boston, who has served in various capacities in the Field Department as deputy, division chief and assistant chief deputy, has been promoted to the office of chief field deputy.

Edward MacFarlane of Boston, who is an attorney and until recently the chief of the Massachusetts Division, has been made field attorney to handle all legal matters connected with the office.

William M. Hoar of Salem, chief of the Sales Tax Division, has been appointed head of a new division created by consolidating the Sales and Miscellaneous Divisions. The promotion was effective December 1.

(Adv. continued from Page Four)

At DAMON'S Stores
7 Pemberton Square (off Scollay)
Little Building Branch
No. 5 Subway Street

Package Bags
The celebrated "Boston" Bag—all sizes each One Leader of other styles also. **\$5.00**

Family Expense Books
For the thrifty housewife. The "Economy" bound in flexible imitation leather, good for four years. **\$2.25** each Cheaper Style 35 cents

Record of Investments
Bound in Morocco leather, new size, size 4 1/2 x 7 inches. **\$2.50** each For stocks, bonds, mortgages, etc.

A Line a Day Diaries
A five-year comparative record used by many who wish to keep a regular daily diary. **\$1.00** to **\$10.00**

Mah Jong Sets
The new Chinese game. New stock of foreign and domestic made just received. **\$2.00** to **\$25.00**

Pencil Sharpeners
One is needed in every office and home. A practical gift and always appreciated. **15c** to **\$7.50** each

Typist Comfort Kit
Make your stenographer happy at home. Includes everything with this outfit. **\$5.00** each

Framed Mottoes
A variety with designs and appropriate sentiments. **75c** to **\$3.00**

Key Chainlets
In the link or fox-tail pattern, the most convenient form of carrying your keys — for lady or gentleman. **50c** each

Robinson Reminders
Tear out memos when attended to. Gayly illustrated only. Pearl grain leather, size 3 x 5 inches. **\$1.00** each

"Rotary" Phone Index
Quick Reference Something new for the office or home. Capacity for 720 names with numbers conveniently arranged. **\$2.50**

Handy Boxes
A lot of Dennison "Handies" in one box. Tags, labels, glue, mending tape, paper clips and rubber bands. **\$1.00** and **\$2.00**

Pony Name Cards
The latest novelty. 50 cards, 1 1/2 x 1 1/2 only; extra charge for address. **50c** complete in case

At DAMON'S Stores
7 Pemberton Square (off Scollay)
Little Building Branch
No. 5 Subway Street

SAVE MONEY

On Christmas Jewelry

We offer you the latest designs and vogues in jewelry at wholesale prices

Bring Your Christmas Problem to Us

We daily are receiving importations from abroad and can show you many articles that will make delightful and unusual Christmas Gifts. Come in and see our Earings, Necklaces, Bracelets, Pendants, Bar Pins, Rings, Pearls, Leather Bags, Silk Bags, Book Bags, Sted Bags, exclusive designs in Ivory Toilet Ware and many other novelties.

MANCHESTER & HEUSER
Importers and Manufacturing Jewelers

Room 742 Little Building Telephone Beach 3485

When Work is Pleasure



When health and happiness are present, when surroundings are congenial, when one is "making good" in a worth while job, it is a pleasure to work.

For the typist, add to these conditions the "SILENT SMITH" typewriter, ball bearing, easy running and equipped with all the time and labor saving devices—then the pleasure of work is complete.

Send for booklet and folder Form 601.

L. C. Smith & Bros. Typewriter Co.
53 Franklin Street ; Boston, Mass.
Congress 1436

GOOD THINGS TO EAT FOR CHRISTMAS

Salted Almonds\$1.30 per lb.
Spiced Almonds\$1.50 per lb.
Salted Peanuts50 per lb.
Stuffed Dates80 per lb.
Peanuts80 per lb.
Millionaire Fudge80 per lb.

Prepared by Mrs. C. M. Fowle
Room 1242 Little Building
Bes. 4177 Home—Arl. 2006-M

ORDERS SOLICITED

REMOVAL SALE

On and after January first my shop will be located at 42 Water Street. I shall be pleased to meet my Little Building friends at my new location.

Before leaving the Little Building I am offering my complete stock of coats, dresses and shoes at big reductions.

Mary F. Shay
Room 520 Little Bldg.

C. C. BLAKE, INC.

Manufacturers of

The Automatic Blake Well Shoe

has opened a Men's Retail Shoe Shop in Shop K
Atrium Floor
Little Building

You are cordially invited to inspect our new process of shoe construction

C. L. STAY, Manager

Gifts for Men

Allow us to help you select the gifts for the men on your Christmas list. We have many things that will make any man a pleasing gift. We are showing Gloves, Kerchiefs, Mufflers, Neckties, Scarfs, Canses and so many other suggestions for men.

F N N

the hatter

Arcade Little Building

Sale of Hats

Beginning December fifteenth we are offering all our millinery creations at great reductions as long as they last.

BRANN

Room 1056 Little Building
Divorced to L. B. N. No. 1056

Let's "Buy in the Little Building" More, in '24, than We Ever Have Before!

LITTLE BUILDING NEWS

Six Pages Boston, Mass., January, 1924 Price Five Cents

DAMON IN BUSINESS 42 YEARS

Little Building Stationer Started Career as Errand Boy

George E. Damon, president and treasurer of the George E. Damon Company, Stationers, Little Building, celebrated his forty-second year in the stationery business on Saturday, December 15.

Mr. Damon entered the employ of Ward & Gay, stationers, 184 Devonshire street, on December 16, 1881, as errand boy in the office.

Coming up from his native town of Kittery, Maine, only a few days before, he walked into the store and asked if they needed a boy. He was engaged for two weeks at \$3 per week (a good salary for those days) to help them through the Christmas rush. He had made himself so valuable in that time that he was given a permanent position. At the end of three years

(Turn to Page 2, Column 2)

Hitched Wagon to Two Stars---Kept Seat on Both



So He Helps to Dedicate Memorial Seat at Babson Inst.

George W. Coleman, Little Building neighbor (who, as president of the Babson Insti-

tute at Wellesley Hills, and head of the Open Forum movement, Twelfth Floor, is making two big jobs bigger) was a prominent figure at exercises which were held recently on the campus of the Institute to commemorate the dedication of a Memorial Seat.

Babson Institute campus, comprising 178 acres, was purchased in 1921. (Turn to Page 5, Column 3)

"Your Neighborhood Bank"

Exchange Trust Company
1 Court St.-124 Baybton St.
Boston, Mass.

Our Branch Office is just a step from the Little Bldg. Here we can offer you the services of our—

- Savings Department
- Commercial Department
- Bond Department
- Trust Department
- Safe Deposit Vaults
- Women's Department
- Christmas Club

Our depositors are protected by our membership in the Federal Reserve System.



The Sunshine LAMP SHADE and Gift Shop

Annette E. Callaway

A Shop With "Different Ideas"

Instructions given in making Lamp Shades, Pillows and Gifts. Day and evening class instruction.

Why not join one of my Little Building evening classes?

A Shop for MEN as well as women—where gifts may be selected at a flat rate of exciting cards and custom made gifts.

Room 936

Little Building

Beach 1512

NEW CAFETERIA WILL REPLACE L. B. AUTOMAT

To Seat 250 Persons—50 More Than Present Restaurant

WALDORF WILL OPEN IT SOON

Sandwich or Full Course Dinner—Chefs to Be of Best

An up-to-date, first-class cafeteria soon will replace the automat restaurant in the basement of the Little Building. The News is authorized to make this announcement by officials of the Waldorf System, Inc., who state that the change from automat to cafeteria is being made to give folks in the Little Building community better service, a bigger variety of dishes and more room.

The new Waldorf cafeteria will seat 250 persons at one time, 50 more than can be accommodated at the rush hour in the present automat. After the cafeteria system has been installed, probably inside of a month, it will be possible for the inhabitants of the "City Under One Roof" to be served anything from a sandwich and cup of coffee to a full course dinner including nine oysters on the half shell—right in their own restaurant. In the new cafeteria, special attention will be given to the cooking. Spectral chefs will provide "regular first-class hotel cooking," says Charles MacMurray, manager of the present automat, who will remain in charge of the cafeteria.

"We shall serve a much wider variety of dishes—steaks, chops, roasts, salads, soups, stews, a wide choice" (Turn to Page 2, Column 4)

SPACE REFILLS RAPIDLY

Some Desirable Shops and Offices Still Are Available

The shops and offices left vacant when the Internal Revenue forces moved out the first of January are being sought by new tenants "like hot cakes," as the saying goes. Already about one half the vacated shops on the Second, or Mezzanine, Floor and a large percentage of the offices on the Third Floor, have been spoken for.

There still are some very desirable shops and offices available, however, though, at the rate inquiries have been coming in, few if any of these fine shops and offices will remain vacant long. (Turn to Page 2, Col. 5)

RICKER OFF TO FLORIDA

V. C. Ricker, Northern representative of the Tampa Branch of Trade and of Temple Terrace, a big Florida development of orange groves, sport and recreation resorts and Winter homes, left his Eighth Floor office shortly after Christmas for Florida. He will spend the winter in that State, looking after his many interests there. He will return to the "City Under One Roof" after the rubus start their Northern flight in the Spring.

NEAREST FISH MARKET
Right next the Lagrange St. Sub-way. Stop in on your way home.
QUICK SERVICE—BARGAIN PRICES—FRESH FISH—
C. V. Chapman & Co., Inc.
8 W. Chapman St. Atwood & Co., Inc.
to Lagrange Street Boston

LITTLE BUILDING BARBER SHOP
Prompt and skillful service, also manufacturing
ARCADE FLOOR (next elevators)

THE HANDY SHOP
Fills the "Little" Needs
Try Us First!
Sixth Floor

INSURANCE ALL KINDS
BERTRAM G. WATERS
Ready to Serve
L. B. Neighbor
508 Franklin St., Corner Pearl St.
Telephone Congress 679

WELLSWORTH GLASSES
Repair work of all kinds is given painstaking attention in our own workshop.
Edmund I. Wilson
OPTICIAN—OPHTHELMIST
Room 325-9 Little Building

Meyer Jonasson & Co.

Tremont and Boylston Streets

Smartly Practical

THE BUSINESS GIRL must have clothes that will wear, yet she wants to look as smart as possible.

IT IS A PROBLEM to dress in a chic, yet sensible and inexpensive way—and, we have studied out this all-important problem of clothes.

THEREFORE, she can find this combination of smartness, moderation of price, and serviceability in the quality apparel of the House of Meyer Jonasson.

- Furs Coats Dresses Suits
- Blouses Sweaters Hosiery
- Skirts Underthings

Meyer Jonasson & Co.

WATCHMAKER RENFREW
723-724 Little Building
Watches, Diamonds

J. R. ROSEN
Expert Picture Framing at Unusually Moderate Prices
ROOM 1019

THE LITTLE BUILDING NEWS

The Only Office Building Newspaper in the World

THE DEMONSTRATION BUSINESS 42 YEARS

(Continued from Page 1)

Vol. 3, No. 1 January, 1924

Published once a month by the Theobald Advertising Service for the Little Building News, 120 North and Business Edgars, Suite 322.

HAROLD A. THEOBALD Publisher
SARIE C. CHIFFMAN Editor
GUYANVILLE B. BOURNE Adm. Mgr. and Associate Editor
JOHN GUNSON BLAIS Art Editor
ROY A. COREY Business Mgr.
FRED TALBOT Circulation Man.

Green Pastures "Under One Roof"

Perhaps the most profitable editorial message which the NEWS can give its Little Building neighbors this month, is contained in a story which Lester W. Collins tells as a true one. Collins, many years ago, helped to build a building for Rand McNally & Co., the map makers and now one of our Little Building neighbors.

Years ago, according to Collins' story, anyone was privileged to buy a few maps at wholesale rates from Rand McNally & Co., and to sell them at retail. One day a stranger walked into the map makers' offices in Chicago and bought a few maps at wholesale. In twenty minutes or so, he was back for more and a half hour later he returned for his third purchase. This continued several hours.

The manager of the wholesale department became interested and asked the man how he was able to sell so many maps in such a short time. "How do you find your customers?" he inquired.

"Right here in your own building," was the reply. "I was working at the top floor and have started down—three more floors to go!"

You may not be a maker of maps yet how sure are you that you are not overlooking "green pastures" right here in the "City Under One Roof"?

If everybody in the Little Building bought of you the product you have to sell, your profits would be handsomely increased.

And there is a lesson in this story for the buyer as well as the seller. How sure are Little Building neighbors, when they go outside to purchase something, that they could not get a better bargain right here in the "City Under One Roof"?

Before you buy, see if you can buy "best" in the Little Building. Before you go outside to advertise and sell, make sure you have not overlooked greener pastures near at hand.

NOTED AUTHOR IS L. B. GUEST

Lethro Stoddard, the famous author, recently called on some of his friends in the Little Building. Mr. Stoddard, who is the author of "The Rising Tide of Color" and many other famous books, has just returned from Europe and the Near East, where he spent the greater part of 1923 in extensive travel for the SATURNIA EVENING POST.

DESK ROOM

In office with stenographic service and telephone. Apply Room 626.

he found himself in charge of the office although he was only 10 years of age.

In 1884, Ward & Gay dissolved partnership and Mr. Ward joined the Samuel Ward Company to succeed them. Mr. Damon became a sole holder and director and was elected secretary of the corporation. (A young man who was one of Mr. Damon's assistants when he had charge of the office, is the present treasurer of the Samuel Ward Company.)

After serving for thirteen years as manager of the Stationery and Engraving Departments of the Samuel Ward Company, as well as confidential secretary to Mr. Ward, Mr. Damon withdrew to become president and assistant treasurer of the Thompson & Martin Company, which position he held for 12 years, severing his connection to organize the George E. Damon Company, of which he has been president, treasurer and manager for seventeen years.

Mr. Damon numbered among his customers the late John Mason Little, builder of the Little Building, with whom he also served as secretary of the Boston Associated Board of Trade at the time it was merged with the Boston Merchants' Association into the Boston Chamber of Commerce.

Mr. Damon has had his share of the world's sorrows and sorrows. Within the last six months, he has lost to death his only son, an only child. Mr. Damon had been an invalid for five years before her death. The son, 31 years of age, who was associated with his father in business, developed tuberculosis, following an attack of the "flu" which he contracted in the service of the United States District Court, New York.

Notwithstanding these sorrows and his 53 years, Mr. Damon is a young man. He was at one time an employee of the George E. Damon Company.

It is his optimism and buoyant spirit, combined with his long experience, that keeps the George E. Damon Company in the front rank among the stationers of this country. He truly is one of the "big boys" of the "City Under One Roof."

Even at fifty-nine, Mr. Damon is alert for opportunities of business growth as he was when he became office manager of Ward & Gay at the age of nineteen. In fact, judging from a conversation which a NEWS representative had recently with Mr. Damon, little Building neighbors may look for greater expansion of the George E. Damon Company in the near future.

Mr. Damon was a charter member of the Boston Stationers' Association. He served seven years as secretary and two years as president, and he has been one of its most active workers since its organization in 1886.

Mr. Damon also is a member of the Mason and a Past Master of Wyoming Lodge A. F. & A. M., and holds the record of having received by purchase as many exonerations into Master than ever had been received by any Master who preceded him in the same position.

Mr. Damon has held many public offices in his own city of Boston, as past president of having received by purchase as many exonerations into Master than ever had been received by any Master who preceded him in the same position.

His chief pastime is farming, which he prefers to golf. He often can be found during the summer in the garden, adorning in overalls and a straw hat, hoing his corn and potatoes.

PERKINS GOES TO NEW YORK

Donald G. Perkins, New England manager for the Cosmopolitan Magazine, Sixth Floor, left for New York December 1, where he will be working in the home offices of his magazine.

FOR SALE

FLAT TOP OAK OFFICE DESK
Sturm-Keith Service Room 322

"So I Took the \$50,000 and SPACED REFILLS RAPIDLY"



Wells, Sixth Floor Adman, Tackles Novel Sales Proposition

It's a far cry from umbrellas to clubs, especially if the club happens to be a completely furnished and equipped business man's club. It is a broad scope that embraces the advertising of everyday merchandise and a property such as the Point Shirley Club, Point Shirley, Winthrop.

Our Sixth Floor neighbors, Wells Advertising-Sales Co., are conducting an advertising campaign to sell this famous club, known far and wide for its fish dinners. On the menus of many of our best clubs will be found fish dishes prepared "Point Shirley Style." The Point Shirley Club was an exclusive private club composed of Boston business men.

When Mr. Wells was asked to advertise and sell this club, he made a trip to Point Shirley to "absorb some atmosphere" and to get some objectives that would be appropriate to carry to local men on the Atlantic coast a vivid picture of this building which paradoxically suggests a country villa at the seashore.

William H. K. Burke, an associate of Mr. Wells, in mentioning his travels through the Club and interested parties may arrange to inspect the property by phoning Mr. Burke at Beach 4876.

Like many a rare bargain, there is only "one to a customer" and someone is going to buy this club \$100,000 less than it is worth, says Mr. Wells.

Increases Sales from \$5000 to \$15,000 Month

Francis A. Massey, formerly of the Boston South office of the Fuller Branch Co., Room 1129, has been promoted to the Lynn branch office, and D. T. Burnett, one of the Fuller Branch managers, has been promoted from the Brockton branch office to the South office.

Mr. Burnett, who took the Brockton office one year ago, after being in the field as a salesman for eight months, increased sales from \$5,000 a month to \$15,000 a month, and on the strength of this good work he was promoted to the Boston office, where he aims to "lead the world" in sales production.

Herick-Lufkin
Advertising Artists
435 LITTLE BUILDING
BOSTON
Phone 3-3075

Not since the Little Building was built has been offered such an opportunity to secure so wide a choice of desirable space, either for shops or offices.

The shops on the Second Floor offer all the advantages of a street front store. The large windows facing on Boylston and Tremont streets are especially adapted for signs and displays of merchandise. Many of the shops have been fitted with a street frontage. There, signs and merchandise displays advertise to the great transient population of that locality.

The shops also are within easy range of vision of the throngs that pass along Tremont and Boylston streets and from the theatres and their places of business—just the junction that has been officially pronounced by the Traffic Police as Boston's busiest corner.

The shops are suitable for all types of store fixtures, of that nature moving into one of them from another store would find it easy to adapt present fixtures and equipment to the new space. The straight walls of the shops, free from jogs, make this possible.

Besides, there are the large display windows, of that nature moving into one of them from another store would find it easy to adapt present fixtures and equipment to the new space. The straight walls of the shops, free from jogs, make this possible.

Many Little Building merchants have expressed the opinion that making the Second Floor a floor of shops, bringing more shoppers into the Building, is bound to result in increased business for all the merchants in the "City Under One Roof."

They point out that those who come to the Revenue offices care for the specific purpose of paying taxes, or inquiring about the payment of taxes, and that very few of them stopped to do any shopping. On the other hand, they believe, those who come to buy in the new Second Floor shops soon will learn the advantages of "doing all their shopping under one roof", to the general benefit of all shop keepers in the Building.

BIG CAFETERIA IN BASEMENT AD MAN GOES TO ALBANY, N.Y.

(Continued from Page 1)
of entrees, vegetables, pastries, fruit and all the popular beverages. In fact, while our Little Building neighbors still will be able to get a light, quick luncheon when they are in a hurry or have a light appetite, they also will be served a full course dinner, as good as they could get at a first-class hotel, when they want that," he says.

"The Waldorf System aims to give the Little Building Community the finest cafeteria in Boston from the standpoint of cooking, variety of dishes and service. We especially hope that our Little Building neighbors will offer suggestions freely, if they think they see any point in which these three things can be improved upon."
It is planned to conduct the cafeteria in such lines that the "City Under One Roof" will lose nothing and gain much by the change.

SELLS 150,000 LAMPS

George H. Shuman, Fifth Floor, Boston representative of the Mazda Lamp Works of the General Electric Company, sold 150,000 lamps recently.

SPACE REFILLS RAPIDLY

(Continued from Page 1)

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AD MAN GOES TO ALBANY, N.Y.

Clement F. Theison, Jr., formerly of the J. W. Barber Advertising Agency, Eleventh Floor, has gone to start a copy service for the Argus Company of Albany, N. Y.

THE Blake Welt Shoe
An Entirely New Process of Shoe Construction
Years of experimental tests and research have produced a shoe that will prove a real friend of those desiring long life.

You Are Walking in Ruts!
Prof. A. B. Blake, who has done the construction of Blake Welt Shoes.

C. C. Blake, Inc.
Little Building
C. L. STAY
Sales Manager

OSCO
OFFICE FURNITURE CO.
DESKS
CHAIRS
TABLES
STOOLS
SUPPLIES
FILING
CABINETS
WOOD
STEEL

COR. HIGH AND PEARL STS.
PHONE CONGRESS 3422 BOSTON, MASS.



LITTLE BUILDING DIRECTORY

A
Ace Sales Co. 423
Ame Card Co. 423
Ame Card Co. 423

B
Babe Miller, Mr. 415
Baldwin, H. H. 415
Baldwin, H. H. 415

C
Caldwell, Fred 417
Caldwell, Fred 417
Caldwell, Fred 417

D
Daly, J. J. 418
Daly, J. J. 418
Daly, J. J. 418

E
E. J. Kelly, Mr. 419
E. J. Kelly, Mr. 419
E. J. Kelly, Mr. 419

F
F. J. Kelly, Mr. 420
F. J. Kelly, Mr. 420
F. J. Kelly, Mr. 420

G
G. J. Kelly, Mr. 421
G. J. Kelly, Mr. 421
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P. J. Kelly, Mr. 430

Brooks Brothers CLOTHING Gentlemen's Furnishing Goods

BOSTON LITTLE BUILDING SECOND FLOOR Telephone Beach 4743 Clothing Ready Made or to Measure Evening Clothes, Cutaway Suits, Sporting Clothes, Overcoats, Ulsters English and Domestic Hats and Furnishings Boots and Shoes for Dress Street and Sport Trunks, Bags and Leather Goods, Liveries

MIMOGRAPHING Room 518, Little Building

WILDEY SAVINGS BANK A Mutual Savings Bank Join Our 1924 CHRISTMAS CLUB Now Open! 52 Boylston Street BOSTON Deposits go on interest the fifteenth day of each month.

THURLOW ADVERTISING SERVICE PRODUCTS OF PRODUCTIVITY PURSUIT A STAFF OF SPECIALISTS whose long experience in advertising work enables them to make the following mediums most productive for clients. NEWSPAPERS MAGAZINES HOUSE ORGANS SALES LETTERS Booklets, Direct-by-Mail Campaigns, Merchandising and Research Work. Telephone Beach 1556 823-24-25 Little Building

TO IMPORT FINE FRENCH PERFUMES Andre A. Goutal, Seventh Floor neighbor, has joined with his business associates, William A. Burns and Edwin S. Newcomb, in forming The Parfumerie Company. The company will import fine perfumaries from France and will have offices on the Sixth Floor, New York and Boston stores for four time.

Triple Action ACTION is the final, all-important step in the consumption of a soap. If you want to get action into your advertising copy, try Blue diphants.

JOHN GIBSON BLISS Commercial Carbolint Room 733 Little Building

WILLET WRITES NEAR-EAST TRIP Heretofore Willet, Twelfth Floor, who recently returned from the Near East where he was studying the work done by the orphanages maintained by the Near East Relief, had a very interesting article in the Boston Herald-Tribune of Feb. 22, 1923. The article told of the efforts of General Weygand, the Commissioner of Syria, in his Near East "cleaning house" campaign. In an interview with Mr. Willet, General Weygand expressed himself as most pleased with the work of the Near East Relief employees.

SHOP TO DEAL IN GLOVES

Good Opportunity for One Offered Here, Says Neighbor

Miss Ada Weiner, one of the proprietors of the Handy Shop, Sixth Floor, believes that a glove shop would be a profitable venture in the "City Under One Roof." She says the Handy Shop has had many inquiries for gloves from its many customers, both inside and outside.

It may be that it would be profitable in another line to put in a glove counter as a side line. There are many lines of merchandising already in the Building which would "tie up" with a glove department. Or it might be a good venture for someone to expand, take larger quarters, and open a glove shop by itself.

So far as men's gloves are concerned, two tenants of the Building already carry them—Brooks Brothers and F. W. H. Hatter. But a women's glove shop, it would seem, should find a good business here.

Miss Weiner's suggestion is based upon the idea which proved so successful in building up the Handy Shop in the Building which would "tie up" with a glove department. From the very start, the Weiner sisters added to their stock of merchandise as fast as inquiries for something they did not carry would warrant. Today, the Handy Shop makes good its boast to "Fill Every Little Need."

The inquiries for gloves which have come from its customers, it would seem, is sufficient evidence of the demand for a glove shop, or glove department, in the "City Under One Roof."

Miss Weiner, herself a loyal devotee of the "Hand-with-Our-Neighbor" movement, attributes a large measure of the Handy Shop's success and neighborliness of Little Building tenants to the fact that the proprietors and starters are to be commended for their courtesy and co-operation in directing people to her own and other shops.

"There is a very promising future," she says, "for the Handy Shop in the Building, due to this co-operative spirit, and because many outside customers are coming to the Building through the advertisements which the Trustees are placing in the Transcript."

BOYLSTON ST. ADS DONE HERE

The art firm of Herrick & Larkin, Boston, are doing the art work for the Boylston Street Association, Inc., which is running half page ads every day in the Metropolitan newspaper.

The sketches in the ads, done in the old Colonial style, have the appearance of being reproduced from fine old prints.

Raymond Larkin also has been appointed teacher of advertising design at the Normal Art School. He has a class of thirty which meets twice a week.



ADVERTISING ACCOUNTS SOLICITED

HOUSE ORGANS SALES LETTERS

Direct Mail Literature

Wells Advertising Sales Co. 601 LITTLE BUILDING

The Boss's Confession

By Maizie F. Birmingham

My secretary took my notes
And made of them a mess;
The letters that she claimed I gave
Were startling, I confess.
Her spelling was atrocious, quite!
And that's what made me wild,
I rushed right out to tell her so,
But ere I spoke, I smiled.

Upon her desk was a bouquet
Of flowers fresh and white.
They made me think of many things
All fragrant, pure and bright.
I saw place cards for the party,
Go leaping to the sea.
'Twas You I felt, the flowers had cast
O'er me a witchery.

Ah! me! Ah, well! The girl is young
And Life will teach her care.
I broke a pony from her bunch
Upon my coat to wear.
It took rough hands to make King Tut,
But just a flower's perfume
Showed me that anger was a grave
And pulled me from my tomb!

Tourists Hold Happy Reunion Takes Part in the Dedication of Memorial

A party of 100 tourists who accompanied William H. Cronan, Sixth Floor neighbor, on various tours, Montreal, Quebec and St. Anne de Beausse, met in reunion at the American House on January 14.

After dinner an entertainment took place consisting of vocal and instrumental music. A stereopticon "tour" through Canada to the celebrated shrine of Ste. Anne de Beausse, was given by Mr. Cronan, who personally conducts these tours. Dancing followed.

The tourists came from various parts who took these tours last season and are going to return during the coming Summer, under Mr. Cronan's charge, they reported.

Spends Winter in Far South

Miss E. F. Driscoll, Ninth Floor housewife, is spending the Winter in Florida. She is stopping at Florence Villa, a large Winter resort hotel located about half way between Orlando and St. Petersburg.

During her sojourn in the Southland, the Little Building housekeeping parlor, Room 951, is in charge of her associate, Miss Georgetown Cass. Miss Driscoll expects to return to the "City Under One Roof" some time in March.

HEUSER WILL STAY ON SECOND FLOOR

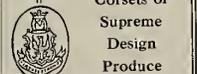
C. L. Heuser, formerly of Manchester & Heuser, Seventh Floor neighbor, has formed a new firm to be named the C. L. Heuser Company, and will have his offices on the Seventh Floor.

Mr. Heuser will continue to offer the same class of merchandise and jewelry to his Little Building neighbors.

William H. Manchester, former partner of Mr. Heuser, has gone to Providence, R. I., where he will open a retail jewelry store.

Corsets of Supreme Design Produce Lines of Smartest Fashion

Edith A. Cushing Corsetiere 859 Little Bldg., Beach 7942



Edith A. Cushing Corsetiere 859 Little Bldg., Beach 7942

LONG LIFE REDCOATS FOR GIRLS PAID IN OF TODAY U.S. COIN

Chances Far Better Than in Pre-War Days Shows Girls Say

BY MADAME SARA (Copyright, 1922)

War work on this side or in Europe, with its uniforms for women, its urge toward the discarding of all hampering garments, gave the final impetus, and enabled us of this age and generation to see vanishing into complete oblivion, after centuries of dominance, the time-cursed corset of painful memories.

So we have the Girl-After-the-War, stouter, healthier, more beautiful, and with far better chances of a fuller and longer life than her predecessors for generations before her. The elastic girdle replaced the stays.

But the pendulum swung too far in the direction of reform. The country suddenly woke up to the fact that most of its young girls and a large proportion of its adult women were attempting the physically impossible—trying to do entirely without corsets and bust supports, which resulted in flabby and sagging muscles.

The result was inevitable. For the last few years cases of an unpleasant ailment known to physicians as "splanchnoptosis"—sagging of the abdominal muscles—began to invade the office of the family doctor. The muscles, accustomed for years to the support of corsets, had followed the total abandonment of the helpful girdle corset, and consequently all health had resulted. Only a properly fitting corset can give relief in conditions of this kind, as the doctor would gladly point out. But they were careful to lay emphasis on the word "properly fitting."

Without doubt, a girl who has been used to adolescence without ever having worn a corset can continue to do so, but she will find that her abdominal muscles, though a nature intended them, form a more perfect corset than human hands can devise. This fact which I hope may apply to more and more of our children, applies to but one woman in a thousand.

The other nine hundred and ninety-nine have worn corsets from early girlhood. They put them on at the very time when the muscles and ligaments of the back and abdomen should have developed. The corset of the place of these natural supports. Nature wastes nothing, and the muscles atrophied—or never developed.

All women, whether or not they have worn corsets early in life, should wear some form of support when they reach a certain period of their lives. For the sake of their children, or who have had to undergo abdominal operations, must wear corsets. By co-operation and collaboration with surgeons who stress the importance of their work, I can recognize the importance of properly fitting corsets and bust supports, which will do away with the needless operations, troubles of the sacral-rib, and other deformities of the spine.

Do all your shopping under one roof!

our new phone REACH

L. B. GIRL IS ASST. EDITOR

Miss Beatrice McDonald, secretary to J. J. Heuse, district manager of Pullman Trust Company, Ninth Floor, recently received a promotion as assistant to B. F. Huessey, Jr., editor of the Fuller Sales publication. Miss McDonald left December 1 for the home office at Hartford, where she will devote her full time assisting Mr. Huessey with the publications.

The American dollar had recognition by England during the War of 1812, and the British troops serving in this country were paid with American dollars. This is proven by an interesting English document that hangs on the office wall of Harlan H. Ballard, Jr., Ninth Floor lawyer.

This document is a pay warrant, dated in Brussels on November 25, 1816, authorizing the payment of 39,000 pounds sterling to British troops serving in Holland, and signed by William, Prince of Orange. "The warrant was printed to specify either dollars or pounds, and it was printed while the English troops were still in America, it shows that our dollar was being used by the British government to pay its troops serving here," says Mr. Ballard.

Bradley Noted Metal Designer and Craftsman

John Bradley, Second Floor neighbor, and internationally famous designer and craftsman in metals, has one of the most interesting and picturesque exhibitions of metallurgy to be seen in Boston.

Mr. Bradley is noted for his production in wrought iron, copper, brass and bronze creations in interior and exterior adornments and utilities. He supplies not only the people of the Building and customers from the city and out of town, but some of the largest home furnishers of the country with all kinds of wrought metal objects. Mr. Bradley was born in England and spent his early life there.

As a designer and craftsman in metals he occupies a unique place in our profession, having devoted the greater part of his life to the study of its fundamentals and most intricate features.

Custom Made Bathrobes

Cut from beautiful plaid blankets. 1 Kimono sleeve, satin binding on collar, cuffs, and all way down front. Colors of silk. All sizes up to 42.

Price \$7.25 Others at \$5.00 Superior Blanket Co. 120 Boylston St., Boston



LAMBERT & CO. Illustrators and Designers 1215 BUILDING Glaston

Rooms - 1140-1141

AD MEN TOURING EUROPE

Bourne and Curtis, News' Staff Men, to Call on King Tut

Granville B. Bourne, advertising manager of the LITTLE BUILDING NEWS, and Francis Shaw Curtis, an advertising solicitor for the News, sailed recently on the Fabre Line S. S. Braga for a tour of Italy, Greece, Rumania, the Holy Land, Syria, Egypt, France, Belgium and England.

The first stop of the trip was the Aegean from the Adriatic coast to Naples, Italy, where they spent Christmas and where they delivered messages from "Beauty" Treadella, our Subway neighbor, to the members of his family and friends.

After a month in Italy they will sail up the Mediterranean to Athens, where they will spend a few days to admire the ancient Greek sculpture; then to Constantinople, through the Bosphorus and up the Black Sea to Constantza.

Leaving Constantza they will proceed to Smyrna and Beirut. Mr. Bourne and Mr. Curtis will visit the offices of the East India Relief in Syria and while in Beirut will deliver a package to the mother-in-law of Herbert Willet, Twelfth Floor neighbor. She is interested in the Near East Relief.

The next stop after passing through Palestine and Coling, Albany's famous route through the deserts and across the Sinai peninsula, will be Cairo, Egypt.

After visiting King Tut's tomb, they will sail from Alexandria to Naples, and begin a tour of Italy, France and Belgium. They plan to travel from Paris to Brussels and from Brussels to London.

When they will attend the "coming-out" party of Mr. Curtis' sister-in-law's sister, who is one of the most beautiful girls in Belgium.

After flying to London, the young men will embark in Liverpool for home.

Magician Has Travelled Over 70,000 Miles

F. Richard Davis, master magician, who for seven seasons has been under the management of the Cab-Aber Platform Service, Fourth Floor neighbors, visited the Little Building recently.

Mr. Davis is a veteran globe trotter. He has travelled all over every part of the world, and has travelled over seventy thousand miles. He recently returned from an arduous tour of the West Indies, where he will all engagements this Winter.

AD WINS HIM JOB AND \$10

Arthur B. Patten, new member of the Fuller Branch sales staff, is a lucky man. He got a job and won \$10 prize in one day.

Applying for a salesman's position in answer to a "want ad," Patten got the job and then found that he also had won the \$10 gold prize offered by the HERALD-TRAVELER each day to some applicant who obtains a position through the "want ad" column of those two papers.

And Mr. Patten says that the position he got with our Little Building neighbors was "just the job" he wanted.

World's Biggest Map Twice Man's Height, Long as Truck



Here is the largest map in the world, the product of one of our Little Building neighbors, Rand McNally & Co. The map is twice as tall as the average man. The man standing beside it in the picture is A. C. Fitch, who has charge of the Little Building office of the famous company of map makers.

Made by Little Building Neighbor at Cost of \$525

The largest and most complete map of the United States in existence has been made by Rand McNally & Co., who have offices on the Tenth Floor of the Little Building. It is sixteen and a half feet North and South by ten and a half feet East and West.

In other words, it is more than twice as high as the average man, and as long as an automobile trunk. On it is shown every town, street, office in the United States, with every mile of railroad, each separate system being shown in a different color. The scale is fifteen miles to the inch, and it is accurate to a half's breadth.

Made for a Boston firm of confectionery manufacturers, it will be used to keep tabs on its traveling salesmen by means of colored pins, which will be stuck in the map. As a salesman makes a jump from one town to another, his pin will follow him on the map so that at all times the firm will know where he is. Customers all over the country also can

be located by this map, as well as the best shipping routes for sending goods.

The map cost \$525.00.

Rand McNally & Co. has become the largest motorist's guide in the world. After six years of developing auto trails and painting poles along the highways to guide motorists and interstate travelers, our Tenth Floor neighbors have developed a combination of twenty-four district maps of auto trails which cover the entire United States and parts of Canada. These district maps are keys to motor routes and to the painted poles.

NEW MANAGER FOR LA SALLE

M. H. Wright, New England manager of the La Salle Extension, University, Eleventh Floor, was transferred recently to a new position at the La Salle home office in Chicago.

Miss Edie Price, secretary to Mr. Wright, also has returned to the home office.

R. D. Farwell will be appointed New England manager of

RETURNS FROM MONTREAL TRIP

Miss Gladys Gilliam, head of the Branch Office, which has a Branch Office, the Little Building Geographic Service, on the Sixth Floor, has returned from a trip to Montreal where she has been engaged in important Canadian government business.

During her stay in Montreal, Miss Gilliam established another branch office, known as the Globe Press, Ltd., at 124 St. Paul Street, West.

She brought back with her a thoroughbred German police dog.

EUROPEAN TOURS \$50 and up

Excursions include all countries and popular resorts, including rail fares arranged on all the leading lines.

Bermuda Tours

Leaving week-weekly including all expenses, \$10 and up.

General Steamship Office

Wholesale agents for all lines to Europe, West Indies, etc., on lowest rates.

Railroad Tickets
To Colorado, California, Florida, Mexico, etc., valid

WALTER H. MOORE CO.
1000 Massachusetts Building
Forth Street Boston

MEN!

You Can Rent ADLER-ROCHESTER TUXEDOS and FULL DRESS SUITS

Near the Little Building
C. C. DODGE CO.
25 ELIOT ST.
Next to Eliot St. Garage

Also a reliable shop to buy men's furnishing goods of standard make and moderate price.

HAVE THE WAY

For your salesmen, and more business, get advertising in goods of High Grade Advertising Pencils

PENCIL PRINTING CO.
318 Little Building Beach 2584

SECRETARY WANTS POSITION

Competent secretary, who has had five years' experience in general and stenographic work, desires position of responsibility.

Phone Waltham 1035-M

GIF SUM \$509 FOR L.B. FOLK

Employees Express Their Thanks for Tenants' Generosity

The sum of \$509 was raised among the tenants of the Little Building at Christmas-time as a present to the elevator men and other employees of the "City Under One Roof." The gift was in appreciation of the courtesies and services rendered the tenants by the employees during the year 1923.

Thirty-two employees shared in the distribution of the money gift, and they have asked the NEWS to express their thanks to the tenants in the following resolution:

"We, the undersigned employees of the Little Building, wish to express our sincere thanks to the tenants of the Building for the generous contribution made in the Christmas collection taken for our benefit."

(Signed) Thomas W. George, R. Bush, C. Mamba, William H. Wood, James H. Smith, P. J. O'Connell, Walter H. Hagan, James Furr, Joseph Mack, Frank L. Kinsey, L. F. Foster, C. White, John McLoughlin, James K. Long, P. Walsh, M. Manning, Mary Cassidy, M. Hartman, H. Stewart, Edward A. Arrows, William Holman, H. J. Curran, Walter Stewart, R. Staples, John A. DeLong, Charles L. Hargre, P. Duffy, John Redden, W. A. Harvey, L. L. Wright.

Filing School Has Election

The Boston Filing Association, of the Boston School of Filing, Seventh Floor, has elected the following officers for 1924:

President, Miss Jeannette A. Mayhew; vice-president, Miss Dorothy Bayne; secretary, Miss Dorothy Deane; treasurer, Miss Nellie B. Hurd; publicity committee, Mrs. Norma L. Coffey; program committee, Miss Alys E. Newhall; name committee, Miss Mary F. O'Hare; executive committee, Miss Mabel Vinal, Mrs. Mayo, Miss Sawyer and W. W. Duffield.

The speakers at recent meetings were: Albert V. Kenney, director of the Federal Reserve Bank, whose subject was "Choosing an Investment," and E. S. Jones, official lecturer of the Boston & Maine Railroad, who gave a lecture on "Beauty Spots of New England," illustrated by stereoscopic views. Miss Laura Moner, of the Emerson College of Oratory, gave two interesting monologues.

SILK HOSE MOVIES IN L. B. "CITY"

Show Process From Japan to Great Mills in Indianapolis

S. M. Moore, Boston district sales manager of the Real Silk Hosiery Mills, Ninth Floor neighbors, recently gave a motion picture exhibition of the different processes of the manufacture of Real Silk hosiery, from the gathering of the silk to its manufacture into hosiery here in America.

The exhibition was given to about forty men in the Little Building. The pictures showed how the Real Silk Hosiery Mills control their product from the silkworm cocoon in Japan to the finished hosiery at the mills in Indianapolis. The silk is imported from their own cocoon farms in Japan to their mills, where it is thrown into thread, knitted and dyed.

Everything in the factory is carried from department to department by an overhead conveyor system, and is untouched by human hands from beginning to end of the process.

More than seventy-five government employees were shown handling packages and bundles of Real Silk hosiery in the United States Post Office.

The pictures showed ground being broken for a new mill to be completed on or about April 1, 1924. This new mill will increase production from 125,000 pairs of hosiery per day to 175,000 pairs.

Little Building Neighbors—

Did you read thorough our advertisement in December number of Little Building News? There is food for thought in it.

DAMON'S Little B. Stationery
No. 5 Subway Store
Main Store 7 Pemberton Sq.

Provide Against Emergency

If you need an extra typewriter for rush work, our rental department is equipped to meet just such emergencies.

We keep rental machines in good condition so that our customers can be sure that the work turned out will be neat, properly aligned and of the high grade that characterizes all of the writing done on the L. C. Smith.

For rates and other information, write or phone

L. C. Smith & Bros. Typewriter Co.
53 Franklin Street :: Boston, Mass.
Congress 1436

MARTHA A. BRIGGS
Public Stenographer
Long Carriage Typewriter
Notary Public
Rm. 545 Little Building, Beach 4988

Still a Few Choice Shops and Offices for Rent in the "City Under One Roof"

LITTLE BUILDING NEWS

Six Pages Boston, Mass., February, 1924 Price Five Cents

IS STILL BUSIEST CORNER

C. of C. Traffic Tally Has at Least a Couple of Jokers

"The City Under One Roof" is still on Boston's busiest corner, despite the recent report of the joint Street Traffic Committee of the Chamber of Commerce and the Boston and Massachusetts Real Estate Exchanges. That Committee, after a study of traffic congestion, declared that the corner of Arlington and Boylston streets and the corner of Commonwealth and Massachusetts avenues were busier corners than Tremont and Boylston streets. But there were at least two jokers in that claim.

In the first place, only vehicles were counted in the traffic tally and in the second place street cars were counted at Arlington and Boylston and Massachusetts and Commonwealth, while there are no street cars on the surface at Tremont and Boylston. Furthermore, the joint

(Turn to Page 5, Column 1)



Noiseless Offices Soon Predicts Berry of L. B.

New Material Will Absorb Sound—In Use Now in Building

Noiseless typewriters are a back number now. The Perfect Letter Shop has noiseless mimeographing machines! This new idea came about in this way: The mimeo machines in the Perfect Letter Shop, on the Seventh Floor, were making more noise

than the Misses Bowditch cared to impose on their neighbors or themselves—not enough noise to make them a nuisance, you understand, but just enough to unsettle the nerves a bit on "blue Mondays."

One of these "blue Mondays" F. E. Berry, Jr., manager of the Union Acoustical Company, a next-door neighbor of the Bowditch sisters, dropped into the shop to get some letters done the Perfect way. That mornning the mimeo machines were a bit more noisy than usual. Squawked spoke of it. "I think I can fix that," said Mr.

(Turn to Page 6, Column 2)

REVIVE PLANS TO ORGANIZE SHOP KEEPERS

Little Building Merchants Association Gains Headway

MEETING NEXT MONTH LIKELY

Renewed Interest Shown by Tenants on All Floors

The movement to organize a "Little Building Merchants Association" has been revived this month. A group of leading business men of the "City Under One Roof" has held several informal conferences of late to discuss plans for reviving interest in the proposed organization. A meeting of representatives from all floors will be called soon, probably in March, to take more definite steps.

Among the leaders in the movement are George E. Damon, president and treasurer of the George E. Damon Co., the Little Building stationers; William H. Faring, manager of Liggett's Little Building drug store, and James A. Boyce, manager of the Cafeteria Department of the Waldorf System, who just now is devoting a great deal of his time to the plans for improvements in the Little Building's own restaurant.

"I'm so firmly convinced of the great benefits which a Little Building Merchants' Association would afford every tenant," said Mr. Damon, "that I'm putting in all the time I can to talk it up with everybody I meet from the various floors."

"In all good movements somebody has to take the initiative. Good ideas do not spring up and grow of their own accord like wild flowers. But one person, or two, or three, cannot make a big idea like this a success. To benefit everybody, to embody the idea and meet the needs of every-

(Turn to Page 6, Column 2)

SET PACE IN TRADE ON 'FOUR'

Splendid Example of "Buy in L. B." Spirit on That Floor

The Fourth Floor sets the pace in neighborly trading this month. The sales records of the Boston Pressure Cooker, tenants on that floor, reveal a splendid example of the "Trade-with-Your-Little-Building-Neighbor" movement in actual practice, and at the same time confirm the "Green - Pastures - Near-at-Hand" editorial in last month's NEWS.

Seven Fourth Floor neighbors of the Pressure Cooker concern purchased cookers in the same week from one of its sales representatives, Lovell Weston. The neighbors.

Rosen Does Wilson Death

J. R. Rosen, Tenth Floor neighbor, was selected to engrave and illuminate in album form the set of resolutions on the death of former President Wilson which were adopted by the Boston City Council.

The set is done on vellum, in the missal style of lettering. There are six pages, signed by the City Clerk and Mayor Curley, and the whole is bound in French levant with silver trimmings.

The selection of our Little Building neighbor was a marked tribute to his skill as a craftsman.

Remember!

THROUGH good weather and bad we're ready to serve you in the basement of the Little Building.

A number of attractive new dishes have been recently added to our menu.



Repair work of all kinds is given immediate attention in our own workshop.

Edmund I. Wilson
OPTICIAN
OPTOMETRIST
Room 328-9 Little Building

NEAREST FISH MARKET

Right next the Lagrange St. Subway Stop in our just new home.
QUICK SERVICE—RIGHT PRICES
C. V. Chipman F. V. Chipman
S. Atwood & Co., Inc.
20 Lagrange Street Boston

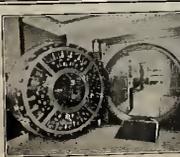
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J. R. ROSEN
Expert Picture Framing
at Consistently Moderate Prices
ROOM 1019

Your Neighborhood Bank
Exchange Trust Company
Come in and let us show you the amount of protection we can give you, at a minimum charge, through the medium of our Safety Deposit Vaults. Take care of those valuables which you could never replace.

1 Court St.—124 Boylston St.
Boston, Mass.



Meyer Jonasson & Co.

Tremont and Boylston Streets

Forerunners of Spring Fashions

THE JOYOUSNESS OF SPRING is stamped on the new fashions that our shop is receiving daily—fashions that have about them a certain freshness, a gay individuality, an air of buoyancy that makes them eloquently expressive of the season itself.

Meyer Jonasson & Co.

THE LITTLE BUILDING NEWS

The Only Office Building Newspaper in the World

Vol. 3, No. 2 February, 1924

PUBLISHED once a month by the Trustees Advertising Service for the Little Building Company, 125 North State Street, Boston, Mass.

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All This "City" Needs Is—

Beneath the slogan "A City Under One Roof," a recent Little Building pointed out that "The Little Building has its own restaurant, post office, telephone and telegraph offices, barber shop, its own newspaper—subway connections with cars and theatres—a hundred and one ultra-modern conveniences, plus a neighborhood, community spirit."
There was one thing more that was needed to make the "City" complete. It is something which every life, enterprising city has—a Merchants' Association.

Some cities call that organization a chamber of commerce; some call it a board of trade, but in the case of the "City Under One Roof" the name "Merchants' Association" seems more fitting and applicable.

Now, it appears, there is to be a Little Building Merchants' Association. The organization of such an institution has been revived. It seems to be meeting with enthusiastic support all through the building.

When the Little Building Merchants' Association is a reality the "City Under One Roof" will be complete.

What such an organization can accomplish depends entirely upon the amount of co-operation, the amount of support it receives, from every body in the Little Building community.

And—if everybody gets behind it and works for its success, then everybody will receive its benefits.

'Gator Coning From Florida to "Roof City"

The Little Building is going to have an alligator when the George E. Damon Co. opens up its new shop in the Little Building Arcade.
The gator arrived from Florida by parcels post the other day, and was sent to Mr. Damon by his daughter, direct from Alligator Joe's farm in Tallahassee, Florida.

"We're going to educate him in the stationery business," says Mr. Damon. "He's an apt pupil, and by the time we open up our new store I expect he'll be able to write us customers."

Champ Sprinter Visits Building

Charlie Paddock, world's champion sprinter, of Pasadena, California, was a recent visitor in the "City Under One Roof." He came to make arrangements for a lecture tour under the auspices of the "City Under One Roof," on the Fourth Floor.

During his stay in the East, the sprinter will train for the Olympic games to be held next Summer, in anticipation of his reinstatement to the amateur ranks by the A. U.
The lecture which he is delivering is entitled "The Spirit of Sportsmanship."



PHOTO BY HANCOCK.—Courtesy of the BOSTON ADVERTISER.

Maude Foley, one of the leaders of the Women's Trade Union League, Sixth Floor neighbors, in their movement to assist the working girl in the "pursuit of happiness," the inalienable right of every American, she says, pointing to the Declaration of Independence.

Helping Working Girls in the Pursuit of Happiness

Aim of Trade League Is to Get "Inalienable Rights"

BY MAISEL F. BURLINGHAM
That the pursuit of happiness is the inalienable right of all was declared by our forefathers in Congress assembled when they laid the corner stone of our great Government. And this might be said to be the basic principle of the Women's Trade Union League, a Little Building neighbor.

From its headquarters on the Sixth Floor, the League stretches out a hand into every part of the city to help the working girl grasp her share of what her fighting ancestors claimed was hers by natural inheritance—Happiness. With the kindness of a woman's heart, the Trade League strives to ameliorate the condition of "Little Sisters" placed by circumstances and environment in a position that makes life at best a constant battle.

Miss Maude Foley, one of the leading spirits of the organization, who has helped so many girls through her own championship of the Garment Work-

ers' cause, explained her aims to me in a serious, earnest manner:

"The Women's Trade Union League of Boston came into being during an American Federation of Labor convention at Boston in 1906. Its chief purpose was the organization of women workers with a view to bettering their conditions. The National Women's Trade Union League is a federation of trade unions with a women members, with an individual membership of those accepting its platform.

"You know, it is as natural for a woman to be happy as for a bird to sing. The housewife blurs over her sewing-machine as she fashions little frocks, and the heart of the girl in the garment shops, running up seams for a living, should be just as warm and joyful. The girl who does not have to wrest her living from the world smiles over the letters she posts at her little desk at home, and there is no reason why the stenographer, working at letters over the typewriter, should not cherish the same joy in life. Girlhood should be a bettering of her conditions. The National Women's Trade Union League would make it so."

THE HANDY SHOP

Fills the "Little" Needs
Try Us First!
Sixth Floor

THE Blake Welt Shoe
An Entirely New Process of Shoe Construction

Years of experimental tests and research have produced a shoe that will prove a real friend of those desiring foot comfort.

You Are Walking in Rats!
PROOF—Put your hand inside the shoe you are now wearing. Do you feel the rats? Now let them show you the construction of Blake Welt Shoes.

C. C. Blake, Inc.
Arcade Little Bldg. C. I. STAY Messner

so, we are just a striving part of the great world-wide struggle towards a finer, fuller life.
"By this I do not mean that we wish to give charity. No, we are not social workers. We aim to make the worker independent of charity. If every laborer is given the worth of his labor he does not look for charity. By organizing the unskilled worker we have obtained better conditions; and by educating the unskilled worker we have helped her to a better position.

"Sometimes the public shrinks from talk of a labor union. The word seems synonymous with strikes. That is not true. Strikes should be resorted to only as a last and desperate measure. They cause just as grave a pain to our hearts as to the poor little striker wearily trying to get out of picket duty. Strikes mean less of money to the worker, and so we do not strike, naturally. We realize that serene industrial relations bring universal prosperity.

"Americans, above all other people, should approve of organization because, if our thirteen original States had not united into one great whole but had stood jealously on guard over their individual rights, our Nation today would not be what it is. We should have become the prey of every greedy Power. But our forefathers formed a Union and gave our country strength and stability.

"The League helps women workers by organization, education and legislation. In organizing we teach girls in their boarding-places, their homes and the factories. To get a comprehensive view of conditions, we ask them to keep an expense account, furnishing cards for the purpose. We interviewed girls in the Franklin Square House, the Y. W. C. A., St. Helena's, and all the large lodging-houses dedicated to the service of the working-girl.

"The average girl is a warm-hearted, generous person and by impressing upon her that this information is sought, not to help her alone, but to assist in securing better conditions for all working-girls, we gain a ready and willing response to our request for a living-expense budget.

"From actual figures we average a living-wage scale. Then when girls ask for a raise we can show the employer the need of it.

"With data gleaned in this way we gained the passage of the Minimum Wage Law now enforced by the Minimum Wage Commission through the establishment of Wage Boards.

"When the need of legislation is felt a bill is drawn up and printed in compliance with the regulations of the State House. A legislator friendly to the bill is found to sponsor it until it is passed by the House and Senate and becomes an act of the State Law.

"Oh, I know, that to employers in (Turn to Page 5, Column 2)

TEN NEW TABLES IN CAFE

Waldorf Will Seat Forty More Till Cafeteria Is Ready

Ten new tables, seating forty additional persons, have been installed in the Little Building Waldorf restaurant in the basement as a temporary accommodation until the permanent new fixtures and additional seating capacity of the new cafeteria are ready for installation.

It is hoped that the change from automat to cafeteria can be made early in March. In the meantime, the forty additional seats and ten new tables are greatly relieving the congestion at the rush hours.

The new tables are ranged along the Tremont street side in place of the eating counters which have stood there.

Several new, special dishes have been added to the Waldorf menu. Patronage in the Little Building's own restaurant has increased remarkably of late, an indication that the folks in the "City Under One Roof" appreciate both the additional seating accommodations and the new dishes.

WOODS TOURS
EUROPEAN TOURS
\$50 and up
Itineraries include all countries and popular resorts. Independent cut tours arranged to suit the individual.

Bermuda Tours
Leisurely and weekly. Including all expenses—\$45, \$108 and up.

Special Easter Tour
General S. S. Office
Official agent for all lines—Round Trip, one-way, excursions, etc., at hotel rates.

Railroad Tickets
To Colorado, California, Columbia Route, etc., year-round.

WALTER M. WOODS CO.
900 Downtown Station
Telephone Booth 312

Custom Made Bathrobes

Cut from beautiful plaid blankets. Made in a clever satin binding on collar, cuffs, and all way down front. Cords of silk. All sizes up to 42.

Price \$7.25
Others at \$5.00

Superior Blanket Co.
120 Boylston St., Boston

Herick-Lulkin Advertising Artists
435 LITTLE BUILDING
BOSTON
Phone Booth 3973

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LAMBERT STUDIOS
Illustrators and Designers

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Corsets of Supreme Design Produce Lines of Smartest Fashion

Edith A. Cushing Corsetiere
859 Little Bldg. Beach 7042



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Brooks Brothers
ESTABLISHED 1814
CLOTHING
GENTS' FURNISHING GOODS
BOSTON
LITTLE BUILDING
SECOND FLOOR
Telephone Beach 4743

Evening Clothes, Costumes, Sack Suits, Sporting Clothes, Overcoats, Ulsters
English and Domestic Hats and Furnishings
Boots and Shoes for Dress Street and Sport
Trunks, Bags and Leather Goods, Luggage
Long Winter Evenings of Enjoyable Comfort
Reading a paper on a good book, settled down comfy in the easy chair, a little music, some sewing or fancy work, make sure that your vision and the eyesight of all the family is protected against untimely strain occasioned by artificial light.

MULTIGRAPHING
Room 518, Little Building

WILDEY
SAVINGS BANK
Joseph Ecker
Optometrist Room 455

THURLOW
ADVERTISING SERVICE
62 Boylston Street
BOSTON
PRODUCTS OF PRODUCTIVE PUBLICITY

Deposits on Interest
the thirtieth day of each month.

WILLIAM A. MILLER & CO.
Corporation
BUSINESS ESTABLISHED 1847
55 KILBY STREET
BOSTON
Insurance of Every Description

EXPLOSION
FIRE
RENTS
TORNADO
BOILER
PARCEL POST
REGISTERED MAIL
TOURIST FOLDER
MARINE-WAR RISK
CARRIAGE AND TRUCKS
WORKMENS LIABILITY
AUTOMOBILE-INSURANCE
COMMISSIONS AND PROFITS
RISKY FOLDER COVERING ALL RISKS
JEWELRY AND CIVIL DOMESTIC
ACCIDENT AND HEALTH
LEASHOED INTEREST
TRAVEL AND OCCUPANCE
AIR AND SEAPLANE
ENGINE BREAKAGE
WATER DAMAGE
SURETY BONDS
FIRE
BURGLARY
FOREGO
TRAVEL
CREDIT
INSURANCE
RAIL
Bicycle Department

It will cost you less
for an ad in the
NEWS
than it will to send
a post card to every
office in the Building

Joseph Ecker
Optometrist Room 455

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Corporation
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BOSTON
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ENGINE BREAKAGE
WATER DAMAGE
SURETY BONDS
FIRE
BURGLARY
FOREGO
TRAVEL
CREDIT
INSURANCE
RAIL
Bicycle Department

SHOPS IN PARCADE OPENING

Ready for Business Soon Remodelling Nearly Finished

The Mezzanine Arcade is rapidly taking on the smart appearance it will present when its plaza of shops is fully occupied and humming with commerce. Occupancy of the shops is progressing rapidly. Most of them have been rented and the tenants are moving in. Already it is easy to visualize how the Arcade will look when the new shops are opened for business.

Among the newcomers to the Second and the Gaylord Damon Company, the Stationers, in Shops 9, 10, 22 and half of Shop 11; the Kitchie Sisters, beauty parlor, Shop 12; George Barrington, Indian Studio gift shop, in Shop 10; the Geier Company, of New Massachusetts, electric appliances, in Shop 12; H. Lisher, the furrier, in Shops 17 and 18; Max M. Hoffmann, hosiery and lingerie, in Shop 19; Thurston Advertising, Service, publishing and the LITTLE BUILDING NEWS, in Shop 15.

Brooks Brothers, who already were located in the Mezzanine Arcade, are making an additional shop adjoining.

With Connell & Carey's shoe shop and John Bradley, designer of and decorator in ornamental iron and steel, old tenants of this floor, the space is now nearly filled.

Damon's is expanding from 250 feet of floor space in the Subway to 3,000 feet, and in place of one department will have seven. Hoffman also is moving up from the Subway Arcade. Lisher is moving down from the Eleventh Floor to larger quarters. The Seale Sisters, who have conducted the Eighth Floor for a number of years, are fitting up their Mezzanine Arcade shop with the latest scientific aids to beauty and hair appointments.

Still Busiest City Corner

(Continued from Page 1)

The committee's report was based on a single day's count.

It is count of vehicles passing the intersection of Massachusetts and Commonwealth between 8 a. m. and 6 p. m. on Dec. 7, was 27,630. During the same hours on Oct. 20, at Arlington and Bevilston streets the tally showed 21,653 vehicles, while on the same date, 21,250 vehicles were counted passing Tremont and Boylston streets.

To leave pedestrians out of the traffic count renders the figures practically worthless so far as prospective trading determines a "busiest corner," for the chances are that not one vehicle in a thousand would stop to trade at any busy corner, while scores of pedestrians would be into any busy corner of the way past on foot.

It is to say that the Little Building community is, and will remain on Boston's busiest corner for some time to come, when all traffic is counted.

Do You Recognize 'Em All?

By S. CHILTON CROCKER, New England Manager MORGAN LITHOGRAPH CO., 1017 LITTLE BUILDING.

OUT from his Wamsutta shirt at the first stroke of the New Haven Alarm Clock springs the New England business man. Jumping into his Carter's Union Suit he puts on his Dwyer Socks and secures them with Boston Garters.

Then showing his feet into one Comfy Slippers he dashes into the bathroom, washes his hands with Life Buoy Soap and cleans his teeth with Prophetic Brush covered with Kolman Paste. Williams' Shaving Soap and his Gillette and cleans his face presciently, and Hinds' Honey & Almond Cream and Comfort Powder

leave it comfortable. It takes but few minutes to jump into his Palm Beach Suit, exchange his slippers for Walk-Overs, polish with Catherines', put on his Bates Street Shirt and adjust his Cheney Cravat.

After his breakfast of Fruit-Nut Cereal, toast from Hathaway's Bread, Broomfield Eggs and Seal Brand Coffee, he is ready to start for his Little Building office. Kissing his D. A. K., making sure his Walshaw Watch with Simmons Chain, Moore Pen and Superite Pencil are in his pockets, and lighting a J. A. B. pipe into his Stevens-Duryea and so away.

You recognized them all? Of course. But do you know why? Because they are advertised constantly. Every time you pick up a newspaper or a magazine, your eyes light on advertisements of these goods. Does not this convince you that you must advertise your own goods or services, constantly, if you want people to know them and to buy them?

The advertising columns of the LITTLE BUILDING NEWS are yours for this very purpose. Give the NEWS a chance to help your business!

Helping Working Girls in the Pursuit of Happiness

(Continued from Page 2)

The Little Building, who take pride in their humanitarian treatment of their help, such steps may seem unnecessary. But consider the part to the girl forced to toil all night in some filthy tenement, to get out a push order. Consider, also, the fire risk to which factory help would be exposed for carrying such orders. Terrible consequences have come from this alone.

"We have tried to better the condition of girls in various occupations. Take the Garment Workers, for example. They gained a sad livelihood under terrible conditions and were the most unskilled of any class.

"In 1912 the telephone girls were organized. The clerks from the department stores came next into a union. The little candy girls, a great many of whom are foreigners from the North End, have been helped greatly by better working conditions and a minimum wage. The bookbinders' union is another fine organization of women with a 44-hour week as the slogan.

"We have office workers' union and a Federal employees' Union which so far organized in the New York State. The Reclamation Bill, now after expansion in the press. This act will remove the wage inequality that the underlying principle is equal pay for equal work. After election takes place all the positions will be assigned according to the work actually done and re-

muneration will follow effort. A board of three members is at present engaged upon the list of clothing up the positions filled by Federal employees in an endeavor to give to the employees of the Government what the Government stands for—Justice. At the close, I cannot begin to name the trades where we are represented, striving everywhere to solve the "Antonomasia" of the working woman. Lines beyond number helpless girls, coming under an injustice, have come to know us to give them help in obtaining better treatment. We insist on our best to organize, averting a strike if possible.

Take the case at the Gillette Razor Factory where 200 girls walked out in sympathy with an employee who had been discharged, just as they thought. They demanded his reinstatement and higher wages. Our intervention was solicited. We referred the girls to the State Board of Labor and Arbitration with the advice that it was better to go back to work and not lose their positions, as the Writter was coming out and an unorganized strike was a lost strike. The State Board satisfied the settlement and these 200 girls went back to work immediately.

During the war, Miss Feley traveled all over the country from Boston to the West, through Cleveland, Chicago and New York, in behalf of the Girl Garment Workers, who had a minimum wage raised, better that of the famous seamstress, Vesley Ross, were turning out in such quantities that suits and soldiers' clothing for the doughboys in the trenches.

GOING TO LONDON AD MEET MRS. ELLIOT MUST BE SLENDER

Dame Fashion Decries Slimness Even For Stout Ones

Girls who are very slim are going to be envied by their sisters this Spring, according to Miss E. E. Elliot, Seventh Floor modiste, for fashion has decreed that slenderness is the thing.

All clothes will strive to accentuate slender lines. Even apparel for stouter women will be designed to make the wearer appear as slender as she can.

Skirts are being worn shorter in Paris, says Miss Elliot, and are at least eight inches from the ground. Both wide and narrow skirts are popular, the older women wearing the wider skirts.

"Styles never have been as dressy as they are now," she says. "Tailored suits, which always have been very popular, will be worn only in the morning. Clothes will be made in the richest of fabrics and the brightest colors will be used. Of course, only colors that harmonize with the complexion of the wearer will be worn."

Embroideries and furs will, as usual, be very popular. They are the most beautiful trims which have been worn ever. Evening gowns are never too gorgeous and colors that are bright and glowing will be worn this season.

"Women who wish to be well dressed," she declares, "should wear tailored suits only in the morning. They should not think that any coat can be worn with any gown. They should not wear treatment gowns that are fit for a parlor maid. And, above all, they should not think that simplicity means dowdiness."

Do all your shopping under one roof!

"Look Your Best"

OUR spacious new quarters equipped with all the latest aids to Beauty, will help you attain that "finished look" that comes only from careful grooming.

Marcel Waving a Specialty

THE BEHIE SISTERS Shop 11, Mezzanine Arcade Little Building Telephone Dewey 5158-M

Eighth Floor Woman Also Writes Book, Plans Lecture Course

Mary Caroline Crawford, financial and publicity counselor, Eighth Floor, will attend the convention of the Advertising Clubs of the World at London next summer. Miss Crawford, who is secretary of the Advertising Women's Club of Boston, will sail with the group of convention delegates from Boston on the Cunard liner "Samaria" on July 5.

At the conclusion of the convention, in company with Mrs. Thea Worley White, civic director of the Massachusetts League of Women Voters, she plans to make a tour which will include Paris, Switzerland, Venice and Holland, as well as the old university cities of England, and sail on the return trip from Southampton, August 16, on the "Antonia." In all these places she expects to study advertising methods so far as opportunity allows.

Miss Crawford was responsible for introducing into the London convention a section on British publicity methods for welfare organizations. Between now and the early summer, Miss Crawford expects not only to complete a book, now about three fourths done, on "Famous Families of Old New England" (to be published by Little, Brown and Company) but also to give a publicity course of ten lectures on Thursday evenings beginning March 9 at the Simmons College School for Social Work.

FILERS HEAR FILENE PLAN

Edwin Smith of the Employment Department at Filene's gave a talk on the work of the Filene Co-operative Association at the monthly meeting of the Boston Filene Association, held in the Boston School of Filene Rooms, Seventh Floor. Miss Mary MacNeilly of the Curry School of Expression gave several reading selections.

FOR SALE Lace Curtains and Rods to Fit

Change of offices from one floor to another in the Little Building affords "early bird" applicant exceptional opportunity to secure a set of fine Lace Curtains, with Rods to match, at a very Reasonable Price! PHONE BEACH 3122

ADVERTISING ACCOUNTS SOLICITED
HOUSE ORGANS SALES LETTERS
Direct Mail Literature
We Do Our Own Multiprinting
Wells Advertising Sales Co.
601 LITTLE BUILDING

INSURANCE ALL KINDS

BETHAM & G. WATERS
L. B. Neighbors
200 Franklin St., Corner Pearl St. Telephone Congress 6230

OPPOFF FURNITURE CO.
DESIGNS CHAIRS TABLES FLUNG SUPPLIES
FILING CABINETS WOOD STEEL
COR. HIGH AND PEARL STS.
PHONE CONGRESS 3932 DOSTON, MASS.

ELECTED LANTERN OFFICERS

Two L. B. Neighbors Are Honored by Club of Ad Men

Two Little Building neighbors were honored with high office in the Lantern Club at that well-known organization's annual election recently. They are R. Murray Purves and D. V. O'Connell. Mr. Purves was elected governor of the Club and Mr. O'Connell was made secretary-treasurer by unanimous vote.

The Lantern Club is composed of New England advertising representatives of National magazines and periodicals, most of whom have their headquarters in the Little Building. It is a fact little known outside the profession that nearly every one of the big magazines of the country have their New England offices in "The City Under One Roof."

The Lantern Club's annual dinner and election was held at the City Club. Mr. Purves, the Club's new governor, is New England manager of the Ben Ross Magazine and Mr. O'Connell is New England manager of the HARVARD RETAILER.

SET PACE IN TRADE

(Continued from Page 1)

buyers were Joseph Eckert, Associate, Howard Dr. Frederick C. Seaman, Arthur C. Burleigh, John F. Coburn, Charles Crocker and William C. Gould.

"The sales forces are just as green as grass and as they are far away," says Loren Weston, who took the orders from his seven neighbors. "If everybody in the Building would take the trouble to call on their neighbors they would find just as many interested in their product or services as we did, I believe."

Release Noted Screen Drama From Building

The screen version of "Fabiola," world-renowned story written by Nicholas, Cardinal Wiseman, 70 years ago, has been released recently in this country by the Catholic Art Association which has its headquarters on the Sixth Floor of the Little Building.

The story portrays the sufferings and hardships of the early Christians. It was produced in Italy, most of the scenes being screened in Rome in the exact localities where the original events took place. There are striking scenes taken in the Coliseum, the Catacombs, the Thermæ and the Fountain of Treves.

PLANS TOURS TO CAPITAL

W. H. Cronan of Cronan's Tours, Sixth Floor, will conduct several school parties during Spring vacation to Washington.

The tourists will leave on Friday evenings and return the following Tuesday morning. The party will go to Washington and the trip to Mt. Vernon will be a feature. Parties will stop off at Philadelphia for sight-seeing tours of the city.



F. J. O'CONNELL
PHOTOGRAPHER
Special Rates on Locations in Little Bldg.
120 WOLSTON ST. TEL. BR-6649-1928



One of the most popular members of the Little Building community is Catherine O'Brien, whose cheerful smile and sunny disposition grace the candy counter in Liguette's. All the boys in the Building buy candy of Catherine, as all the girls like her, too.

SHOPS TO ORGANIZE

(Continued from Page 1)

body, it must have the active co-operation and suggestions of everybody. "I hope that every person who is interested in the proposed Little Building Merchants' Association will write to the NEWS and enroll their names. If they have suggestions, I hope they will make them known through the NEWS. Then we all can set together and organize."

"We have not yet begun to realize the possibilities in the 'Trade-with-Four-Little-Building-Neighbors' movement," declares Mr. Fairing. "A Merchants' Association would furnish the opportunity and machinery through which this and other trade boosting plans could be developed to the benefit of everybody in the 'City Under One Roof.'"

"A Little Building Merchants' Association can accomplish for the folks in this 'City Under One Roof' all that the Chamber of Commerce or Board of Trade can do for the civic and business welfare of a city or town," urges Mr. Boyce. "But everybody must get behind the movement and lend their suggestions and ideas if it is to represent this live community and meet the needs of everybody."

"Now that the Internal Revenue offices have been replaced by an arcade of the shops on the Second Floor, I believe the need for a Little Building Merchants' Association is greater than ever."

"Send in your name to the News right away and let's get together and start the ball rolling that will make the 'City Under One Roof' the most prosperous community of its kind in Boston," urges Mr. Damon.

NOTED WRITER EATS IN L. B.

E. E. Whiting, who writes "Whitings" Column in the Boston Herald, comes to the "City Under One Roof" for his breakfast.

The distinguished writer was a "hunchon guest" at the Little Building Waldorf in the basement one day last week.

Right Prices for Printing

YOU can buy good printing at the price you want to pay. We're not afraid to boast that our prices are as low as you can find in Boston, nor to claim that our work is just as good as you pay high prices for elsewhere.

Try us in February and you will buy your printing from us all the rest of the year.

Laux Printing Co.
110 High Street
Telephone Congress 3118

FOOTE IS GIVEN BIG SEND OFF

Called to New York, Dined by Friends on Eve of Departure

N. Frederick Foote, for 13 years manager of the New England office of Paul Block, Inc., Tenth Floor, has been called to a more important position in the New York office of that organization. He assumed his new duties February 1.

On the eve of his departure he was given a testimonial dinner by his associates and friends at the Boston Athletic Association. More than fifty Little Building neighbors and congenial friends attended the banquet and persons who have been in charge of the management for the entire country of the advertising of the famous publications of the Editorial Review Company. His duties will bring him frequently to this city.

At the dinner, Murray Purves, governor of the Lantern Club, read a resolution of appreciation, the organization stating that its members felt a keen sense of loss at the departure of Foote's departure and wished him all happiness and success in his new position.

Paul V. Hanson and M. L. Tyler, who will succeed Mr. Foote as co-managers of the New England office, assured the retiring manager of a cordial reception from his former associates and persons who have been in charge of the management of Boston.

Make Offices Noiseless Soon Claims Berry

(Continued from Page 1)

Berry. He went to his own office and came back with four little blocks of something or other. He placed the blocks under the legs of a mimeo machine and the noise and vibration ceased instantly!

"Now that's just applied acoustics," says Mr. Berry. "That's his line of business. And with a minimal sound substance which absorbs sound, is the name of the material in the four little blocks he used."

Applied acoustics is only in its infancy," says Mr. Berry. "but the time is coming when the noise and noises will be eliminated from office buildings. Already it is possible to discover and eliminate the cause of many disturbing sounds and thus improve the quality and increase the quantity of work done in shops and offices."

Make a Stamp Worth Two Cents

ALMOST always there is an unused margin between the weight of the letter or bill you send out and the outside weight to which your two cents entitles you.

Get your stamp's worth out of every stamp! In the same envelope with your letters or bills send a Bletter, Pencil Holder or Calendar.

Let me tell you about other useful advertising novelties you can send in the same way at no extra cost.

F. K. PARKS
318 LITTLE BUILDING
Telephone Beach 2584

LITTLE BUILDING BARBER SHOP
Prompt and skillful service; also manicuring
ARCADE FLOOR (next elevators)



of Boston
TEL. 686 HAY.

The Beacon Hill Stationers

"Little" Building Branch

EXPANDING!

FROM No. 5 Subway Store TO No. 9 Mezzanine Arcade

with 336 square feet of floor space and one department,
Main Store at No. 7 Pemberton Square

with 2910 square feet of floor space and six departments.

To Put Flapper Out of Style at Fashion Show

Smartly Correct Girl to Outshine Her Says Jean Brown

"We're going to put the flapper out of fashion," says Jean Brown, Fourth Floor milliner, who is to be director and producer of the semi-annual Fashion Show to be held at the Copple-Plaza Hotel on February 27.

"The day of the flapper is passing," says Miss Brown. "In our Fashion Review we intend to show our hair up and drive her out of the country forever—not by unkind ridicule but by proving conclusively that the young girl, simply and correctly dressed and hatted, is far more attractive and has better charms than her flapper sister, who, by exaggerated dress, makes of beauty only a caricature."

Flappers will have to put up a brave battle to withstand the array

of beauty that Miss Brown promises to bring forth at the Fashion Show. She states that never in Boston has been such an elaborate spectacle as will be shown this year at the Copple-Plaza.

"We not only will show every type of beautifully dressed women and girls," says she, "but we will also parade for inspection the flapper in her typical costume—slouch hat turned down over-eyes and fly-veils. And we feel sure that the majority of spectators will decide that the flapper suffers in comparison with the smartly correct girl who will be her rival."

RED BALL ADDS TWO NEW VANS

The Red Ball Transit Company, Fifth Floor neighbors, have added two more trucks to their fleet of big motor vans, making twelve in all now engaged in the work done through the Little Building office.

"Business is booming with us," says C. H. Shawver, manager.



It's Easier To Make Friends Than To Keep Them

Some people attract friends easily and lose them quickly. It's the same with typewriters. Some look attractive but they don't wear.

THE L. C. SMITH & BROS. TYPEWRITER binds its friends by chains of service. It gives instant satisfaction and makes lasting friends.

Send for booklet.

L. C. Smith & Bros. Typewriter Co.

53 Franklin Street :: Boston, Mass.
Congress 1436

LITTLE BUILDING NEWS

Six Pages

Boston, Mass., March, 1924

Price Five Cents

L. B. MAN GREETED CARDINAL

Bourne Helps to Welcome Prelates on Arrival in Jerusalem

Granville Bourne, advertising manager of the Little Building NEWS, now traveling in the Holy Land, was one of the special representatives designated by the Near East Relief to greet Cardinal O'Connell and his suite when the church dignitaries arrived in Jerusalem.

Bourne and his traveling companion, Francis Shaw Curtis, had been assisting the Near East officials in welcoming American tourists to Jerusalem and when the Cardinal and his suite arrived in the Holy City the Relief officials representing our Twelfth Floor neighbors, sent a special delegation to welcome the church pilgrims.

Because they were Bostons, Bourne and Curtis were accorded the honor of places in the welcoming delegation. The third delegate on the reception committee was the head of the Near East Relief in Jerusalem.

"Had to come to Jerusalem to meet the Boston Cardinal," writes Bourne in describing the reception in a re-

(Turn to Page 5, Column 2)

Paints Tenth of a Mile of Letters in 62 Days

Adolf Estimates He's Put On More Than 200 Miles in All

Adolf F. Ekeroth, the Little Building sign painter, has painted more than 4000 letters on windows and doors in the Little Building between January 1 and March 1, 1924. If strung out in one line, as the statisticians say, those 4000 letters would extend about 500 feet. That is one tenth of a mile—and more.

Adolf did it with his little paint brush. He has been extra busy in the "City Under One Roof" during the last two months on account of the many changes of office locations since the departure of the Internal Revenue forces.

But Adolf has been painting letters on windows and doors in the Little Building ever since it was built. He lettered the names of the Building's first tenants on their office doors and windows. He has been "holding down" that job ever since.

He estimates that in all he must have painted a million letters in this one Building! How many miles of letters is that? You'll have to ask Roger Babson. We put the adding machine in the NEWS office out of commission trying to figure it out ourselves.

About 200 miles is Adolf's best guess.



Adolf F. Ekeroth, the Little Building sign painter, and his "partner." No, not his partner in business. It's his life partner, Mrs. Ekeroth. Adolf, by the way, has just gone into the sign painting business "on his own hook."

Muddy Spring or Dry, Blame It on Fuller

A unique sales contest is being waged by salesmen for the Fuller Brush Company, Fifth and Eleventh Floor neighbors. The sales force has been challenged by the factory force in Connecticut to sell more mops and dusters than the factory can produce. A fifty-dollar prize is in store for the winner.

At the present time, Salesmen Rhinehart and Baker of the Eleventh Floor offices are in the lead but the competition is waxing keener every day.

With the prize depending upon the sale of mops and dusters, the Fuller salesmen don't care whether this Spring is dry and dusty or wet and muddy so long as it is either one or the extreme or both in abundance.

WATCHMAKER
RENEWER
723-724 Little Building
Watches, Diamonds

Fish Market

Only a few steps from the Little Building—Right next door to the Lagrange Street Subway Station.

Quick Service
Right Prices
Fresh Fish

Drop in Your Way Home!

C. V. Chipman R. V. Chipman
S. ATWOOD & CO., INC.
30 Lagrange Street Boston

SHOP KEEPERS ON ROOF CITY CALL MEETING

Week's Salary in Pocketbook Lost; Is Found

Honest folks work in the "City Under One Roof." Ask Helen Spiny, who is connected with the Condast Publications on the Eleventh Floor. Miss Spiny lost her pocketbook, containing her week's salary, somewhere between the office and the Boylston street subway station one recent week-end.

"All that week's work for nothing," I guess," said Miss Spiny sadly. But on her arrival at the office Monday morning, she found her purse with contents intact. It had been found in the Subway Arcade by A. S. Addison, who has charge of the Boston office of James Lefel & Co., Eighth Floor.

Finding Miss Spiny's card inside, he promptly returned the purse. But the story doesn't end here. The day following, Mr. Addison found a large white package on his desk. Opened it revealed a carton of cigarettes, and a card that said "Helen Spiny" and "Thanks!"

ARTIST DALLIN VISITS ARCADE

Corvus Dallin, well-known artist and sculptor, whose article, "The Appeal to the Great Spirit," in front of the Art Museum, is familiar to all Bostons, was a visitor in the Little Building recently. He came to talk with Miss Beatrice Barrington and to study the beautiful specimens of Indian art she has collected for sale at her shop, "The Wigwam," in the Mexziane Arcade.

It was the artist's first visit to the "City Under One Roof" and he was much impressed with the neighborly spirit of this unique community.

PRES. ALBER HERE

Louis J. Alber, president of the Col. Alber Platters Bureau, Fourth Floor, paid a visit to the Little Building recently. He came to speak at the acute's convention which was held in the committee rooms of the building.

SET DATE FOR TALK ON TRADE

Little Building Merchants Association Idea Is Growing

A meeting of Little Building Merchants Association boosters has been called for March 27. The movement, which has been growing rapidly during the last month, is about ready to crystallize into definite action. More and more, shopkeepers and professional folks are expressing their approval of the idea.

At the meeting on March 27th, effort will be made to have representatives of all floors in the Building present. No attempt will be made to form a permanent organization at that time, however. That will be left for a later date, so that every single tenant may have opportunity to ex-

(Turn to Page 5, Column 1)

Griffith, Movie Magnate, Visits "One Roof City"

David Wark Griffith, famous motion picture producer, visited the "City Under One Roof" when he came to Boston to open his new picture "America," now playing at the Majestic Theatre. He came to the Western Union Telegraph station in the Street Arcade to send some telegrams.

"This is a mighty fine building," said Mr. Griffith, "and saves a busy man a lot of time. Being able to purchase every sort of article under one roof is a convenience not often found within a stone's throw of one's hotel."

The best ways to prepare eggs

It is said that in France they know 685 ways to prepare eggs. We'll wager that the best ways are the simpler ways—

- Fried
- Boiled
- Poached
- Scrambled

Fresh laid country eggs at the Little Building Waldorf.



Exchange Trust Company



Door of Our Safety Deposit Vault

GOES WEST TO TAKE BIG JOB

Mrs. A. K. Horn, formerly secretary to Mrs. Deane Orinby, New England division manager of the United States Knitting Mills, Fourth Floor, has been appointed division manager for the states of Washington and Oregon.

She will leave the "City Under One Roof" soon to take up her new duties in the West.

WELLWORTH

Repair work of all kinds is given immediate attention in our own workshop.

Edmund I. Wilson
OPTICIAN
OPHTHOMETRIST

Room 828-9 Little Building

"Your Neighborhood Bank"

Exchange Trust Company

This is not what is ordinarily understood as an advertisement. It is, rather, a cordial invitation to our Boylston Street Branch and let us show you our modern, fully equipped Safety Deposit Vaults.

1 Court St.—124 Boylston St.
Boston, Mass.

Meyer onasson & Co.

Tremont and Boylston Streets

SPRING APPAREL Both Smart and Practical

GOING TO BUSINESS is twice as pleasant when one is charmingly dressed.

INEXPENSIVE CLOTHES that have it all in featured charm are among the dominant features of the House of Meyer Jonasson.

SPRING FASHIONS were never more alluring than this year—and never more modestly priced! Smartly simple tailors, frocks, coats, skirts, blouses—all are here at prices that make them accessible.

THE LITTLE BUILDING NEWS

The Only Office Building Newspaper in the World

Vol. 3, No. 3 March, 1924

Published once a month by the Theoric Advertising Service for the Little Building Editors, 100 Broadway, New York City, N. Y., Atlantic-Verde.

HAROLD A. THURLOW Publisher
SANDS C. CHAPMAN Editor
GANTVILLE B. BOORSE Advs. Mgr. and Associate Editor
JOHN GUNSON JR. Art Editor
ROY A. CORSE Business Mgr.
FRED TALBOT Circulation Mgr.

Send Us Some News Now and Then!

With this issue, the NEWS comes two full years as "The only office building newspaper in the world." It will have claim to that title. Although there are publications of the house organ or miniature magazine type which have sprung up in the meantime, or which existed before the NEWS's claim to the distinction of being the only office building newspaper in existence is yet unchallenged.

As a newspaper, it has striven to give the clean, wholesome news of this community under one roof. It has endeavored to print all the news of this nature. If it has missed any items about this tenant or that one, it has been only because nobody has told its reporters about the items.

In other words, the NEWS has "played no favorites" intentionally. Its policy has been, consistently, to accept and not to knock; to print only those items of news which would help somebody and not to print any item of news that would injure anybody.

Its readers know exactly in what degree it has lived up to that policy. It will continue to do so.

In its third year, the NEWS hopes to miss not a single item of news that it ought to print! How well it will live up to that mark depends to a considerable extent, however, upon its readers.

If you enjoy reading the NEWS, we hope you will send us some news now and then. That isn't too much to ask in return, is it, folks?

Sale of Health Seals Brings in About \$175,000

The Massachusetts Tuberculosis League, whose headquarters are on the Twelfth Floor, has just finished the job of adding up the scattered and delayed returns of proceeds from the annual sale of Christmas seals.

The totals show that \$175,000 worth of these little health stamps were sold in Massachusetts alone. The Norfolk County Public Health Commission, which recently has transferred its headquarters from Room 1160 to Room 334, was one of the leading county organizations in the sale of seals, disposing of \$14,000 worth.

Four thousand Norfolk County children were enrolled in the sales campaign and a silver cup was offered as a prize. Twenty-five per cent of the Norfolk contribution will be spent for health work in that county, including clinics for underweight school children. It is planned to establish a camp for sick children on the grounds of the Norfolk County Hospital next Summer.

Miss Alice Gallagher, executive secretary, is in charge of the Norfolk County Headquarters.

SADDLE INDIAN DIVORCE

Unique Law of Red Men Is Described by L. B. Woman

The White Man can learn much from the Indian—in art and in the art of living—declares Miss Irene Beatrice Barrington, proprietress of The Wigwam in the Mezzanine Arcade, who has spent three years among thirty-four different tribes of Red Men on the American continent.

In the art of living, for one thing, the White Man might well profit by adopting the system of the Pueblo tribes of Arizona in dealing with the marriage and divorce problems. The Pueblo has no divorce records, as the White Man does.

In the husband of a Pueblo woman does not please her, she simply sets his saddle outside the front door. This simple action constitutes a legal divorce under the unique, though commendable, government of the Pueblo.

"It must not be thought that this is the Indian procedure," says Miss Barrington. "On the contrary, they are very strict as to divorce. In fact, it is practiced very infrequently and only a meagre allowance is made. I think everybody will agree that it is much more civilized and cultured than the White Man's method."

But this is only one of the many interesting phases of the American Indian's art of living which Miss Barrington observed in her and among them. She came away with a wholesome respect for the Indian's art and culture and the respect which she is striving as a lecturer to plant in the minds and hearts of all who see her.

She has a unique story to tell. Even the story of how she obtained it is highly interesting.

Three years ago, as an entertainer

Salesmen Win \$150 in Prizes

Sales contests are waxing hot and heavy in the Little Building this year. The salesman of the Hoover Co., in the Street Arcade, divided into two teams last September and have been racing each other for the highest points in sales. The contest closed last month and \$75 was awarded the winning team by New England Sales Manager Fisher.

Another prize of \$50 was given to a certain individual of the year. Individual record of sales and a prize of \$25 was won by H. A. Ross, who had the best selling record. To go even was captain of the winning team, too.

The winning team immediately invited an invitation to the members of the other team and the young women of the office to attend a dinner at the Hotel Avery followed by a theatre party.

The sales of the Machine Co. in the Street Arcade, who handle Thor Washing Machines and Ironing Machines, are doing a roaring trade to go every \$1000 worth of business brought in by any salesman.

PUBLIC STENOGRAPHY
Mimographing and Multigraphing
Notary Public
Samples and estimates gladly submitted.

MISS IDA GOULD
Room 432, Little Bldg.
Telephone Beach 922.



Here's a photograph showing Miss Barrington, proprietress of The Wigwam, the American Indian Studio Shop in the Mezzanine Arcade, taken with a group of Seminole Indian women in Florida. Yes, there is one man in the picture—the one with the pipe, of course. Rather unnecessary to indicate which one of the group is Miss Barrington, eh?

on the Chautauque circuit, she was touring the West, when chance brought her to an Indian reservation. Thinking to gain material for her entertainments, as well as first-hand information about Indian folk-dancing and folk-lore, she paid several visits to the encampment.

She became so deeply interested in the Indian people—their problems, sufferings and the real contribution they had to give to American art, literature, music and drama, that she visited other Indian reservations and tribes.

And the chance visit led to three years of intensive study, for Miss Barrington has lived, not as an observer but as a friend, with thirty-four Indian tribes—from the Penobscot and Passamaquoddy tribes of the Maine woods to the Navahoes of British Columbia to the Seminoles in the jungles of Florida.

Realizing the need of a market for the handicraft of these people, she has collected a number of choice specimens of Indian art—such as the Navahoes—shining pottery from the Pueblos—exquisite jewelry from the Winnebago and Sak tribes. There are also a number of rare pieces in the collection which are not for sale.

"The Indian of today is in a pitiable condition," says Miss Barrington. "The few survivors of this great and noble race are herded together to eke out an existence as best they may, with inadequate schooling to prepare them for a supporting life, and without the facilities which would enable them to make a real contribution to the art, commerce and general good of our country."

"If we only could learn to educate the mind of the Red Man so that he might cultivate his own talents and present his own culture to the world! Instead, we give him only a grammar school education, leaving his mind with a set of ideals and customs totally foreign to him; then we hope he is just beginning to assimilate the ways of the White Man, he is turned back to his reservation, into the old life. As a result his mind is a pathetic one."

Easter Cards
THE HANDY SHOP
Sixth Floor

Cosets of Supreme Design Produce Lines of Smartest Fashion
Edith A. Cushing Corsetiere
859 Little Bldg. Beach 7922

etic mixture of two sets of ideas, and he struggles on, trying to reconcile the two.

"Few people understand the nature of the Indians. The life which they have been forced to lead, deprived of the liberty which is the breath of life to them, has, of course, had a detrimental effect upon the habits of the Red Man. They have a deep religious sense, which has led them to accept unquestioningly the trials they have been forced to undergo. Their pride of race is almost as strong as their religion."

With the proper education, they would become a wonderful factor for good in America. This fact is strikingly brought out by the few Indians who have been able to secure a college education. Dr. Carlos Montezuma is a splendid example. He has become one of the leading physicians of Detroit, and is interesting his people to the world. Now that Carlisle is closed there is no opportunity for anything further than a high school education.

"We must realize that, not only does the Indian need our help, but that he has much to give us in return. Let us give them the education that will enable them to retain the best of their own civilization and assimilate the best of ours. Let us treat them as they deserve to be treated—as the survivors of a great and noble race, the original dwellers in our land."

Do all your shopping under one roof.

THE Blake Welt Shoe
An Entirely New Process of Shoe Construction
Years of experimental tests and research have produced a shoe that you know is a real friend of those desiring foot comfort.
You Are Working in Rats!
Can't you see your feet inside the shoe you are now wearing?
Visit our shop and let us show you the construction of our Welt Shoes.
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Arcade Little Bldg. C.L.S.TAY Manager

Do all your shopping under one roof.
COR. HIGH AND PEARL STS.
PHONE CONCORD 2422 BOSTON, MASS.

SCOFF AT NO-SHAVE RAY IDEA

Little Building Barbers Say Beardless Men Big Joke

Don't throw away your safety razor, or figure on saving the price of your daily shave in the barber shop, just because some French skivvies specialist claims to have discovered a violet ray treatment that will make a man beardless forever after one application. That is the advice of Frank Rennes, Little Building barber shop, to the men folks in the "City Under One Roof."

From Paris the other day came the announcement that scientists had discovered a new electrical ray, one application of which would kill the roots of a man's beard. Shaving soon would become a lost art, initiated the news reports.

"We're not worrying," said Barber Rennes with the News reporter asked him about the new treatment. "Every one in awhile a new theory concerning the abolition of shaving is advanced, but none of them are successful. The use of an electric ray burns the skin and hardly ever is permanent in its effect."

"Besides, men don't take to these new fangled treatments. Most men enjoy a good shave. Give a tired, worn-out man clean, fresh hair and a good shave and it makes a new man of him. He feels like a million dollars."

"I guess men will have and be shaved a while longer, ray or no ray," concluded the Little Building barber.

Buy of your L. B. neighbor and he will buy of you.

Illustrators & Designers
Now in larger & more convenient quarters.
Rooms 1153-54

Town Messenger Service
"A Service You Can Trust"
CALL BEACH 5774

MESSENGER'S FURNISHED FOR ALL PURPOSES
A crew of bustling youngsters at your immediate service.
204 Tremont Street
Opp. Majestic Theatre

OFFICE FURNITURE CO.
DISK CHAIRS TABLES FILING SUPPLIES
FILING CABINETS WOOD CHAIRS FILING STEEL
COR. HIGH AND PEARL STS.
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LITTLE BUILDING DIRECTORY

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His "Job" is to Soothe Mankind
W. M. Whitelaw, new neighbor on the Ninth Floor, has a happy job in the food and medicine factories of our mankind; it might be said, than any other found in the "Under One Roof."

LADIES of the Little Building
You may buy Breugh perfumes and powder at wholesale prices by calling at the office of the AMERICAN-KANSAS TRADING HOUSE 415 Little Bldg.

Dr. W. R. Ross DENTIST
Rooms 307-8-9, Tel. Beck 0132

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MARTHA A. BRIGGS
Micrographing a Specialty
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PERFECT Letter Copying MIMOGRAPHING
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Make a Stamp Worth Two Cents
A lot of always there is an unused margin between the weight of the letter or bill you send out and the ounces of mail to which you two cents entitles you.

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THURLOW ADVERTISING SERVICE
PRODUCER OF PRODUCTIVE PUBLICITY
A STAFF of SPECIALISTS with long experience in advertising work enables them to make the following mediums most productive for clients: NEWSPAPERS, MAGAZINES, HOUSE ORGANS, SALES LETTERS

Joseph Ecker
Optometrist Room 455
Long Winter Evenings of Enjoyable Comfort
Reading a paper or a good book, settled down comfy in the easy chair, a little music, some sympathy of the family is protected against winter's strain occasioned by artificial light.

INSURANCE ALL KINDS
BERTRAM G. WATERS
Ready to Serve
100 Franklin St., Corner First St. Congress Bldg. Shop 15, Little Building

ADVERTISING NOVELTIES
Park, J. W., no. 1114...
Park, J. W., no. 1114...

BOOK ON GUN FOR RUSSIANS

Says L. B. Man on Return From Study Tour of Soviets

Maurice G. Hindus, connected with the Colt-Aber Platform Bureau on the Fourth Floor, and author of "The Russian Peasant and the Revolution," has just returned from an extensive tour into the heart of Soviet Russia, where he was engaged in gathering material for a book dealing with conditions in that country.

He speaks strongly of the enormous problem confronting the Allies in looking Russia to become organized and able to take its rightful place among nations.

"It is not to make friends," Mr. Hindus declares, "The Allies will not be able to sign friends with the Russian Slavs until they approach them with school books and agricultural implements and with great military forces. The average peasant is simply bewildered by the strife and conflict going on about him. He is timid, dwarfed by centuries of repression and lack of education, incapable of grasping the nature of the chaos engulphing his native land."

"We must not only wish for himself will Russia gain that strength that only unity can give. The Allied nations of the World can realize this fact and act accordingly."

Mr. Hindus experienced considerable difficulty in obtaining passports to Russia from the Embassy at New York. He says that the Embassy is absolutely refused but, as the author of "The Russian Peasant and the Revolution," he was able to obtain a passately given him and permission was granted. Officials at the Russian Embassy state that Mr. Hindus is the most realistic book concerning present conditions in Russia that ever has been written.

PICKS FRUIT IN FLORIDA

Miss Elizabeth F. Driscoll, Ninth Floor business, who has been spending the Winter at Ft. Pierce, Fla., Florida, sends greetings to her Little Building friends in a recent letter to the NEWS.

"The weather during the season here has been variable—cool and frosty at times but always pleasant and sunny. Despite the changeable weather, the fruit is in abundance. As I sit here by my window, I can see countless trees bending under the burden of orange groves and grape vines, and the perfume of oranges and lemons, and the perfume of the evergreen, and the air with a wonderful fragrance.

"Still, as you say here, it will 'sap' some of the life out of my old friends and neighbors soon in the City Under One Roof."

SHOP KEEPERS CALL MEETING

(Continued from Page 1)

press his or her views and preferences at a general meeting.

The session on the 27th will be merely advisory in purpose of tentative plans and to name a preliminary organization committee to arrange for a big, general meeting of all tenants at which permanent officers will be elected and definite aims and purposes of organization agreed upon.

Interest in the proposed Merchants Association is not confined to the shopkeepers. Professional folks in the Building too are showing great interest, and there promises to be active participation on all floors and in all lines.

J. R. ROSEN
Expert Picture Framing
at Columbia Building
ROOM 1019

Bourne Meets the Cardinal's Party in East

(Continued from Page 1)

gent letter. "I had quite a lengthy conversation with the Cardinal. We talked of his return to the Holy Well, Twelfth Floor neighbors. Of course, we saw Joe Togo and Dave Shea of the FIVE STAR, two of whom are with the Cardinal's party. I saw a long chat with these newspaper men. Seemed glad to hear Joe Togo's voice in Jerusalem. I can tell you."

Bourne and Curtis have spent several weeks in the Near East, much of their trip in the Holy Well, Twelfth Floor. From Beirut to Damascus, on the way to the Holy Well, Bourne describes it as a thrilling one.

"We found that a severe storm that had been raging over the week-end had completely blocked all roads leading out of Beirut, in some cases for a week. We were unable to leave. We could not take a steamer any longer, as the heavy sea prevented our sailing. We were forced to wait. We adopted the watchful waiting policy until Wednesday, when Cook's policy was to go. We were informed that the train was ready to go and get through to Haifa the following day. The Bagdad mail, so we bought seats."

"With a young Englishman, in the car with me, we took the narrow-gauge rail route from Beirut to Haifa and thence to Haifa. Formerly it took a month to get from Beirut to Haifa. It does it in his big Cadillac in two days. All the drivers are ex-English aviators."

"We started about three in the morning. Had lunch at Sidon, crossed the border without difficulty and then crossed to a river with a missing bridge. Six cars were in the group. Our car was the first to cross. The water was about three feet deep and our car did it in the middle. Then the other cars tried the same stunt."

"We pulled up at the river about three in the afternoon and left at seven, wet, tired and sore, but happy that we had only a few miles to go. But what mile they were! We had to have a guide to lead us through, otherwise we would have got wandering around God's country until we bogged down. As it was we had to stop every few minutes to pull either our car or another out of a road. One was absolutely no good. We were merely driven to a safe place. "Turn around this tree; now around that tree." We had to go.

"I haven't found out yet what prevented us from tipping over a few miles from Haifa. We were about six miles from Haifa, we took to the beach which was about twenty feet wide when the waves were out but when the tide in we drove through sea water a foot deep. Those last six miles were paradise and we finally drove up to the Grand Nassar hotel at midnight, covered with mud. Our suitcases, which were strapped on the outside of the car, were covered inside and out with mud and we poured water out of one. That was the dogzodgost ride of 30 miles I ever had."

"We are staying here until the 28th of February and will sail from Alexandria for Naples on March 6th. We are getting excellent services to the Near East, greeting the tourists."

Frank Burton, sales manager of the Henry D. Sears Co., Ninth Floor, has come to the Little Building and is stopping at Hobkirk Inn, Camden, South Carolina.

WELLS FARGO BANK
ADVERTISING ACCOUNTS SOLICITED
HOUSE ORGANS SALES LETTERS
Direct Mail Literature
We Do Our Own Mailings
Wells Advertising Sales Co.
342-343 LITTLE BUILDING



If anybody ever tries to tell you that an Indian never cries, just show them this picture. It shows a couple of cute Indian babies indulging in a bit of lung exercise, and was "snapped" by Miss Barrington during her visits to the various Indian tribes.

Beckman Hurls Wrestling Defi

Any 160-pound "feller" in the Little Building feel like wrestling this morning? Joseph Beckman, of the Western Union office in the Broadway Arcade, challenges all comers—provided they work in the "City Under One Roof."

Beckman has been making great progress at the "Y" in this manly art, but either he has bested all applicants at hand and is looking for new fields to conquer, or else he feels that the title of "Little Building Champion" would be his own. At any rate, there is the challenge. How about it?

NOTED ACTRESS SHOPS IN L. B.

Ethel Barrymore, who recently appeared in "The Laughing Lady" at the Wilbur Theatre, was a visitor to the "City Under One Roof" not long ago. When she came to the office of Dr. A. F. Staege, our Third Floor neighbor, Miss Barrymore was quite impressed with the ease and convenience with which it is possible to shop under one roof, and with the fine lines of merchandise carried by Little Building merchants.

"The Little Building is quite unique," said the "Laughing Lady." "It surely is a great aid to a busy woman to be able to buy her stockings, gloves, shoes, cosmetics and stationery of the finest quality under one roof. I never have to go farther than the Little Building to fill the majority of my needs when I am in Boston."

SAVE FOR COTTAGE

A group of Little Building elevator operators have clubbed together and are saving their money to establish a fund with which to buy a cottage at the seashore next Summer. They plan to spend their week-end vacations at the cottages, which will be located at one of the nearby beaches.

MEN!
You Can Rent ADLER-ROCHESTER TUXEDOS and FULL DRESS SUITS
Near the Little Building
C. C. DODGE CO.
25 ELIOT ST.
Next to Eliot St. Garage
Also a reliable shop to buy men's Furnishing goods of standard make and moderate prices.

Hunts Up Snap Shot, Finds \$20 He'd Forgotten

Don't make the NEWS reporter coax you when he asks you to bring a snapshot of yourself some day for publication in his column. A picture on a picture may prove profitable for you. It did for Adolph Keroth, the Little Building sign painter.

The NEWS man asked Keroth for a modest—said he didn't. Adulf was getting a picture of his own. He was shooting on the paper. It took a lot of pictures to get him to promise to bring one in next day.

When he brought the snapshot to the NEWS office, he was wearing a happy smile. "Lucky thing you made me smile in about that picture," he said. "While I was hunting for it at home I found twenty dollars that I put away last Summer to buy coal with this Winter. I had forgotten all about it!"

Ulcer of Tooth May Cause You to Limp Badly

An ulcerated tooth may cause you to limp badly; A fallen arch, or a ulcer on the bottom of your foot, may cause you to limp, or even to lose health. The teeth and the feet are connected to each other, and to other parts of the body and we think.

Here are some of the startling facts brought out at the recent annual convention of the Massachusetts Chiropractic Association at the Broadway Plaza, according to Dr. A. F. Staege, Third Floor neighbor.

Dr. Staege was chairman of the program committee at the convention. Staege is a former president of the Association. Other Little Building chiropractors who were prominent at the convention were Drs. Borgey and Jennings.

"One of the interesting points brought out at the convention," says Dr. Staege, "was the relation of the teeth, Staege says, to the mouth, caused by decayed and ulcerated teeth, often are transmitted through the blood to the rest of the system's ailments result; it was shown. "It makes the other way too. A fallen arch may cause disorders of the spine. Callouses may impair your health, that your whole organization is undermined. People are only just beginning to realize that the foot, one of the most important members of the body, often is the most neglected."

BANANA HOSE RAGE IN L. B.

The banana-embroidered hosefay has hit the "City Under One Roof" here, says Hoffman, a former Little Building merchant, who recently has moved his exclusive hosefay store to fill the main Subway Arcade to spacious new quarters in Shop 19, Mezzanine Arcade.

"Nine out of ten women are sports in light-colored stockings," says the hosefay man. "The men get gray with them and the fad is mounting. I have a huge stock of hose and we opened our new shop but the very first day we were all sold out. We had to order more right away so that Little Building girls can keep their style with the rest of the town."

Right Prices for Printing
You can buy good printing at the price you want to pay. We're not afraid to boast that our prices are as low as you can find in Boston, nor to claim that our printing is just as good as you pay high prices for elsewhere.

Try us this month and you will buy your printing from us all the rest of the year.

Laux Printing Co.
110 High Street
Telephone Congress 3118

RADIO LAMP SHADE

Little Building Neighbor Invents Novelty—Is Big Hit

The radio lamp is the very latest creation! It is the invention of one of our Little Building neighbors, Mrs. Annette E. Callaway, who conducts the Sunshine Lampshade and Gift Shop on the Fifth Floor. She has been working on it for some time and now has it perfected. Experts pronounce it a decided innovation in illumination and radio.

Strictly speaking it is a radio lampshade rather than a radio lamp. The lampshade frame is constructed from the wires of the radio "loop" coil. Covered with an attractive shade, it serves the dual purpose of a radio set and a lamp. The shade can be attached to any style lamp like any other lampshade. Any style shade can be used.

For radio fans, it is quite a surprise. When you radio friends call you "Sun" it is the "set" may be concealed, and it is some time before your callers discover the source of the concert, address or announcements they hear.

Mrs. Callaway has paraphrased the old "Sit by the fire and spin" she says to radio fans: "Sit by the lamp and listen in." She invites her Little Building neighbors to call at her Fifth Floor shop and inspect the new radio lamp. They will be glad to show any neighbor how to make one.

"THIS is an 'embroidery' year! Handwork—always so smart—will give your new spring costume distinction and individuality.

Scarves, Gowns, Costumes
Designed and Embroidered
B. F. Goldthwait
Room 1049 Little Building
Telephone Beach 8817

WOOD TOUR
Arts and Crafts
EUROPEAN TOURS
\$150 and up
Interested in an excursion to Europe? We have a special tour for you. Attractions galore. Attractions galore.

Bermuda Tours
Leaving next weekly (March 24th)
\$105 and expenses 8 days

Special Easter Day General S. S. Office
Official agent for all lines to Europe, Africa, India, etc., at tariff rates.

Railroad Tickets
To all points.
WALTER B. WOODS CO.
"Your Neighbors' Neighbor"
Telephone Beach 3111

It will cost you less for an ad in the
NEWS
than it will to send a post card to every office in the Building

MEZZANINE ARCADE SHOPS



A SHOP devoted exclusively to the display and sale of the arts and handicraft of the American Indian

HERE may be purchased Navajo rugs; the lovely pottery of the Pueblos; from the frozen North Country exquisite beaded bags and moccasins; jewelry from the Seminole and many other articles of interest.

ALL the articles in this remarkable display have been collected by Miss Barrington, who spent three years among thirty-four Indian tribes. Her collection represents the finest specimens of the art of the original dwellers in our great land.

Beatrice Barrington

SHOP 20
LITTLE BUILDING

HOFFMAN'S
Hosiery
Lingerie
Perfumes

Shop Nineteen
Mezzanine Arcade
Little Building

CONNELL & CAREY

Women's
Shoes

Shop 4, Second Floor
Little Building, Boston, Mass.
Beach 1187

"Look Your Best"

OUR spacious new quarters equipped with all the latest aids to Beauty, will help you attain that "finished look" that comes only from careful grooming.

Marcel Waving
a Specialty

The BEHIE Sisters
Shop 11, Mezzanine Arcade
Little Building
Telephone Dewey 5158-M

Fine Furrs!

H. LISKER CO., Furriers, formerly in Room 1152, takes pleasure in announcing the opening of its new shop in spacious new quarters on the Mezzanine Arcade.

LUXURIOUS new spring furs are in full array and invite your inspection. And our prices, as always, will delight you.

COCOA, platinum, natural and cinnamon Fox scarves are especially beautiful and will be sure to interest you.

SHOP 17
LITTLE BUILDING



"An Old Business in a New Shop"

A Message From the President

After twenty-five years' experience with two of the largest Stationery Stores in Boston as an Officer and Stockholder, in 1906 I severed my connections and organized the George E. Damon Company, The Beacon Hill Stationers, taking with me several of my old and trusted employees. It has been our aim from the beginning to make a co-operative organization in which the employees would share in the success of the business.

To establish complete harmony of spirit and effort, we adopted the plan of weekly meetings for one hour at the close of business on Saturdays. At these meetings we discuss matters of policy from a business viewpoint — have sales demonstrations — take explaining how our goods are made by experts from various manufacturers — how to take care of our health — in fact we discuss anything that helps to make our store of better service to its customers. You need not be surprised, therefore, to discover that our colored errand boy who delivers your packages in well packed on the aim and method of conducting our business and can often tell you how many of the goods we sell are manufactured.

Our business grew steadily under this policy, and in the year 1910 we purchased the business of H. H. Carter & Company, our nearest competitor, who had been in business for over forty years. The same year we purchased the plant of A. R. Minard & Co., engravers, plate printers, and die stampers, enabling us to execute this class of work under our direct supervision.

In 1922, by invitation of the Trustees, we opened the Little Building Branch with about 430 square feet of space, and our department. You have shown your appreciation of our efforts to serve you so well that we are now enlarging our Little Building Branch to occupy about 3,000 square feet of space with six departments. We shall continue our efforts to make every department in the DAMON STORES

A Real SERVICE Station

If we succeed in pleasing you, tell your friends and acquaintances; if not TELL US, and give us an opportunity of adjusting any dissatisfaction.

Geo. E. Damon
President

March 15, 1924.



Tel. 886 Hay.

THE BEACON HILL, STATIONERS

Little Building Branch
Mezzanine 9 Arcade

Main Store: 7 PEMBERTON SQUARE (On your way to Court House)

THE GEIER COMPANY

OF MASSACHUSETTS



Suction Cleaner Hair Cutter Hair Dryer
Washer and Wringer Vibrators

ELECTRIC PRODUCTS

Little Building 80 Baylston St., Boston, Mass.
Shop 37, Mezzanine Arcade Tel. North 2433

Announcement!

Wm. H. Mulcahey, for the past eight years buyer and head of the Liscen Dept. of CHANDLER & CO., will soon open a shop on the Mezzanine Arcade, where he will be pleased to offer to Little Building patrons a select line of emporiums and money linens of all kinds; sheets, pillow-cases, napery, curtains and dress goods.

THE FANCY LINEN SHOP

21 Mezzanine Arcade
Little Building



ESTABLISHED 1818
MADISON AVENUE COR. FORTYFOURTH STREET
NEW YORK

BOSTON
LITTLE BUILDING
SECOND FLOOR
Telephone Beach 4743
Clothing Ready Made or to Measure
Evening Clothes, Cutting, Sacks Suits, Sporting Clothes, Overcoats, Ulsters
English and Domestic Hats and Furnishings
Boots and Shoes for Dress Street and Sport
Trunks, Bags and Leather Goods, Liversies

THURLOW ADVERTISING SERVICE

Producers of Productive Publicity
The same Staff of Specialists that produces the LITTLE BUILDING NEWS is at your service in all branches of Sales Advertising
Shop 15 Mezzanine Arcade

John Bradley

Designer and Craftsman
in Metals
Gull Mark and Fire Sets



BEAUTIFUL Lamps, Sconces, Candelabras or Console Tables designed and wrought in Iron, Brass, Bronze or Copper will give your home distinction and grace.



Shop 3, Little Building
Tel. North 6313
Storeroom, 559 Shumatt Ave.
Tel. Cap. 2162-R

Patronize Your Mezzanine Arcade Neighbors!
On the Second Floor of the Little Building "A City Under One Roof"

LITTLE BUILDING NEWS

Six Pages

Boston, Mass., April, 1924

Price Five Cents

L. B. FOLK TO MEET APRIL 17

Expect Man from Atlanta to Lead Advice on Organizing

Another meeting of Little Building shopkeepers and professional folks will be held on April 17, at quarter of 5 in the afternoon, to discuss further plans toward the organization of an association to boost trade through co-operative effort. The first meeting, on March 27, brought out an enthusiastic response to the idea from all floors.

The meeting on April 17 will be held in the Committee Rooms on the Third Floor, Room 355, and any interested tenant of the Building, whether shopkeeper or professional person, is urged to attend.

Effort is being made to have R. R. Otis, a director and executive in charge of the Merchants Association in the Peachtree Arcade, Atlanta, Ga., address the Little Building tenants at this meeting. Mr. Otis wrote the NEWS the other day that he expects to be in Boston about that time, and an invitation to address the April 17 meeting was extended to him immediately.

At date of going to press, his reply (Turn to Page 5, Column 3)

Announcement

ON or about April 15, for one week the Little Building Waldorf will be closed while it is being converted from automat to cafeteria service.

We remind our customers that during this period they can get Waldorf service near by—either at 225 or at 180 Tremont Street.

Shops Ready for Easter—Gay With Spring Season's Fashions

"Do Your Easter Shopping in City Under One Roof." Is Cry

Little Building merchants are ready for the rush of Easter buyers. Their shops are gay with all the new season's offerings in apparel. Men's shops and women's shops vie with each other in displaying "the very latest thing for the correct dresser." The Little Building this season is more than ever before one of Boston's smartest fashion centres.

Never before have Little Building shopkeepers displayed such complete stocks of distinctive apparel. There is attire for the most daring follower of Fashion's whims, for the ultra-fashionable or for the conservative dresser. Shops on all floors, from the Subway Arcade, Street Arcade, Mezzanine Arcade, to the Twelfth, are ready for the seekers of Spring costume.

"It's all your Easter shopping under one roof," is the slogan of Little Building shopkeepers, and inspection of their offerings supports their claim that there is no need for even the most fastidious to go elsewhere for Easter apparel and the accessories of dress.

The shopkeepers anticipate a record Easter business—and they deserve it.

Scatter Sunshine

With Our Beautiful Easter Cards
DAMON'S
Two Stories
9 Mezzanine Arcade, Little Building
7 Pemberton Sq. (near Scollay Sq.)



Repair work of all kinds is given immediate attention in our own workshop.

Edmund I. Wilson
OPTICIAN
OPTOMETRIST
Room 328-9 Little Building

Your Neighborhood Bank

April

Memo for Today
Go to branch office of
Exchange Trust Co.
124 Boylston St.
and Air Safe Deposit Box for Papers and Jewelry
Dear of Our Safety Deposit Vault



One of the new Easter turbans shown by Jean Brown, Fourth Floor milliner. It features the new brown veil which will be much worn this season. The wearer is Mildred Parver, one of Miss Brown's models.

Change Offices and Neighborly Act Aids Both

The spirit of neighborliness, for which the "City Under One Roof" is becoming noted, worked out to the practical and mutual advantage of two tenants in a novel manner this month. As a result, both are now installed in quarters which serve their respective needs more adequately. It happened in this way:

Miss His Gould, public stenographer of the Gould Steno-Service, just had signed a lease as a Little Building tenant—in Room 432—when C. B. McNeil, district manager of the National Salesmen's Training Association, came down from the Sixth Floor to call on her.

(Turn to Page 2, Column 2)

WATCHMAKER RENEWRE
Beads, Rings, Silverware
723-724 Little Building

MARTHA A. BRIGGS
Mimeographing a Specialty
LongCarriage Typewriter
Notary Public
Rm. 548 Little Building, Beach, 4596

WE WILL
Deliver Fish
to the
Little Building

On your busy days, when you want to take home some Fresh Fish for dinner but "can't get away from your office for a minute," just telephone
Beach 0129
Beach 7166
and we will carefully select your fish and deliver it to your office promptly.
C. Y. Chipman R. V. Chipman
S. ATWOOD & CO., INC.
20 Lagrange Street Boston

RADIO CONCERT DAILY WITHOUT AERIAL IN L. B.

TO CLOSE FEAT BIG CAFE FOR HIT WITH CHANGES AIR FANS

Waldorf Begins Alterations for New Cafeteria on April 15th

The Little Building Waldorf restaurant in the Subway Arcade will be closed about April 15, temporarily, while alterations are being made which will convert it into an up-to-date cafeteria. In the meantime, the Waldorf will make extra preparations to serve its Little Building neighbors at two of its other nearby restaurants—at 225 Tremont street, just beyond the Majestic Theatre, or at 180 Tremont—near Meyer Jonasson's.

The new cafeteria in the "City Under One Roof" will seat 250 persons at one time. That is 50 more than the old automat could seat. The cafeteria menu will provide a wide variety of dishes than it has been possible to offer in the automat, including everything from a sandwich and a cup of coffee to a full course dinner.

"In the new cafeteria, special attention will be paid to the cooking. Special chefs will provide regular first-class hotel cooking—a steak, chops, roasts, salads, soups, stews, a wide choice of entrees, vegetables, pastries, fruits and all the popular beverages. We even will serve oysters on the half shell.

"One Little Building neighbor will be able to get a light lunch or a full course dinner, according to their appetite and time. The change will give us more room and enable us to give better service, particularly during the rush hours."

Easter Cards
Florentine Art Booklets
Easter Egg Shade & Gift Shop
Annette E. Callahan
524 Little Building

J. R. ROSEN
Expert Picture Framing at Constantly Moderate Prices
ROOM 1019
Authorized Sign Painter for the Little Building
Sign Painting
Lettering and Designs for Office and Shop Doors, Windows, Display Cards, etc.

Adolf F. Ekeroth
Address—Superintendent's Office
LITTLE BUILDING

FEAT BIG HIT WITH AIR FANS

Block to Subway Studio to Listen In, Noon and Night

Daily radio concerts in the Subway Arcade, provided without an aerial on the latest of radio sets, are being provided for the folks in the "City Under One Roof" by the Radio Supply Corporation in its new studio in Shop 5. The daily concerts are making a decided hit.

It is getting to be the popular thing to "tune down to the Subway Arcade" at the noon hour or after work at night to "listen in." The concerts are given between 12 noon and 2, and between 4 and 5 in the church service.

Sometimes the receiving is done on Fred-Eisenman 5-tube neutralizer sets. The instrument that "Sound London" (L.O.) broadcasting, as radio fans will recall; sometimes Proprietor George Mahoney uses one of the

(Turn to Page 2, Column 2)

Midge Miller Comes to L. B. for Bob, Curl

Midge Miller, comedienne of "The Gingham Girl," now playing at the Wilbur Theatre, came to the "City Under One Roof" to be "curled and bobbed" the other day. Midge patronizes the Beauty Parlor of the Behr Sisters in the Mezzanine Arcade when she is in town.

The Little Building shops are popular with theatrical folks, who declare that, in all their travels over the country, they find no apartment store or business building of any description that compares with the Little Building.

As Midge says, "It's the only building in the country where you can do all your shopping under one roof."

GOULD STENO-SERVICE
Public Stenography
Expert Mimeographing
Multigraphing
Notary
New Office
637 Little Building
Telephone Beach 0202

THE LITTLE BUILDING NEWS
The Only Office Building Newspaper in the World

Vol. 3, No. 4 April, 1924

HAROLD A. THURLOW Publisher
SANBES C. GRYMAN Art Editor
JOSEPH B. BOUEN Adv. Mgr. and Associate Editor
JOHN GIBSON ELLIS Business Mgr.
ROY A. CONY Business Mgr.

Growing in Usefulness—The Proof of It.

On this, its second birthday, the NEWS greets its readers with a promise. That promise is that it will strive to serve the "City Under One Roof" in its third year in greater measure.

It greets its readers with an appeal. That appeal is the same as it made in the first copy of the NEWS that came off the press two years ago. That appeal was, and is: "Use 'em!" In the measure that it is used it will be useful. In the measure that it is used it will grow in usefulness. The proof of this lies in the fact that in the measure that it has been used it has grown in usefulness.

As soon as the support of its advertisers warranted it, one thousand copies were added to its circulation during the past year. Its distribution was extended from the Little Building until it now covers all the surrounding buildings and places of business within an easy shopping radius of the "City Under One Roof."

The proof that it grew in usefulness with that additional circulation, and its best appeal of "Trade with Your Little Building Neighbor" and "Do All Your Shopping Under One Roof," is found in the increased use of its advertising columns by Little Building merchants. This increase has been particularly apparent during the last six months.

And the NEWS' best birthday present this year is the knowledge that this growing confidence in its productiveness as an advertising medium has been justified by the business it has gained for its supporters.

TALKS TO FILERS

Denny P. Goode of the Boston Chamber of Commerce was the speaker at a recent meeting of the Alumni of the Boston School of Filig, held in the school's rooms on the Ninth Floor. His subject was "Making New England Popular."

L. B. CITY HAS OWN MOVIES

Neighbors Invited Free of Charge—Are Shown Twice a Week

The "City Under One Roof" now has its own movies! Through the courtesy of S. M. Moore, manager of the Real Silk Hosiery Mills, Ninth Floor, Little Building neighbors are invited to view a motion picture showing every process in the manufacture of a pair of silk hose, from the silk worm cocoon in Japan to the finished hosiery.

The picture is being shown twice a week, on Monday and Tuesday afternoons, right here in the Little Building. At first only private performances were given for the Real Silk salesman and others who were especially interested. But those who get "a picture" are so interested that Mr. Moore decided to give his Little Building neighbors an opportunity to view it. Complimentary tickets will be given to all the Little Building neighbor who wishes to see the picture. These tickets may be obtained by applying to the Little Building headquarters, Suite 939. There is an educational film put recently in an advertisement for Real Silk hosiery," says Manager Moore, "and I am sure that our neighbors will enjoy viewing it."

Change Offices and Neighborly Act Aids Both

(Continued from Page 1)
"If I could exchange my office on the Sixth with you, and add Room 606, next door, I would have just the size I have been looking for," urged, And, although she had just got "a picture" of the Little Building neighbors.

"Unless your Sixth Floor office is wholly unsuited to my needs, I will exchange," she agreed. A visit to the Sixth revealed that Mr. MacCall's office of 637 was even better suited to her needs. Consent and co-operation in effecting the exchange went by the Trustees and the Superintendent. "I am sure that the Little Building neighbors are happy in more adequate quarters!" "Neighborliness does pay," they say.

RADIO CONCERTS

(Continued from Page 1)
Radio Corporation of America's super-heterodyne sets, 100 V., 100 tubes; or an Amrad 4-tube set. Whatever the instrument, no serials of music is used. Yet the receiving is clear and distinct.

"We really are having wonderful success receiving without an aerial," says Mr. Mahoney, "and I hope all my Little Building neighbors will come down and listen in as often as they like. I think the noon concerts will sort of break up the monotony of the working day and put folks in good spirit for the afternoon's tasks."

MAIL A PENCIL

to your customers and prospective customers. Send someone that will be of use to them and a good "ad" for you.

Make Your Advertising Productive!

It will not cost you a cent more postage to send a Pencil, Pen, or Ballpoint Pen, or one of those new MacKenzie Penknives, or some other useful advertising article along with your letters or bills.

F. K. PARKS
318 LITTLE BUILDING
Telephone Beach 2584

Shinnies to Top of Flagpole on L. B. to Replace Gilt Ball

Daring Steeplejack Hangs by One Hand 200 Feet in Air

Chris A. Opsahl, star steeplejack, nonchalantly shinned up the flagpole on the Little Building roof the other day, unscrewed the gold ball at the top of the pole while hanging to the tip of the steel stem with one hand, and replaced the ball with another similar ornament. Fearlessly guided by two hundred feet in the air, Chris was as cool as an L. B. corner traffic cop on a December morning.

The Little Building roof is 125 feet above Tremont street. The flagpole runs straight up in the air 215 feet. Chris' line was blowing. The steel pole bent backward and forward. Chris swung his body and pole for more than half an hour while he exchanged the ornaments at its top and then fastened the pole as he slid, slowly, back to the roof.

Once a year Chris repeats this daring performance. He thinks nothing of it. It's all in the day's work to him.

Chris has had a life of thrills. At 14 he ran away from his home in Christiania, Norway, and slipped a deck key on the steamer Hattusen, which was carrying portable hose to Capetown. In the English Channel another boat ran him down, cutting his father's name in a kicking and sent him as an apprentice to a blacksmith. After a couple of years of horems, the sea calmed again.

He journeyed all over the world, winning fame as a steeple climber. And finally, for the lack of something better, hiked from Sydney to Capetown. In the English Channel another boat ran him down, cutting his father's name in a kicking and sent him as an apprentice to a blacksmith. After a couple of years of horems, the sea calmed again.

He has climbed steeples in every part of the country. He has seen brother craftsmen killed by falls. Yet his first fall was in Weyland a few years ago. It was a fall of 55 feet from a pole—a mere trifle in Opsahl's estimation.

For three years he was with the Walcott Manufacturing Company, putting up flag poles on the Ellis Street, N. H. He worked for the building, Manchester, N. H.; the State Normal School at Lowell, the School of Optometry, the Dennison Company, Framingham; the pole at Curtis Park, Revere; in fact, all over New England.

Just to vary flag-poleing, he climbed a 125-foot tower of Catholic churches at Broadway, New York, in 1912, and after eight hours' work with a 100-pound flagpole, got into place. He received \$200 for the job. The toughest job—no, it wasn't that of the Park Street Church—was easy, says Chris.

Easter Cards THE HANDY SHOP

Sixth Floor

WE HAVE MOVIES

Room 841 got too small, so now you will find us in

SHOP 5
Subway Arcade

All Standard Radio Sets

RADIO SUPPLY CO.
Daily Concerts 12 and 4 1/2 p.m.



Chris Opsahl, daring steeplejack, scaling Boston from the top the Little Building flagpole, 200 feet above street. Chris hung by one hand while he replaced one gilt ornament with another, unaided of the wind that swayed the big steel pole. The photograph was taken by a Boston Post photographer.

Stenog Changes Name Yet Isn't Wed—Not Yet!

Miss Martha Sturn, Third Floor public stenographer, has changed her name. That is to say, her business name. No, she hasn't got married, though she is "wedded to her job" so to speak. To be explicit: She has changed the name of her concern from Sturn-Kelch Service to Sturn Letter Service—and changed her offices, too. Moved into the office, at 223, next door to her former quarters. And she has extended the scope of business and added new equipment. Supplementing her former equipment with a new folding machine and a new sealing machine, Miss Sturn now does multiphotographing, mimeographing, addressing and mailing and public stenography. She has a private dictation room.

She is one of the few women notaries in the "City Under One Roof," besides.

Miss Sturn has just finished the stenography, typing, mimeographing and mailing work in the Bok Place Plan publicity campaign in New England.



HERE may be purchased Navajo rugs; the lovely pottery of the Pueblos; from the frozen North Country exquisite beaded bags and moccasins; jewelry from the Seminoles and many other articles of interest.

ALL the articles in this remarkable display have been collected by Miss Barrington, who spent three years among thirty-four Indian tribes. Her collection represents the finest specimens of the art of the original dwellers in our great land.

Beatrice Barrington
SHOP 20
LITTLE BUILDING

'LECTRIC' CONVENES

Hear Lectures on Latest Electric Treatments in "Roof City"

"Broadcast a call for an electric doctor!" That's what we will be saying next, when someone falls ill. Electricity, not only will carry the call to the medic these days—it will bring relief to the patient. In other words, a lot of ills that used to defy the potency of pills are yielding to advanced "electrical medicine" nowadays.

The doctors call it electro-therapy—the last word in medical practice. Rapid strides are being made in this field of electrical medicine or electro-therapy. New and wonderful uses for electricity are being developed every hour and day in the "Roof City." Leading physicians are extending their use of it in practice.

Recently twenty-five doctors from various sections of New England have been attending a week's lecture course in "electrical medicine" in the Little Building.

The course was given under the auspices of the McIntosh Electrical Engineering Society. Fifteen neighbors, whose offices at Rooms 520-21 are in charge of Paul V. Barker.

The physicians covered in the Mezzanine Arcade, Under Dr. Noble M. Eberhart of Chicago, noted electric-therapy experts, they studied: High Frequency Currents, that "af-ford a heat under absolute control which may be generated in any part of the body for constructive and destructive work in combating disease and upbuilding health.

Simultaneously that "give mechanical massage for functional or nervous impairments."

X-ray and other advanced electrical treatments.

It was also a medical convention that was held in the "City Under One Roof."

ON SOUTHERN TRIP

Charles H. Dudley, Ninth Floor neighbor, who handles Camp Outfits, is taking an extended trip through the Southern States, raising many camps from South Carolina to Florida.



PHOTOGRAPHER
Special John G. Campbell of Little Bldg.
120 BLYSTON ST., DEK. BEACH 3158

A SHOP devoted exclusively to the display and sale of the arts and handicraft of the American Indian

Town Messenger Service
"A Service You Can Trust"
Let us deliver those Easter parcels for you. For a speedy delivery of Easter Packages call
Beach 5774
Lowest Rates in Boston
Town Messenger Service
324 Tremont Street
Opp. Majestic Theatre

MAIL A PENCIL
to your customers and prospective customers. Send someone that will be of use to them and a good "ad" for you.
Make Your Advertising Productive!
It will not cost you a cent more postage to send a Pencil, Pen, or Ballpoint Pen, or one of those new MacKenzie Penknives, or some other useful advertising article along with your letters or bills.
F. K. PARKS
318 LITTLE BUILDING
Telephone Beach 2584

RADIO SUPPLY CO.
Daily Concerts 12 and 4 1/2 p.m.

Beatrice Barrington
SHOP 20
LITTLE BUILDING



LITTLE BUILDING DIRECTORY

A
Ace Baiting Co., Inc. 1032-303
Adair-Lyster Co., Inc. 112
Adair, Wm. 1032-303
Adams, Louis Co. 821
Adams, Wm. 1032-303

B
Baker, Mrs. 415

C
Caldwell, J. W. 74

D
Daly, J. W. 114

E
Eaton, J. W. 114

F
Farrington, J. W. 114

G
Gardner, J. W. 114

H
Hart, J. W. 114

Meet, Part for Ten Years, Then Meet Again and Wed

Little Building Advertising Specialist Figures in Odd Romance

A romance, begun at Atlantic City ten years ago, interrupted when resumed when the musical comedy "Adrienne" played a short run at the Tremont Theatre recently, reached its climax the other day when Jean Newcomb, one of the principals in the play, and Francis Warren Lawrence, Little Building electric advertising specialist, were married at City Hall.

Mr. Lawrence is the local manager of the Vining Products Co., with office at 1212 E. He had charge of the erection of the Little Building electric sign on the roof and many of the electrical signs on Street, Monahan and Subway Arcade shops, including Lloyd's, Western Union, Blake-Welch Shaw and Hoffman. He is the father of Vincent Lawrence, the golfer-playwright, author



of "In Love with Love" recently at the Wilbur, and two Broadway successes, including "Two Friends and a Girl."

When "Adrienne" began a three-weeks' run in Boston not long ago, Mr. Lawrence and Miss Newcomb met again and the romance that budged ten years ago at Atlantic City was resumed. Just after the show opened for Providence, Miss Newcomb, accompanied by another member of her company, Helen Sprague, returned up to the A.B. They met Mr. Lawrence and his friend, William Gansselt, and a marriage license was obtained.

Judge William Sullivan of the Municipal Court waived the five-day period for the ceremony and the couple were married by Assistant Registrar Joseph A. Cahill at City Hall. Guest was best man and Miss Sprague attended the bride.

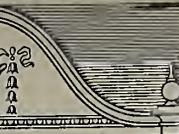
WILDEY SAVINGS BANK
A Mutual Savings Bank
52 Boylston Street BOSTON
Deposits on interest April 1st, 1924, to the fifteenth day of each month.

Page, D. L. 105 Tremont St. Box 775
Paine, D. L. 105 Tremont St. Box 775

MULLEN
Room 518, I
Walls Advertising Sales Co.

HOUSE ORGANS SALES LETTERS
Direct Mail Literature
We Do Our Own Distributing
Walls Advertising Sales Co.
342-343 LITTLE BUILDING
You can buy your printing at the price you want to pay. We're not afraid to boast that our prices are as low as you can find in Boston, nor to claim that our work is just as good as you pay high prices for elsewhere.

Right Prices for Printing
You can buy your printing at the price you want to pay. We're not afraid to boast that our prices are as low as you can find in Boston, nor to claim that our work is just as good as you pay high prices for elsewhere.
Telephone Company 2118
110 High Street



LITTLE BUILDING DIRECTORY

ACCOUNTANTS

Canning, William G., No. 1110, Sec. 1202
Carter, J. W., No. 1110, Sec. 1202
Hart, John A., No. 1110, Sec. 1202

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Collins, J. W., No. 1110, Sec. 1202
Hart, John A., No. 1110, Sec. 1202

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Hart, John A., No. 1110, Sec. 1202

ASSOCIATIONS

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National Building Congress, No. 1110, Sec. 1202

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Hart, John A., No. 1110, Sec. 1202

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Barnes, J. W., No. 1110, Sec. 1202
Hart, John A., No. 1110, Sec. 1202

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Balkin, E. R., No. 1110, Sec. 1202
Canning, William G., No. 1110, Sec. 1202
Hart, John A., No. 1110, Sec. 1202

CORSETIERS

Suding, Edith A., No. 1110, Sec. 1202

DENTAL X-RAY LAB.

O'Connell, W. C., No. 1110, Sec. 1202

DESIGNERS

Adenwald, William G., No. 1110, Sec. 1202

DRAFTSMEN

Hughes, W. R., No. 1110, Sec. 1202

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O'Connell, W. C., No. 1110, Sec. 1202

HOUSEHOLD PRODUCTS

National Sales Corp., No. 1110, Sec. 1202

INTERIOR DECORATORS

Broderick, J. W., No. 1110, Sec. 1202

KITCHEN FURNISHINGS

Aluminum Coking Goods Co., No. 1110, Sec. 1202

LAMP SHOPS

Bellard, A., No. 1110, Sec. 1202

LAUNDRIES

Belmont, H., No. 1110, Sec. 1202

LEATHER GOODS

Leather Shop, No. 1110, Sec. 1202

LITHOGRAPHERS

Levinson Lithograph Co., No. 1110, Sec. 1202

MACHINERY

Shelton Bros. Mfg. Co., No. 1110, Sec. 1202

MANUFACTURERS AGENTS

Davis, J. Frank, No. 1110, Sec. 1202

OPTICIANS

Davis, J. Frank, No. 1110, Sec. 1202

PAINTERS

Clark, J. W., No. 1110, Sec. 1202

PAPER

Poppenell Card & Paper Co., No. 1110, Sec. 1202

PERFORMERS

Condit, Anna, No. 1110, Sec. 1202

PNEUMATIC TOOLS

Independence Pneumatic Tool Co., No. 1110, Sec. 1202

PRINTERS

Crawford, Mark, No. 1110, Sec. 1202

PUBLICITY

Crawford, Mark, No. 1110, Sec. 1202

PUBLISHERS REPRESENTATIVES

American Summer Pub. Co., No. 1110, Sec. 1202

RAILROADS

Broderick, J. W., No. 1110, Sec. 1202

RESTAURANTS

Broderick, J. W., No. 1110, Sec. 1202

RUBBER GOODS

Allen, H., No. 1110, Sec. 1202

SALES LETTERS

Booklets, Direct-by-Mail Campaign, Merchandising and Researching, No. 1110, Sec. 1202

SHOES

Allen, H., No. 1110, Sec. 1202

SILKS

Courtney, C. W., No. 1110, Sec. 1202

SPRING WATER

Poppenell Card & Paper Co., No. 1110, Sec. 1202

STEEL PRODUCTS

Levinson Lithograph Co., No. 1110, Sec. 1202

SUBSCRIPTIONS

Levinson Lithograph Co., No. 1110, Sec. 1202

SURVEILLANCE INSTRUMENTS

Levinson Lithograph Co., No. 1110, Sec. 1202

TELEGRAM AND MESSENGER SERVICE

Western Union, No. 1110, Sec. 1202

TELEPHONE COMMERCIAL OFFICE

Western Union, No. 1110, Sec. 1202

THEATRE TICKETS

Shubert Theatre Office, No. 1110, Sec. 1202

TOURIST AGENTS

Western Union, No. 1110, Sec. 1202

VACUUM CLEANERS

Western Union, No. 1110, Sec. 1202

WALL PAPER

Poppenell Card & Paper Co., No. 1110, Sec. 1202

WITCH HAZEL

Poppenell Card & Paper Co., No. 1110, Sec. 1202

WOOLENS AND WORSTEDS

Poppenell Card & Paper Co., No. 1110, Sec. 1202

WOOLS-YARNS

Poppenell Card & Paper Co., No. 1110, Sec. 1202

THURLOW ADVERTISING SERVICE

Producers of Productive Publicity

A STAFF OF SPECIALISTS

long experience in advertising work enables them to make the following mediums most productive for clients.

NEWSPAPERS

Attention is the final, all-important step in the consummation of a sale. If you want to get action into your advertising copy, try Bliss Dingbats.

SALES LETTERS

Booklets, Direct-by-Mail Campaign, Merchandising and Researching, No. 1110, Sec. 1202

JOHN GIBBY BLISS

Commercial Cartoonist Little Building Room 733

RADIO EQUIPMENT

Radio Supply Corp., No. 1110, Sec. 1202

RADIUM

Radio Supply Corp., No. 1110, Sec. 1202

RAILWAY INSPECTORS

Broderick, J. W., No. 1110, Sec. 1202

READING ROOM

Broderick, J. W., No. 1110, Sec. 1202

RESTAURANT

Broderick, J. W., No. 1110, Sec. 1202

REST ROOM FOR WOMEN

Broderick, J. W., No. 1110, Sec. 1202

RUBBER GOODS

Allen, H., No. 1110, Sec. 1202

SAVING SYSTEMS

Allen, H., No. 1110, Sec. 1202

SCENERY

Allen, H., No. 1110, Sec. 1202

SCHOOLS

Allen, H., No. 1110, Sec. 1202

SHOES

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Allen, H., No. 1110, Sec. 1202

SHOES

Allen, H., No. 1110, Sec. 1202

SILKS

Courtney, C. W., No. 1110, Sec. 1202

SPRING WATER

Roof City Woman to Bring Joy to Tiny Syrian Orphans



MISS KATHERINE OGDEN FLETCHER

Touched by Story of Children Using Orange Peel to Brighten Dresses, Hub Girl Sends Big Box of "Pretties" to Near East Relief

"The gingham dog and the calico cat side by side on the apron sat . . ."

A burning desire for bright colors and, a yearning for "pretties" prompted little girls in the huge Jewish orphanage in Syria, maintained by our Twelfth Floor neighbors, the Near East Relief, to pin orange peels on their little frocks. Miss Katherine Ogden Fletcher, former director of the orphanage, told an audience in Boston the other day.

Building office of the Near East Relief, packed with a brilliant assortment of bright ginghams patterned out in the forms of rabbits, elephants, dogs, ducks and other familiar animals.

Miss L. T. Moreland, the young woman who sent the package and who had heard the tale, wrote:

"I happened to tell the man who is connected with Amory Brown & Co., one of the big cotton commission houses in Boston, your story about the little girl who pinned the orange peel on her dress.

"He thought possibly your children might enjoy having these guaranteed fast-color ginghams on their dresses and simply wear me a supply.

"They won't run and they won't fade. Simply overhead on a child's dress wherever fancy may dictate."

In addition there were heavy card-board models that can be used for patterns for additional animals. These are being sent to one of the orphanages where the littlest girls are assembled. Larger girls will do the sewing, and a bright note will be brought into their lives.

Miss Fletcher is a Bay State woman who has had a remarkable career. She was one of the first American relief workers in Turkish territory and remained there until the evacuation of Armenian and Greek children.

The 200-mile trip to the Syrian border required four days. Her children were sent in convoys of 200, the little ones being placed in ox-carts, eight to a cart.

Since her recent return has a brief vacation, Miss Fletcher has filled many lecture engagements and is now preparing a campaign for the collection of old clothes for orphans and refugees in the Near East.

She is a graduate of Smith College and did post-graduate work at Columbia. She has taught in high schools and private schools at Plymouth, N. H., Randolph and Newton, and Staten Island and Albany, N. Y.

ARE YOU Men and Books to Match IN THE NEWS? Is Aim of Her Life Work

Phone and Room Numbers Correct in L. B. Directory?

Are you correctly listed in the LITTLE BUILDING NEWS Directories? Is your room number given correctly? Have we the right telephone number? Are you listed properly in both the alphabetical and the classified Directories? If not, please notify Leslie Ackers in the Trustees' Offices, Rooms 901-05, immediately.

The Directories have been revised this month and brought up to date so far as Mr. Ackers can do so from the notifications of changes in room numbers or telephone numbers received. Presently, through the failure of tenants to notify the Trustees' Office, the Directory listings get out of date.

Often new tenants are listed in the Directory before they have had telephones installed. Thus they fail to notify the Trustees' office when their phones are put in and the phone numbers are known. Consequently, the Directory listings do not show their telephone numbers.

If your listing is not up-to-date in either the alphabetical or classified Directories in both cases, notify Mr. Ackers at once. All Directory listings and changes must be made through the Trustees' Office.

L. B. Folk Will Meet April 17

(Continued From Page 1)

had not been received, but if Mr. Otis does not reach Boston in time for the meeting on the 17th, effort will be made to hold an special meeting later at which he may speak.

The Postchase Arcade has a most successful organization of merchants and professional folks. It belongs to the Retail Trade Association of the Atlanta Chamber of Commerce, and is a "five wire" organization. Mr. Otis has been asked to talk in Building 608 when it was organized, how it operates and what it has accomplished. He hopes that he may offer many valuable suggestions as to how the Little Building folks may organize to best advantage.

Other data will be presented to the meeting concerning the Merchants Association at the Republic Building in Chicago and similar trade bodies to the one which has been suggested for the "City Under One Roof."

The question was raised at the first meeting as to whether it will be advisable to call the Little Building organization a merchants' trade body as professional folks also are interested in joining. Decision on this point will be left until later, therefore, in order that a full expression of opinion may be obtained.

Dr. A. F. Staeger, Third Floor chloroplast, was the principal speaker at the monthly meeting of the Boot and Shoe Retailers, held recently at the Dupont restaurant. The purpose of the cooperation necessary among Retail Shoe merchants and wholesalers in "shoing" the public properly.



Mrs. Rose H. Cooper, former teacher and social worker, who is venturing a novel home service as an expert adviser on books to read. She makes her headquarters in the present of this unusual profession at Room 624, Little Building.

'Tis His Books That Oft Proclaim the Man, Sbe Says

Carnegie gave away libraries. Mrs. Rose H. Cooper, Sixth Floor neighbor, recommends them. She is a sort of literary tailor. That is, she follows the novel profession of fitting books to people. "Tell me what you read and I will tell you what you are," is Mrs. Cooper's slogan. And then she tells you what to read in order to be what you want to be.

One of the most interesting phases of her unusual profession is her work in helping parents to know and educate their children through choosing the right books for them to read. She supplements the school.

"Fathers and mothers everywhere are beginning to see that the character of the books in their home library may help or hinder their children's education and progress in school," said Mrs. Cooper to the NEWS in an interview the other day.

"With thousands of books stored from the book shelves it is worse than a Chinese puzzle for parents to try to decide which of the fifty-seven varieties of encyclopedias or other works on literature, art or science would be the most helpful to their growing boys and girls."

"The parent is indeed baffled and bewildered by the endless rows and rows of books, so that the intelligent and sympathetic guidance of an expert through this maze of printed matter is a service duly appreciated by the intelligent."

"Mrs. Cooper's interest in education began nearly twenty years ago, when as a high school student, she helped organize the Wells Summer Evening School. There, during the hot summer, she gave up her evenings to

GOV. COX ESCORTS L. B. GIRL

Lead Grand March at Big Ball Given by Hub Masonic Club

A Little Building girl was accorded the honor of leading the grand march at the recent Masonic ball on the second of Governor Channing Cox. She is Mrs. Ethel Craig, one of the assistants in the toilet rooms department in Liggett's Little Building drug store.

Mrs. Craig's husband is secretary of the Square Club, the Masonic organization which gave the ball at the State Ballroom. Governor Cox was invited to attend the ball as the honor guest of the Masons. He accepted the invitation and he consented to lead the grand march. Mrs. Craig was accorded the honor of being the Governor's partner.

This is Mrs. Craig's third employment. She is the secretary of the "City Under One Roof" but will remember her as Ethel De Landers before her marriage to Mr. Craig. She is one of the most popular members of the Liggett staff.

teach the newly arrived immigrants English.

Later, upon graduation from the Boston Normal School, while teaching at the James Otis School in the day time, she spent her evenings organizing and conducting the Working People's Educational Center in the West End. She has supervised young men and women obtained their educational start in life, in the evening classes which she supervised.

In more recent years she has been identified with some of the leading social agencies of the city.

Of late Mrs. Cooper has devoted her time to the book business, studying the educational needs of hundreds of homes and advising in accordance with those needs.

"In this age of specialization, knowing that it is possible to secure expert advice on practically every problem of daily life, what is more natural than that the enlightened parent should seek the guidance of an educator in selecting the educational environment for their children?" she asked.

"Too many have learned in the past the sad lesson of filling up bookshelves with printed junk, or if the books had substance, to keep in themselves, they often collected the greasy, too, and make them useful in that particular household."

"A gorgeous set of Shakespeare for an eight-year-old isn't worth a continental beside a brightly colored book of fairy tales for that youngster," she asserted.

But Mrs. Cooper's work is not confined to children. She gives expert advice to the grown-ups, too, and delivers lectures on books to women's clubs and other organizations.

DESK SPACE

Desirable Desk Space in Office with Public Stenographer. Telephone Service. 627 Little Bldg. Beach 9252.

ADVERTISING Woman Wants Position

Young lady with extensive advertising experience desires responsible position. Has had charge of office of large concern for next two years. Can furnish best of references. Address A. G. 15 Mizanerie Arcade Little Building.

Arcade Floor, Little Bldg.

EUROPEAN TOURS

\$450 and up

Itineraries include all countries, popular river scenes. Independent of Tours and Excursions to suit the individual.

Leaving Tours

Best minimum weekly but full expenses—5 days, \$100 and up.

Special Easter Tour

General S. B. Office
1015 Broadway, New York

Europe, West Indies, etc.

Railroad Tickets

To Colorado, California, Florida, etc. Rates, 20% off.

WALTER H. WOODS CO.
1015 Broadway, New York
Telephone BR 3113

Sturm Letter Service

(Formerly Star-Kath Service) in New Quarters

To meet the increasing demands of our services:

- Multigraphing
- Mimeographing
- Addressing, Sealing, Mailing
- (New, modern equipment)
- Private dictation room
- and Notary

we have moved to larger, brighter quarters. Grand stand by the window shows where we will be pleased to serve you old and new.

Sturm Letter Service

323 Little Bldg. Bea. 8515

What Are You Reading?

Are you getting the full pleasure and enjoyment from the books you read?

Are your children receiving proper educational home training?

Let Me Help You

Bring your individual book problems to me. Let me suggest some interesting reading in the market for both you and your family.

MRS. ROSE COOPER
Room 624 Little Building

OFFICE FURNITURE CO.

DESKS
CHAIRS
TABLES
FILING SUPPLIES

FILING CABINETS
WOOD AND STEEL

COR. HIGH AND PEARL STS.
PHONE CONGRESS 3422 DOSTON, MASS.

EASTER FINERY TO BE RIOT OF COLOR

Bizarre Mandarin Coats, Gorgeous Brocaded Turbans, Gay Embroidered Scarves, Shoes of All Hues, Plum and Peach-Colored Furs in Vogue.

A riot of color will break out on the fashion boulevards when Easter succeeds the Lenten season, according to Little Building shopkeepers. It will be a most colorful Easter parade this year. The Oriental influence will be manifest in the bizarre Mandarin coats, the gorgeous brocaded turbans, the gaily embroidered scarves. Peach and plum-colored furs and banana-hosiery will add the finishing touches to milady's costume.

In contrast to the brilliant colors, yet none the less effective, will be the smart black and white smart togery accentuated by the new black-and-white walking sticks, but basic chains of bright-colored beads and handbags of novel hue and design.

And Easter hats! Snug little shapes with a gardenia or water lily drooping from the brim—flaring caboché types—nearly tailored mousie shapes—millinery in tune with the new season's gayest and more conservative fashion.

Milady's shoes? Every conceivable hue and subtle shading to match or to afford daring contrast to the costume are to be found in the fashionable footwear shops.

Dainty but no less brilliant will be the lingerie of the Easter wardrobe. Little Building shops are displaying all the newest offerings in a more varied and complete array than ever before. Milady will find in the "City Under One Roof" every article of attire necessary to a complete costume. Miss Katherine E. Kane, who has just opened the Youth Shop in the Bazaar Arcade, tells us that the younger members of the fair sex will array themselves this season in



A radiant frame for the face is afforded in this new Easter model. "Rays" of straw give the sunburst effect, and the white is set off by a crisp bow of moire. This is only one of the hundreds of new models now on display in Little Building millinery shops. Without the hat, of course, no Easter costume would be complete.

variety of new fabrics—frost crepe, brocads and lovely woolsens of bright hue. Despite the color which is manifest, Miss Kane maintains that black and white will be one of the season's most popular combinations.

Smart and alluring are the tail-wares sponsored by Miss Lena Mello, Eighth Floor modiste. "The tailored suit has come into its own," says Miss Mello. "Piped and braided, striped and unstriped, it should be a feature of every well-dressed woman's wardrobe."

"To accentuate the costume," says Miss Bernice Goldthwait, Tenth Floor neighbor, "an embroidered scarf, made vivid, too, on bright wools or crepe silks, is essential. Embroidery will be used, too, with many of the new sport frocks and will make gay the cruet hats of soft leather."

At the Crasset shoe shop in the Street Arcade they say: "There is a stocking and shoe to match every color in the rainbow—a strange variety of shades: Fawn cinnamon, leaf, sunburn, woodmouse, banana and cocoa among the most popular. The strap pump still holds sway."

Madame Le Basche, Sixth Floor milliner, predicts that favors of bright hues will adorn most of the Easter millinery. Contrasting facings also will be in vogue. Burgundy and the openings of the Paris modistes and milliners.

"Fur-colored furs—that's what the ladies are asking for," says H. Lister, Nezanine Arcade furrier. "Cocoa and cinnamon shades also are going to be very popular in the new fox scarves. Already those who wear furs are storing their heavier winter wraps and selecting their summer furs in lighter tints."

All the Easter finery will not be limited in hats and shoes and cost.

and suits," says Miss A. E. Monahan, Eighth Floor, who specializes in custom-made underapparel. "These, too, are affected by the changing styles, and this season are really gorgeous in soft shades of green, orange and canary."

"Many of the smart gowns this season will be accentuated by touches of ribbon and velvet flowers," says Miss Estie M. Elliott, Seventh Floor modiste. "Lace also will be used extensively in the spring modes. The kerchiefs dresses are still in vogue, too, and will be used in many of the sport costumes."

MILLINER TO TOUR EUROPE

S. M. Moore, manager of the Real Silk Hosiery Mills, New England headquarters, on the Ninth Floor, just returned from New York where he consulted with Miss Katherine Kane, former manager of Hattie Bazaar, who now is in charge of the Real Silk style office at 5th Fifth Floor, New York City, and of Rue Notre Dame de Champs, Paris, France.

The new Paris and New York bossery colors chosen by Miss Hartford for Spring and Summer are: French Beige, French Nude, Indian Sky, Dawn, Tan-Sark, Airedale, Jack Rabbit and Peach.

RETURNS FROM STYLE CENTRE

Jean Brown, Fourth Floor milliner, will leave the "City Under One Roof" in June for an extended tour of Europe with the Masonic Clubs of New England.

Among the places Mrs. Brown will visit are The Hague, the Longchamps Club and the openings of the Paris modistes and milliners.

COLORFUL GARB FOR MEN, TOO

Powder-Blue Hats, Red Scarves, Vivid Tan Shoes

Even men's dress this Easter will be colorful. The men who sport proprietors in the Little Building. The sterner sex will indulge in powder-blue hats and scarves of flaming red, and will be still in leather or worn felts of powder-blue or smoke.

Blue-hue shirts, with collars attached, set off by something new in pink-dot ties, will be worn extensively.

Provisers will be cut with the bell cuffs, introduced by the London tailors. Vests will affect the double-breasted, short-cut-in-front design. Points will disappear from vest fronts.

All these things, of course, for the more daring youth. For the ultra-fashionable, the men who wear with light-colored coats and fancy waistcoats will be quite proper, while the more conservative dresser will cling to the standard style and fabric that is in vogue.

"The conservative dresser will get his dash of color in the new neckerchiefs and handkerchiefs and light suede gloves," says Manager Gury of Brooks Brothers in the Mawhinne Arcade. "Shirts that are a bit more daring in color and cut of collar are permissible, too. But, for suit and topcoat, of course, the correct dresser will not depart from conventional cut and standard fabrics."

"Felt hats will be worn into the summer this year," says Fran the Hatter, Street Arcade. "Felt hats of powder-hue or smoke, which will be the thing during the spring, will by the way well into warm weather before straws come into fashion."

"One of the popular novelties in men's footwear this season will be the new tongue-lacing effect," says C. J. Stuy, manager of the Blake-Welt shoe store in the Street Arcade. "The lining passes through the tongue, as well as the eyelet on either side, and eliminates the unpleasant habit of the tongue twisting in the shoe."

"The most popular novelties in men's footwear this season will be the popular rhinoceros-head effect."

Men's Easter Hats

Light, shapely, smart—our hats add the right note to Spring Attire and give that feeling of satisfaction that only the well-dressed man knows.

FIN
the hatter
Arcade Little Building

The Youth Shop for Misses and Small Women

Miss Catherine E. Kane, formerly Misses Buyer for E. T. Slattery Co., extends a cordial invitation to Little Building patrons to visit her shop and inspect the new Spring fashions.

Sports Gowns Coats and Wraps
Smart Accessories
Shop 2, Second Floor



Corsets of Supreme Design Produce Lines of Smartest Fashion

Edith A. Cushing Corsetiere
839 Little Bldg Beach 7642

Have you tried **MARINELLO SKINLO** for dark, muddy skin? Complexion troubles scientifically treated and corrected.

"THE APPROVED MARINELLO SHOP"
1125 N. 11th St. Bldg. Tel. Beach 5343

"Look Your Best"

SPRING! The time to repair the ravages Winter winds have wrought with complexion and coiffure. Let us freshen and beautify your hair and skin.

Marvel Waxing a Specialty

The BEHIE Sisters
Shop 11, Mezzanine Arcade Little Building
Telephone Dewey 5158-M

Ready for Easter

In my shop are a number of smart ready-to-wear frocks to meet the season's immediate need.

While inspecting them, why not consult Elliot about your Summer wardrobe?

Thought and planning will save you money and assure you correct, individual attire.

Miss E. M. Elliot GOWNS
Room 703 Little Building

For Your Easter Wardrobe

One of the New Crepe-de-Chine Scarfs, a Russian Peasant Blouse or a Gown or Frock—Embroidered to Your Individual Taste

B. F. Goldthwait
Room 1049 Little Building
Telephone Beach 8617

EASTER FURS

Now is the time to think of having your heavy fur coat renovated and carefully stored for the Summer!

The time, also, to add the finishing touch to your costume with a beautiful new scarf!

H. Lisker & Co. Hatters
Shop 17, Little Building

Easter Millinery MME. LE BASCHE

Room 617 Little Building

Miss A. E. Monahan

CUSTOM-MADE Under-Attire—perfectly fitting brassiere—or a combination brassiere—step-in, insure the basis for the costume of the well-dressed woman.

Room 839 Little Bldg.

EASTER APPAREL WRAPS GOWNS O'Rossen Tailleur Suits

Make the MONDELLO wrap suits and gowns—ready to wear costumes, created to order—made and ready to suit you with your individual taste and requirements.

LENA MONDELLO
830 Little Building
Telephone Beach 3690

BOOKS for your EASTER gift

Mary Carey's Bookshop and lending library
Room 729 Little Building

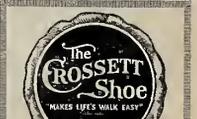
THE Blake Welt Shoe

An Entirely New Process of Shoe Construction

Years of experimental tests and research have produced a shoe that will prove a real friend of those desiring foot comfort.

You Are Walking in Ruts!
PROOF—Put your hand inside the shoe and see how secure it is. Visit our shop and let us show you the construction of Blake Welt shoes.

C. C. Blake, Inc.
Arcade Little Bldg. C. L. STAY Manager



WHETHER you buy shoes for business or for your leisure, Rossetto's will be your choice, since you have worn them.

A complete line of novelty shoes for business and for your leisure.

STREET ARCADE LITTLE BUILDING

LITTLE BUILDING NEWS

Six Pages

Boston, Mass., May, 1924

Price Five Cents

Coolidge Opens Campaign Headquarters in Building

WALDORF TO GIVE L. B. TEA

New Cafeteria Invites Its Neighbors in Two Afternoons

The new Waldorf Cafeteria in the Subway Arcade will entertain its Little Building neighbors at a Neighborhood Tea on the afternoons of Tuesday, May 20, and Thursday, May 22, between the hours of 3.30 and 4.30 o'clock. Toast and tea and other good things will be served. Neighbors who may not have done so already will have opportunity to inspect the new Cafeteria and get acquainted with its staff.

Printed invitations are being issued and these will be distributed through out the Building. The Waldorf wants every one of its Little Building neighbors to attend the tea on one of the two days, whichever is more convenient.

A special tea section will be arranged in the Cafeteria at which the Neighborhood Tea guests will be served. All guests will have to do so.

(Turn to Page 5, Column 3)

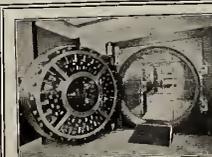
WATCHMAKER RENFREW

Watch & Jewelry Repairing
723-724 Little Building



Repair work of all kinds is given immediate attention in our own workshop.

Edmund I. Wilson
OPTICIAN
OPTOMETRIST
Room 328-9 Little Building



One of Our Safety Deposit Vaults



LOUIS A. COOLIDGE

Louis A. Coolidge, leading Republican candidate for the United States Senate, has chosen the Little Building for his campaign headquarters. Mr. Coolidge's campaign staff will occupy Suite 611-12 on the Sixth Floor. The headquarters already are open.

Asked how he came to select the Little Building, Mr. Coolidge replied: "In my opinion, the Little Building is the best-appointed office building in Boston. The service is well-nigh perfect."

"One can have an office in the Little Building," he said, "and never be under the necessity of leaving it for any proper purpose, so complete is it in all its arrangements. I think I am particularly fortunate in being able to find accommodations here."

It looks as though a Little Building neighbor will sit in the United States Senate before long.

Authorized Sign Painter for the Little Building

Sign Painting

All kinds of Signs—Wood Glass, Brass and Electric Lettering and Designs for Offices and Shop Doors, Windows, Display Cards, etc.

I have opened a New Workshop

166 Harrison Avenue
Tel. Dewey 2973-V

My friends, old and new, may reach me there or through the office at the convenience of the Little Building.

Adolf F. Ekeroth

Your Neighborhood Bank

Exchange Trust Co.

Tomorrow may be too late. Fire or theft may rob you of those treasures which you value.

See our modern, fully-equipped safety deposit vault today.

1 Court St., 124 Boylston St. Boston, Mass.

L. B. FOLKS ARE ASKED TO BIG DANCE PARTY

Atlanta Man Coming Soon to Roof City

Robert R. Otis, agent and director of the Peachtree Arcade, Atlanta, Ga., whose tenants have organized a live and productive Co-operative Association for the double purpose of boosting trade and promoting neighborliness, writes the NEWS that he expects to be in Boston soon.

Mr. Otis already has been asked to address Little Building tenants who are interested in organizing a similar co-operative association in the "City Under One Roof." In the meantime, he has sent the NEWS a brief outline of the Peachtree Arcade organization's Constitution and By-Laws.

The Arcade organization is a live one. It belongs to the Atlanta Retail Trade Board, has meetings at least once a week, maintains an excellent file.

(Turn to Page 2, Column 2)

Put Typewriter in Desk Drawer Latest Novelty

A new secretarial desk, combining the advantages of a typewriter desk and flat-top table, is one of the latest additions to modern office equipment. This unique "two-in-one" desk has been on the market only a comparatively short time, and is extremely popular with its users in all types of business.

"It looks exactly like the most modern table-top desk," says Henry J. Osborne, president of the Osborne Office Furniture Company, who has equipped so many Little Building offices. "But in the left-hand drawer space is concealed a typewriter that may be pulled out in a jiffy into a convenient writing position."

"The busy typist or secretary does not have to stop work to get to the typewriter, but can simply swing around at the desk when she wishes to use the machine. This is a great feature, as the typewriter will be part of the equipment of every modern office."

PARK SQUARE SPA

Fresh Sandwiches
Home-made Pastry
Superlative Coffee

11 Park Square
MISS E. TOWNE, Owner

WE WILL

Deliver Fish to the Little Building

On your busy days, when you want to take home some Fresh Fish for dinner but can't get away from your office for a minute, just telephone

Beach 0129

or

Beach 7166

and we will carefully select your fish and deliver it to your office promptly.

C. V. Chipman R. V. Chipman

S. ATWOOD & CO., INC.
10 Langrage Street Boston

NAUTICAL GARDEN INVITES

Through the News Gives Out 2000 Tickets for May 27

Get this down in your appointment book right now: Tuesday evening, May 27—Little Building Night at the Nautical Garden, Revere Beach!

Through the NEWS, everybody in the Little Building community is invited to a Neighborhood Dancing Party at the famous Crystal Ballroom on that evening as special guests of the Messrs. Ridgeway, proprietors of the Nautical Garden!

Two thousand complimentary (Turn to Page 2, Column 5)

Many Attend Big Banquet at Ford Hall

The Little Building was well represented at the banquet held recently by the Ford Hall Forum folks in Ford Hall. Mr. Coleman and Miss Mary Caroline Crawford were two of the principal speakers. They reported on the growth of the movement during the last sixteen years.

Other Little Building folks who attended the banquet were Miss Smith, Miss Samson and Mrs. Fleming, who are connected with the Ford Hall Forum offices on the Eleventh Floor. Mr. Hammond of the Warren Clock Company on the Eighth Floor and Miss Ida Gould, Sixth Floor public stenographer.

Mr. Lewis F. Small, designer and maker of hand made shoes, is now located in rooms 324-325.

That custom shoes are the ultimate in shoe craftsmanship has never been questioned.

That custom shoe prices are now as low as factory made shoes—considering the length of service—is new.

LEWIS F. SMALL
Rooms 324-5
Little Building



Waldorf Cafeteria is now open—

Little Building restaurant located in the Subway Arcade. Instead of "automat" now you get up-to-the-minute cafeteria service.

A big variety of special dishes served.

A place where all the family will enjoy eating.

Open from 7.30 A. M. to 7.30 P. M. every day except Sunday.

For Breakfast

fresh fruits in season, fresh laid country eggs, fresh made muffins, rolls and doughnuts, nicely prepared cereals, fried ham, bacon, etc.

For Noon and Night

an appetizing variety of special dishes, fresh vegetables, A high quality of delicious cakes, pies and puddings.

And Always

an excellent cup of Waldorf Coffee.

Salads in delightful variety all through the spring and summer days.

Entrances from Subway Arcade and Boylston and Tremont Street Entrances of the Little Bldg.

Waldorf

CAFETERIA
Little Building
BOSTON



THE LITTLE BUILDING NEWS

The Only Office Building Newspaper in the World

Vol. 3, No. 5 May, 1924

Published once a month by the Trustee Agency Service, Inc., the Little Building Community, Editorial and Business Office, Suite 113, Metzanine Arcade.

HAROLD A. THURLLOW Publisher
SANDE C. CHIFMAN Editor
WALTER H. CASTLE Advs. Manager
JOHN GIBSON BLISS Art Editor
ROY A. COREY Business Mgr.

Neighborhood Dance

Six days a week between 1,500 and 2,000 persons get together under the Little Building roof to work. There is a little opportunity for them to play sports.

Notwithstanding the neighborly spirit which prevails in the "City Under Our Roof" to a greater extent than exists in any other office building in Boston, the desirable aim of "getting acquainted" is somewhat handicapped, or has been, by inability for everybody to get together socially—all in one place, all at one time.

The Little Building Neighborhood Dancing Party at the Nautical Garden, Revere Beach, on the evening of Tuesday, May 27, affords the first opportunity for L. B. neighbors to get together, all in one place, all at one time, and get acquainted.

The courteous attention of the Messrs. Ridgeway, mentioned through the NEWS to all Little Building neighbors, is more than an opportunity to dance. It is an opportunity for a real Little Building neighborhood party.

The NEWS sincerely hopes everybody can, and will, attend.

Neighborhood Tea

The new Waldorf Cafeteria affords opportunity for another enjoyable neighborhood affair through the two Neighborhood Teas on May 20 and 22. The Waldorf management is one of the most enthusiastic boosters of the neighborhood movement in the "City Under Our Roof."

The Waldorf is a practical booster, too. Besides the Neighborhood Teas, it has offered its quarters any evening after eight o'clock for meetings of the proposed Little Building Association, without charge. Inasmuch as the Cafeteria is the only room in the Building large enough to accommodate the entire body of tenants, this offer means much.

Let's show our appreciation of the Waldorf's fine neighborly spirit by attending its Neighborhood Tea!

L. B. FOLK PLAN VACATIONS NOW

Little Building folks already are planning for next summer's vacations, says Walter H. Woods, head of the Waldorf Street Arcade. The first warm days of spring brought a rush of early inquiries. "What's a good trip for me to take during my vacation?"

The Summer Teas boistered describing trips to the four points of the compass, is just off the press. The early demand for it indicates a great rush of summer travel, says Mr. Woods.

Here's How That Young Idea Grows in the Cartoonist's Eyes

JAN

APRIL

JUNE



LITTLE BUILDING MERCHANTS ASSOCIATION

L. B. NEWS Invited to Big Ball

(Continued from Page 1)

tickets, enough for everybody in the Building, have been printed and will be distributed by NEWS representatives in a day or two.

Let's go—everybody! This affords the first opportunity for a general get-together and good time which has been offered the "City Under Our Roof" since the Little Building neighborhood movement started two years ago.

The Crystal Ballroom at the Nautical Garden is one of the largest and best floors on the Atlantic coast. It is a refined ballroom. In appointments and fittings, it is unique. It is a spacious ballroom floor, with spacious promenade running around it in balcony-fashion.

On the promenade are large lounging spaces with comfortable wicker chairs and swinging hammocks. A grape arbor, trellises and fitted plants furnish unique decorations. The famous "Crystal Ball" illumination of kaleidoscopic coloring, is played upon by spotlights which revolve and cover the dancers with various designs and changing lights. One of the finest dance orchestras in New England provides the music—ten pieces and two pianos, under the direction of William Andrews, who is well-known to dance lovers everywhere.

Courteous aids are in attendance on the floor and the Messrs. Ridgeway have established a reputation for giving "the best to the best people." Little Building Night is one of a series of special occasions on which the proprietors of the Nautical Garden are entertaining big groups of special guests from noon.

Let's go—everybody! Begin right now and get together your party. Then when all arrive at the Garden, introduce everybody to everybody else. If you do not know each other, try to make it a real neighborhood affair! It's a real "get-together" and "get acquainted" that Little Building neighbor, have been offered.

The dancing will begin at 8.30 and conclude at 11.30 o'clock. Even if you "don't feel like dancing" that evening—even if you cannot "stun" through the party—drop in for awhile and do your bit to make this first Neighborhood Party a success—for the good of the community!

COLLECTS POTTERY IN THE EVERGLADES

Miss Beatrice Barrington, proprietress of The Wigwam, Metzanine Arcade, has journeyed to Florida, where, in the Jungles of the Everglades, she will collect many pieces of Seminole pottery, as well as baskets, jewelry and rugs from the Indian tribes of the South.

Atlanta Man Coming Soon to Roof City

(Continued from Page 1)

Executive secretary and goes after business co-operatively, hosting the Arcade as the shopping center of Atlanta.

Following is a skeleton of its Constitution and By-Laws:

1. Name—This Association shall be known as the Arcade Co-operative Association.
2. Purpose—To build a bigger volume of trade for each member of the Association and to promote good fellowship.
3. Applicants for membership shall be elected by a vote of two-thirds of the members at any regular meeting.
4. Removal from Arcade shall require a two-thirds membership in Association.
5. President to have right to call special meeting.
6. Seven members of good standing shall constitute a quorum at any regular meeting and any special meeting, provided twenty-four hours written notice of the meeting shall have been mailed to the last known address of each member.
7. The officers of the Association shall be a President, a First Vice-President, a Second Vice-President, a Secretary and a Treasurer—also an Executive Secretary.
8. President appoints all committees.
9. The President, immediately after his inauguration to office, appoints the following committees of not less than three members each to serve for a period of six months: Finance; Membership; Grievance and Arbitration; Publicity; Ways and Means; Entertainment; Other Special Committees.
10. Resolutions or amendments of this Constitution and By-Laws, or any part of it, can be effected only by a majority vote taken at a regular meeting of the Association, and then only after the copy of the resolution or amendment has been mailed to the entire membership at least two weeks prior to the holding.

The Little Building Association, slowly but surely, gains recognition and interest. But interest isn't all that's needed to promote a live and flourishing organization. Little Building tenants must get together and "talk it over" before the Association can hope to gain recognition.

The folks in the Building who have attended preliminary meetings are without exception, heartily in favor of it. They realize that, if people get to know each other—come to be broadly by a name on an office door—exchange ideas—it is bound to result in bigger business and better business relationships. But—If Mr. A. stays in his office, and Miss B. stays in hers, keeping his or her ideas within the walls of their separate offices, how are the relations to be exchanged and new contacts formed? Two meetings already have been held but the attendance has averaged only 100 per cent. What is the reason?

THE LITTLE BUILDING NEWS reporter asked several prominent Unanimously folks were "for" an Association. The trouble seemed to be in finding a time for meetings convenient to everybody.

A (Little Building) Office

By DOUGLAS MALLOCH

An office is a funny thing: Each morning certain men And certain girls and certain boys come into it again And hang their coats on certain pegs, and hats on certain hooks, And sit them down at certain desks in front of certain books. They all have certain work to do in just a certain time; Concerning certain dollars for a certain fixed per diem; And then at just a certain hour, in sunshine or in rain, They close their desks and hurry out to catch a certain train.

An office is a tragic thing when that is all there is, When each one has his certain work and certain way of his And wallows in a certain rut and never seems to see That there are certain other ones in life as well as he. For we would find a certain fun in certain other ways. If we would give a word of cheer on certain busy days— When problems vex, when certain things require a helping hand, Would give a certain sympathy that mortals understand.

An office is a pleasant place—at least a certain kind That has a certain brotherhood, where day by day you find Some neighbor with a new idea he's glad to pass along. A certain sort of friendliness, a certain sort of song. There is a certain duty that we owe to other men To help them when they need a lift, to steady them again. An office can become in time, to man and girl and boy, A certain kind of fellowship, and work a certain joy.

"Nine o'clock in the morning's the best time for meeting," says Miss Kane, proprietress of the Youth Shop. "That is when everyone's fresh and before the rush begins."

But the Bethe Sisters say: "After five o'clock at night is the only time we can get away—early in the morning is often our busiest time."

Miss Ida Goad, Sixth Floor public stenographer, says: "I have a lot of time to snatch a few minutes, while the Gilliam Sisters and Mr. Hoffman are in their worst time. They would prefer meeting in the evening."

Martha Briggs, Fifth Floor neighbor, suggests the following plan: "Why not have a series of regular suppers? If the Waldorf convenient, we could have a get-together supper at a small cost to every one, and under the expansive influence of food, plans could be formed for following meetings."

Films One Day Service THE HANDY SHOP SIXTH FLOOR

Arvids Floor, Fifth Floor
EUROPEAN TOURS \$450 and up
 Itineraries include all popular European spots. Independent Tour arranged to suit the individual.

WOODS TOURS
California
 National Parks
 Canadian Rockies
 Great Lakes Cruises
 Send for Summer Tour Book
 Railroad Tickets
 All points West-Boston
 WALTER H. WOODS CO.
 "Your Boston Neighbor"
 Telephone Beach 3472

A SHOP devoted exclusively to the display and sale of the arts and handicraft of the American Indian

HERE may be purchased Navajo rugs; the lovely pottery of the Pueblos; from the frozen North Country exquisite headed bags and moccasins; jewelry from the Seminoles and many other articles of interest.

ALL the articles in this remarkable display have been collected by Miss Beatrice Barrington, who spent three years among thirty-four Indian tribes. Her collection represents the finest specimens of the art of the original dwellers in our great land.

Beatrice Barrington
 SHOP 20
 LITTLE BUILDING



LITTLE BUILDING DIRECTORY

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Kovach, Joseph P., No. 402... Reg. 5457
Kovach, John, No. 402... Reg. 5458

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Callahan, No. 123... Reg. 3103
Harris, John, No. 402... Reg. 5457

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Linn, David G., No. 112... Reg. 2720
Herrick & Adams, No. 112... Reg. 2720

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Normal Commercial Co., No. 112... Reg. 2596

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Adair Barber Shop, No. 101... Reg. 5663

BOOKS

Barber, John, No. 112... Reg. 2596

BOOTLACK

Barber's Shoe Shop, No. 101... Reg. 5663

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Faller Bros. Co., No. 112... Reg. 2596

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MISCELLANEOUS

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Brooks Brothers ESTABLISHED 1816 CLOTHING GENTLEMEN'S FURNISHING GOODS

BOSTON LITTLE BUILDING SECOND FLOOR Telephone Beach 4743

Clothing Ready Made or to Measure Evening Clothes, Cutaways, Sack Suits, Sporting Clothes, Overcoats, Ulsters

English and Domestic Hats and Furnishings Boots and Shoes for Dress Street and Sport

Trunks, Bags and Leather Goods, Liveries

Quality Printing You not only want the right kind of Printing but the right kind of Service.

Namaskett Service insures right prices, excellent printing and prompt delivery.

The Namaskett Press Incorporated 921 Little Building Beach 2556

45-47 Warehouse Street Middleboro, Mass. Telephone Middleboro 332

Dr. W. R. Ross DENTIST Rooms 307-8-9 Little Beach 012

LITTLE BUILDING BARBER SHOP Prompt and skillful service; also manicuring

ARCADIAN HOTEL (near elevators) Telephone Beach 6857

Herwick-Lukin Hosiery & Knit Goods 433 Little Building Phone Beach 3973

THURLOW ADVERTISING SERVICE PRODUCTS OF PRODUCTIVE FLEXIBILITY

A STAFF OF SPECIALISTS whose long experience in advertising work enables them to make the following mediums most productive for clients.

TRIPLE ACTION ACTION is the final, all-important step in the consummation of a sale. If you want to get action into your advertising copy, try Bliss Dingbats.

BOOKLETS, Direct-by-Mail Campaigns, Merchandising and Research Work. Telephone Beach 1558

Suite 15, Little Building JOHN GIBSON BLISS Commercial Cartoonist Room 733 Little Building

Making Seves Cliff Dwellers in Little Building, He Warns

Use Too Much Artificial Light—Not Enough Fresh Air

Too many Little Building neighbors are becoming modern cliff dwellers, says Robert B. Spencer, executive secretary of the Massachusetts Tuberculosis League, on the Eleventh Floor. By that he means too few of us are getting enough fresh air and sunlight into the offices where we work. Instead, he says, we are shutting ourselves up and making this great, modern, light, airy structure a regular twentieth century cliff dwellers' habitat.

"This is not the fault of the Building but of the tenant," he explains.

"A glance up at the Little Building from the street any slightly cloudy day will be sufficient to convince anyone that the architects provided twice the window space necessary to satisfy this generation of highbrow cliff dwellers," he explains.

"Electric lights turned on full at mid-day can be seen in altogether too many offices and shops in other half-drawn shades keep out the beautiful sunlight. In still more offices and shops, closed windows bar fresh air."

"There is grave danger to the health of Little Building neighbors in all these things," Mr. Spencer concludes. "In our fight against tuberculosis, the Tuberculosis League, are reminded constantly of the danger that lurks in this air and too much artificial light."

"Folks who spend the greater part of the day in offices should pay special attention to the preservation of health. A little extra care will insure an abundance of health."

"First comes the ventilation of the office. Every office worker should follow the following questions: 'Have I at least one window partially open to secure fresh air? Is the radiator properly adjusted to give the correct amount of heat? Observe of these two things will eliminate that drowsy, dragged-out feeling so prevalent among office workers.'

Do your sleeping at night



8 hours of it Sleep lengthens life

"We need fresh air, not in hospitable doses of the thirty-second duration, but an abundance, twenty-four hours of the day."

"Next comes proper food. The substitution of a salad for meat, and fruit for pastry, at the noon lunch will promote good looks and energy. The value of milk in the diet cannot be overestimated. The addition of whole wheat bread and polished rice to a meal will correct digestive troubles and give vigor."

"The next thing essential is plenty of sleep. By sleep, I do not mean day dreaming at two o'clock in the morning. I mean sleep at night—full eight or nine hours of it. A cold shower before going to bed will bring you to your office with a tune on your lips and spring in your tread."

"We occupy one of the finest office buildings in the country. Let us all cooperate to make it one of the healthiest communities!"

How to Get to Dancing Party

If there is anybody in the Little Building who does not know how to get to the Nautical Garden, where the big Little Building Neighborhood Dancing Party will be held on the evening of May 27, the directions are simple.

"If you have to do is to go to Revere Beach and follow the Little Building crowd. Everybody knows the way to Revere Beach by automobile."

"If you go by narrow gauge railway, get off at the Beach station. The car will be held on the Nautical Garden is as easy to find as is the sand and water. And on Little Building Night at the Nautical Garden, a good time will be an easy to find as the thirty-second ride."

FRENCH CONSUL SHOPS IN L. B.

More celebrities in the "City Under One Roof" than in any other building in Boston, says the French consul, accompanied by the commandant of the French Squadron, then in port, recently came to the Building to purchase some hosiery at Hoffman's, on the Second Floor.

The commandant was much impressed with the unusual features of the "Roof City" and, by way of publicity, visited other shops in the building.

Charles Barrill, former Seventh Floor neighbor, has accepted a position as acting sales agent for the Instant Electric Heater Company, in Budgetport, Conn.

We've Finished

our annual inventory and in keeping with our business policy we are now offering all show-rooms, discontinued and surplus stock at

Bargain Prices

We list below only a few of the many bargains we are offering. Write for our complete list and we will gladly mail—come in and see the goods.

Business Envelopes \$1.50
No. 21 White, size 6 1/2, 100 per M

Typewriter Paper \$1.00
100 sheets, 10 1/2 x 14 1/2, Green-Cyan and Blue-Cyan, 100 per M
Regular Price \$1.50

Manifold Copy Paper \$1.00
No. 541, Size 8 1/2 x 11 1/2, 100 per M
In Blue and Gold Colored
Regular Price \$1.50

Bond Scribbling Blocks \$5.25
Mustard-Goldenrod-Blue and White, 25 lbs.
Mail orders promptly and care-fully executed

Gamon of Boston

THE BEACON HILL STATIONERS
Little Building Boston
MEZZANINE 9 ARCADE
83 Boston Street
Main Store: 7 Famberton St.

WALKER GIEE L. B. TEA

(Continued from Page 1)

present their invitation cards to the waiter, then to the cashier, they pass out later.

"These two Neighborhood Tea runs at the Waldorf's contribution to the Little Building neighborhood movement," says Manager Charles Miller. "We are so proud of our new Cafeteria and we want all our Little Building neighbors to see it no mistake of its fare."

The Cafeteria already has made a big hit with Little Building folks. Its increased facilities for both serving and eating and its larger and more modern atmosphere are much appreciated.

An average of three hundred more persons a day are patronizing the Cafeteria than used to eat in the old Waldorf. The improvements made are even more extensive than those outlined in advance.

"Next comes coffee, coffee furnished in cushioned wicker, now invites a rest or chat before or after a meal. This is a great convenience, too, for persons who wish to make an appointment to meet somebody for lunch. Instead of waiting standing in the Arcade corridor or on the street corner, they can sit down in the Cafeteria for a while."

There is a ladies' rest room, equipped with dressing table and hair removal mirror, as is as luxurious as that of a large hotel.

More employees have been added to the staff, which makes marked improvement in the service. The counter girls are wearing attractive new costumes of white, with green collars and cuffs, and the bus girls wear crisp, white apron-tracks.

The Cafeteria will seat 250 persons at tables at one time which is 50 more than the automat could seat.

CRONAN BACK FROM WASHINGTON TOUR

William H. Cronan of Cronan's Tours, 635 Little Building, returned recently with a party of over thirty tourists from Washington, Atlantic City and New York, after taking in Mt. Vernon, Alexandria and the Potomack where the party visited the celebrated Francesco Cattolano.

During the stay in Washington, the party was entertained by Congressman Underhill at Congress Hall Hotel, where the tourists were met by Congressman Lanlan of Texas, Colonel Small, an ex-congressman, and Senator Willis, ex-Governor of Ohio. After the reception a coffee was served.

HUNT ELECTED N. E. TREASURER

Henry J. Hunt of the Shubert General Ticket Office, Street Arcade, was elected treasurer of the Theatre Owners' Association of New England at the recent election of officers held by that organization.

After the election and business meeting, a collation was served and entertained, and provided. Hunt himself contributed a tenor solo.

Don't forget the Little Building Neighborhood Dancing Party at the Nautical Garden, Tuesday evening, May 27!

STURN LETTER SERVICE
(Formerly Stern-Kelts Service) in New Quarters
To meet the increasing demand for our services

Multigraphing
Micrographing
Addressing, Sealing, Mailing
(New, modern equipment)
Public Notarizing
(Private dictation only) and Notary—

We have moved to larger quarters, where we will be glad to serve you old and new customers.

323 Little Building
Beach 5115

Smallest Camera Made Comes to the "City Under One Roof"

Takes Picture Size of a Postage Stamp—Is Like a Watch

The smallest practical camera made now is housed in the Little Building—in Room 841. The Expo Watch Camera is the name of this remarkable little outfit. It takes postage stamp pictures that enlarge to postal card size as easily as contact prints are made.

In addition to being so small that it can be carried all the time without noticing it, the Expo has the advantage of simplicity. No focusing or timing is required. There are no spools to be threaded. As many as twenty pictures may be taken on one loading.

The loading is almost instantaneous. It has an excellent lens and a focal plane shutter and consequently makes unusually sharp pictures. The cost per picture is less than that of any camera made.

An interesting exhibit of Expo pictures may be seen in Room 841 and Manager Henry Minch invites everyone to inspect them and see the camera itself.

The Expo Sales Co. has a plan for obtaining cameras without cost and a very interesting way for boy scouts, college men and others to make money during the summer.

Hear President in L. B. on Radio

President Coolidge addressed a large Little Building gathering the other day—his message to Congress. No, the President did not visit the "City Under One Roof"—although we know that his wife visits it when in Boston.

But, in the reception room of the Radio Supply Corporation in the Subway Arcade, the tones of his voice, as they came from the amplifier of the "City Under One Roof"—although we know that his wife visits it when in Boston.

SALES INCREASE 156% IN MONTH

The No.-Egal Hosiery Company, which has offices on the Sixth and Third Floors, reports an increase of 156 per cent. in business in the last month. In fact, business has increased to such an extent that Boston has been divided into two districts, South and North, with C. L. Morse, manager of the South, and Charles Fitz, manager of the North District.

Thirty minutes after "The Rabbit Foot" came to town to play at the Plymouth Theatre, Tom Moore, who plays the lead in the show, was in the Little Building.

"Glad to see Tom to Manager General of Liggett's," I never have to go away from town for most of my needs when in Boston. Why should I? The Little Building's so convenient and besides, I can buy everything I want under one roof."

Corsets of Supreme Design Produce Lines of Smartest Fashion

Edith A. Cushing Corsieter
833 Little Bldg Beach 7942

THE CROSSETT SHOE
MAKES HAPPY FEET

The Crossett Saddle Brand Shoe is a new-look shoe, especially designed for the woman foot. It has a wide, deep, broad toe, a wide, deep, broad heel, and an in-curved, shock-absorbing sole, as is a sole to the whole shoe.

STREET ARCADE LITTLE BUILDING



Photo of Little Building taken with "smallest camera." The bigger picture is an enlargement. The tiny one in the lower left hand corner is the exact size of the pictures taken by this camera. It was a dull grey day when the photo was taken. Ordinarily the photos are clear and sharp.

Printing Plant Taken Over by Albert Hersey

Our printer-neighbor, Albert Hersey, of Room 652, has purchased the printing equipment of the Publicity Service Bureau and will serve Little Building friends and customers under his own name.

He has installed the equipment in spacious quarters on his own property in the suburbs and added to his type case.

"My aim," says Mr. Hersey, "is not only to give better and quicker service but also to show my customers a material saving in their printing costs."

"The 'Miracle' will be devoted to his duties with the Publicity Service Bureau at Room 652. Afternoons and evenings will be devoted to the printing business."

SEES "MIRACLE" PLAY IN GOTHAM

Mary Carey, Seventh Floor neighbor, spent a week in New York not long ago, where she took in the "Miracle" which has caused so much comment on Broadway.

"It would be well worth the while of any Little Building neighbor to spend the carefare to New York, if only to see the 'Miracle,'" says Mrs. Carey. "It is a remarkable and inspiring performance that every one should witness."

GEIER AT SHOW

The Geier Company, which has its office on the Second Floor, had an attractive display of their products—cleaning machines, washing machines, etc.—at the Home Beautiful Exposition held at Mechanics Building.

BOOKS

For Your Office
DICTIONARIES
ENCYCLOPEDIAS
BUSINESS LIBRARIES

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DAMON VISITS SOUTH

Sees Battleground Where His Father Was Captured

George E. Damon, Little Building stationer, has just returned from a trip to Richmond, Virginia, where he visited the battleground where his father was captured during the Civil War, now a peaceful farm in a quiet Southern hamlet.

"One of my lifelong wishes was gratified," said Mr. Damon, "when I stood beside the site where my father was captured after the mine explosion at Petersburg, twenty miles below Richmond.

"On the site of the battleground at Richmond stands a beautiful monument, erected by the people of Massachusetts in appreciation of the sacrifice of her soldiers in the struggle. The land around the battlefield is owned by a farmer, who has an interesting collection of implements of war, picked up on the site.

"Two bullets, one from a northern rifle and one from a southern rifle, were joined together in mid air, as is a unique feature of the collection."

Mr. Damon motored with his daughter and four-year-old grandson, coming home by way of Washington, Princeton, New Jersey, and Springfield, Mass., arriving home just in time to keep an important engagement at the Masonic Temple in Melrose. The appointment was at 2:30 o'clock, and he arrived in Melrose at 2.

Exhibits Hand Made Shoe Art on Third Floor

Lewis F. Small, one of the most famous of custom shoe designers and makers in the country, recently opened show rooms on the Third Floor, in Suite 324-5.

He extends to Little Building neighbors an invitation to inspect his exhibition of hand-made shoes. From time to time various makers of the finest leathers will exhibit their wares at his show rooms. The first exhibit is from the Ohio Leather Company.

Mr. Small, one of the few survivors of his craft, says: "The making of custom shoes is almost a lost art. Only shoemakers from across the water can cut and sew now, using no measurement but the 'rule of the thumb.'"

"The custom shoemaker stocks no special styles—he makes to order any conceivable style. The hand-made custom shoe is almost a lost art. Only shoemakers from across the water can cut and sew now, using no measurement but the 'rule of the thumb.'"

"One of the features of Mr. Small's new shop is that the customer may select his own leather and watch it cut and sew."

Mr. Small invites various shoe salesmen in the building who never have seen, or are interested in, hand shoemaking, to visit his show rooms.

Don't forget Tuesday evening, May 27!

The Lay of an Idea!



You just can't satisfy some folks!

The incident on which this *limerick* is based actually occurred. John Bliss, creator of the famous *Bliss* cartoon, returning to his office on a recent Monday morning, found a pigeon's nest on his drawing board, and in it a fresh-laid egg. The pigeon herself was in the office, and Mr. Bliss had considerable difficulty serving the bird with an ejection wad.

Last Summer, Arthur Mills, Suite 727-8, left his window slightly open when leaving on his vacation, and on his return found beneath his desk a pigeon's nest in which there was a just-hatched baby bird.—EDITOR'S NOTE.

By M. W. B. (Mark W. Burlington)
Room 1149

An artist there was, and his name was Bliss,
Who'd worked for many a moon,
A draw'n of that, a draw'n of this,
To hatch up a real cartoon.

Till his pen grew weary, his arm grew lame,
He rushed away in despair,
A grindin' his teeth with rage and shame,
A tearin' out handfull of hair.

"I'll stay away till I find an idea,"
He gritted, a growlin' still
So he staid away for a day or three—
But ideas that came were NIL.

Until one day with the force of a blow
The thought sprang up in his mind
That when he'd rushed out from his studio
Ope'd windows he'd left behind.

So he hurried back to his office where
He entered with hopeful grin,
A sayin', "While I've been away from there
Perhaps an Idea blew in!"

Then he stood stock still with a gladdened soul
For right on his easel lay
A egg of a pigeon—Yes, sir, a whole
Egg, laid by a dove that day!

"Aha! At last I have got a Idea!"
Said Bliss with a joyful cry—
So he grabbed his ink, and you can see
What 'twas, by this 'ere cartoon!

PAY \$200 FOR SHOP 5x11 FT.

Smallest Store in World Gives High Rent for Tiny Space

One of the smallest business establishments in the world in point of space occupied has been opened in the Buckeye building at Prospect Ave. and East Fourth St., Cleveland, Ohio.

The tiniest business place will be operated by Dr. Phil Silver, Cleveland optician, who recently took a lease on a 5x11 foot basement stairway on the Prospect side of the Buckeye building. A small storeroom will be over the stairway for Dr. Silver.

"Just enough room across the front to hang a door," says Dr. Silver, "inside, maybe I'll have to turn sideways to hang my hat."

Dr. Silver will pay \$200 monthly for his 55 square feet. Guess nobody in the Little Building ever paid rent as high as that or hired so small a space.

Greenwalt Joins Thurlow Staff

John S. Greenwalt, one of the best known advertising men in the East, has joined the staff of the Thurlow Advertising Service, Second Floor, as account executive.

Mr. Greenwalt formerly was advertising manager of the Hub, mammoth Chicago store, where he directed the expenditure of an advertising appropriation of \$700,000 annually.

For several years he was connected with Meyer Both Co., Chicago, largest art and advertising syndicate service house in the country. He has been advertising manager of large concerns in Detroit and Philadelphia, and has had extensive and varied sales promotion experience elsewhere in retail, wholesale and manufacturing businesses.

For some time he has been advising manager of Leopold Morse Co., well known clothing house, which account, with others, he will continue to direct.

OLD NEIGHBOR RUNS NEW SPA

Miss L. E. Towne, former Little Building neighbor, is now proprietor of the Park Square Spa, a unique eating place at 11 Park square. She has given up the multiphase business and is devoting all her time to the Spa.

Miss Towne, formerly was proprietor of the AAA Multiphasing Co., with offices on the Fifth Floor. The AAA. L. E. folk's new venture came first in the Telephone Book listings.

MARTHA A. BRIGGS

Mimeographing a Specialty

Long Carriage Typewriter

Notary Public

Room 511 Little Building Branch 4938

L. B. GIRL WINNER OF PRIZE

Fourth Floor Stenog Is Awarded \$50 for a Letter

A Little Building girl, Miss Marie J. Sheehan, connected with the office of John T. Drury, Public Accountant, Fourth Floor, won the second prize of \$50 for her letter on "Grade A Milk" which she entered in the "New England in Motion Pictures" contest recently conducted by the BOSTON POST.

The idea of the contest was unique. On February 18, in over one hundred motion picture houses throughout New England there began a showing that has made a history in the realm of educational film.

These houses exhibited a series of 20 educational pictures representing the leading institutions and industries of New England. There were 862 cash awards offered for the best letters, stating in what respect certain pictures had been valuable educationally. Miss Sheehan's letter dealt with the importance of milk in the diet of both children and adults.

Mock Minimum Wage Hearing Staged at Tufts

The Women's Trade Union League on the Sixth Floor, recently staged a lively mock minimum wage board hearing at Jackson College. The students were anxious to understand its actual proceedings of a wage board, so a practical demonstration was prepared.

One of the professors of the Economics department at Tufts acted as chairman and represented the "public." Two trade unionists and a student were "employers" and one trade unionist and two students took the part of employees.

A large body of students attended.

FOR Best and Cheapest USE

Van Nostrand's Picture

An EXPO

Watch Camera

Decidedly Practical

Always Available

NO TIMING

NO SPOLDS

NO FOCUSING

50 EXPOSURES—30 FRAMES

GUARANTEED FOR 30 YEARS

SAVE SPACE

SAVE TROUBLE

SAVE MONEY

See 4th Agents

Exhibit 41 Wanted

EXPO SALES CO. OF N. E.

RADIO

FULL LINE OF RADIO EQUIPMENT (and Electrical Equipment)

SHOP 5 Subway Arcade All Standard Radio Sets

RADIO SUPPLY CO.

Daily Concerts 12-2 and 4-5 p.m.

"Look Your Best"

SHORT Hair is now in Vogue! Whether you wish a "shingle bob" or your long hair dressed in the new "shingle bob" style Visit

The BEHIE SISTERS

Shop 11, Mezzanine Arcade Little Building Telephone Dewey 5158-M

THE Blake Welt Shoe

An Entirely New Process of Shoe Construction

Years of experimental tests and research have produced a shoe that will prove to be a friend of those desiring foot comfort.

You Are Walking in Ruts!

Remove your feet inside the shoe you are now wearing. Visit our shop and let us show you the construction of Ruts' Welt Shoes.

C. C. Blake, Inc. Arcad Little Bldg. C. L. STAY Manager



OSBORNE

Office Furniture Co.

Desks Chairs Tables Filers and Supplies

Filing Cabinets Wood and Steel

COR. HIGH AND PEARL STS.

Phone Congress 3422

Boston, Mass.

LITTLE BUILDING NEWS

Six Pages

Boston, Mass., June, 1924

Price Five Cents

BROTHER IS GIVEN \$300,000

"Hymen Deserves It," Says Jules, Roof City Merchant

Hymen Lederman, the young Boston University graduate, who recently found himself the surprised recipient of a \$300,000 fortune, has a brother in the Little Building. The brother is Jules Lederman, who is in charge of the Jewelry and Titled Goods department in Max Hoffman's shop in the Mezzanine Arcade.

Hymen's story reads like a fairy tale—only it's true. The facts are these: For several years, Hymen Lederman was a bellboy at the Hotel Breunore. His courtesy and industry won him the attention of an elderly couple living at the hotel. Becoming more and more interested in him, they made him a unique proposition.

It was to be placed on "probation" for three years. During that time he was to be sent to the Boston University School of Business Administration. If, at the end of the three years, he had shown himself worthy, he was to receive a gift of \$75,000.

For three years, Mr. Lederman worked industriously and conscientiously. On June 12th the time of his "probation" was up. He awaited the decision of his benefactors. His surprise and joy may be imagined when he was told that he had a bank account of \$300,000, with a trust fund of \$200,000, and a wonderful

(Turn to Page 5, Column 2)

"We like the change immensely!"

That is what most of our Little Building patrons say about our new cafeteria service.

We're prepared to give you delightful summer foods—

- Delicious Salads.
- Refreshing Drinks
- Seasonable Specials
- Summer Desserts

Waldorf CAFETERIA

Open Week Days from 7:30 A. M. to 7:30 P. M. in the Little Building Basement

F. Phinell
PHOTOGRAPHER
Special Rates on Complete Little Buildings
120 BOSTON ST. TEL. BEACH 2152

Comes from Little Building in Singapore to L. B. in Hub



T. B. Wilson, recent visitor to the Little Building, Boston, from the Little Building, Singapore. He admits that there is no comparison except in his name. Mr. Wilson was a buddy of Royal Green, Street Arcade, in the World War.

And Meets Old Army Pal in Shop in Street Floor Arcade

T. B. Wilson, general agent of the Orient Steamship Lines, came directly from the Little Building in Singapore, to the Little Building, Boston, when the Foreign Trade Convention delegates met in the Hub recently and many of its distinguished visitors were escorted through the "City Under One Roof." Incidentally, he met an old World War buddy here.

Mr. Wilson was one of the Foreign Trade delegates. A group of these delegates were invited to visit the Little Building. Its unique claim of being a "City Under One Roof," appealed to them. Besides, it was shown to them as an example of America's best type of office building.

Mr. Wilson was much interested to contrast the two Little Buildings—the one in Singapore and our own. About the only standard of comparison between the two buildings is the name and the fact that both are leading business buildings in their respective cities," said Mr. Wilson, "but I am hoping to take back many ideas of cooperative trading that

(Turn to Page 5, Column 2)

Wrote Name on Furs in 1886—Sees It in 1924

Harry Lisler, Second Floor furrier, had the surprise of his life the other day, when, working on a fur coat, his eye was caught by a bit of blurred writing on a small piece of fur. Barely discernible were the words "H. Lisler, 1886."

"I was just learning the trade when I wrote that," said Mr. Lisler. "Lots of the boys would write their names on the little pieces of fur, just for the fun of it. I never expected that my own signature would come back to me, after so many years."

Don't rush around from store to store shopping in the heat this Summer. Do all your hot weather shopping under one roof in the cool Little Building.

GRADUATION WATCHES
RENPREW
Diamonds and Silver
723-724 LITTLE BUILDING

Quality Printing
You not only want the right kind of Printing but the right kind of Service. Namaskett Service incurs right prices, excellent printing and prompt delivery.

The **Namaskett Press**
Incorporated
121 Little Building Beach 2658
and
45-47 Wareham Street Middleboro, Mass.
Telephone Middleboro 332

NOTED WIFE OF LATE GOVERNOR NEW NEIGHBOR



Mrs. Guild Comes to Roof City

First Woman Chairman of Senate Campaign Committee

One of the best known women in the State of Massachusetts is now a member of the Little Building family. Mrs. Curtis Guild is her name. She is the widow of the late Curtis Guild, friend of Theodore Roosevelt, soldier of the Spanish War, Governor of Massachusetts and Ambassador to Russia.

Mrs. Guild is located on the Sixth Floor in the suite of offices occupied by Louis A. Coolidge's Senatorial Campaign Headquarters. She is the first Massachusetts woman to be

(Turn to Page 5, Column 2)

How One Man Came to Hire Offices | Here

Some years ago a business man named Edward C. Stark used to sit in his room on the Tremont street front of the Hotel Touraine and look across at the lower roofs of the old Hotel Puhani and surrounding buildings.

Then he moved away from Boston and for years was located in the South. The other day he came back —to re-locate his business in the Hub. Again he "sat up" at the Touraine. Again he put at his hotel window, wondering where best to locate his office.

Again he looked across Tremont street —at the towering sides of the Little Building. He wondered no further, but came over and hired an office in the "City Under One Roof."

You'll find him in Room 1119. Call on him—and don't forget to ask him what he thinks of the Little Building. He's seen some buildings in his travels but—well, let him tell you.

Put Magazines for Neighbors in the Waldorf

Representatives of the big national magazines, of whom the Little Building can count more than any other building in Boston, are demonstrating their neighborliness in a most practical and useful manner.

Through the courtesy of these publishers' representatives, an array of the latest magazines now appears from month to month on the reading table in the foyer of the Waldorf Cafeteria. A list was dropped that perhaps some reading matter could be used in the Cafeteria, and at once a number of the best known magazines in the country appeared on the Little Building table.

The Conde Nast Publications Service, the publishers of COSMOPOLITAN, VANTY FARE, FORDS, HEARST'S SYSTEM, GOOD HOUSEKEEPING and many others have promised to keep their Little Building neighbors supplied with all the current periodicals. That's real neighborly spirit, isn't it?

Stone Coping Added to Rail on Mezzanine

A stone coping has been added to the grill-work railing on the Mezzanine Arcade. It was placed there primarily for the added safety of the tenants and their customers. It was felt that the old railing was a bit low and that an accident might occur. The coping was designed by Walker & Smith, Twelfth Floor neighbors, and was executed by Emerton & Norris, who have done all the stone work on the Building. The coping, besides its utilitarian value, has added much to the ornamentation of the mezzanine railing.

Straw Hats

Cool, light, unbreakable, and self-conforming to fit every head accurately and comfortably.

F. INN
the hatter
Arcade Little Building

Perfect Letter Company
MULTIGRAPHING
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Notary
717-18-19 Little Bldg.
Beach 7886

WE WILL Deliver Fish to the Little Building
On your busy days, when you want to take home some Fresh Fish for dinner but "can't get away" from your office for a minute, just telephone
Beach 0129
or Beach 7166
and we will carefully select your fish and deliver it to your office promptly.
C. V. Chipman R. V. Chipman
S. ATWOOD & CO., INC.
29 Lagrange Street Boston

THE LITTLE BUILDING NEWS

The Only Office Building Newspaper in the World

Vol. 3, No. 6 June, 1924

Published once a month by the Trustee Advertising Service for the Little Building Company, 220 North State Street, Boston, U.S.A.

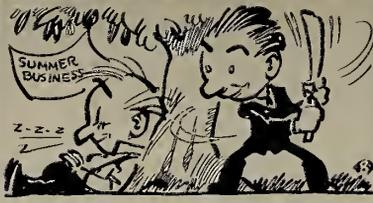
HAROLD A. THURLOW Publisher
SAMUEL C. CRIPMAN Editor
ELIZABETH CASTLE Adm. Manager
JOHN CONROY Bliss Art Editor
JOHN A. GIBNEY Business Manager

If Perez Had Only Used an "Ad" Gun!

Perez Elbridge was a soldier in the Union Army during the Civil War. He always had been rated as a good soldier, too, until a truce was declared one day. Then Perez did something that was about the worst thing in soldierly, though a fine idea in getting Summer business. You shall see.

Firing had ceased at the wave of the white flag. The generals were holding parley while the long line of embattled troops rested. Smoke of battle lifted. Peace temporarily displaced war. Then, far down the line from the spot where the generals held parley, a rifle popped again. At regular intervals (about the time required to reload and fire a rifle) it kept popping. The lone shot was coming from the Union lines. Soon the "Reb" began to grow restless. So did the paroling generals.

The Union general called an aide. "Ride down and silence that fool who's firing," he barked. The aide saluted, wheeled and spurred his horse towards the solitary marksman. He found it was Perez. "Cease firing, man," shouted the aide. Reluctantly Perez lowered his rifle.



Swing while the swinging is good!

John Bliss, creator of the famous Elblisat cartoons, has the right idea about going after Summer business. John must have been an early pupil of Perez Elbridge. Perhaps the cartoonist expresses the idea a bit crudely, but there's no doubting the sureness of the method he expounds. If your summer business is dead, try an "ad"—but blissfully applied as John illustrates here.

Leaning on it he surveyed the rebel line, and then let his gaze rest on the aide's indignant countenance.

Slowly, almost audibly, and with conviction, Perez stated a truth, as he saw it: "Now's the time to 'hiliate 'em" he said.

When the truce had allowed the smoke of battle to lift, Perez had seen the Rebel line clearly for the first time in days of fighting. Before he had not known whether his shots were hitting the mark. Now he was picking off a "reb" at every shot.

They called Perez a poor soldier after that, but what a business man

he would have made in going after Summer business. He had a good idea; his aim was good but it was misdirected. He should have been at the helm of some business concern whose managers always fear a slump in business when Summer comes along.

In the words of Perez Elbridge: "Now's the time to 'hiliate 'em' on the field of sales. When the smoke of competition clears up, then you can "pick off" a sale much more surely. You can get one every shot. Perez was right—if he had only been on the right field.

Made Up Your Mind Where to Go for Your Vacation?

Maybe This Camp Story'll Help You to Solve the Problem

A girl's choice of a place to spend her vacation is sometimes a difficult one—there are so many things to be considered. In the first place you don't care about spending all of that carefully saved-up fund for emergencies; in the second place you'd like to have a good time and come out of it with the feeling that you've had a rest besides; in the third place you don't want to go alone—you want company.

By exact, it costs nine dollars a week plus registration fee of one dollar, and the round trip by boat is one dollar and thirty-two cents, making an entire two weeks' vacation come to not more than twenty-five dollars.

As for the rest and the good times Camp is situated on a bluff looking straight out to sea—and the sea is made good use of, not only as a view but as a storable bath-tub, big enough for all and very refreshing. Do you want to learn to swim? Do you want to learn life-saving? If so, Winuncunnet is the place.

Time at camp is filled with hiking and all kind of athletics including tennis, basketball, baseball, hockey, track, horseback riding (for which there is an extra charge), and of course, swimming. All athletics are supervised by able instructors so you don't know how, you can learn.

There are evenings and rainy days about the living-room, and there are picnics and corn roasts on the beach. In short, there is a great deal to do but if it is more to your taste to do nothing, there is plenty of space in the woods and on the beach.

Camp Winuncunnet—which is the Indian name for the "Place of Beautiful Pines"—is run by the Y. W. C. A. on the island of Martha's Vineyard. It may solve your vacation problem, for it is open for girls between the ages of sixteen and twenty from June 20th until September 15th.

At least it meets your first requirement, for you don't have to have a fat pocket-book to go to camp. To

for quiet reading and rest, there is a profusion of wild flowers and beautiful country to explore. You'll find demand for good company—is also met at Winuncunnet. You can bring your own group of old friends with you or you can find plenty of new ones at camp, for there is room for eighty at a time.

Plan to wear your old clothes—cotton stockings and sneakers, middie and bloomers, if you have them. Look your worst! Do you want to sleep in a double tent in the pine grove or in one of the new bunks? Do you? If you want to ask any question whatsoever about Winuncunnet, drop in at 37 1/2 Beacon Street any day. There they recommend camp as the best plan, but just say you spend a summer vacation, and say it can beat all tones and treatments for putting tired people on their feet for another year of work in the office.

Damon's Opens Two New Depts. Adds New Shop

Damon's, the Merrimack Arcade stationery, has added two new departments during the month of June. The Hotel department has been moved from the Boston Hill store to the Little Building and a line of office furniture and equipment has been added. A lending library has been installed, and Damon's now occupies spacious shops on both sides of the Merrimack Arcade.

The Hood and Office Equipment departments, in Room 22 across from the Damon stationery shop, is in charge of Willard N. Hall, vice-president of the George E. Damon Company and manager of the Hotel department for many years.

Mr. Hall will handle the Damon agency for the Security steel office furniture and equipment and the Corona typewriter, in addition to hotel and restaurant organization stationery and supplies.

The Carter Lending Library, installed in Room 9, is in charge of Mrs. Lucy B. Cason, who takes special pride in the fact that Carter's is one of the oldest and best libraries in New England, having been established 58 years ago.

TO SPEAK AT PRAGUE

George W. Coleman, president of the Babson Institute, Wellesley Hills, and connected with the Food Hall Forum, on the Twelfth Floor, is sailing shortly for Europe, where he will visit Palestine, and speak at Prague, at the International Management Conference.

Do all your vacation shopping under one roof in the Little Building. You'll save time, save steps, save money—and save perspiration—in the City Under One Roof!

BEACH DANCE PARTY

More Than 300 Folks at Nautical Garden on "L. B. Night"

On Tuesday evening, May 27th, a good-sized Little Building delegation journeyed to the Nautical Gardens, Revere Beach, as the guests of the Messrs. Ridgway, proprietors of this attractive dancing pavilion. It was Little Building Night.

Although it was rainy, more than three hundred Little Building folks attended, according to the count of tickets, and all who were there reported the evening an entire success. For the dancers, the famous "crystal ball" which flashed a myriad of colored lights, proved a decided novelty and made an attractive spectacle for the folks who enjoyed the dancing from the cozily furnished balcony that overlooks the dancing floor.

An excellent orchestra furnished music, and lured many folks who "hadn't danced for years" on to the floor.

It was a real "get-together" time for the Little Building neighbors—a good time that deserves repetition.

Your Idea

becomes doubly forceful when driven home with an illustration

The LAMBERT STUDIOS

Illustrators • Designers
LITTLE BLDG.
Boston

A SHOP devoted exclusively to the display and sale of the arts and handicraft of the American Indian

Wigan

HERE may be purchased Navajo rugs; the lovely pottery of the Pueblos; from the frozen North Country exquisite beaded bags and moccasins; jewelry from the Seminoles and many other articles of interest.

ALL the articles in this remarkable display have been collected by Miss Barrington, who spent three years among thirty-four Indian tribes. Her collection represents the finest specimens of the art of the original dwellers in our great land.

Beatrice Barrington

SHOP 20
LITTLE BUILDING

STREET ARCADE

LITTLE BUILDING

FOR Rent and Cheapest USE

Vacation Pictures
AN EXPO
Watch Camera

Decidedly Practical
Always Available

NO TIMING
NO SPOLDS
NO FOCUSING

25 EXPOSURES—25 CENTS
GUARANTEED FOR 10 YEARS

SAVE SPACE
SAVE TROUBLE
SAVE MONEY

\$5.00

See Agents
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EXPOSALS CO. OF N. E.

THE GEIER COMPANY

of Massachusetts

Make Summer housework a pleasure by using these new and efficient electrical devices.

Washer and Wringer Suction Cleaner Vibrators Hair Dryers

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Tel. Beach 9433
LITTLE BUILDING

Films One Day Service

THE HANDY SHOP
SIXTH FLOOR

WOODS TOURS

INDEPENDENT TOURS to California National Parks Great Lakes Thousand Islands Sagamore River Leaving daily

All expense automobile tours, Poland Springs, White Mountains, Mohawk Trail

Sand for Summer Tour Book

Railroad Tickets To all through ticket-routed States

WALTER H. WOODS CO.
Your Investment in Summer
Telephone Brook 3123



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Acc. Central Co., Inc., No. 112, Res. 507-1077
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B Baker, Mrs. H., No. 115, Res. 428-1077
Baker, Frederick, Jr., No. 92, Res. 725-1077
Baker, W. A. Adams, No. 113, Res. 507-1077

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Baker, Frederick, Jr., No. 92, Res. 725-1077
Baker, W. A. Adams, No. 113, Res. 507-1077

10% Discount WILDEY SAVINGS BANK
The Carry in Stock
Printer the month of July to those of our Little Building neighbors who are now living on their banks in stocks.

Our Printing Facilities
Kindly let us handle your job from the usual offer form to a color advertising literature of maximum effect.
Call Beck 7106
MAXIM, KERWIN & ARNOLD
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LITTLE BUILDING
Little Building Nabors Since 1922

Beacon Hill Cafeteria
Y. W. C. A.
375 BEACON ST.
Lunch and Dinner for Men
Cool and Wholesome Quits

Employment Bureau
Phonograph plates for permanent and temporary positions.
Special Vacancies created by "Summer positions" especially filled.
MRS. FLORENCE E. TIBBETS
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Herick-Lufkin Advertising Artists
435 LITTLE BUILDING
BOSTON
Phone Beck 3673

MULTIGRAPHING
Room 518, Little Building
MARTHA A. BRIGGS
Mimographing a Specialty
Long Carriage Typewriter
Notary Public
Rm. 514 Little Building Beck 4988

Dr. W. R. Ross
DENTIST
Rooms 307-9 B Tel. Beck 6312

See Albert Hersey for
Printing
Room 652 Beck 0845

LITTLE BUILDING BARBER SHOP
Prompt and skillful service; also
hairdressing, shampooing,
ARCADÉ FLOOR (with elevators)
Telephone Bruck 6600

SITUATION WANTED
SITUATION WANTED by capable young woman typewriter and bookshop at Allerton, Mrs. David Mackley.
Reference: Advertising Manager, Little Building, care Little Building Office.

OPEN SUMMER SHOP
The Babes Sisters, who conduct the Beauty Shop in the Meszarine Arcade, have opened their Summer shop at Allerton, Mrs. David Mackley.
Building vacationists to visit them there at this vicinity.

The Nast Publications have moved from the Eleventh Floor to more commodious quarters on the Twelfth Floor.
Among the newcomers to the Building is the representative of the Mt. Pleasant Home, Mrs. David Mackley. This Home is for aged and destitute people, and Mrs. Mackley is helping during her stay in the Little Building, to raise money to erect a larger and more spacious building.

Adams, James, No. 122, Res. 507-1077
Adams, John, No. 122, Res. 507-1077
Adams, Louis, No. 122, Res. 507-1077
Adams, Mary, No. 122, Res. 507-1077
Adams, William, No. 122, Res. 507-1077

de with My Neighbor? You I Do," He Says; Tells Why

Boyc is a Booster for our "Buy in the L. B." Movement

"Trade with your Little Building neighbor" is indeed the motto of James A. Boyce, director of the Waldorf Cafeteria. In a recent conversation Mr. Boyce disclosed the fact that he is outfitted from head to heel in the "City Under One Roof"—buys from more L. B. neighbors than any one man we know. See if you know anyone who can beat his record!

"I find it not only convenient to purchase all my necessities within four walls," says Mr. Boyce, "but I find that in the Little Building can be purchased the best of everything—such as shoes at Grosz's; my hats at Finn's; and my clothing at Brooks Brothers. I am also outfitted and repaired at Benny's Shine Shop. My teeth are taken care of by Dr. Walsh—and my tooth paste is purchased at Liggett's. And, of course, I couldn't get along without the American Shop."

"I also have purchased most of my luggage, on my time, from Mr. Goodman, of the Piccadilly Leather Shoppe. Besides these more immediate needs, I trade with many other Little Building neighbors in a business way. Much of the Waldorf stationery is purchased at Damon's. Much of our advertising is done by the Thurlow Advertising Service. Our door-stops were provided by Mr. Steinmetz. We have our food from the factory on the Fourth Floor, a quantity of sausage meat."

But trading in the Little Building doesn't even stop here in the Boyce family. Mr. Boyce, besides purchasing his own necessities, also trades in the "Roof City," using a Hoover vacuum cleaner he bought from our Arcade neighbors.

"It surely pays," concludes Mr. Boyce, "and that in a big way, neighborly I get better merchandise, better service and save an enormous amount of time in not having to rush from one store to another. And then, too, it's much nicer to trade with someone you know, who knows you."

Can you beat it?

Mrs. Guild Is New Neighbor in "Roof City"

(Continued from Page 1)

selected as chairman of a Senatorial Campaign Committee.

Mrs. Guild always has been interested in public affairs, and when a member of the State Board of Charities, she took an executive interest in handling many matters in a most tactful way.

The acquisition of Mrs. Guild and the Hon. Louis A. Coolidge gives the "City Under One Roof" two distinguished new neighbors in one month.

Mr. Coolidge, in whose campaign Mrs. Guild is so deeply interested, has had a wide range of important activities in the forty years since his graduation from Harvard. Starting in the newspaper game as reporter and night editor on the Springfield Republican, he later went to Washington where, in due course, he became one of the leading newspaper correspondents, president of the Gridiron Club; director of the Library of Congress; and, finally, in Roosevelt's campaign of 1904. Four years later he was made assistant secretary of the United States Treasury.

In 1903 he became treasurer and director of the United Shoe Machinery Company, a position he still holds. He has also been in the company's business and financial life of Boston. He was on the Federal Shipbuilding and Dry Dock Adjustment Board early in the World War and passed successfully on labor disputes in all of the shipyards of the country. He welcomed home soldiers, sailors and marines as chairman of the Marine Corps and committee.

Mr. Coolidge is a director of the American Telephone Company and many business corporations. His chief home life is in Cambridge, Mass., in Washington, New York and Boston. He has been president of the Boston Society of the Sons of the American Revolution and president of the Algonquin club.

He sat as delegate-at-large in the Constitutional Convention of 1917 and was a delegate to the Republican National Convention at Lowell, Mass., Massachusetts District, in 1920. Mr. Coolidge is an author of national fame, his biography of General Grant being considered standard.

Little Building folks crossing the Common may have noticed the large sign on the corner, which is plainly visible as it up Tremont Street as Keith's Theatre.

BROTHER GIVEN SUM OF \$300,000
(Continued from Page 1)
estate at Chestnut Hill! An additional clause stated that he could not live in the Chestnut Hill home until he was married.

The great good fortune has not turned the Leonard boy. He will continue with his real estate business and endeavor to manage his estate wisely. Leonard also has a son, thought, says his brother, was for many years a member of the "Roof City" for the added pleasures and luxuries his newly-acquired fortune will enable him to give them.



William M. Kerwin

Kerwin Heads Concern Under His Own Name

The firm name of Maxdon, Kerwin & Arnold, Third Floor office supplies house, will be changed to W. M. Kerwin & Co. in the near future. William Kerwin will continue as head of the new company.

Mr. Kerwin is a great booster for the Little Building. He points out that his site, in the centre of the business district where it is easy of access from uptown and downtown, makes it an ideal location.

"It sure is true that a Little Building address carries prestige," says Mr. Kerwin. "It is an address that any self-respecting concern can be proud of, for the public knows that only reputable firms are permitted to locate in the Little Building. That is a big point, one which every tenant in the 'City Under One Roof' should not forget and in which every tenant can take pride."

"My own concern has grown ever since the business was moved into the Little Building. We prefer an upstairs location to a store on the street level, one which saves in overhead expense. This saving we are able to pass along to our customers in consistently low prices."

FROM L. B. INDIA TO L. B. IN HUB

(Continued from Page 1)

have gleaned from observation of Little Building neighborhoods.

Another coincidence marked Mr. Wilson's visit. He came across an old friend, with whom he had served overseas in the World War. It was Royal Green, who is connected with D. L. Page, Inc., whose shop in the Street Arcade is well-known to Little Building folks. The two had not met since the signing of the Armistice, and the chance reunion was a source of great pleasure to both.

WINS B. U. DEGREE

Edward J. Hyland, who is connected with the office of Drury Hyland, Fourth Floor, has just received his degree from the Boston University College of Business Administration Evening School. He has been assistant instructor at this college for some time.

PIERCES LONDON'S FLORIDA TO HEAR JUNGLES 'BOUT US

Sees Seminoles Do Weird Corn Dance by Light of Flaring Torch

L. B. to Send Only Hub Woman to Speak at Ad Meet

Inez Beatrice Barrington, proprietress of The Wigwam, has just returned from an extended trip through the Southern states, where she has been gathering material for a new book, stories of Indian life for entertainments, collecting Indian pottery, basketry, jewelry and rugs from the tribes of the South, and disposing of many valuable pieces of Indian art to various museums.

Mary Caroline Crawford, Eighth Floor neighbor, is sailing on July 5th for London, where she will have the distinction of being the only Boston woman to speak at the London Convention of Advertisers. She will deliver an address on "Church Publicity."

Miss Barrington had many thrilling experiences in the course of her trip. In order to visit a tribe of Seminole Indians living in an almost impenetrable jungle, it was necessary for her to journey for days through a dense forest, carrying all her provisions and water. She arrived at the encampment in the middle of the night and, in honor of her coming, the "Corn Dance" was executed. This dance is part of the sacred ceremonies of the Seminole tribe, and has been witnessed by but few white men.

"One of the most interesting features of the trip," says Miss Crawford, "will be the daily newspaper which will publish on board ship. Certain groups will have charge of the editing of the paper each day. I'm busy now stealing pointers from the Little Building News."

Miss Crawford recently was elected secretary of the Advertising Women's Club, a position which she has held for some time.

"Imagine, if you can," said Miss Barrington, "the scene as it burst upon me. Emerging from the dense blackness of the forest, where our only light had been pine torches, we came suddenly upon a rude encampment built on a slight jutting stream. The heavy silence was broken by ear-splitting cries of blood-curdling w-a-r-y of the Seminoles—that was my welcome—that, and the weird dance that followed. It was one that I shall never forget!"

Sales Test to Sell Salesmen; Bigney Winner

The district salesman of the Hoover Company, which has its office in the Street Arcade, participated in a unique contest recently. The salesman who had proved himself the best demonstrator during the past year in his district was chosen to enter an elimination contest which was held at the home of E. J. Fisher, general manager of the New England branches of the Hoover Company.

The six salesmen each gave a demonstration before the others, who acted as judges. By unanimous consent, T. H. Bigney was awarded a cash prize of \$100 for giving the best demonstration. His merits were further rewarded by Mr. Fisher by a trip to the factory of the Hoover Company at North Canton, Ohio.

ROOF CITY NOW HAS ORCHESTRA

The Boston Festival Orchestra is among the tenants of the "City Under One Roof." With its 65 musicians, this noted musical organization is making its headquarters on the Seventh Floor.

If there's anything the "City Under One Roof" lacks now, just name it, please.

BOOKS

For Your Office DICTIONARIES ENCYCLOPEDIAS BUSINESS LIBRARIES

For Your Home Books of Every Description for Grown-ups and Children.

Bring Your Individual Reading Problems to Me

Mrs. Rose Cooper 624 Little Bldg. Bea. 9555

Town Messenger Service

"A Service You Can Trust" For Better Service at Lowest Rates in Boston Call

Beach 5774

Our Boys Have Speed, Honesty and Intelligence
Town Messenger Service
701 Tremont Street
Opp. Johnson Theatre

LITTLE BUILDING CALENDAR

Designed exclusively for tenants of the Little Building

A beautiful artistic calendar designed to help you plan your month. Each time the Little Building comes out the calendar will include one of the following: 1. A list of subjects for copy, so that four times a month you can get the best of those as well as a distribution list. 2. A list of subjects for copy, so that four times a month you can get the best of those as well as a distribution list. 3. A list of subjects for copy, so that four times a month you can get the best of those as well as a distribution list.

PERRY & ELLIOTT Co.
Complete Printing Service
146 Summer St., Boston
Prints on letter and stationery

Pencils of Quality with Your Imprint

The most economical advertising medium.

Have you ever considered the value of your name being perpetuated with your advertisement, as an individuality?

The Advertising Pencil has steadily grown in favor and is today regarded as one of the best of the advertising mediums. Why? Because it kills two birds with one stone; it gives your business and gives the advertiser something to see every day.

Try the system of pencil advertising in your office. Let us show you.
F. K. PARKS
318-1000
318 LITTLE BUILDING
Telephone Beach 2584

POLICE

Do Not Tag Cars When Parked at

Hollis Auto Station

Tremont Street Opposite Hollis

Convenience and Safety
10c an Hour --- Maximum 50c
After 6 P. M. All Night Service 50c

Gas, Oil, Repairing
Oiling and Greasing
Washing and Polishing

FREE CRANKCASE SERVICE

DEAN OF AD MEN IS DEAD

Barber, Founder of Well Known Agency, Was Aged 75

John Wesley Barber, dean of Boston advertising men and founder of the J. W. Barber Advertising Agency, Little Building neighbors, died on June 12, after several months illness, at his home, 66 Summit street, Newton. He was 75 years old.

The Late J. W. Barber

Funeral services were held on Sunday, June 15, at the Newton Methodist Church. Interment was in Newton.

John Wesley Barber was a descendant of old New England stock. The Barber family, on his father's side, settled in this country in 1638 and settled in New England. His late wife was formerly Annetta Erber Hopkin of Boston, whose ancestors came to the Mayflower. Both her grandfathers were officers in the Revolution.

Mr. Barber was a son of the Rev. Daniel and Adelaide Barber and was born in Tufordtown, N. H. He entered the advertising agency business in 1866 and was regarded as the oldest man in that business.

He began business with George P. Rowell and Horace Dodd, both now dead. Following the death of Mr. Rowell, he entered partnership with Mr. Dodd, and the firm was known as the Dodd Advertising Agency. He eventually took the business out of the hands of Mr. Barber Advertising Agency was the result.

During the last 15 years Mr. Barber had left the active management of the business to his son, Herold P. Barber, although he was active in advertising circles and interested in everything pertaining to advertising. The advertising business will continue under the same active supervision.

The late Mr. Barber was particularly interested in all outdoor sports, especially mountain climbing. He was a member of the Appalachian Mountain Club, the National Art Club of New York, the Boston City Club and of the Massachusetts Horticultural Society. He belonged to the Massachusetts Tennis and Shriners, and was a past president of the Pilgrim Publicity Association.

He is survived by his son, Herold P. Barber, he leaves one daughter, Mrs. Herbert H. Walley of Newton.

L. B. May Have Own Calendar

The Little Building now is to have its own calendar, if the plans of Samuel Waxman carry through. Mr. Waxman, a salesman for the Perry & Elliott press, conceived the idea recently when he was reading a Little Building advertisement in the Transcript.

The ad that caught his attention was the one which points out that "City Under One Roof" has its own restaurants, barber shop, post office, telephone and telegraph offices, theatre ticket office, drug store and so on.

"Why not its own calendar, too," he asked himself. Immediately he set to work to put the idea into execution. Now he is offering to Little Building tenants the "Little Building Calendar."

It shows a large picture of the Building, with four good sized spaces for the display "ads" of any L. B. shopkeeper. Information about the "City Under One Roof" appears at intervals.

One shop may have its own "ad" only printed on the calendar, or four shops may combine to reduce the expense if desired. The calendars will be sold in lots of a thousand. Englobes to match, with the serial's "card" in the corner, also are available.

First June Wedding of "Roof City" Community Solemnized

Associates Tender Scotts Luncheon—Reception Upon Return

The first Little Building June wedding of 1924 was solemnized recently in Lockport, New York, when Miss Winifred E. Pettit became the bride of Albert A. Scott, of the Near East Relief, Twelfth Floor. Granville Bourne, former advertising manager of the NPWS and now associated with the Near East Relief, was best man.

The ceremony took place in the Grace Episcopal church in Lockport. After the wedding a reception was held in the Statler Hotel in Buffalo where about 100 guests were present.

Mrs. Scott is well-known in the Little Building. She attended the Lehigh Powers Dramatic school last winter and was a very efficient editor and shopper in the Building. Before going to school in Boston she attended the University of Buffalo.

Mr. Scott served during the World War in the United States Army and has traveled widely. Directly after the Armistice he became a member of the United States War Commission to the Near East and later became associated with Near East Relief in Syria and Palestine. He is well known as an authority on the Near East and numerous close friends many influential personages in that part of the World. The deceased King George III was a warm friend of the lieutenant.

Last Summer he toured Greece and the Near East as member of the Good Will Commission to Greece and since his return to the States, last October, he has been lecturing in the Near East Relief.

The couple motored through New York State and the Berkshires on their wedding trip and are now at home in Cambridge.

The members of the Near East Relief staff gave a luncheon and reception to the bride and groom in Cook's Gold Room upon their return to Boston.

Dr. W. A. Bartlett, director of the office, acted as chairman of the festivities and in his public address as director, presented the happy couple with a grill and combination table stove in behalf of Mr. Scott's business associates.

The Gold Room was very attractively decorated, the bride and groom having seats of honor. After the lunch and cut the wedding cake all present gave boasts to the bride and groom and applauded an address by Dr. Bartlett.

NEIGHBOR WILL OPEN NEW SHOP

Esie M. Elliott, Seventh Floor neighbor, is leaving the Little Building community shortly to open a shop at 114 Commonwealth Avenue, where, in addition to custom and ready-to-wear garments, she will open a line of novelty-stocking, gloves, new neckwear, bras, handkerchiefs and other accessories.

Mrs. Elliott extends a cordial invitation to her Little Building friends to visit her new shop.

Birds Arrive Dotted Up in Summer Furs

John Bliss isn't the only one who can boast a "real live pigeon" visitor, says Harry Lisker, Second Floor fur user. Mr. Lisker goes out cartoning in his neighbor one better. He will be proud to display to you a pair of Little Building folks fact birds who arrived only last Saturday to make their home on his window-sill. "We haven't named them yet," says Mr. Lisker's daughter, "but we were glad to note that they came all dressed up in their Summer furs."

Who can exhibit pigeon triplists? Waldorf Tea Is Attended by Over 200

The Waldorf Neighborhood Tea, held in the new Cafeteria, brought more than 200 Little Building folks to the tables, and many more had intended to go were unable to do so because of business engagements or other reasons.

The Tea proved to be a real Little Building "get-together." Busy folks too rarely have an opportunity to meet and "just visit" and the cozy group that gathered about the tables showed that this informal affair was thoroughly enjoyed, and the Waldorf's neighborly invitations appreciated.

James A. Boyce, director, and Charles MacLurey, manager, of the Cafeteria, were cordial hosts, and all sorts of good things—Orange Pekoe tea, cinnamon toast and marmalade—were served by their assistants, Mary Henigan, Peggy Davis, Florence Porter, Anna Neiper, Ellen Smith, Mary Sullivan, Martha Maxwell, Catherine Oshenberty, Mary Ray, Francis Slannan, Billy Raparoti, Gus Demmo, Anna O'Hara, Leona Lever and Beatrice Tucker, while Chief Leo Remond was kept busy behind the scenes' preparing the dainties.

RICKER BACK FROM FLORIDA

V. C. Ricker, Northern representative of the Tampa Board of Trade and Florida real estate man with extensive interests at Temple Terrace, there, has returned to his Eighth Floor office after spending the Winter in the South.

Business reports that real estate developments in Florida are booming. Business conditions there, he says, are the best he has ever known to be in the dozen or so years in which he has had holdings there.

Multigraphed Letters

They will open a desk perfectly to suit your needs. Orders that we make "sales letters that sell" from the business Bureau Service.

Address Multigraphing & Mailing Co. 1257 Little Bldg. Tel. Beach 8273



Mrs. Albert A. Scott

Helped Fetch First Bicycle to This Land

Ernest R. Benson has been appointed manager of the Department of Business Administration of the LaSalle Extension University, Twelfth Floor. He succeeds S. E. Farwell, who has retired because of illness.

Mr. Benson has had an interesting career. Years ago, with the Poppe Manufacturing Company, he brought the first bicycle to this country. He afterwards became general sales manager of the Cadillac Motor Company and later vice-president of the Studebaker Company.

"I had thought that when I left the Studebaker Company, I would retire," said Mr. Benson to the News reporter, "but that's a pretty hard thing to do after a busy life."

Shop and be cool in the "City Under One Roof" this summer.

TO LET

Summer Cottage at Shore Acres, Egypt, for season. Six rooms, furnished; modern conveniences. Price, \$450. Apply Room 115, Little Building.

Four Room Cottage at Shore Acres, Egypt, furnished, modern conveniences. Price, \$300 and water rates. Apply Room 115, Little Bldg.

THE HAND MADE SHOES

is always comfortable because it's built around each foot.

did you know that three or four dollars will make a comfortable shoe out of the stiffest shoe ever made?

LEWIS F. SMALL

Rooms 324-5

Little Building

ESTABLISHED 1866

Vacation Needs

- Box Stationery 25c to \$5.00 ea.
- Postcards Pens \$1.00 to \$10.00 ea.
- Baggage Tags 15c per pkg.
- Traveling Ink .35c bottle
- Rand McNally Maps We are agents
- Auto Blue Books \$3.00 ea.
- Miles Motor Books \$2.00 ea.
- Resident Periodics 25c to \$5.00 ea.
- Dickson's Handy Books \$1.00 ea.

Rainy Day Thrift

See Miss Brownell in our "Denipson" Service Department for suggestions in Rope Weaving, Sealing Wax Craft, Crepe Paper Novelties, especially Sport Hats.

Don't Forget That

our Hotel and Office Equipment department is now open for business. We have a choice line of "Security" steel office furniture, Corona type writers, etc. We also have facilities for manufacturing special blank books, Loose Leaf Systems, etc. See our Mr. W. N. Hall, Room 22.



The Beacon Hill Stationers Little Building Branch

MEZZANINE 9 ARCADE

80 Boylston Street

Main Street, 7 Pemberton Square

RADIO

FULL LINE OF RADIO EQUIPMENT (and Electrical Equipment)

SHOP 5

Subway Arcade

All Standard Radio Sets

RADIO SUPPLY CO.

Daily Concerts 12-2 and 4-5 p.m.

"Look Your Best"

SHORT Hair is now in Vogue! Whether you wish a "shingle bob" or your long hair dressed in the new "shingle bob" style. Visit

The BEHIE SISTERS

Shop 11, Mezzanine Arcade Little Building Telephone Dewey 5158-M

THE Blake Wet Shoe

An Entirely New Process of Shoe Construction Years of experimental tests and research have produced a shoe that will prove a real comfort for those desiring foot comfort.

You Are Walking in Ruts! PROOF—Put your hand inside the shoe you are now wearing. Visit our shop and let us show you the construction of Blake Wet shoes.

C. C. Blake, Inc. Arcade Little Building C.L. STAY

1154 BLAKE WET SHOES

OSBORNE

Office Furniture Co.

Desks Filing Cabinets Chairs Tables Wood Filing and Supplies Steel

COR. HIGH AND PEARL STS. Boston, Mass.

Phone Congress 3422

Do All Your Vacation Shopping With Your Neighbor in the City Under One Roof!

LITTLE BUILDING NEWS

Six Pages

Boston, Mass., July, 1924

Price Five Cents

PINNED TO TREE BY AUTO

Engine Stalls, Holding Him Upright, Unconscious Ten Minutes

Pinned against a tree by a careening automobile and held there for ten minutes when the car's motor stalled, James V. Toner, C. P. A., with offices on the Fourth Floor, narrowly escaped death recently. He was seriously injured, but is now rapidly recovering.

Mr. Toner, who is an instructor at the College of Business Administration of Boston University, was crossing Newbury street after one of his classes, when an automobile speeding toward Clarendon street suddenly darted at him, careened madly as the driver tried to avoid striking him and, without checking speed, struck Mr. Toner, head on.

The machine pinned him against a tree and before the driver could collect his senses, the engine stalled, keeping Mr. Toner pinned there in an upright position with the entire weight of the machine pressing against him for ten minutes.

Several passers-by rushed to his assistance and finally succeeded in lifting the car away. The City Hospital ambulance was summoned and he was rushed to the hospital, unconscious.

A few days ago Mr. Toner was taken from the hospital to his home on Bellevue Road, Belmont. He suffered a slight relapse because of the trip, but now is hopeful of resuming his work in the early fall.

STINER'S "CATCH" BIG ONE



Edward Stiner, showing the eight-pounder and two other beauties which he pulled out of Sebago Lake. Make you envious?

He Lands Fine String of Salmon at Lake Sebago, Me.

There are fishermen and fishermen. The big talker who always "just misses" that eight-pounder but seldom brings anything ashore worth cooking, to say nothing of mounting, is one type, but there is a fisherman, in the Little Building, who is worthy of the name. He is Edward Stiner, Boston representative of GOOD HOUSEKEEPING.

Nearly every holiday and vacation Mr. Stiner spends on Sebago Lake at (Turn to Page 2, Column 1)

ON REEF, SIX ROOF CITY NEIGHBORS ON TRIPS ABROAD

Groom Wireless Operator on Ship, Bride L. B. Girl

The wedding of Gertrude L. Vaughn, Little Building girl, and Lorenz Connelly, also a Little Building neighbor, and senior wireless operator on the Steamship Creton, was delayed when the steamer ran on to a reef just off Woods Hole on June 6 on her regular trip to Boston.

The Creton plies between Philadelphia and Boston and left on schedule on June 4. A dense fog gathered just as the steamer reached Woods Hole and although the greatest caution was taken, the ship hit a hidden reef, gave a sudden lurch, quivered for a moment, and stopped. There was no way of judging the extent of the damage.

Mr. Connelly was on duty when the accident occurred and he remained at his post for 25 hours, sending in that time 4000 words, which is quite a record.

All day June 7 and late into the night, the Creton stayed pinned to the reef. Then the coast guard Acushnet and a lightship tender came to the aid of the disabled vessel and took the passengers ashore. The wrecking ship appeared. It was discovered that a large hole had been torn in the bow.

On Sunday, June 8, the Creton steamed slowly into Boston harbor. Miss Vaughn was anxious to write, although she had received frequent reassuring wireless messages.

On June 10 Miss Vaughn and Mr. Connelly slipped away to Providence and were married. Then they spent two weeks at Swiss Beach on the Cape and now are making their home in Cambridge where they are receiving their many Little Building friends.



Saul Arkin and his bride on board boat Bermuda-bound. The couple above them on the ladder also are honeymooners.

Arkins Spend Honeymoon in Bermuda Isle

Saul M. Arkin, designer on the Eleventh Floor, was a principal in a recent wedding which is of double interest to Little Building neighbors. Mr. Arkin was married the first of June to Natalie Milton of Boston, sister of Samuel L. Milton, engineer on the Eighth Floor.

The young couple spent their honeymoon in Bermuda, with another young honeymooning couple from Boston. One of the interesting features of the trip was an athletic match attended by Lord and Lady Astor. Lord Astor presented the cups to the winners of the events and the royal couple were frequently seen in their coach with their liveried servants in attendance.

Mr. and Mrs. Arkin visited all the points of interest—the coral reefs, the caves of hanging crystals, and saw the abundant floral growth on the ocean bed through the glass bottomed boat.

"No one has ever succumbed to the heat there," said Mr. Arkin. "Although the sun is very hot, there is always a breeze blowing from the ocean and the air is fairly dry."

Mr. and Mrs. Arkin are living in Boston.

Will Tour Capitals of Europe Some to Play Big Parts at International Gatherings

Six Little Building neighbors are touring abroad this Summer. Five of them already are on the Atlantic. The sixth will leave late in the month. The "City Under One Roof" will be well represented at the European capitals throughout the season, and in several instances the Little Building travelers will figure prominently in European events.

The half dozen tourists include: George W. Coleman, president of Babson Institute and director of the Ford Hall Forum, Twelfth Floor; Mary Caroline Conroy, artist, Eighth Floor; R. Murray Purves, New England (Turn to Page 5, Column 2)

Milliner Sails for Europe on S. S. Aquitania

Jean M. Brown, milliner on the Fourth Floor, sailed June 19 on the Aquitania, with her son, George W. for Europe, on a combined business and pleasure trip.

The trip is under the auspices of the Boston Masonic Club and it has been planned that every waking minute will be spent seeing the most interesting spots in Switzerland, Belgium, France and England.

Mrs. Brown is planning to "play hooky" while the tourists are in Paris so that she can bring back to the Little Building samples of the latest Parisienne models.

The party probably will return on August 15 to the Aquitania, and after a few days in New York, spend in selecting more new Fall models, will be back in the Little Building about August 10.

Keep Cool!

IF YOU want a crisp and cool salad or a refreshing, ice-cold drink, you don't have to go outside of the Little Building.

Take the elevator to the basement and the

LITTLE BUILDING
Waldorf
CAFETERIA

OPEN HOUSE
Open Week Days from 7.30 A. M. to 7.30 P. M.

F. P. Arnold
PHOTOGRAPHER

Established in a Organization of Artists Bldg.
120 BOSTON ST. TEL. BE 4-8 1928

WATCHMAKER
RENFREW
Watch & Jewelry Repairing
723-724 LITTLE BUILDING

Unusual Opportunity FOR LADIES

Act as your own Saleslady during our advertising campaign, by introducing our history for four other ladies and receive a \$4.25 box of Finest Pure Silk Hose at a cost to you of twenty-five cents and a little sales effort.

Fully Fashioned
Pure Silk

BOXED AT THE MILL
Walk over here and see a discount bank of all recent stores wherever you can save money on practically every variety, usually superior, hugging Millinery, Dresses, Shawls, Fur-trimmed Suits, Gowns, etc., etc.

Walk into Room 423 Little Building

Coogan Latest L. B. Benedict

William C. Coogan, of the Dental X-Ray Laboratory on the Fourth Floor, married on June 28 to Miss N. Winona Whittemore of Boston. Miss Whittemore is secretary of the Employ Club and is prominent in many other Boston clubs. Mr. and Mrs. Coogan spent their honeymoon traveling through Canada and now are receiving their many Little Building friends at their home on Somerset Avenue, Winthrop Centre.

Vacation
LUCCAGE

Week End Suit Cases.....\$2.95 up
Wardrobe Trunks.....\$19.95
Fitted Suit Cases.....\$14.95
Hat Boxes.....\$4.85

The Leather Shop
Shop 3,
Subway Arcade, Little Bldg

Quality
Printing

Brainwork as well as Presswork is included in NAMASKETT SERVICE—the printing service which is the standard of right prices, excellent printing and prompt delivery.

The
Namaskett Press
Incorporated

321 Little Building Beach 2658
45-47 Wareham Street
Middleboro, Mass.
Telephone: Middleboro 202

FISH
for cool summer dishes

Crab Meat Lobster Shrimp Salmon

We deliver fish to the Little Building on your busy days just call.

Beach 0129
or
Beach 7166

and we will carefully select your fish and deliver it to your office.

C. V. Chipman R. V. Chipman
S. WOOD & CO., INC.
29 Exchange Street Boston

THE LITTLE BUILDING NEWS

The Only Office Building Newspaper in the World

Vol. 3, No. 7 July, 1924

Published once a month by the Third Floor Advertising Service for the Little Building Community. Editorial and Business Office, 125 Little Building, Boston, Massachusetts.

HAROLD A. THRELOW Publisher
WILLIAM H. CUPPES Editor
ELIZABETH CASTLE Adv. Manager
JOHN GIBSON BLESS Art Editor
ROY A. COREY Business Mgr.

Why P. T. Barnum Kept Up Ads

"I have advertised three times and received no reply," a man once told P. T. Barnum. What do you suppose Barnum answered? He said: "Sir, advertising is like learning—a little is a dangerous thing and a little more is better. If there is one who doubts Barnum's wisdom, we would remind him that P. T. was one of the most successful advertisers of all time. Why? Because he was a persistent advertiser.

He knew that advertising is cumulative. Yes, like the snowball. He knew that, if you stop rolling an advertising snowball, it will melt. He knew that if three ads did not "pay," it was far wiser to pay for a fourth ad than to lose all the money invested in the first three.

Barnum did not expect a first ad to sell any more than a salesman expects to make a sale on every first call he makes on a prospective customer.

On the contrary, Barnum's advertising policy was this: "There is only one liquid a man can use in excessive quantities without being swallowed up by it, and that is printer's ink!" When Barnum was sick he never stopped taking the doctor's medicine after the third dose just because those three teaspoonfuls every hour had not cured him.

Stiner Lands Big Catch of Fine Salmon

(Continued From Page 1)

the mouth of the Songo River in Maine. He especially likes salmon fishing.

On one recent holiday, Mr. Stiner not only had a strike on a "eight pounder" but he brought it ashore. Even this did not satisfy him, so he caught a couple more weighing six and seven pounds respectively.

In New England the names of the fishermen with the largest catches to their credit are posted on the bulletin board and the total number of pounds the fish weighed are posted on all of the large railroad stations. Mr. Stiner's catch received this distinction.

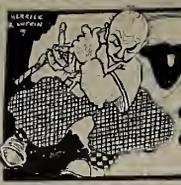
Mr. Stiner now is planning his vacation for the latter part of July. Of course, he will go to Sebago and his Little Building friends hope all the eight-pounders will be waiting for his hook.



Triple Action

ACTION is the final, all-important step in the consummation of a sale. If you want to get action into your advertising copy, try Bliss dingbats.

JOHN GIBSON BLESS
Commercial Cartoonist
Room 733 Little Building



Alice Smith, secretary to Robert A. Bowman, Fourth Floor neighbor, left on July 1 for a three months' leave of absence. She will spend most of the Summer in Alton, N. H.



Albert E. Hickey and his assistants, James White, editors on the Eighth Floor, have just returned from a two weeks' vacation at Dan Rose's Health Farm in South Sudbury.



William H. Upham, adv. signer on the Eleventh F. His vacation is in a cottage at Duxbury. He and his family is spending every week-end at Mr. U. directly for Duxbury as close as his office.

and fish all the promising-looking brooks on the way.

William H. Upham, adv. signer on the Eleventh F. His vacation is in a cottage at Duxbury. He and his family is spending every week-end at Mr. U. directly for Duxbury as close as his office.

G. I. Mead, associate Acme Card Co., turned from a fishing to Pond, Fishdale, Mass.

A. C. Oliver, with offices on the Little Extension Building, has just returned from a two weeks' vacation spent in North Scituate.

John F. Lane, illustrator on the Eleventh Floor, is in a peak of health. He has a re-headed, year-old son and he and Mrs. Lane would like to take the youngster on a vacation, but the point is—where? "Try finding a vacation spot for a young, re-headed baby, who probably will cry occasionally, and who has a will of his own, and you will realize what a job it is," says Mr. Lane. "But he is worth it, I'll say," he adds. Can anyone help John out?

Marion Laue, secretary in the Gregg Publishing Company on the Seventh Floor, spent a month's vacation at a girl's camp in Maine. In a letter to the other folks in the office, Miss Laue tells of sleeping in bunks in the open and spending her days hiking and in sports and evenings playing Mah-Jongg.

Vivian Milne, of the Gregg Publishing Company, recently returned from a two weeks' vacation in Marshfield.

Artine Masterson, secretary in the office of the McCall MAGAZINE, on the Tenth Floor, is planning to take her vacation the end of July, spending part of it in Maine.

Anne J. Lister of the J. Walter Thompson Company on the Tenth Floor, and her brother, John, are spending a month in Colorado.

H. B. Sossfield, Fourth Floor neighbor and manager of the Plymouth-Scott Furniture Co., and Mrs. Sossfield, have recently returned from an extended vacation through the Berkshires, along the Lincoln Highway and over the Alleghenies to Pittsburgh. They spent several days with their daughter, Mrs. G. A. Swain, at Pittsburgh.

Charles E. Dubois, recently returned from the Fourth Floor, has just returned from a three weeks' vacation in Norcross, Maine.

Marjorie Boardman, connected with the office of Charles E. Dubois, Fourth Floor neighbor, is looking forward to a two weeks' vacation at Oak Bluffs at the end of July.

Edna Levings, of the Thomas Cusick Company with offices on the Fourth Floor, left on July 1 with a party of friends for a two weeks' summer trip in North Sebago, Maine. The

the Alber-Wicks Platform Service on the Fourth Floor, went to Wells, Maine, on July 7 for a two weeks' vacation.

Lizzie Thompson, connected with the Apparel Thrift Shop, which moved recently from the Eleventh Floor to Room 853, will leave on July 15 for a vacation of four weeks in Waterville, Maine.

Irene Johnson, secretary in the office of Charles M. MacMillin on the Eighth Floor, is going to Proulx Neck on July 14 for a two weeks' holiday.

E. P. Williams, of the Charles M. MacMillin Glassware Company, left on June 29 for a ten days' visit to his home in Washington, Penn.

Arthur Finlay, Elton Bunce and T. S. MacMechan, of the U. S. Printing and Lithographic Co., have just returned from a three weeks' vacation, most of it spent on Long Island. Mr. Finlay and Mr. Bunce first drove to New London and lost their voices chattering at the boat races. They then took the ferry to Sea Harbor, L. I., joined the officers of the Company at Blue Point, L. I., and spent the day picnicking. Mr. Finlay sang a solo during the dinner and everyone had such a good time that they are still talking about it in the offices on the Eleventh Floor.

Dorothy Hall secretary in the U. S. Playing Card Co. office, is sending forward to her vacation in August, when she will spend the entire month touring Maine.

Henry F. Prunnett, of the A. H. Powell Co. motored to Northampton, Pa., over the Fourth of July. Mr. Prunnett's home is in Northampton.

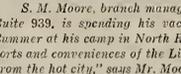
C. L. Hooper, Little Building neighbor on the Tenth Floor, is planning a vacation in August in Paris, Maine.

J. L. Wilcox, carpets and rugs wholesaler on the Tenth Floor, recently returned from an eight weeks' trip through Pennsylvania, Virginia, West Virginia and Maryland.

Rose L. McMahon of the Metropolitan Filling Station, Inc., in Room 847, was on her vacation the first two weeks in July.

Nora Mershal, Little Building neighbor in Room 336, is spending two weeks in Sharon.

Jane Kilham, secretary in the A. H. Powell Coal Co., is making extensive plans for her vacation. She will spend a few days on the Cape. Then Miss Kilham will motor through the Catskills and up a Kingston, N. Y.



S. M. Moore, branch manager of the Real Silk Hosiery Mills, Suite 939, is spending his vacation and week-end during the Summer at his camp in North Reading. "Not all of the comforts and conveniences of the Little Building at camp, but a relief from the hot city," says Mr. Moore.

party has secured the services of a negro chef who knows how to cook chicken "Southern style."

Arthur C. Burchick, of Burchick, Morrison and Gowing on the Fourth Floor, recently returned from a week's trip to Philadelphia. The trip was intended as a combination of business and pleasure, but Mr. Burchick confessed that the noise of the trip would not be out of place in the vacation announcements.

J. S. White, Twelfth Floor neighbor and associate of K. I. Bennett in the Advance Multiplying and Mailing Co., left early in July for a trip through Maine.

Elbert A. Wicks, manager of the Alber-Wicks Platform Service, with offices on the Fourth Floor, left on July 7 for a three weeks' vacation in Harpsville, Maine.

Gertrude Lamothe, connected with

Bert Giesey, Little Building neighbor in Room 851, is planning a vacation in July. Mr. Giesey will go to Canada for about ten days, then to Lake Sunapee for a week and perhaps a few days will be spent traveling.

Harriet Drinkwater, public stenographer in Room 806, is in Yarmouth, Maine, her former home, for the month of July.

G. L. Finch, representative of the Allen Machine Company on the Sixth Floor, is taking a two months' vacation and is traveling through California. G. L. Finch, Jr., will be in charge of the office during his brother's absence.

Films One Day Service
THE HANDY SHOP
SIXTH FLOOR

Multipleged Letters
They meet in those perfectly to sell your goods effectively—
We make "Sales Letters" "Sales" Prompt, Accurate, Inexpensive Service
Adverse Multipleging & Mailing Co.
125 Little Bldg. Tel Beach 8273



WELLSWORTH

Protect your eyesight, for it is the most precious sense you possess! Fortunately the care of your eyes requires only a few minutes of your time at infrequent intervals.

Why not make sure you are not in need of glasses, or that those you are wearing need a change.

Edmund I. Wilson
OPTICIAN OPTOMETRIST
Room 328-3 Little Building

Town Messenger Service
"A Service You Can Trust"
For Better Service at Lowest Rates in Boston Call
Beach 5774
Our Boys Have Speed, Honesty and Intelligence
Town Messenger Service
224 Tremont Street
Opp. Majestic Theatre

THE **Blake Welt Shoe**
An Entirely New Process of Shoe Construction
Years of experimental tests and research have produced a shoe that will prove a real friend of those desiring foot comfort.
You Are Walking in Ruts!
BROOK—Put your head inside the shoe you are now wearing.
Visit our shop and let us show you the construction of Blake Welt Shoes.
C. C. Blake, Inc.
Arcade Little Bldg. C.L.S.Tay Manager
BLAKE WELT



OSBORN
Office Furniture Co.
SPECIAL SALE
4-Drawer Steel Letter Files, Progressive Roller Suspension, Electrically Welded. Value \$36.50.
Our Special Price **\$28.50**
COR. HIGH AND PEARL STS.
Phone Congress 3422 Boston, Mass.



Office Supplies? Stationery? Printing? Call Beach 7106

RETURNS FROM SO. AMERICA L. B. Man Offers Countries to Offer Us Fine Markets

Spencer Janney Steinmetz, Little Building neighbor, with offices in Room 717, has just returned from a cruise on the United Fruit Steamship Carillo. Mr. Steinmetz visited the Republics of Colombia, Guatemala and Honduras, Jamaica and Cuba, and went through the Panama Canal, through which pass a maximum of 48 ships daily from the Atlantic and Pacific daily.

"In the South and Central Republics," says Mr. Steinmetz, "there are wonderful opportunities for the marketing of American goods, but the American manufacturers do not seem to realize this. The British are very strong in the Republics and the Germans have gained a big foothold since the war."

Mr. Steinmetz went on to say that not only is the demand for American goods greater but that the demand of the country is such that payment can be made immediately upon delivery.

"It was a unique sight," Mr. Steinmetz said, to see the "World of Seas Travelers" weaving in and out of the Republics by motor, railroad and airplane, across tropical jungles, soaring over the Andes and the cities of Bogotá, Medellín, Caracas and many smaller ones.

Mr. Steinmetz offers to give any information on the "World of Seas" to Central American markets to Little Building neighbors who may be interested.

GIVES PRIZES TO SALESMEN George E. Curtis and Robert V. Spencer, Jr., salesmen for the Real Silk Hosiery Mills, Ninth Floor, were awarded sets of golf clubs for meritorious work at a meeting of the Real Silk Hosiery Mills Association recently.

Special services plans were presented to twenty-two other salesmen designating their eligibility for membership in the Kohn Club, which signifies length of continuous service.

It was announced that the Real Silk salesman who has the best record during a July and August will be given a trip to Indianapolis.

BENNETT BACK AFTER ILLNESS

K. J. Bennett, proprietor of the Advertising Agency, 1104 South Main Street, Company on the Twelfth Floor, got back into active charge of his business recently after an absence of several months due to illness.

His affairs were being managed as completely by his two principal associates, S. J. White and Arma Cohen, together with J. Bennett, Bennett to pick up the reins again.

OPEN SHOP AT SHORE

The Misses Bigglestone, proprietresses of the Wood Shop on the Fourth Floor, have opened a new shop at the corner of Adams Street and cordially invite Little Building neighbors who motor along the North Shore to visit them in their new shop.

You can buy everything you need for vacation—at shore or mountains—in the Little Building. Advertisers will tell you how weather shopping under one roof. Shop and keep cool.

See Albert Hershey for Printing Phone 652 Beach 9845

Maximon, Kerwin & Arnold 319-350-351 LITTLE BUILDING Little Building Neighbors Since 1922

STURN LETTER SERVICE Multigraphing Public Stationery Notary 323 Little Bldg. Bea. 5515

Dr. W. R. Ross DENTIST Rooms 307-9-8 Tel. Beach 012



Styer, Almond H., Taylor, D. W. & Parkman, Sales, 1000 State St., Boston, Mass. 319-350-351

Styer, Almond H., Taylor, D. W. & Parkman, Sales, 1000 State St., Boston, Mass. 319-350-351

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Styer, Almond H., Taylor, D. W. & Parkman, Sales, 1000 State St., Boston, Mass. 319-350-351

LITTLE BUILDING DIRECTORY

Table listing various businesses and their addresses in the Little Building, including entries for A, B, C, D, E, F, G, H, I, J, K, L, M, N, O, P, Q, R, S, T, U, V, W, X, Y, Z.



LITTLE BUILDING DIRECTORY

Table listing various businesses and services categorized by industry, such as ACCOUNTANTS, ARCHITECTS, BARBERS, BAKERS, and many others. Each entry includes the business name, address, and phone number.

Brooks Brothers ESTABLISHED 1819 CLOTHING & GENTS' FURNISHING GOODS

BOSTON LITTLE BUILDING SECOND FLOOR Telephone Beach 4743 Clothing Ready Made or to Measure Evening Clothes, Cuts-waves, Suits, Sporting Clothes, Coats, etc.

GOULD STENO-SERVICE Expert Stenography and Mimeography 537 Littlefield Beach 3202

Up and Down the Corridors Edited by Marian Hare

Harold Kennedy, Eastern distributor of the McCall Fashion Publications, has been making Boston office of the McCall MAGAZINE 212 Exchange St. a business trip which he has just made through the East.

Smith & Walker, architects on the Twelfth Floor, are working on plans for a new \$750,000 hotel which will be erected in Salem. Work will be started on the building this fall but will have its offices on the Twelfth Floor at the Summer of 1925.

Frederick A. Miller, wholesale dealer on the Eighth Floor, purchased a new Buick Sedan recently.

E. R. Benson, formerly head of the Business Administration department of the University of Massachusetts, has been promoted to the position of chair of the New England division and will have his office on the Twelfth Floor of the Little Building.

Paul W. Hanson, associated with the Paul Block office on the Twelfth Floor, and Mrs. Hanson, are receiving congratulations and letters from their daughter, Mrs. and Mrs. Hanson and Baby Jean are leaving this week for a vacation at Poland Springs.

The Ruggiero Cream Company, formerly on the Fourth Floor, have moved to 177 Huntington, where they do all of their manufacturing, bottling and packing and also have their sales organization.

A luncheon was given to R. Murray Purves, Twelfth Floor neighbor, before he sailed for Europe on July 5, by his friends, many of them magazine publishers' representatives in the Little Building.

Robert Dallal, with the Boston Pressure Cooker on the Seventh Floor, recently gave a demonstration to the School Teachers' Association. Much enthusiasm was aroused over Mr. Dallal's preparation of "baked beans in thirty minutes."

J. F. Russell, manager of the U. S. Playing Card Co. on the Eleventh Floor, will be celebrating his wedding anniversary each month.

MANN JOINS HOFF STAFF

Charles W. Hoff Co., Inc., on the Tenth Floor, have recently made an addition to the personnel of their company. Mr. W. Mann, who is now in Newtonville, has joined the company as the sales representative for the New England territory.

BARROWS HAS SON

Stanley William Barrows, connected with the Dayton Weather Lumber Co. on the Second Floor, and Mrs. Barrows, are receiving congratulations on the birth of a son, Stanley Williams Jr.

STANLEY WILLIAMS JR.

Stanley Williams Jr., son of Stanley W. Barrows, was born on July 15, 1924, at 177 Huntington Street, Boston.

WHEN A ELLER NEEDS---

nd in Vacation Time a Friend Indeed Help a Kid?



This is Help-a-Kid time—vacation time—in the "City Under One Roof." Three Little Building neighbors are doing their best to give outings to Boston kiddies who cannot afford a vacation themselves. The NEWS is trying to help the cause along. Will you Help-a-Kid, too?

When you are planning an all-day trip down the harbor, a hike through the cool, refreshing woods of Maine, or a bracing dip in the "bicy" do you think of the hundreds of little children, living on narrow, dirty streets in the most congested parts of the city, undernourished, scantily clothed and in constant danger of being run down by auto trucks as they play in their only playground, the streets?

It is probably to think of them and many times wish that you could help in some way. But how? Well, here are three ways of helping, without leaving the "City Under One Roof."

On the Ninth Floor, in Room 928, the Fathers and Mothers' Club have an office where they do a very worthy work. The Club is composed of men and women who become members on the payment of a membership fee of \$1.00 for a year.

This money, and donations of food, clothing, furniture and any little gifts which the members may have, are sent to the Child Welfare Home in Roxbury, where twelve needy children are kept, at a time, for two-week periods, all the year round.

The third way is the Norfolk County Public Health Association. On the grounds of the Norfolk County Hospital they have a Precentorium which accommodates twenty-four boys six to twelve years of age. In February, at the St. Augustine Farms, fifteen girls of the same ages are being cared for. The children will stay for eight weeks and return to school in the Fall, refreshed by the summer rest periods so necessary for growing children.

The third association of this kind in the Little Building is the Massachusetts Tuberculosis League on the Eleventh Floor. This Association has opened five new camps for the summer. These camps are paid for from the proceeds of the Christmas Seal drive each year.

If you have a rocking chair or a "comfy" couch which you would like to use some good use, send it to Mrs. Cobb, Child Welfare Home, Reading, Mass. Some good fresh vegetables, fruit, or butter for the Summer, canned fruits for the Winter months, are more than welcome. It is easy to run up to any or all of these offices with a small contribution which will do a great deal for some poor, unlearned child, and which you will not miss at all. You'll never know the difference ten years from now—but the kiddies will. Obey that impulse—now.

Six Roof City Neighbors On Trips Abroad

(Continued from Page 1)

land representative of the RED BOOK MAGAZINE, Twelfth Floor; Jean M. Brown, the Fourth Floor and publisher; F. P. Seefeld of Plimpton, Seefeld Co., furniture, Fourth Floor; Martha A. Briggs, Fifth Floor public stenographer.

Mr. Coleman is one of the Little Building neighbors who will play prominent parts in the international events abroad. He is one of the headliners on the list of speakers at the International Management Conference at Prague.

He sailed from New York on the S. S. Turania on July 3 and will first cruise through the Mediterranean Sea. Following his address at the Prague conference, he will tour Italy, Czecho-Slovakia, Greece, Turkey, Palestine, Egypt, France and England. He expects to return to the Little Building about Sept. 1.

Three of the six have gone to the big Advertising Convention at London. They are Mary Caroline Crawford, J. Murray Purves and F. P. Seefeld. Miss Crawford will have the distinction of being the only woman from Boston to address the convention of advertising men and women of the world. Her subject will be "Church Publicity."

Jean M. Brown, accompanied by her son, George W., is making the tour with the Boston Matinee Club, touring the Continent. Mrs. Brown will also visit the fashion center of Paris. Miss Martha Briggs will leave on July 28 for a tour of France, Belgium and the Netherlands.

The Little Building tourist agencies, Walter H. Woods, Street Art, and Cronan's Tours, report heavy travel this Summer. Several of the Little Building tourists looked through their neighbor, Woods Tours.

How'd You Like a Vacation at This Camp?



It looks easy. Try it some time—at "Sandy," the big "Y" camp. Flapjacks and coffee on a mountainside near "Sandy," the "Y" camp in N. H.

Want Vacation in Open, Men? Try Sandy Island

On Lake Winnepesaukee in N. H.—Noted Camp Is Now Open

Little Building men who like a vacation in the open and who may be wondering just where to spend their annual outing this Summer will find the answer, perhaps, at Sandy Island, in N. H., the Boston Y. M. C. A. camp, where "vacation is fun, not medicine," as the boys say.

There you can live under the pines, go canoeing, play tennis or baseball, go swimming, mountain-climbing, motor-boating and acquire a sun-burn and "peep" that only living in the great outdoors will bring. All this for \$14 a week, or \$2.50 a day, which includes everything, but the motor boat trips. The trip by boat and back costs less than \$8.00 on round-trip tickets, so that a two-weeks' vacation costs about \$16.

Sandy Island is in Lake Winnepesaukee. Surrounding the lake rise the southern ranges of the White Mountains. Sandy is one of the many beautiful islands. It faces the "Broad," the largest reach of open water on the lake. On the other shore of Sandy is quiet water for swimming, boating and canoeing. Here the Island comprises sixty acres, mostly virgin forest, and boasts over a mile and a quarter of shore line.

The heart of the Camp is a fine new lodge, built last year. Everybody can gather in the lodge evenings or rainy days and chat or play games before the two big stone fireplaces. Sections of the lodge will open up on to a broad veranda and let the pinery breezes blow through.

Campers live in the camp buildings or tents as they prefer. A big cabin, Uncas, is opened or closed as the weather dictates. Beds and mattresses are supplied to everyone. There is a roomy, open-air dining room. This year the mascot of the kitchen is Clemens Pongny, formerly European chef of Hotel Beaconsfield, Brookline, and Hotel Waldorf Astoria, New York, who says knows how to cook.

The baseball field is considered the pride of the camp.

MARSHA A. BRIGGS
Mimeographing a Specialty
Long Carriage Typewriter
Notary Public
No. 54 Little Building Room 4328

LITTLE BUILDING
BARBER SHOP
Prompt and skillful service; also
manicuring
ARCADE FLEXON (Miss Alvers)
Telephone Booth 6503

Miss Buckley, Fifth Floor Girl, Bride

Another Little Building wedding took place at St. Matthew's church, Dorchester, on Thursday, June 26, when Miss Katherine Buckley became the bride of Joseph Wolfe. Miss Buckley is employed as secretary to Mr. Bradley of the Stuc-O-Tint Co., Inc., on the Fifth Floor. The groom is engaged in the wholesale leather business in Boston.

Solos were rendered during the ceremony by Michael Akera, a prominent Boston baritone, who is with the John A. Davis Advertising Service, another Little Building concern on the Eighth Floor.

Following a breakfast served at the bride's home, the couple started on their honeymoon trip to New York and Niagara Falls.

To Leave Soon in Five Weeks' European Tour

Martha A. Briggs, public stenographer on the Fifth Floor, is sailing on July 26 for a five weeks' trip through England, France and Belgium.

She will stay in London a week, one in Paris, and during the rest of the time she will visit Kenilworth, Westminster Abbey, Stratford-on-Avon, and the many interesting sites throughout Europe.

After her return on the Hamburg-American Line about the first of September and will be back in her office after Labor Day. Her tour was planned in detail by the Walter H. Woods Co. on the First Floor, the women of the two departments and prizes were given to the winners. A chicken dinner was given in the evening and a musical show was given by the Boston South Office, under the direction of Mr. Reinhardt.

OFF TO LONDON AD CONVENTION

F. P. Seefeld, of the Plimpton-Seefeld Furniture Company on the Fourth Floor, accompanied by H. Altman, is sailing Saturday, July 5, on the S. S. Samaria for Europe with the Boston Advertising Club.

FULLER FOLKS JOIN IN OUTING

The Fuller Brush Company's South Office, Room 1125, and the Brockton Office held a picnic outing on July 17 at Pineshelter, Duxbury. All of the salesmen and their wives and the secretaries of both offices attended. There were races and contests between the two departments and prizes were given to the winners. A chicken dinner was given in the evening and a musical show was given by the Boston South Office, under the direction of Mr. Reinhardt.

Employment Bureau
Placements made for permanent and temporary positions.
Miss Florence created by "Sammy."
Miss Florence created by "Sammy."
MISS FLORENCE E. TIBBETTS
216 Tremont St. Room 446

THURLOW
ADVERTISING
SERVICE
INC.
PRODUCERS OF PRODUCTIVE PUBLICITY
LITTLE BUILDING, EIGHTY BOYLSTON STREET
BOSTON, MASSACHUSETTS

Known Products Sell Best

The public hesitates—it chooses and invariably buys the product it knows. Advertising has made the product known.

Is Your Product Well-Known?

ADVERTISING is the strongest—the most effective means of insuring against business depression—of insuring stability of demand.

Upon the demand for your product depends your entire business structure.

May we discuss with you your sales problem and how advertising can help you?

THE LITTLE BUILDING NEWS

The First Office Building
Newspaper in the World

Vol. 3, No. 8 August 1924

Published once a month by the Trusting Advertising Service for the Little Building News, 150 Broadway, Boston, Massachusetts.

HAROLD A. THURLOW Publisher
SANDUS C. CHEPMAN Editor
ELIZABETH CARVILLE Adm. Manager
JOHN GIBSON BLISS Art Editor
ROY A. COBBY Business Mgr.

Why Not Greet Jackie?

The visit of Jackie Cooper to the Little Building on August 23 is an event in itself, but the object of his coming lends added significance to the event. Jackie is coming on an errand of mercy. He is bringing to the Near East Bldg. with trainloads of condensed milk for the destitute orphans of stricken lands.

The milk is being donated by admirers of the young movie star. Jackie is bearing all the expense of collection, transportation and distribution. It is an unusual thoughtfulness on the part of a fortunate child toward unfortunate children.

Jackie's headquarters in Boston will be in the offices of the Little Building neighbor, the Near East Bldg. on the Twelfth Floor. Would it not be a neighborly and commendable thing for all Little Building neighbors to unite in a contribution to this milk fund to be presented to Jackie when he visits the "City Under One Roof"?

Who will start the movement?

Working and Playing Together

The Golf and Tennis Tournaments which Little Building folks will hold at the Merrimac Valley Country Club on August 14 furnish new and encouraging evidence of the constantly growing spirit of neighborliness in the "City Under One Roof."

One of the chief aims of the NEWS, since its very first issue, has been to bring Little Building neighbors together, not only in business but out of it, to help them to know each other personally; to get them to understand the value of "doing things together."

Perhaps a better medium for the accomplishment of just these things has been suggested than the coming Golf and Tennis Tournaments. The enthusiasm with which the proposed tournaments have been greeted is added proof that the spirit of neighborliness is growing—is added proof of the pride which Little Building folks take in the fact that they are inhabitants of the "City Under One Roof."

The publishers of the News hope that everybody who can will take part in the tournaments, whether as players or gallery, and that every corner in the Building will join, immediately, the Little Building Golf Club.

Many advantages could be suggested but chief among them would be the fact that, in doing lesser things together, we shall grow in neighborliness that will enable us to do greater things together.

Folks who can play together can work together.

RICE HAS COUPE

N. M. Rice, Jr., assistant manager of the A. H. Fowell Co. Co. on the Eleventh Floor, has just bought a Ford coupe.

Title of "Button King" Is Conferred Upon Neighbor

Fourth Floor Man Leads Industry in N. E. Territory

The title of "Button King" has been conferred upon a Little Building neighbor. He is Frank M. Adams, New England manager of the Ace Button Co., Room 426. Mr. Adams' company has come to be the largest button concern in the United States, and Mr. Adams himself is recognized as the leading figure in the industry in New England.

Nobody would look for romance in a button, but it is there, as there is a "NEWS" romance discovered on any other day in conversation with the "Button King." Take the story of the beautiful world of pearl buttons that will be used to adorn the dresses and shoes of Midway this Fall, for example.

The greater part of this pearl shell comes from the Philippines, Bombay, the Sea of Japan and far-off Manila, where hundreds of native divers are engaged in gathering the shells from the bottom of the sea and selling it to the large exporters who ship it to the factories in Manila, Japan and the United States, where it is worked up into pearl ornaments and buttons.

After being taken from the sea, the shells at once are moved to the interior of the shells, which resemble in shape large clam shells often eight to twelve inches across. The shells are then separated and spread out for a long period under the strong tropical sun to dry out. The white shell is greatly increased in value by its drying and bleaching process.

Before the shell can be used commercially it is necessary to remove the bark from the back of the shell. This bark is very sticky and bleaching grows on trees. It sometimes covers the entire shell to a thickness of an inch.

This bark is removed by special skill of an Italian "mother-of-pearl" shell then goes to skilled artisans, many of them from Germany, who learned their art in the Old Country. These men produce the designs so attractive to the feminine eye.

After being cut, the buttons and ornaments are polished by putting them in a tumbling barrel with a preparation of ground pumice and pumice dust.

This dyeing is done by putting them to be changed to many wonderful colors from black to the most delicate tints to match any desired shade for dresses or shoes.

This dyeing is done by men of long experience after the German method, and by this process the dye penetrates the shell as easily as ordinary dyes change the colors of cloth.

Many of these men have come to cover this work, the secret being closely guarded and usually passed from father to son.

LAUB TO MOVE

S. C. Laub, with offices in Room 1115, is moving on August 1 to 31 Bedford Street. Mr. Laub is the manager of a Little Building neighbor for five years and has many good things to say for our "Little City."

Town Messenger Service

"A Service You Can Trust"

The Whole "Town" Knows the "Town"

Messengers Furnished for All Purposes

Call BEACH 3774

"Lowest Rates in Boston"

Town Messenger Service
231 Tremont St., Boston

Tickless Time On Eleventh

They have "tickless time" on the Eleventh Floor three days. On the wall of Room 1140, the offices of the Warren Clock Co., there is a borough clock just like that of an ordinary clock. The hands move but there is no "tick, tick, tick."

It's a Telechron. It is run electrically. The master clock is located at the central power house and all other clocks are connected with it by wires.

The master clock is regulated so that its current gives exactly 60 pulsations a second. These pulsations are transmitted to the smaller clocks at exactly the same rate of speed. Consequently the Telechron keeps perfect time.

It never needs oiling, nor is it taken to the jeweler's for repairs. The only time it stops is when the current cuts off. Even then it is so nearly human that, when the current is again turned on, the hands stop at the correct time.

All a Telechron owner has to do when he goes to bed at night is lock the door and put out the cat!

Artists Admire Works of "Roof City" Designer

John Bradley, craftsman and designer in metals, who has his showroom on the Mezzanine Arcade, has created much comment among North Shore visitors by the beautiful collection of Italian and early Renaissance bronzes he has on display at the "Bon Beau," a resort at Eastern Point, Gloucester.

Visiting artists from all over the country have admired especially a copy of an Italian "roofs" of a beautiful piece of wrought iron that formerly was used to illuminate the dark halls of many mansions and castles.

Field Glass Fits in Vest Pocket

The Boston Sporting Goods Company, Room 1147, is distributing a unique field glass which is attracting considerable attention in sporting circles.

The glass is but 31 inches long, fits into a vest pocket, and has a magnifying power of six times the normal eye. It is a great advantage over the binocular in ordinary camping, hiking and many expeditions for it weighs scarcely anything and is powerful enough for practically all needs.

Films Day

THE HANDY SHOP
SIXTH FLOOR

THE Blake Welt Shoe

An Entirely New Process of Shoe Construction

Years of experimental tests and research have produced a shoe that will prove a real friend of those desiring foot comfort.

You Are Walking in Ruts!
PROOF—Put your hand inside the shoe and you are now wearing it. Visit our shop and let us show you the construction of Blake Welt Shoes.

C. C. Blake, Inc.
Academy Bldg., C. S. Taylor Bldg.

HOUSE ECKER BUILT

Buils Own Summer Camp Wins Boat Race with Auto Engine



Here's the "house that Ecker built"—a fine Summer camp on the shores of Lake Popolatico in Meafield. We don't know whether "Doe" has an auto card but he certainly is entitled to one if he wants it, eh?

Joseph Ecker, Fourth Floor neighbor, has beaten his high cost of building and had a wonderful time doing it, in erecting an attractive summer camp at Lake Popolatico at Medway, Mass. The story of how he accomplished this feat, the obstacles he overcame and the details of the finished work are interesting.

"In August, 1923," he relates, "four friends and myself began clearing the dense woods leading to the water front. It was necessary to build a road 600 feet long through woods and swamp lands, in order to truck the gravel, lumber and other materials to the camp site. The railroad ties with which the road was constructed had to be lagged a mile and a half from the water front."

"I can't attempt to describe all the ups and downs and good lines we had while building the camp. Suffice it to say that now we have a bang-slow, 88 feet by 28 feet, built on 30 posts that reach out over the lake. The growing touch is the piazza, 14 by 28 feet, also reaching out over the lake."

"Doe" Ecker's versatility with building tools doesn't stop with building a house. Recently there was a regatta at Lake Popolatico. The "Doe" and a friend decided that they would like to enter the motor boat races. The fact that they didn't have a motor boat didn't deter them.

They took a row boat, installed a four-cylinder Buick engine taken from an automobile, and after four hours' work, turned the craft into a "speedster." Making 34 knots an hour, they won the race, for which they had not even had time to make a tryout.

Lightning Hits Building Next to "Roof City"

During the Elk's parade, which was witnessed by hundreds of people from jammed Boston street windows in the Little Building, there was a nascent panic when, in the midst of the terrific storm which occurred that afternoon, the corner of the Colonial Building was struck by lightning.

People watching the parade from the ground shouted and beckoned to the folks on the Twelfth Floor to come down, but they didn't want to give up their "grand stand" seats and, as lightning never strikes twice in the same place, no harm was done to anyone.

Tryon Hosiery on the Seventh

The Tryon Stores, Inc., which recently moved into the Little Building, Room 749, is the only concern of its kind in the East—marketing hosiery through a chain store system.

Tryon manufactures men's, women's and children's hose in its factory in Lowell. It also has eighty-eight retail stores in the East which distributes its products. These stores are located in the East, with the exception of one office in Chicago, but Edward R. Tryon, the president of the corporation, is hoping to spread through the West in the near future.

One of the interesting Tryon products is a knitting machine which is made and assembled in Chicopee. It is the only machine in the world which knits ribbed stockings with one set of needles. These machines are sold all over the world.

The Tryon stores are also jobbers, importing English golf hose of all grades.

LITTLE BUILDING BARBER SHOP

Prompt and skillful service; also manicuring.

ARCADE FLOOR (next elevators)
Telephone Branch 6200

TYLER HAS COUPE

M. L. Tyler, with offices on the Tenth Floor, recently purchased a Jewett coupe.

WELLSWORTH GLASSES

Protect your eyesight, for it is the most precious sense you have. Making 34 knots an hour, they won the race, for which they had not even had time to make a tryout.

Fortunately the care of your eyes requires only a few minutes a year-time at infrequent intervals.

Why not make sure you are not wearing an old-fashioned pair of eyes you are wearing need a change.

Edmund I. Wilson
OPTICIAN OPTOMETRIST
Room 328-9 Little Building

Office Furniture Co.

SPECIAL SALE

4-Drawer Steel Letter Files, Progressively Roller Suspension, Electrically Welded. Value \$36.50.

Our Special Price \$28.50

COR. HIGH AND PEARL STS.
Phone Congress 3422 Boston, Mass.



Edgar Avery, consulting sales engineer for the Little Building Co., is touring through the North Floor, left the first of August for a two weeks' fishing trip along the Maine coast.

Amos R. Little, Eighth Floor neighbor, is spending his week-end cruising up the Maine coast in his boat, Daring Arrow, however, "Skipper" Little will moor his craft at Indian Town Island, on the Sheepscot River. He will be accompanied by a vacation with his family.

Dr. Stephen Andrezejewski, who has offices on the Eighth Floor, recently went on a camping trip to Sebago Lake, Maine, with members of 1934 class of the Harvard Dental College. It was a great reunion," says Dr. Andrezejewski. "Many of us had not seen each other for years. We just forgot all our troubles, and carried and reminisced and had a wonderful time generally."

Andrew Gault, Fourth Floor neighbor, has just returned from a combined business and pleasure trip through Indiana and other Western states.

C. H. Hooper, New England representative for the Siamas Linoleum Company, which has its offices on the Tenth Floor, is enjoying a fishing, bathing and camp life afforded by that delightful spot.

A. W. Wiltshire of Brooks Bros., who shop is on the Mezzanine Arcade, is spending his vacation at Sandy Island, Lake Winnepesaukee.

Annette Callaway, proprietress of the Sunshine Laundry and Gift Shop on the Fifth Floor, is leaving shortly for a business trip to New York, where she will visit the Fifth avenue shops for ideas and materials to combine into beautiful new lamp-shades. After business in New York, Callaway will prepare for the strenuous Winter months by a rest and vacation at Block Island.

P. C. Blanchard, of the firm of L. P. Soule, Fifth Floor, has just returned from an adventurous sail up the Maine coast in his yawl with a party of four.

The personnel of the Conde Nast Publication Service, on the Twelfth Floor, has been making the most of vacation time. L. E. Kingman has been touring through the Berkshire. Helen Spinsky has chosen for her Summer sojourn Boothbay Harbor, Maine, and says she is expecting to have all the time that it will allow.

Quality Hosiery

Men—Women—Children

GOLF - HOSE for the Tournament

The Tryon Socks, Inc. 749 Little Building Boston—Lowell—Chicago Sales Offices Trenton U. S. Pat. 2052 Edward B. Crosby, Pres.

Triple Action ACTION is the final, all-important step in the consummation of a sale. If you want to get action into your advertising copy, try Bisslingdata. JOHN GIBSON BLISS Commercial Casualist Little Building Room 733

be hard work to come back, even to the Little Building. Miss A. D. Baker, one of the Nest staff, has just returned from Monument Beach, Mass.

Grace Larkin, Tenth Floor dresser, is spending a pleasant vacation touring through the Northern New England states in her car.

Margaret Collins, stenographer for The Post Pneumatic Tool Co., on the Twelfth Floor, spent her vacation enjoying the warm breezes and sparkling water of Cape Cod.

C. E. Carleton, Third Floor artist, recently went on a mysterious trip to Portland, Maine. He says that the main object of his trip was to eat as many short loaves as possible, but no information was vouchsafed as to the success of the project.

E. Gilbrath, stenographer for the 1934 Sales Co., Fifth Floor, recently spent her two weeks' vacation at East Sandwich, Mass.

W. H. Hastings, connected with the Rand, McNally Map Co., on the Tenth Floor, has been living a military life at Camp Devens for the past few weeks. "Military" Hastings, who has been intruding raw recruits in the art of soldiering.

Allan Mutty, who is connected with the LaSalle Extension University, Twelfth Floor, has been spending his vacation in Newport, Maine.

The Forbes Lithograph folks, Twelfth Floor neighbors, have been enjoying their various vacations. Edith Copell has been sunbathing in Beverly. E. H. Peterson has chosen spot while Charles W. Larkie preferred the divorcee of Lake Winnepesaukee. Ann McCalla says there is no place as beautiful as New Hampton, N. H. "Gleason" Hastings, who is connected with the White Mountain.

Mrs. A. H. Weldon, a member of the Good Housekeeping staff, on the Twelfth Floor, spent her vacation from an exciting motor trip through New York State and over the Mohawk Trail.

Dr. Henry Saphirstein, Fourth Floor neighbor, is spending the Summer at The Winthrop Arms, Winthrop Highlands, and commutes to and from business in the "Red City."

Dr. F. C. Scamman, another Fourth Floor neighbor, is spending many week-ends with his family at Giltington, N. H.

From the Massachusetts Tuberculosis news that Robert V. Spencer, executive secretary of the League, is coming to the Little Building shortly in company with Dr. Otis, president of the organization for a month's trip through Nova Scotia and vicinity.

MARITHA A. BRIGGS Mimeographing a Specialty Long Commercial Street, Boston, Notary Public. Rm. 545 Little Building Beach 4988

Herrick-Wilkin Advertising Artists 433 LITTLE BUILDING Phone 3045 3079

Miss Anna W. Johnson, educational secretary, is spending her vacation touring through the Northern New England states in her car.

Mrs. Gertrude Hines, also of this office, is studying methods of public health education at this same university.

Glady's M. Rhodes is spending her vacation at camp in Fair Haven, and Cecil Sheldon, of his own office, will join Miss Rhodes for her second week-end course in Health Education.

Toba G. Metcalf is away for a month's vacation, two weeks of it to be spent at Nahant Beach and the other two weeks visiting friends and traveling a bit.

Teressa McQuade is in Vermont for two weeks.

Ann Scott, of the Barber Agency on the Eleventh Floor, is going over the road to Southport, Maine, for her two weeks' vacation.

Isabel Hadley, Eleventh Floor neighbor with the Harbor Agency, is spending one week of her vacation at Clifton, N. H., and the other week at "Madison" in Concord, N. H.

H. Wesley Curtis, of the Barber Advertising Agency, will spend the month of August at his cottage on Lake Kearsar, Central Lowell, Me.

Marion Bowditch Sleeves, of the Perfect Letter Company on the Seventh Floor, is leaving on August 10 with her husband on a six weeks' tour of England, Ireland, Scotland and Wales. Mr. and Mrs. Sleeves will visit the British Empire Exhibition at Wembley Park, an exhibit on the same order as the World's Fair, P. M. Chase has arranged the tour in detail.

Hazel E. Seneca, formerly with the Building Letter office, who is on the Eighth Floor, is now with the J. W. Barber Agency on the Eleventh Floor.

Arthur E. Bergeron, Eleventh Floor neighbor, will spend three weeks in September at the training camp of the 38th Infantry on the 97th Division, at Weir, New Hampshire.

Laura R. Rosenfeld, Eleventh Floor neighbor, has just returned from a two weeks' vacation and will have another two weeks at the Cape the latter part of August.

Mary A. Metz, in the Dayton A. Webster office on the Eleventh Floor, is spending her two weeks' vacation at Guilinneton Iron Works, N. H.

R. F. Fitchman, secretary in the F. W. Clark office on the Eleventh Floor, is spending a two weeks' vacation in Dover, N. H., and Mrs. Fitchman is planning several hiking trips up into Maine.

Mary Hennessey, secretary to Mr. McBride of the La Salle Extension University on the Twelfth Floor, has just returned from a vacation in the White Mountains.

Perfect Letter Company MULTIGRAPHING Mimeographing Public Stenography Notary 717-18-19 Little Bldg. Beach 7886

Edon Bone, of the U. S. Printing and Lithograph Co., is in New York on a two weeks' vacation.

Herbert H. Hammond, manager of the Green Clerk Co., has just returned from a two weeks' tour of New Hampshire.

D. W. Anders, Little Building neighbor on the Eleventh Floor, has just returned from a trip to New Brunswick. The first day of the trip Mr. Anders drove 228 miles to Elizabeth, Me., and spent the night there. The next day he made the rest of the 200 miles to Fredericton, N. B., and stayed there several days before his departure for Boston.

Helen Cherrington, in the Sackett & Wilhelms Company, is spending her vacation at Bangsley Lakes, Me.

Louis Cook, salesman for the Celex Company, Mezzanine Arcade, is vacationing at Orleans on Cape Cod.

Ebel G. McNell, of the A. H. Hunt Steel Co., spent her vacation at New Rochelle, New York.

Agnes L. Canavan, of the Zane Advertising System on the Third Floor, is vacationing at Long Island, Me.

Henry Shea, Tenth Floor neighbor, leaves on August 1 for a two weeks' vacation in Vermont.

Margaret McKenna, of the Hooper office in Mezzanine Arcade, has just returned from a two weeks' vacation in Bristol, N. H.

"Wouldn't it be great if we had a cottage near Boothbay where we could go week-ends," Walter Hagen, one of our eleven boys, said one day last Winter. That was all that was necessary. Jimmy Fote, Walter Hagen, Arthur H. Staszewski, Walter A. Aekers and Jimmy Lanigan got together, looked the ground over and decided on a cottage in Halifax, Mass. The cottage is called "Whip-poor-will" and the boys have been there many, many week-ends since Spring. Last week they all left for a two weeks' holiday at Whip-poor-will Cottage.

Manager W. E. Faring of the Liggett Co., has just returned on a vacation at Fowley Lake, New York.

Mrs. C. M. Fowler, who conducts the Railway, Hotel and Steamship Advertising Agency, Twelfth Floor, recently returned from a vacation through the Northern New England states on a combined business and pleasure trip. Mrs. Fowler visited every hotel on her route, and had many delightful "accidents." She found Mr. Fowler selfish, however, that she was forced to abandon her thought of a fishing and remain for a few days fishing.

Dr. P. S. Finkelstein, dentist on the Sixth Floor, is spending the month of August on a tour of his own fishing, in Canada.

Dr. Finkelstein was a captain in the U. S. Dental Corps and his sergeant, who was an old friend, was with him during most of the war. They have kept up their friendship and take many trips together. Dr. Finkelstein is now in the Little Building after Labor Day.

The doctor, by the way, has just become Dr. Essex Coach.

Edward O'Hare, Little Building neighbor in Room 675, recently returned from a ten-day sojourn in the Adirondacks, enjoying the swimming and dancing.

Mary Kennedy, secretary in the office of the Telephone Electric Clocks, is spending a two weeks' vacation at Hamilton Beach.

"Quality" Printing Brainwork as well as Presswork is included in NAMASKETT SERVICE, a printing service which is the standard of right prices, excellent printing and prompt delivery. The Namaskett Press Incorporated 621 Little Building, Beach 2858 45-47 Warrham Beach Middleboro, Mass. Telephone Middleboro 337

OTIS DUE TO VISIT US SOON

Hopes to Address Roof City Merchants in N. H. Near Future

R. R. Otis, a director and executive in charge of the Merchants Association in the Peachtree Arcade, Atlanta, Georgia, whose visit to the "City Under One Roof" has been delayed for many months, hopes to address the proposed Little Building Merchants' Association within the next month, he writes the editor of the NEWS.

With the vacation season, plans for the actual formation of such an association have been "hid on the shelf," so to speak.

It was hoped that Mr. Otis, who has had such success in organizing the Georgia association, would give the coming year, there are limited possibilities awaiting the Little Building Merchants Association in the fulfillment of their long-cherished dream to make a special effort to hear him. The first meeting of the associations held on March 27, brought out an enthusiastic response. During the coming year, there are limited possibilities awaiting the Little Building Merchants Association in the fulfillment of their long-cherished dream to make a special effort to hear him.

Priscilla New in L. B. Neighbor

THE MODERN PRISCILLA magazine recently opened an office in the Little Building on the Fifth Floor. The circulation staff has launched a campaign for a million subscribers. An interesting feature of the campaign is the Priscilla Cook Book which will be given away with an eighteen month subscription to the magazine. Over a thousand requests were sent by Priscilla subscribers for the new edition of the Plant on Commonwealth Avenue, West Newton, where they were all filled.

M. J. Morgan is the manager of the branch office in the Little Building.

Helen Whittemore, hairdresser on the Seventh Floor, recently returned from a trip through the Lake Champlain country to Quebec and back through the Adirondacks.

Charlotte Elkins, Little Building neighbor in Room 659, is at Howe Neck recuperating from an operation for tonsils and adenoids. Miss Elkins is improving rapidly and expects to be back in the building very soon.

Esther Cokerdety, Room 1147, is leaving Boothbay for her vacation, he spent at Indian Acres, Fryeburg, Maine, where she expects to spend the greater part of her vacation across country.

C. L. Morse, district manager of the New-Engl Hosiery Company, has just returned from the week-end at the North Shore.

Vacation Needs

Play safely first and check up on the following: Mowat Waterman's Fountain Pen Safety Razor of Remington-Johnson Co. of New York. Package of Mowat's Pens. Book "Miser" Water Trips. Sateenite Toilet Soap.

Perhaps we should remind the ladies of our Paper Soap Wearing and Crepe Paper Nail-care—a pleasant vacation pastime.

DAMON'S The Beacon Hill Stationers Little Building 9 ARCADE 80 Boylston Street Male Store 17 Pemberton Square

Defeats Glenna Collett

National Woman Champ Beaten in Foursome by L. B. Man

George F. Robinet, general agent for the State Mutual Life Insurance Company, on the Third Floor, has the distinction of being one of a mixed foursome which defeated Glenna Collett, amateur woman golf champion of the United States.

The match was held at New London, in a competition held at the Hotel Griswold, and was witnessed by a large gallery. Glenna Collett and George Collett played Mr. Robinet and Benjamin Ayer, Jr., of Springfield. It was a best ball match, and Mr. Robinet and Mr. Ayer won by 2 up and 1 to 0.

No Wonder George Smiles

The mixed foursome in which one of our Little Building neighbors played to a win over Glenna Collett, amateur woman golf champion of the United States. Left to right, they are: Fred A. Colton, Concord, N. H.; Glenna Collett, Providence, R. I.; Benjamin Ayer, Jr., Springfield, and George F. Robinet, Little Building.

First Little Building Golf Match to Be Staged Soon

Great Enthusiasm Over Event—Golf Club Is Formed

(Continued from Page 1)
promoting the organization of the permanent club are:
George F. Robinet, general agent of the State Mutual Life Insurance Company, Third Floor, treasurer of the Merrimack Valley Club and himself a player who defeated Glenna Collett in a mixed foursome not long ago; Harry B. Richmond, for many years Little Building neighbor and New England Senior Golf champion in 1922; "Zig" Hodge, of Colliers' MAGAZINE, Twelfth Floor, one of the best players at the Commonwealth Country Club; "Low" Kilmann, Twelfth Floor, Irving French, "Splo" Taylor and Paul Hanson, Tenth Floor; Dr. W. H. Ross, Ninth Floor; Dr. F. C. Seaman, Dr. Henry Spradford, Fourth Floor; J. M. Duvenport and "Nate" Hartford, Eleventh Floor; E. K. Durkee and Donald M. Arthur, Sixth Floor; Thomas W. Byrne, Second Floor; Dan Swan of Vesper Country Club, Lowell, and Hesterly Country Club, North Scituate, and a score of others. E. Murray Purves of the Twelfth, a Woodland star and one of the best amateurs in the State, is expected to be one of the Little Building Golf Club's most enthusiastic boosters as soon as he returns from the World Convention of Advertising Men in London.

E. J. Daniels of the Fourth, who was unanimously elected the first president of the Little Building Golf Club, is another familiar figure on various New England courses. He is president of the Merrimack Valley Club and closes on August 11. President Daniels will receive entries at his office in Room 166 up to 5 o'clock on the afternoon of that day.

The Little Building Golf Club will have no dues. Players will pay merely a flat sum of \$5 for each tournament of match in which they participate. This is to cover the expenses of the clubhouse and trophies which are to be offered in addition to the prizes.

"from ideas to results"

LET our experienced lettering men design and set up your signs for you through original and convincing SALES. With the distinction that will command a reading. The midgraph you letters with such careful attention to detail that their quality is unequalled. In fact, our service is complete from furnishing the die to installing the sign to furnish it at the best price!

Special prices of 5% on Standard Headers
ADVERTISING SIGNS, LETTERS, CUTTERS, MOUNTING, ETC.
PUBLIC STENOGRAPHY

Advance Multigraphing and Mailing Company
1257 Little Building, Boston 11, Mass.
Beach 2753

Hunt Captures Golf Trophies on Two Greens

Little Building golfers are vying with one another for honors on various courses throughout the state. Arthur A. Hunt, on South Floor neighbor, recently tied for net prize, winning a cut glass cigarette jar with sterling silver top at a match held at the Attlemare Country Club in Newburyville.

Mr. Hunt also played in the finals for the Treasurer's Cup in the match held by the carpet trade at an outing at the Westchester-Biltmore, Eye, N. York.

MISS KINAHAN MANN'S BRIDE

Evelyn Kinahan, of the Peppercard & Paper Company, was married on July 14 to Douglas L. Mann, associate with the Patterson, Twick & Dennis Company, accountants. Mr. and Mrs. Mann spent their honeymoon touring the White Mountains.



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The Beacon Printing Company

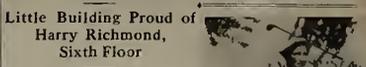
Booklets, Catalogs and Job Printing

Specializing in Color and Display

Telephone Beach 4059

27 Beach Street, Boston, Mass.

Does 18 Holes in 67 at Age of 64—Real Golf Champ



Little Building Proud of Harry Richmond, Sixth Floor

There are so many silent heroes hidden within the walls of this "City Under One Roof" that it would bear the investigation of any true follower of sport. A more direct reference is made to Harry Richmond of the Operators Sales in Room 627, who is known by every devotee of the ancient and royal game as a real golfer—in every sense of the word.

Harry's triumphs on the links go back to days when greens were wet and what they are today—when "fairways" were more difficult to stay in and "troughs" more easy to get in. In 1911, the championship of the Carpet Men's Tournament, under the auspices of the Carpet Golf Association of America, was awarded him after the most meritorious display of golfing skill.

Rather than averse from his stellar consistency, he was forced to claim that once championship during the tournaments of the Association for the following two years, 1912 and 1913. In 1923, Harry, the highest scorer of the New England Senior Golf Association, expressly for the advantage and benefit of the "Old Times." An age minimum was set, but no age maximum. "Harry" had passed the minimum necessary for admission into this unique organization and in the first tournament held in June, 1922, he had the proud distinction of being the first champion of the Association. He came from well behind to snatch the championship cup at his own Woodland Hill Club.

It was a very fitting that the Automobile club should give the Association its initial impetus and then give it its own champion. He has done so thoroughly worthy one. Back in 1864, a young man named Johnnie Walker, a son of General Lee, handed to him—his first. But that Richmond's fame was very young but very lively Richmond. In his younger days, was the champion broadswordman and that he can still trust and parry, he demonstrated to the queen's taste in this tournament.

It was also fitting that his golfing "par" should feature in this tournament of a very young but very lively organization. J. J. Daniels, Room 434, a familiar figure at the old Alston Club and for many years a member of Wollaston, won the net prize for 36 holes with a total of 141. A very beautiful "bird" stand as a permanent record of the achievement.

There is no doubt that Harry will maintain that old-time consistency. He again won the championship cup of the Senior Tournament of the Merrimack Valley Club, 1923, playing the most superb golf the club has seen in many moons.

IS MADE MANAGER

L. G. Gorman, formerly with the J. J. Kennebec Printing office, has recently been made manager of this district and has his office in Room 931.

THIS CLEAR, STEADY, ACCURATE, POWERFUL 6-POWER WILLENSAK POCKET TELESCOPE

\$2 Postpaid with nice quality leather case!

Equally clear, bright, brilliant, 1 1/2 inch diameter, 1 1/2 inch focal length.

EVERY ONE BRAND NEW and GUARANTEED by both Lens and Work.

Made by the Wollensak Optical Co., makers of the finest marks of lenses and optical goods in the world. Thoroughly tried and tested in actual use before putting on the market. No bigger a pocket-size, easily carried in vest pocket, or down the pocket monocle that brings distant objects close, in full detail, without the "vibration" present when using other telescopes. Unobtainable—usually as quickly as binoculars. Construction of construction, sturdy nearsighted.

Nothing cheap in appearance or construction. Nothing cheap in material, baked-in enamel with non-slip grip. Nice quality leather case with inside and outside pockets for extra lenses, in today, come in yourself, or call Beach 7126, and we'll deliver one C. O. D. postpaid.

Boston Sporting Goods Co.

80 BOSTON ST.
BOSTON, MASS.

LEWIS F. SMALL

Designer and Maker of
Hand Made
and Semi-Hand Made
Shoes

in Kid, Kangaroo, Buckskin
Kalf, Goat, Leather
Suede and Vic Kid

For MEN and WOMEN

Rooms 324-5, Little Building
ESTABLISHED 1886

LITTLE BUILDING NEWS

Six Pages

Boston, Mass., September, 1924

Price Five Cents

GREETINGS WORLD FLIERS



Wives of Little Building neighbors who took prominent part in official greeting to world fliers upon arrival of aircraft in Boston. Left to right—Mrs. Walter H. Woods and Mrs. Louis A. Coolidge.

Roof City Prominent at Official Welcome to Airmen

The wives of two Little Building neighbors were prominent in the official welcome home given to the world fliers at the East Boston airport the other day. They were Mrs. Walter H. Woods, wife of the proprietor of Woods Tours, and Mrs. Louis A. Coolidge, wife of the candidate for the United States Senate.

Part of the welcome home festivities was the sale of articles, to the big crowd of 20,000 well-wishers, for the benefit of disabled World War veterans still in hospital.

Mrs. Woods was chairman of the tea cream committee and Mrs. Coolidge was chairman of the favors committee. Their respective committees collected a large sum for the disabled veterans.

Charles Hurley, connected with the publishing company on the Sixth Floor, is planning a two weeks' vacation at Montpelier, Vermont.

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BOSTON YOUNG MEN'S CHRISTIAN UNION
48 Boylston Street

Dog Leaps off Roof, Lands 60 Feet Below, Still Lives

Jerry on Job Again After Dive from Colonial to Little Bldg.

Jerry, a handsome young colt owned by Alfred L. Denoyer, an advertising man with offices on the Fifth Floor of the Colonial Building, recently leaped from the roof of that building to the low, first-story roof of one of the Little Building courts, 60 feet below, and lives to wag the tail.

Jerry's spectacular dive was witnessed by scores of persons at windows in the Colonial and Little Building. The dog had been let out on the roof of the Colonial by Miss Leah Wallace, secretary to his owner.

Just why Jerry jumped nobody knows. So far Jerry himself has given no explanation. Maybe he was trying to catch a pigeon. Friends declare he was in perfect health and that his financial affairs were in excellent condition. No unhappy love affair is hinted at.

At his rate, Jerry jumped. He landed on a coping 30 feet down, was hurled on the rebound across an alley and came to rest on the sereas, over a skylight another 30 feet below.

His antics brought rescuers James Lanigan, assistant superintendent of the Little Building was first to reach the dog. Next came Miss Wallace, who had witnessed Jerry's unaccountable leap. The injured colt was rushed to the Osmond Veterinary Hospital, where examination revealed that no bones were broken, no serious internal injuries had been sustained, although one leg was badly bruised and had to be put in a splint. The other day, Jerry was discharged from the hospital with nothing more serious than a limp.

NOTED TENOR VISITS "CITY"

Fenwick Newell, tenor soloist, connected with the Alker-Wicks Platform Service, visited the Little Building recently with his new bride. Mr. Newell has done a great deal of concert work with the Paulist choir and is well known to music lovers. Mr. and Mrs. Newell are on their honeymoon, touring New England and up into Canada.

Vacation is over and
Everybody Ready
for a good business.
You need in
Stationery—Engraving—
Printing,
and other office supplies will be promptly cared for at

DAMON'S The Beacon Stationers
Merrimack 49 Avenue Little Bldg
Main Store; 1 Poulton Street Square

SAXOPHONE
Clarinet, uke and violin lessons
day and evenings. All methods
instruments for sale. Easy
terms.
R. Toll Music House
218 Tremont St., Boston
Beach 4420



Jerry, the colt that jumped from the roof of the Colonial Building to the roof of one of the Little Building courts sixty feet below, after his discharge from the hospital.

Plays Golf on Famous Links in Sco-otland

Walter H. Woods, manager of the Walter H. Woods Co., tourist agent in the Street Arcade, has just returned from a two-months' trip abroad, where he played on the famous Gleneades Golf Links in Scotland. On the day the Little Building folks were staking their tournament at the Merrimack Valley Country Club, Mr. Woods was driving the ball over the heather and stepping over large, purple thistles.

Mr. Woods spent a week each in London and Brussels and visited the Hague, Antwerp, Amsterdam and Holland.

On his return crossing, his ship ran to the terrible storm, which caused so much damage the last week in August, but Mr. Woods' boat suffered a no way except loss of a little time.

Your Shop's Prestige
will be enhanced by an artistically designed Fall Announcement. If you wish your clientele to turn with renewed interest to your shop this Fall, do not fail to issue an invitation that carries distinction. Your interests will be competently cared for by
ALBERT D. HERSEY Advertising & Printing
Room 652, Telephone Beach 0845 and Needham 939-W

SEPTEMBER 15
means
FELT HATS
Soft felts in all new styles and colors—Blues, in the newest tones and shades, predominate
FINN
the hatter
Arcade Little Building

BOWLERS FORM WINTER LEAGUE IN "ROOF CITY"

First Roll-Off Is Due on Sept. 15

Weekly Prizes, Banquet, Ladies' Nights on Schedule

Roof City bowlers have organized a Winter bowling league under the auspices of the Little Building Bowling Association. A twenty-weeks schedule has been arranged. The first roll-off will be held on Sept. 15 at the Recreation Alley, Washington street. Weekly matches will be held until March 15.

A canvass has been made of the bowlers in the Building and team captains chosen from each floor as follows:

- First Floor, E. H. Pheunip, Liggett's Store.
 - Second Floor, L. S. Cook, Room 12.
 - Third Floor, W. M. Kerwin, Room 342.
 - Fourth Floor, F. M. Adams, Room 426.
 - Fifth Floor, H. A. Wilson, Room 547.
 - Sixth Floor, J. F. Rooney, Room 638.
 - Eighth Floor, H. G. Peterson, Room 855.
 - Ninth Floor, M. J. Moran, Room 937.
 - Tenth Floor, J. E. Hanlin, Room 1034.
 - Eleventh Floor, A. C. Oliver, Room 1128.
- (Turn to Page 6, Column 5)

GOLFERS PLAY IN OCTOBER

L. B. Club Planning Fall Meeting on Course Near Hub

The Little Building Golf Club is planning another Fall tournament in October. The exact date has not been decided as yet. A canvass is being made among Little Building golfers to ascertain the date which will enable the largest number to play.

It is expected that a course near Boston can be secured, so that more neighbors, both players and gallery, will be able to attend. The first tournament at the Merrimack Valley Country Club, Boston, in August, was pronounced a success from every angle.

A good many Little Building golfers, however, were out of the city on vacation, or had business engagements which prevented their attendance. It is hoped to have more than double the number of players at the next tournament.

The club will hold a meeting soon at which the date and course will be named. Announcement will be made in the October News.

F. P. Prindle
PHOTOGRAPHER
Special Artist in Charge of Little Bldg.
120 BOYLSTON ST., TEL. BEACH 4138

Green Apple Pie
the favorite of the big majority—
OUR apple pie has that flavor you get when hardy New England Apples are used. Then there's the pastry—tender and delightfully brown. Especially delicious with ice cream.
Waldorf CAFETERIA
Open Week Days at 7:30 A. M.

FISH
for cool summer dishes
Crab Meat Lobster Shrimp Salmon
We deliver fish to the Little Building. On your busy days just call.
Beach 0129 or Beach 7166
and we will carefully select your fish and deliver it to your office.
C. V. Chipman R. V. Chipman
S. ATWOOD & CO., INC.
29 Lagrange Street Boston

THE LITTLE BUILDING NEWS

The First Office Building Newspaper in the World

Vol. 3, No. 9 September 1924

Published once a month by the **Thornton Building Service Co.**, 125 E. Building Company, Editorial and Business Office, Suite 10, Massachusetts Avenue.

HAROLD A. TRUBROW Publisher
SANDS C. CHIPMAN Editor
MILLEN HARE Adm. Manager
JOHN GIBSON JERRY Art Editor
ROY A. COLBY Business Mgr.

More Neighborliness, in Bowling Club

The organization of a Little Building Bowling League, held upon the heels of the newly-organized Little Building Golf Club, is further evidence that the "City Under One Roof" continues to grow in neighborliness. It is predicted that the Bowling League will bring together in neighborly contests an even larger number of Little Building folks than has the Golf Club.

At any rate it is a splendid sign that Roof City neighbors are fast coming to recognize the value that ensues from learning to know each other through the medium of play.

The News writer has despaired of seeing the day when Little Building neighbors will have come to know each other so well that they will seek to work together to greater mutual advantage through the organization of a Little Building cooperative association of some sort.

Perhaps the time is not yet ripe. Perhaps it will be ripe this Fall or this Winter. It's bound to come, when enough neighbors want it, see the need for it and foresee the advantages in it. Perhaps the Bowling and Golf clubs will hasten the day.

BRUSH SELLERS HOLD MEETING

The Fuller Brush Company, Elwell Street, Floor, had a joint meeting of its salesmen and managers, assistant managers and headquarters, recently at the United States Hotel.

The salesmen of the company held a meeting every month, and there is an annual meeting of assistant managers, which usually takes place about this time of year, so it was found expedient to hold the meetings together.

Several of the Hartford executives were present and B. T. Barnett, manager of the South Office, and J. J. Hensle, District manager, spent two days with the salesmen and visitors.

NEW MANAGER

Lloyd Bertsch has been named as the new manager of the Greig Publishing Co. on the Seventh Floor. Mr. Bertsch was formerly sales manager of the H. M. Rose Publishing Company, of Baltimore.

STURN LETTER SERVICE

Multigraphing
Microphotography
Public Stenography Notary
323 Little Bldg. Res. 8315

Triple Action

ACTION is the final, all-important step in the consummation of a sale. If you want to get action into your advertising copy, try Bliss' dingbats.

JOHN GIBSON BLISS
Commercial Cartooning
Room 733 Little Building

Climbs Second Tallest Mount in N. E. States

Caroline Bowditch of the Perfect Toilet Shop on the Main Street, in completing plans for a two week vacation in the wilds of Maine during which she will climb Mt. Katahdin, the second highest mountain in New England.

She will go with a party of five. Miss Bowditch, a friend of hers, Miss Leighton, and her sister, Miss Young woman, and Mr. Call, the official photographer for the Boston & Maine Railroad.

Mr. Call takes the pictures for the Boston & Maine Railroad, which the Boston & Aroostook Railroad puts out each year to attract travelers. The party will go to Millinocket by train and then for a few miles farther by machine.

Three days will be allowed for climbing the mountain. The first day's climb should bring the party to a log-cabin, part way up the "hill." The following day, the climbers go up to the top and return to the cabin before midnight. The third day, they plan to return to the valley.

The pictures Mr. Call will take will be used in the next issue of "Maine Woods."

Hosiery Sales Force Shares in the Profits

C. L. Feener, New England sales manager for the Noe-Egal Hosiery Mills, has just completed the operation of the district sales offices for the Boston territory and will run the agency on a profit sharing basis with the sales people of the Boston division.

This special plan is to be in vogue in Boston only. The plan really means that the "City Under One Roof" Mr. Feener are getting the same financial return as though they were operating for themselves.

Mr. Barnes, president of the International Association of Specialty Salesmen, attended the big gathering of the Noe-Egal people recently and has accepted the position of national supervisor of the Noe-Egal Mills, Inc. The Noe-Egal Hosiery Mills expect next year to do a \$10,000,000 business.

WIVES INSPECT STYLE IN HOSE

The Real Silk Hosiery Company, with offices on the Ninth Floor, held a "show" tonight on the 10th of August, at the Hotel Essex, where the latest Fall hosiery was shown and the newest colors and styles discussed.

The wives and women friends of the salesmen and executives were present, and "devoured" the season's advanced shades, personally selected by Miss Katherine Harford, the new Real Silk style expert.

The meeting was especially interesting for its salesmen, because the assistant general sales manager had come from Indianapolis, especially for the "get-together."

CAMPING IN MAINE

D. T. Burnett, manager of the South office of the Real Silk Hosiery Company, on the Eleventh Floor, is spending the month of September with his family at Camp Grounds, near Augusta, Maine.

Town Messenger Service

"A Service You Can Trust"
"The Whole Town Knows the 'Town'"
Messengers Furnished for All Purposes
Call BEACH 5774
"Lowest Rates in Boston"
Town Messenger Service
231 Tremont st. Boston

New York and Paris Style Bureau

from
New York and Paris
Style Bureau



By Miss Katharine Harford, Fashion Director
REAL SILK INSTITUTE, at Indianapolis

THE LITTLE FELT HAT TOPS THE MODE

WHATEVER you may have heard, whatever you may have seen to the contrary, the small felt hat has been for some time and probably in evidence, the most important note in the millinery mode for street and sports wear.

This uniformly simple millinery note made its first appearance a year ago, styled on by the designers of fashions in general, for the little felt cloche took all honors last summer with the straight up-and-down style of frocks, we now see hats, just as the narrow-brimmed felts we now see give the final accent to our more or less severely tailored dresses.

Just when we began to think the regime of the cloche never would decline, the day was saved by the creation of the present-day felts, which are quite as simple as the cloche, infinitely more becoming and permit of far more individuality in design than their debased uniformity of style. There is everything in the color of a felt, in the angle at which its most negligible trimmings should be introduced, in the dent of a crown or roll of a brim.

Sometimes the felt hat is pulled right on the wearer's head and snug cuffs of felt draw through in two perpendiculars. Sometimes it is a riotous with a band of matching grosgrain ribbon. Sometimes it is a plain round slip with the narrow brim slightly rolled, such as, once upon a time, only small hats were wont to wear.

The directoire influence, which has been struggling so bravely for recognition, and appeared a year ago last spring in the direttore "pinks" and velvet postilion hats, is now particularly good. This type of high-crowned coachman's hat, which the French know as "postillon," is particularly good in the Occident, it is trimmed at the side or in front with a stiff brush of glycerinated ostrich or curled ostrich tips, or a stiff ribbon cord may rise above the brim crown.

A show-stopping black felt top crown, bound with gold ribbon, has a gold tipped ostrich brush at the center front.

Another popular trimming for the unbound felt shape is the cannelé study or in group. A black felt hat having across the back a group of white cannelés with a single deep-red one nesting in their midst is worn at the Ritz recently with a black and beige ensemble.

Felts in black, brown, tan, beige, rust and gray are especially favorites.

Shag-blending hats of black Milan are trimmed with one, two or three tiny bird heads. These heads are made in white, but are sometimes dyed, too. With a gray crepe de chine costume, consisting of short straight skirt and frock and semi-cloche length coat, both fitted with silver thread, a prominent New York fashion authority chooses a gray felt hat trimmed with two silver bird heads. Her stockings are gray and her shoes gray kid and black patent leather.

There's hats are not small they are exceedingly large. At the Longchamps, Broadway, broad-brimmed styles of Milan and chin are worn. Madame Yeh, a noted Parisienne, wears a wide rim of black crepe.

At a recent social event in Washington Mrs. Coolidge appeared in a chiffon frock printed in beige and cream. Her hat was a huge one of black crepe de chine, trimmed with matching lace. She wore beige in a long string of lovely pale-green jade beads.

A deluge of rain kept Jackie's stay in an Indianapolis hotel out of his scheduled program was carried out, and among other events cancelled was his appearance at the headquarters of the Near East Relief on the Twelfth Floor.

OBSERVES ITS FIFTH BIRTHDAY

Handy Shop Has Grown to Be Miniature Dept. Store

The Handy Shop, the Little Building's miniature department store on the Sixth Floor, is observing its fifth anniversary this month. Perhaps no establishment in the "City Under One Roof" has enjoyed a more consistent and healthy growth than the Handy Shop.

It grew out of the desire of four sisters, the Misses Weiner, to be together in business. It started in the "little green card shop" and its stock developed as the proprietresses observed all the "little things" that folks care for and asked for.

Prior to the opening of the Handy Shop in Room 619, the Little Building had no shop offering the small wares and specialties so necessary to the individual in the office and home. There were no greeting cards or gifts to be had without visiting some distant place.

This the Misses Weiner observed, and so adopted the slogan "To Fill the 'Little Needs,' which they made every effort to live up to.

What some people considered "little needs" they were sure to learn. They tell the News that they have been called upon to spell numerous words, furnish names, and list laws of poems; to quote Madame Grandy, to loan hammers and screw drivers from their hardware drawer; to park people's bags after being assured there was nothing contained within them. They also have entertained little folks, while their parents were having their teeth pulled, been called in on sick cases, and acted as comforters to thunder-stricken neighbors.

What some people would ask of a Handy Shop?

On this their fifth anniversary, the Misses Weiner express, through the News, their appreciation to Little Building for the many neighbors for interest and patronage.

Helen Dannelly, secretary in Room 145, is spending the first two weeks of September in Malina.

Blake Welt Shoe

An Entirely New Process of Shoe Construction
Years of experimental tests and research have produced a shoe that will prove a real comfort.

You Are Walking in Ruts!
PROOF—Put your hand inside the shoe and you will find a soft, spongy surface. Visit our shop and let us show you the construction of Blake Welt Shoes.

C. C. Blake, Inc.
Arcade
Little Bldg. C. L. Stanton
Manager

BLAKE WELT

DRURY WEDS JACKIE GIVES ANNE COOPER US THE "GO-BY"

John T. Drury, accountant in the office of Drury & Hyland on the Fourth Floor, was married on the 10th to Anne Cooper, school teacher in the Cambridge schools.

The wedding took place in the Blessed Sacrament Church in Cambridge. Only a few of the intimate friends of the couple were present. Mr. and Mrs. Drury left directly after an informal reception at Jack's apartment, Florida, where they will spend a two weeks' honeymoon.

Jackie Cooper, boy movie star, dated to visit the "City Under One Roof," during his recent visit to Boston, enroute to the Near East with his million-dollar shipment of food and clothing for the orphan children of Europe.

A deluge of rain kept Jackie's stay in an Indianapolis hotel out of his scheduled program was carried out, and among other events cancelled was his appearance at the headquarters of the Near East Relief on the Twelfth Floor.

Perfect Letter Company

MULTIGRAPHING
Mimeographing
Public Stenography
Notary
717-18-19 Little Bldg.
Beach 7885
Phone Congress 3122

Office Furniture Co.

SPECIAL SALE
4-Drawer Steel Letter Files, Progressively Roller Suspension, Electrically Welded. Value \$36.50.
Our Price \$28.50
COR. HIGH AND PEARL STS.
Boston, Mass.



LITTLE BUILDING DIRECTORY

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IS
There any reason why you should go outside the building for...
PRINTING STATIONERY OFFICE SUPPLIES
Maximin, Kerwin & Arnold
ROOM 349 BEACH 7106
Can Serve You!!!

Authorized Sign Painter for the Little Building
SIGN PAINTING
All kinds of Signs—Wood, Glass, Metal and Enamel
Lettering and Designs for Office Doors and Windows
Adolf F. Ekeroth
166 Harrison Ave.
or Superintendent's Office, Little Bldg.

It will cost you less for an ad in the NEWS
than it will to send a post card to every office in the Building

THURLOW ADVERTISING SERVICE INC.
PRODUCERS OF PRODUCTIVE PUBLICITY
Why Are You Reading This?
SOMETHING in this advertisement arrested your attention—made you want to read what it had to say. Are we right?

Why Are You Reading This?
SOMETHING in this advertisement arrested your attention—made you want to read what it had to say. Are we right?
IT Caught Your Eye?
PERHAPS it was the distinctive design; maybe something else. What it was doesn't matter. The point is: The same organization that produced this one can produce advertisements for you that will catch, and hold, the eyes of customers. If you want your advertisements to do that—

Just call Beach 1556 or call on us at Suite 15 Little Bldg.

NEWS AD MANAGER TO WED



Miss Elizabeth Castle, advertising manager of the NEWS, who resigns her position to wed a New York engineer, and her successor, Miss Marion Hare.

Bride of N. Y. Engineer, to Reside in Los Angeles, Cal.

Miss Elizabeth Castle, for more than a year advertising manager of the LITTLE BUILDING NEWS, will be married on Sept. 20, to Blanchard Ford, a construction engineer, now of New York City, formerly of Boston.

The wedding will take place at the home of the bride's parents in Melrose. Directly after the honeymoon, the couple will leave for Los Angeles, Cal., where Mr. Ford will install and take charge of a branch of the Durkee Flooring Co.

Miss Castle will be succeeded as advertising manager of the News by Miss Marion Hare.

LITTLE BUILDING BARBER SHOP
Prompt and skillful service; also manicuring
ARCADE FLOOR (next elevator)
Telephone Booth

Films One Day Service
THE HANDY SHOP
SIXTH FLOOR

THIS CLEAR, STEADY, ACCURATE, POWERFUL 6-POWER WOLLENSAK POCKET TELESCOPE



Boston Sporting Goods Co. 80 BOYLSTON ST. BOSTON, MASS.

Can Mend Without Needle or Thread

DARNING without needle or thread is a specialty of Miss Constance of the Royal Silk Institute, located at Indianapolis, Indiana. She knows how to forestall runners before they get a chance to run. It's all in a trick of the fingers, she says.

Almost every time a pair of hose is worn a thread becomes pulled, either in putting them on or in the wearing. Small blotches are readily made by clamped lumps or rough skin, the proof of a ring, or a hand-ful. Cuffs with roman eyes are a constant menace to the silk-clad ankle. The pulled thread mends the appearance of the hose and invariably becomes a runner, if not removed. But the remaining process isn't a thread-needle proposition. The little pill just the right way and the darning vanishes like magic. The proper method of handling the stocking for needleless mending, Miss Constance is demonstrating in the accompanying picture. With one hand inserted in the stocking the clamped place stretched flatly over the end of one finger—the rest is easy, she says. By moving the fingers back and forth crosswise at the stretching under the pulled thread the lumps can be removed nine times out of ten. If the stretching is all right there is no danger of puncturing the finer threads, as the silk thread is the strongest of all known fibers.



Trade with your Little Building neighbor and he will trade with you!

WILDEY SAVINGS BANK
A Mutual Savings Bank
52 Boylston Street
BOSTON

Deposits go on interest July 15th and the fifteenth day of each month.

MARTHA A. BRIGGS
Mimeographing a Specialty
Notary Public
Long Carriage Typewriter
Ph. 548 Little Building Branch 483R

"Look Your Best"
SHORT Hair is now in Vogue! Whether you wish a "shingle bob" or your long hair dressed in the new "shingle bob" style
Visit
The BEHIE SISTERS
Shop 11, Mezzanine Arcade
Little Building
Telephone Dewey 5159-M

RADIO
FULL LINE OF RADIO EQUIPMENT (and Electrical Equipment)
SHOP 5
Subway Arcade
All Standard Radio Sets
RADIO SUPPLY CO.
Daily Concerts 12-2 and 4-5 p.m.

Mrs. Steeves on Trip to Europe Sister in Place

Mary Bowditch, sister of the proprietress of the Perfect Letter Shop on the Seventh Floor, is spending a few weeks in the Little Building, while her sister, Marion Bowditch Steeves is on a trip to Europe. Little Building neighbors will remember Miss Bowditch as the first secretary of Mrs. Grenfell, wife of the explorer, took to Labrador with her, two years ago.

VISITS WORLD'S BATTLE FIELDS

John M. Brown, milliner on the Fourth Floor, returned recently from a combined business trip and pleasure trip to the Continent and the British Isles. The trip was planned in detail by the Woods Tours for the Boston Square and Company Club, and covered the large cities of Europe, including Paris, of course, which gave Mrs. Brown a chance to see the latest Fall models, and also trips through Holland, Switzerland, Denmark and Sweden, and the battlefields of Alsace, Chateau Thierry, Belleau Woods and others.

PONZI VISITS "ROOF CITY"

Charles Ponzi, "wizard of finance," visited the Little Building recently. Walter Everest of the Albee-Wicker Platform Service, recognized Ponzi and engaged him in conversation for some time, on the Fourth Floor.

CHILDREN TO POSE
Have you an attractive child under eight years of age who would photograph well? A pictorial company that photographs children and adults for advertising purposes will consider registering for call, children and adults who prove to be good subjects. Send photograph or snapshot, and give directions to Room 554, Little Building.

POWERS TENNIS WINNER



E. H. Powers, Little Building tennis champion. He won both in singles and doubles at the Merrimack Valley Country Club tournament.

Captures Singles, Shares Doubles with H. W. Rohman

The Little Building Tennis Tournament, held at the Merrimack Valley Country Club in Methuen in conjunction with the Golf Tournament, was no less a success than the latter, although there were fewer court than course enthusiasts.

There were two matches in singles and one match in doubles. E. H. Powers won the prize, a quarter dozen tennis balls, donated by the Winchester Stores for the best singles. The scores of the matches follow: Powers defeated Dewey, 4-6, 6-4; M. Burtaniano, 6-0, 6-1; H. W. Rohman won from A. C. Beckford, 7-5, 7-6 and 6-4.

In the doubles H. W. Rohman and E. C. Powers won from A. C. Beckford and M. Burtaniano.

F. C. W. Bray, of the Patheoscope Company on the Sixth Floor, is spending two weeks at Sebago Lake, Maine.

POLICE
Do Not Tag Cars When Parked
at
Hollis Auto Station
Tremont Street — Opposite Hollis
Convenience and Safety
10c an Hour --- Maximum 50c
After 6 P. M. All Night Service 50c
Gas, Oil, Repairing
Oiling and Greasing
Washing and Polishing
FREE CRANKCASE SERVICE

The Buying Season Is At Hand--and Little Building Shops Are Handiest!

LITTLE BUILDING NEWS

Six Pages

Boston, Mass., October, 1924

Price Five Cents

L. B. MAIL HEAVIEST IN 5 YRS.

Early Fall Postal Increase Points to Big Boom in Business

Business is picking up with a rush in the "City Under One Roof" this Fall, according to information gleaned from our Little Building mail carriers. Both first class mail and parcels post are unusually heavy. This applies equally to mail coming into the Building and to the outgoing post.

Gabriel Cohen, Little Building parcels postman, says that his parcels post mail already is the heaviest it has been during the five years that he has been delivering and collecting package post in the "Root City."

Parcels post is considered one of the best indicators of trade conditions. Of course, the Fall mail always is heavier than the Summer post but Postman Cohen says it began to increase earlier this Fall than ever before.

The week of September 15, he says, was by far the heaviest since he has been delivering and collecting parcels in the Little Building. Incoming mail, he says, shows the heaviest increase but outgoing post also is showing a remarkable gain.

Find Fair Girl in Little Bldg.



Miss Mildred Farrar, the "Brocton Fair Girl," selected by judges to represent the spirit of the big Fair on its posters and in its style show.

Pretty Fourth Floor Model Judges' Choice

Miss Mildred Farrar, pretty Fourth Floor milliner's model, was selected from several hundred candidates as "The Brocton Fair Girl." Her picture appeared last week on a million pieces of advertising literature and posters that were distributed throughout the state.

In addition, Miss Farrar appeared in person each day at the style show of the Fair. The "Fair Girl" is well-known in the Little Building. She has appeared at many fashion shows at a model for Jean Brown, Fourth Floor milliner.

WATCHMAKER RENREW
Removed to Room 512
110 TREMONT ST.

When in need of Office or Home Clerks call on
MISS F. E. TIBBETTS
218 TREMONT ST., Room 110
or Telephone Beach 1282
and applicants will be furnished for special.

FISH
Oysters Shrimp Lobster Scallops
We deliver fish to the Little Building. On your busy days just call.
Beach 0429
or Beach 7166
and we will carefully select your fish and deliver it to your office.
C. V. Chipman R. V. Chipman
S. ATWOOD & CO., INC.
20 Lagrange Street Boston

FIFTH FLOOR LEADS

Bowling League Develops Fast Rolling and Fine Spirit

The Fifth Floor team leads the Little Building Bowling League by two points over the Third Floor rollers at the end of the first month of the schedule. The Fifth has 16 points to its credit 14 for the Third. The next highest team is the Fourth Floor with 9 points won.

B. D. McHugh of the Tenth holds the high three-string total to date with 308. Captain Wilson of the Fifth holds the highest single-string record with 122. High team average to date is held by the Fifth Floor with a mark of 94.8 to the man, or 418 for a team total.

The team standings after the matches on the evening of October 9 were as follows:

Fifth Floor.....	16 points
Third Floor.....	14 points
Fourth Floor.....	9 points
Second Floor.....	8 points
Ninth Floor.....	8 points
Sixth Floor.....	7 points
Tenth Floor.....	5 points
Eighth Floor.....	5 points
Eleventh Floor.....	5 points
First Floor.....	2 points

The winners of individual prizes in the first two matches were as follows: Sept. 15—High three-string, John E. Miller, Third Floor; second high three-string, H. A. Wilson, Fifth Floor; high single string, J. F. Rooney, Sixth Floor. Sept. 22—High three-string, John T. Bradley, Fifth Floor; second high three-string, John Flood, second high string, J. DeLax, E. Miller, Third Floor and J. DeLax, First Floor; tied; high single string, H. A. Wilson, Fifth Floor.

BILLIARDS 82 Tables
BOWLING 29 ALLEYS
Recreation Bowling Alleys
413 Washington St. Tel. Beach 5272

BILLIARDS POCKET BILLIARDS 8 Alleys—6 Tables
BOYSLTON ALLEYS
150 BOYSLTON STREET
Near to Cabot's Theatre
C. W. Shear, Mgr.

We Lend You A Car for Business or Pleasure

THOSE TWIN TOWNS
OF BOSTON
SALESMEN!
NEW FORDS for Rent
Without Drivers; Low Rates
Our low-rate milk-bottle labels and standard Certificate Holders' rules for business or pleasure make our realising a combined net without any of the works.
Apply at Sales Offices: Beach 0123
Room 102 E. M. Sullivan: H. B. 1119
Sears 3013: H. B. 1120
THERE'S A STATION IN EVERY NEIGHBORHOOD

NAPS 3000 FEET IN AIR WITH 13 RIDING IN 'SHIP



Here's our Twelfth Floor neighbor, George W. Coleman, and two members of his party on camel-back in front of the Sphinx and the Pyramid of Cheops, Giseh. Mr. Coleman is setting pretty high but he set higher than that when he took his nap in the Paris-to-London air liner.

SAW FLIERS AT MERE POINT

Elizabeth F. Driscoll, hairdresser on the Ninth Floor, who spent the Summer at the Breakwater Court Hotel, Kennebunkport, Maine, saw the world divers when they lapped off at Mere Point on the last lap of their flight to Boston.

Miss Driscoll returned to her Little Building shop recently. This winter she plans to spend at a hotel in Florida which is conducted by the same management that runs the Breakwater Court at Kennebunkport.

Photographers
Anything—Anytime—Anywhere
SHAW PHOTO SERVICE
Beach 3629 11 Baylston St.

THE HANDY SHOP
Fifth A Personal
25 Eng. 11
with name
50 Cards with your name engraved from Plink or Plinkette—\$2.00
Choice of Several Samples
Leave Orders Now for Christmas
Initialed Linen Handkerchiefs for Women and Men \$2.00 and \$3.00 the half dozen
SIXTH FLOOR, LITTLE BLDG.

Defies Jinx Lands Safe in 'Lunnon'

Swims in Dead Sea, Sea of Galilee and Jordan

Sleeping 3000 feet above the English Channel in a big airship that numbered 13 persons in its human freight was only one of the thrills experienced by George W. Coleman, Twelfth Floor neighbor, during a tour of Europe and the Near East from which he recently returned to resume his duties as president of the Babson Institution.

He swam in the Dead Sea, in the River Jordan and in the Sea of Galilee (Turn to Page 5, Column 4)

Lantern Club Golf Trophies Come to L.B.

The Lantern Club, an association of advertising men in Boston, held a golf tournament at Sandy Barr Country Club on September 23. Many Little Building folks attended and brought some of the prizes back to the "City Under One Roof." About thirty-four members and their friends were at the club for lunch and golf. Thomas MacNeston, in Room 1201, was one of the prize winners, and was one of the prize winners, and was one of the prize winners, and was one of the prize winners.

The trees on the club grounds were loaded with luscious apples when the tournament started. But after half a hundred men had munched on them all the trees were relieved of much of their burden.

You can reach over 3000 buyers through an advertisement in the News at less cost than you can send them even a postcard!

Special Offer
To Little Building Common ty
REPRINTS \$2.00
Prints for...
F. P. Daniel
PHOTOGRAPHER
120 BOYSLTON ST., TEL. BEACH 8198

Every Day for a Month

If you had your luncheon in the Little Building Cafeteria every day for a month you wouldn't have to have the same meal twice. That's because of the wide variety of dishes on our fall menu.

Waldorf CAFETERIA

WALDORF RESTAURANT
INCORPORATED
Open Week Days 7:30 A. M.

All Musical Instruments Sold - Easy Terms
Lessons, day and evening, on Sax, Clarinet, Violin, Uke, Banjo, Mandolin.
R. Toll Music House
218 Tremont St., Boston
Beach 4420

THE LITTLE BUILDING NEWS

The First Office Building Newspaper in the World

Vol. 3, No. 10 October 1924

Published once a month by the Thurston Advertising Service for the Little Building Community. Editorial and Business Offices: Suite 15, Metropolitan Arcade.

HAROLD A. THURLOW Publisher
SAMOS C. CHIFFMAN Editor
MARION HARRÉ Art Manager
JOHN JONSON ELBES Art Editor
ROY A. GORBY Business Mgr.

Bowl or Cheer!

The Bowling Tournament is proving one of the finest neighborhood affairs that Little Building folks have undertaken to date. The opening matches have been marked by clean sportsmanship and good fellowship in a most commendable degree. They have been worthy of a much larger "rally." Women and men friends and relatives of the bowlers have turned out in some measure to cheer their favorite teams, but there are plenty of comfortable seats for more fans at the alleys every Monday evening.

Some of the teams need more rollers. At nearly every match some bowlers fail to appear. If you like to bowl, or just like to watch bowling, "come on over" any Monday evening!

Women, Too?

The Men's Bowling League is proving such a success that it seems a pity not to have a bowling league among the women of the "City Under One Roof," too. There must be a good many women bowlers in the Building, perhaps the ladies have something else they would rather do together. Has anybody a suggestion to offer? Surely they will not be outdone by the men bowlers and golfers?

Shall We Dance?

"Why don't we have a Little Building dance and social club?" asked a neighbor, walking into the News office the other day. Two days later another neighbor asked practically the same question.

The News puts the question up to the neighbors. Do they want a Little Building dance and social club? How many want it? Who will take the lead in organizing it?

Remember, the News will give publicity to any good neighborhood movement which the neighbors really want.

See Albert Hershey for **Printing** Room 652 Beach 9843

DESK SPACE
Desirable Desk Space in Office with Public Telephone. Telephone Service. 657 Little Bldg. Beach 9292.

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Long Carriage Typewriter
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SWEET MUSIC IN AIR

Sugar Cane Covers Walls of New Broadcasting Station WEEI

"Sweet" music should come out of WEEI, the new Edison Light radiocasting station which went on the air September 29, according to F. E. Berry, Jr., acoustical engineer, 725 Little Building, for the walls and ceiling of the new studio are covered with dried, pressed sugar cane.

Our Little Building neighbor, who jobs in life to eliminate annoying noises in offices, dwellings and commercial buildings, discovered some time ago that sugar cane is the best sound-deadening material available. Station WEEI is the largest and most powerful in New England. For three months Mr. Berry has been working with experts of the Western Electric and Edison Light companies to make its model operating studio absolutely free from any mechanical noise or hum such as mar the programs of some stations.

The operating shack is completely shielded on the outside with layers of quarter-inch copper tubing. This eliminates any possibility of radio frequency getting through the walls into the operating room to cause interference with the performance of the transmitter.

Beneath this copper covering is a foot-thick wall of solid brick and cement. Inside are three distinct compartments. The first is an acoustically-treated emergency studio. The walls of this studio, like the walls of the main studio on the roof, are devoid of hinges or doors and are lined with a sound-absorbing material made from dried, pressed sugar cane. This material is also chemically treated making it, like asbestos, absolutely fireproof. Solid wooden shutters at each window and those again are covered by this acoustic material which is designed to kill the sound sound without stifling, as is claimed by acoustical experts where heavy drapes are used.

Opening from this studio is a door to the operating room. Here every precaution has been taken to keep the sounds from the studio from the operating room and vice versa. A sound lock is installed between these two rooms. This sound lock consists of a chamber about two feet wide, equipped with heavy steel doors. Stepping from the studio to the operating room it is necessary to close the first door before opening the other, thus preventing any chance of the sound entering from open doors.

Another room beyond the operating room which is also sound proof, houses the motor generators and batteries. This room like the other two is acoustically treated and is designed to absorb and kill all motor generator hum and noise and a possible outlet into the operating room.

"Sales Letters That Sell"
Advance Multigraphing and Mailing Co.
Quick, Accurate, Inexpensive Service
1257 Little Bldg. Beach 8273

Miss Caroline Bowditch, Seventh Floor public stenographer, and her party of hikers part way up Mt. Katahdin, the second highest peak in the New England states.

Scales Mount Katahdin; Safe

Miss Caroline Bowditch of the Perfect Letter Shop, Seventh Floor, has just returned from a two weeks' vacation in the wilds of Maine, during which she climbed to the peak of Mt. Katahdin, the second highest mountain in New England.

The climb and descent were made in about midnight, although much of it was over a sheer, rocky mountain side where safe foothold is difficult to attain.

Miss Bowditch brought back some remarkable photographs of the scenery.

JOHN L. TAUGHT SMALL TO BOX

L. F. Small, manager of the Lewis F. Small Shoe Shop on the Third Floor, was an adept in the "gentle art of self-defense" when he was younger. He even took lessons from the great John L. Sullivan.

It was in the old days when John L. was fighting in the "squared circle" at \$25 a battle. Today ring champions receive hundreds of thousands of dollars for giving and taking a few punches.

It would be difficult, however, to convince Mr. Small that they raise any better boxes today than they did when John L. showed his wares at \$25 per fight.

Are you listed correctly (telephone number and room number) in the LITTLE BUILDING NEWS directories? If not, please notify the Trustees of the Building immediately.

FOR SALE
Four-foot fish case, 2 shelves—mahogany finish—Room 821.

Quality Printing
Brooklyn as well as Presswork is included in NAMASKETT SERVICE—the printing service which is the standard at right prices, excellent printing and prompt delivery.

The **Namaskett Press**
Incorporated
550 Park St. Bldg. B. B. 8429



H. S. Stone, for 20 years an optician, who with his son Richard has become a Little Building neighbor. Mr. Stone is a leader in the civic affairs of South Boston.

Has Article on Exports in Big Nat'l. Magazine

Spencer Janney Steinmetz, export expert with offices on the Seventh Floor, is the author of one of the leading articles in the October Savings Cass, a well-known national magazine.

His article deals with export trade conditions in South and Central American countries. Mr. Steinmetz recently returned from a tour of those countries and came back enthusiastic over the opportunities for marketing American goods there.

He offers to furnish free copies of the Savings Cass containing his article to any Little Building neighbor who is interested in South and Central American export conditions.

HAS RIDES IN JAUNTING CAR

Mrs. Marion Bowditch Steves, of The Perfect Letter Shop on the Seventh Floor, returned with her husband last Saturday on the SS. Canopic from a six weeks' tour of the British Isles.

Mr. and Mrs. Steves spent some time at the British Exhibit in Wemyss Park. From London they went to Liverpool and on a flying trip to Wales.

Through Ireland and Scotland they traveled for the most part in "jaunting cars," funny little two-wheeled affairs with steps up the back and a double seat on either side.

Authorized Sign Painter for the Little Building
SIGN PAINTING
All kinds of Signs—Wood, Glass, Brass and Electric
Lettering and Designs for Office Doors and Windows Anywhere
Adolf F. Ekerott
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Arcade Floor, Little Bldg.
Plan now for your **Winter Vacation**
A few suggestions
Bernanda
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Florida
California via Boat or Train, etc.
We are Official Agents for all principal Steamship Lines.
Walter H. Woods Co.
Telephone Beach 2125

TWENTY TENANTS JOIN US

Showing "Little Building Address Carries Prestige"

Twenty new neighbors have moved into the "City Under One Roof" during the last few months. They represent a wide variety of businesses and professions, and their high calibre indicates the truth of the slogan, "A Little Building address carries prestige."

Among the newcomers are: City Chocolate Co., Room 910; John Lee Merrill, manufacturers' agent, Room 927; M. Emma H. Savley, Christian Science practitioner, Room 703; The Priuella Co., publisher's representatives, Room 837; Frank W. Baird, publisher's representative, Room 1118; Bradley & Scar, subscription agents, Room 859; S. L. Milton Construction Co., Inc., Room 814; Harold S. Stone, optician, Room 1028-27.

Lewis L. Cowan, manufacturer's agent, Room 48; These Motor Swint, auto rental service, Room 1020; John F. Cannon, manufacturer's agent, Room 486; New Window Corp., Room 447; Miss Maude A. White, hair dresser, Room 814; Habel Fishback, milliner, Room 418; Grenfell Association, Industrial Department, Room 715.

F. E. Berry & Co., Inc., engineers, Room 725; Robert E. Eickler, dentist, Room 1012; Emerson C. Priest, dentist, Room 1012; John F. Ekerott, advertising agency, Room 1233; Alta Products Co., manufacturers' agents, Room 702.

WINS LINCOLN DAHLIA PRIZE

Amos R. Little, one of the Little Building trustees, was awarded first prize for dahlias at the Lincoln Grand Show held recently. Mr. Little had an exhibition a large display of dahlias, many of them rare varieties, and was highly complimented by experts in horticulture.

The prize dahlias were grown on Mr. Little's country estate at Lincoln under his personal supervision.

This Coupon Is Worth **\$1.00**

When Presented at **OUR OFFICE** DURING OCTOBER for a \$6 purchase of hosiery and silk lingerie Proportionate savings on all purchases. NOE-EQUIL HOSEIERY MILLS, Inc. 635 Little Building

The Beacon Printing Company
Booklets, Catalogs and Job Printing
Letterheads Factory Forms
Menus and Ruled Forms
Bill Heads Circulars
Folders Office Forms
Telephone Beach 4059
27 Beach Street, Boston, Mass.

LITTLE BUILDING DIRECTORY

Table listing various businesses and individuals, organized by letter (A through Z) and numbered entries. Includes names, addresses, and phone numbers.

PRINTING

Maxim, Kerwin & Arnold
ROOM 349
BEACH 7106
Can Serve You!!!

Expert Stenography and
Mimicograph
NOTARY PUBLIC
GOULD STENO-SERVICE
837 Little Bldg. Beach 6262

CRONAN BACK FROM CANADA

W. H. Cronan, tourist agent on the
south end, just returned from a
summer spent in Canada, where he
conducted a tour every Monday to
Montreal, Quebec, and St. Anne's
Shrine.
Anna Kohler, his assistant, has
been in charge of the Little Building
office while Mr. Cronan has been
away.

Save time, save steps—shop
under one roof in the Little
Building.

THURLOW
ADVERTISING
SERVICE
INC.
PRODUCERS OF PRODUCTIVE PUBLICITY

WHEN you find a chap or an
organization with an idea; one
who can finish it out, tie up all the loose
ends, so that it works,—there's the
chap, or the organization, that you
want to keep your eye on"

WE have a productive idea for your
sales and advertising needs,—
and we can tie up all the loose ends,
too!

PHONE BEACH 1556

or call on us at
Suite 15 Little Building

ONLY \$3 WEEK TUITION

High School Education for Employed Men at Low Figure

A high school education for employed men at the low tuition fee of \$3 a week is made possible through the new School for Supervised Study launched this month by a next-door neighbor of Little Building folks, the Boston Young Men's Christian Union.

For the first time in Boston individual instruction in high school subjects will be available to earnest and capable men who wish to continue their education and at the same time support themselves and their families. On October 1st of the Union at 48 Boylston street will open the School for the Supervised Study to employed men and young men who have the ambition and ability to continue their education.

"Many young men have been forced to leave school and start to work before they have finished their courses. The new school will enable them to make up their training," explains William F. Stearns, educational director of the Union.

Men who cannot benefit by the instruction offered in evening classes oftentimes, they are embarrassed by the presence of many students much younger than themselves. Some of them can go faster than the class and others must go slower; they cannot advance at the rate best suited to them. Many thousands of men in Boston work on rotating shifts and are unable to enroll in regular classes. The School for Supervised Study will provide personal individual instruction at a cost which can be met by all.

Women will be admitted to the classes on an occasional basis. Men who were compelled to leave grammar or high school before completing their courses will, under the supervision of an instructor trained in teaching the languages (English, Latin, modern languages), history (ancient, medieval, English, American), mathematics (elementary and advanced algebra, plane geometry).

"Instruction also will be given in the elementary school subjects—reading, writing, arithmetic, geography, spelling. Students will be prepared for Massachusetts University Extension examinations and state certificates in the various subjects, or for college entrance examination papers. Students at any stage of learning may enroll without desire for credit but merely for the benefit of instruction."

Each school will be open from 12.30 p. m. to 3.30 p. m. and from 5.30 p. m. to 10.30 p. m. every day, but Saturdays, Sundays, holidays. Morning hours will later be added to the schedule. Tuition fee will be three dollars a week.

Money back guarantee. Satisfaction in every penny. Money refunded if not satisfied. Money back guarantee. Satisfaction in every penny. Money refunded if not satisfied. Money back guarantee. Satisfaction in every penny. Money refunded if not satisfied.

Boston Sporting Goods Co. 80 BOYLSTON ST., BOSTON, MASS.

Twins Move in on 10th Floor of "Roof City"

One of our new Little Building neighbors "is" twins! The name on the door of the L. B. home, Room 1020, is to be exact, "Those Motor Twins." Their individual names are given in "Courtesy" as "R. L. Goding" and "R. L. Goding." Their "daddy," so to speak, is R. L. Goding.

Now, they're not "Twin Sixes" but they are representatives of another make "that's a good car for the money," in other words, "Those Motor Twins" operate a fleet of Ford passenger cars. They are interested to anyone having a Massachusetts license to drive an automobile.

As to Goding's rental manager, who is in charge of the Little Building offices, he says: "It is cheaper to hire a car than to buy one if you drive it 8000 miles or less a year. "Those Motor Twins" not only rent cars for pleasure driving and commercial use, but they teach beginners to drive.

Damon to Pay Respects to Pres. Coolidge

George B. Damon, president and treasurer of a retail manager, who is in charge of the Little Building offices, he says: "It is cheaper to hire a car than to buy one if you drive it 8000 miles or less a year. "Those Motor Twins" not only rent cars for pleasure driving and commercial use, but they teach beginners to drive.

The Boston party which Mr. Damon will go with is going by way of Niagara Falls, across the lake to Cleveland. They will return via Washington and will call on President Coolidge by appointment. From there they will go to Philadelphia, New York and home.

The trip will be for both business and pleasure and Mr. Damon expects to be away from Boston for about ten days.

ACTOR ATWELL SHOPS IN L. B.

Lionel Atwell, popular actor who recently finished an engagement at the Plymouth Theatre in the "Outside the Law," across the lake to Cleveland. They will return via Washington and will call on President Coolidge by appointment. From there they will go to Philadelphia, New York and home.

Mr. Atwell praised the Little Building very highly. "I have been able to find many things that I wanted in your City Under One Roof," Mr. Atwell said. "You are very fortunate to have so many conveniences so near at hand."

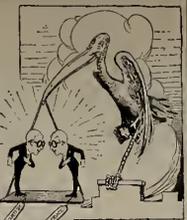
Do all your shopping under one roof in the Little Building.

STURN LETTER SERVICE

Mimographing
Multiphotograph
Public Stenography Notary
1323 Little Bldg. Bea. 8515

Postpaid with nice quality leather case. Length closed 3 1/2 in., maximum diameter, 1 1/2 in. EVERY ONE BRAND NEW and GUARANTEED by both this company and the maker.

Made by the Wollehsak Optical Co., one of the finest makers of lenses and optical goods in the world. Thoroughly tried and tested in actual use before putting on the market. No bigger in a jack-knife, easily inserted in vest pocket, yet a powerful, precise monocular that brings distant objects close, in full detail, without the "vibration" present when higher power telescopes are used. Adjusts to any eye quickly and easily. Nothing cheap in appearance or construction. Nicely neat, black, baked-in enamel with non-slip grip. Nice quality leather case which may be included. \$2.00. Mail your check today to come in yourself, or in check #125, and we'll deliver one C. O. D. pronto!



This, neighbors, is the artist's idea of the birth of "Those Motor Twins," newcomers to the "City Under One Roof." The "twins," you see, are named "Courtesy" and "Service."

New Windows Open Inward for Washing

A window that opens inward, so that the window washer can clean both sides of the glass without sitting or standing on the outside sill, or reaching out over and under the window frame—that is the product made by a new Little Building neighbor, the New Window Corporation, Room 447.

It is claimed that 50,000 persons are killed or seriously maimed every year while engaged in cleaning or glazing windows. The new window is expected to remove this hazard.

There are no weights, pulleys and sash cords. The window swings on a hinge, yet it is waterproof and weather-proof. The upper and lower sash can be lowered or raised in the old-fashioned way, or opened inwardly either separately or together. The inward opening permits the use of permanent, fulcrum screws on the inside.

Besides the window washing advantages, glazing can be done from inside the room, too. In moving furniture, pianos and safes and from dwellings, the necessity of removing sash and cords is eliminated.

T. S. MacMachon, Little Building member of the Executive Board, has just returned from a convention of the Window Display Association held in Cleveland, Ohio.

EAT AT SPAULDING'S CAFE

We Excel in QUALITY Service and Courtesy Prices Reasonable Food Home Cooked SPECIAL LUNCHEONS 11-30 to 3 DINNER 5 to 9 Opposite Little Building 224 Tremont Street

RADIO

FULL LINE OF RADIO EQUIPMENT (and Electrical Equipment) SHOP 5 Subway Arcade All Standard Radio Sets RADIO SUPPLY CO. Daily Concerts 12-2 and 4-5 p. m.

Naps 3000 Feet in Air with 13 Riding in 'Ship'

(Continued from Page 1)

He topped the great Zionist Colonias in Palestine. He visited the largest winery in the world, also at Palestine.

The air flight during which Mr. Coleman took his lofty nap was from Paris to London. It was Mr. Coleman's third flying experience. There were just a baker's dozen including the pilot, in the big passenger plane when it hopped off at the French capital, but the "13" line was not working on that trip.

Mr. Coleman was three hours in the air, and as he puts it, "as comfortable as I had been in the parlor car of a train down on earth. He read a newspaper, chatted with fellow passengers and finally, feeling sleepy, dozed off into a nap among the clouds.

He was wide awake again when the ship of the air glided down into London town.

While in Switzerland, Mr. Coleman and E. A. Ellens paid an overnight visit to Charles Zueblin, widely known educator, lecturer and publicist of Winchester, Mass., at the Zueblin villa in Corsier on Lake Lucerne. Professor Zueblin's death, recently reported in the Boston newspapers, occurred about a fortnight after the visit of Mr. Coleman and Mr. Ellens.

The main object of Mr. Coleman's trip abroad was to attend the International Management Conference at Prague, at which he delivered one of the principal addresses.

There were 500 delegates, representing 16 countries, at the conference. The session were devoted to serious consideration of every phase of scientific management, and not a single joke was told!

Buy of your Little Building neighbor and he will buy of you.

CHILDREN TO POSE

Have you an attractive child under eight years of age who would photograph well? A pictorial company that photographs children and adults for advertising purposes will consider registering for call, children and adults who prove to be good subjects. Send photograph or snapshot, and give description to Room 554, Little Building.

JEWELER RENFREW MARRIES

Ceremony Is Performed in Little Church Around Corner, New York

Howard W. Renfrew, popular Seventh Floor Jeweler, has joined the ranks of the benedicts. In the Little Church Around the Corner in New York on Monday, September 15, he took Miss Amela Kiniski, a talented Hungarian musician, as his bride.

Few of Mr. Renfrew's Little Building neighbors knew of his approaching marriage until he announced it upon his return to the "City Under One Roof." Upon learning of it, they showed the popular jeweler with congratulations.

Almost coincident with the announcement of his marriage came Mr. Renfrew's decision to move his shop from the Little Building to the New Studio Building at 110 Tremont street.

"I am sincerely sorry to leave my Little Building neighbors," says the jeweler, "but it is necessary for me to be located nearer the wholesale jewelry center."

HALLOWEEN FASHION SHOW

of Dennison crepe paper gowns, hats, and novelties, also paper rope work and sealing wax craft. Oct. 15 to Nov. 15.



The Beacon Hill Stationers Merzianne 9 Arcade Little Building

POLICE

Do Not Tag Cars When Parked at Hollis Auto Station Tremont Street — Opposite Hollis

Convenience and Safety

10c an Hour --- Maximum 50c

After 6 P. M. All Night Service 50c

Gas, Oil, Repairing

Oiling and Greasing

Washing and Polishing

FREE CRANKCASE SERVICE

Labrador Dickie Is Latest Thing in Women's Apparel

Style Introduced in Hub by Grenfell's New Shop in L.B.

A new style in women's apparel bids fair to emanate from the shop of one of our new Little Building neighbors. Already it is a popular fad. It promises to be a fashion soon. To be explicit, "it" is the Labrador dickie, a knee-length, fur-trimmed, hooded smock for Fall and Winter wear.

The dickie is made by the fishermen's wives in Labrador. They weave them in heavy wool. The wool is furnished them by the Grenfell Association, which maintains the famous medical mission in Labrador founded by Dr. Grenfell, the noted Arctic explorer.

The finished dickies are brought to Boston and sold by the District Department of the Grenfell Association, which recently has established headquarters in Room 716 of the Little Building.

Miss Catherine Cleveland, formerly a teacher at Cornell, is to be in charge of the Little Building headquarters in the winter season. Miss

Here is Miss Mary Bouditch of the Seventh Floor wearing one of the new dickies from Labrador which are becoming so popular with Boston women.

Cleveland goes around in dog sleds and distributes the wool to the women in Labrador and Newfoundland.

During the long winter evenings in that country the women make rugs, unique toys and dickies. The dickies are made for both work and dress occasions. The work dickies are khaki colored. The Sunday-go-to-meetings ones are more likely to be white, red or green, trimmed in bright-colored braids and with ermine, seal or squirrel. They are closely woven, so that the winter winds will not penetrate. The money which is derived from the sale of dickies, toys and rugs is used to support and enlarge the scope of the medical missions conducted by Dr. Grenfell for the people of these North countries.

Phelan & Steptoe



New Fall Hats

For Men and Young Men

The Famous STETSONS

\$7 to \$10

The Popular P. & S. Hats \$4 \$5 \$6

Visit our newly remodeled Store. You will be delighted with our assortment of men's wear and pleased at our moderate prices.

Gloves—Shirts Hosiery—Neckwear

Phelan & Steptoe
Established 1901
42 BOYLSTON ST.
Next to Hotel Touraine

Is Your Phone Number Right In Directory?

Please turn, right now, to the alphabetical and classified Directories of Little Building tenants and make sure whether your own telephone number and room number are correct! Be sure to look in both Directories. We noticed many new-comers' phones not listed at all.

If there are any errors in the listings please notify the Trustees of the Building on the Ninth Floor. Eminent fact, so that corrections may be made in time for the next issue of the LITTLE BUILDING NEWS.

Remember, please, that this is important to you and not a favor to us.

Costumes for Hallow'e'en on Display Here

A unique display of crepe party costumes, many of them designed by the artist, Mrs. M. J. Dwyer, will be put on exhibition in the Denison department of Damon's, the Little Building station, 3 Merrimack Arcade, on October 15. The exhibit will last until November 15.

Along with the display of costumes will be a large and varied exhibit of Hallow'e'en and party decorations and other novelties.

Another unique exhibit to be placed on display soon in Damon's Little Building shop is a collection of repainted and figured which were hand-molded by the late John Mason Little, the man who conceived the idea of the Little Building and who built it.

This is the first time these most unusual wax canisters have seen public display.

Famous Stage Folks Shop in Little Building

Irene Bordoni, star in "Little Miss Bluebird," who has been playing at local theaters, says that the Little Building is the most convenient building she ever was in. "Why, everything can be bought here," Miss Bordoni said.

She has had several of her trunk repaired by Mr. Goodman of the Piccadilly Leather Shoppe, and she bought a new trunk and had the French tricolor painted on it.

Miss Bordoni, staying at the Touraine Hotel during her engagement in Boston, has paid frequent visits to the Little Building.

Before Ada Mey and Walter Craig, rashe Hotel during her engagement, she had a local tailor in the town they each consulted Mr. Goodman as to the condition of their garments and he repaired and renovated some and replaced other pieces.

April Mand is an old friend of the Piccadilly Shoppe. He has all of his trunks and bags from the London and New York stores. He is in the United States he thinks of the Little Building shop. He has visited the Building two or three times a week.

Visits Queen's Dolls' House, Miniature Palace, on Trip

Has a Fine Wine Cellar Lulliputian Bottles 43 Varieties

A visit to the world-famous Queen's Doll House, a miniature palace at the British Empire Exposition, Wembley Park, England, was a unique feature of the European tour from which Miss Martha Briggs, Fifth Floor public stenographer, recently returned. It was the only other "little" building, that compares with our own, in all Europe, says Miss Briggs.



Miss Martha Briggs, Fifth Floor public stenographer, hurrying tea with a friend in the famous Kew Gardens, the royal botanic gardens, just outside London.

The Queen's Doll House contains, in miniature, all the splendor of a royal residence. It is a perfect model, one-sixth the actual size of a real palace. More than 1600 British artists and craftsmen have worked on the furniture, fittings, decorations and the palace itself.

The dining room is 42 inches long, 20 inches wide, 15 inches high, the scale being one inch to the foot. It has a painted ceiling, Royal portraits and pictures in miniature by eminent artists adorn the walls. The table, 2 1/2 inches high, is set for a dinner party with snowy damask tablecloth and is fully equipped—flowers and ruit, china, cutlery, silver candelabra.

All complete to the smallest detail. "The wine cellar is worthy of royalty," says Miss Briggs. "Few cellars can have finer wines, real wines of the best brands, though in Lilliputian bottles: champagne with the most famous labels, Ports and Burgundies, Sherries and Liqueurs to satisfy the taste, if not the thirst, of the most exacting connoisseur. There are 43 varieties, all with their proper bottles, labels and corks, complete and realistic down to the tiny cobwebs not forgetting the Cellar Book, where everything is duly entered."

"All the other rooms are just as complete. Everything, including the little automobiles, the electric lights, and even the faucets at the kitchen sink."

On her trip, Miss Briggs visited Westminster Abbey, the Tower of London, where she saw the Crown Jewels; St. Paul's Cathedral, Guildhall, Tate Gallery and the House of Parliament in London. She toured the Shakespeare country, where she visited the great man's birthplace, Ann Hathaway's Cottage, Kenilworth

Castle, Warwick Castle and the home of Marie Curie. She had tea in the Kew Gardens and visited Windsor Castle and Hampton Court. Crossing to the Continent, she visited Ostend, Brussels, Waterloo, the battlefields of the World War, Paris, Versailles and many other points of interest.

Purse of \$175 Raised for III Elevator Man

John McLaughlin, formerly assistant elevator starter in the Little Building, who has been seriously ill for over a year, has been remembered recently by his friends who are employed by the Building, and by the tenants who knew him, in a gift of a \$175 purse.

Horace Baker, who has been Little Building carpenter and repair man for a number of years, made a canvass of the Building to collect the purse.

Mr. McLaughlin, who lives on West Dedham street, has a wife and two little sons.

WILDEY SAVINGS BANK

A Mutual Savings Bank
52 Boylston Street
BOSTON

Deposits go on interest 15th day of each month.

JOIN OUR VACATION CLUB

Town Messenger Service

"A Service You Can Trust"

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How much THOUGHT do YOU give YOUR child's eyes?

H. S. STONE, Oph. D.
OPHTHALMIST
20 Years Practice
Rooms 1026-27 Little Bldg.

ORTHOPEDIC RECLAMATION

By the art of hand work we can so reconstruct your shoes that they will approximate the comfort of our hand-made shoes.

This is not "cobbling" but a scientific system of reconstruction with special training experience. The charge is in the \$3.00-\$5.00, depending on the condition of your shoes and feet.

Your needs are considered; the result is a shoe that gives ease of motion in walking and standing.

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REPAIRS 223-225 Little Bldg.
Established 1880

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FOR BUSINESS MEN Advertising

Salesmanship Psychology

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Window Dressing

STARTING WEEK OF October 6

THE BOSTON BOYTON'S HATS UNION
48 BOYLSTON STREET



Why is it that you vary in the amount of work you get through with in a week?

Do you know that Eyestrain has a great deal to do with this?

If you are in doubt about your eyes, let me examine and test them.

Edmund J. Wilson
OPTICIAN OPTOMETRIST
Room 328-9 Little Building

Perfect Letter Company

MULTIGRAPHING
Mimeographing
Public Stenography

Notary

717-18-19 Little Bldg.
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OSBORNE
Office Furniture Co.
SPECIAL SALE
4-Drawer Steel Letter Files, Progressive Roller Suspension, Electrically Welded. Value \$36.50.
Our Special Price \$28.50
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Phone Congress 3422

OSBORNE
Office Furniture Co.
SPECIAL SALE
4-Drawer Steel Letter Files, Progressive Roller Suspension, Electrically Welded. Value \$36.50.
Our Special Price \$28.50
COR. HIGH AND PEARL STS.
Boston, Mass.

LITTLE BUILDING NEWS

Six Pages

Boston, Mass., November, 1924

Price Five Cents

BUSINESS BOOMING THEY SAY

"Business is good," is the universal opinion expressed by our Twelfth Floor neighbors. Wilfred B. Kay of Kay & Company reports a marked change for the better in business conditions during the last month.

James Hooley, Daniel Ashley and George Dunning, local managers for the Crawford publications, tell of a brisk business on all their publications. Ed Siner, N. E. manager of the GOOD HOUSEKEEPING MAGAZINE, while he laments his "Proton golf game," as he expressed it, says: "Despite the disturbance in business due to recent elections, a tour of the New England territories which I only recently made indicates a very good business for my company."

HE LEADS FOOTBALL BANDMEN

Things are breaking well on the gridiron for our Ninth Floor neighbor, Charles H. Dudley. Mr. Dudley is a Dartmouth alumnus and he takes great pride in the big Green team that has been sweeping all its competitors before it this year.

To Mr. Dudley goes much of the credit for the spectacular exhibitions of drilling and marching that the Dartmouth band has been giving, for he has been training the bandmen. Their work at the Harvard game elicited forth great admiration and reflected credit upon our Little Building neighbor.

Mr. Dudley returned from a three weeks' trip in the South, where he had been outfitting some of the largest girls' colleges and schools with expansion costumes and paraphernalia, to see at Dartmouth play three of his big games. He was rewarded for Dartmouth tied Yale and beat both Harvard and Brown.

RUSSIAN VISITOR ODD ONE



Clara Dell Smith, our Sixth Floor neighbor, and her prize-winning dog Downey. Downey was a recent visitor to the Little Building.

Little Building folks entertained, and were entertained by, a distinguished Russian visitor to the Building last week. He was a most unusual visitor, too. Not once did he attempt to tell his opinions of the American people nor did he have any suggestions as to how the Government might be improved.

Of course, the fact that he was a four-footed visitor may have had something to do with it. For, though a gentleman of high degree, he was a dog.

Downey was his name, and he was a Saymore from the northern part of Russia. He belongs to Miss Clara Dell Smith, half-dresser, of the Sixth

(Turns to Page 5, Column 5)

WHAT BANK DO YOU USE MOST

Miss Marguerite Kerr, of the Gordon Bankers Publicity Corporation on the Fifth Floor, has been gathering statistics concerning the banks people use and why. She has been working on this for some time and finished her questionnaire by making a tour of the "City Under One Roof." Miss Kerr says that many people give as the bank they use the one that is nearest them and as their reason the fact that its proximity saves them time.

LEAGUE NEEDS MORE BOWLERS

More bowlers are wanted for the Little Building Bowling League. Two of the teams that now make up the League will have to be dropped, unless more men can be recruited to refill their quotas.

All Little Building Neighbors who are desirous of joining the League are urged to communicate with Frank Adams, Room 426, at once.

FIFTH IS STILL AT THE TOP

The Fifth Floor team still leads the Little Building Bowling League by two points over the Third Floor rollers, at the end of the second month of the schedule. The Fifth has 28 points to its credit to 26 for the third. The next highest team is the Sixth Floor with 20 points won.

The winners of individual prizes in the month's matches were as follows: Oct. 6—High three-string, D. B. McHugh; second, J. DeKas; high single-string, Ralph L. Rogers. Oct. 20—High three-string, W. Bradley and J. Hurley, tied for first place; second, H. A. Wilson; high single-string, John Miller. Oct. 27—High three-string, E. T. Avery; second, D. B. McHugh; high single-string, John B. Miller. Nov. 3—High three-string, William Kerwin; second, Mr. Howard; high single-string, Ralph L. Rogers. Nov. 10—High three-string, E. T. Avery; second, John T. Rooney; high single-string, Ralph L. Rogers.

The team standings after the matches on the evening of November 10 were as follows:

Fifth Floor	28 points
Third Floor	26 points
Sixth Floor	20 points
Eleventh Floor	16 points
Tenth Floor	15 points
Fourth Floor	12 points
Eighth Floor	11 points
Second Floor	11 points
Ninth Floor	9 points
First Floor	4 points

ATTENDS CONVENTION

Edmond L. Wilson, optician and optometrist of the Third Floor, has been attending the annual convention of the Massachusetts Society of Optometrists, which was held at the American House.



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Address: Multipracting Co.
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SHOPS STOCK UP EXPECT BIGGEST CHRISTMAS RUSH



Miss Anna Quinn of the Butterick Publishing Co. on the Ninth Floor has been an active worker for the New England District Convention of the Associated Advertising Clubs of the World in Hartford.

Miss Quinn Heads Women Ad Delegates

Miss Anna M. Quinn of the Butterick Publishing Co. on the Ninth Floor is chairman of the One-to-Half-Floor Convention Committee of the Advertising Women's Club of Boston. Miss Quinn is working hard to get as many members as possible to attend matches on the evening of November 10 to be held in Hartford, November 16, 17, 18 and 19.

She says that a number of the members of the Advertising Women's Club of Boston are planning to drive down in their cars and take others with them. Members of the Eastern Club have announced their willingness to accompany the ladies in their cars.

Shop Under One Roof Is Slogan

With the approach of the holiday season, Little Building shops are beginning to take on a festive air. Crisp new stocks are coming in and dainty gift novelties are making their appearance. Gay little greeting cards tell their words of cheer in many shops, and there is a hustle and bustle that augers well for Little Building merchants.

To be able to do all Christmas shopping under one roof is something that the three thousand people who receive the LITTLE BUILDING NEWS appreciate. More of them than ever before tell us that they are planning to do all their Christmas shopping in the "City Under One Roof." The shops have renewed and increased their stocks and now are prepared to handle the greatest volume of business ever done in the Little Building.

Whether you want an inexpensive greeting card or an extra nice gift, you will find it in the Little Building. Whether you want a gift for man, woman or child you will find it in L. B. shops.

For the busy business man or woman, L. B. merchants have dispelled the bugaboo of Christmas shopping, by offering an enormous saving of time and energy and an opportunity to select gifts at leisure under pleasant conditions, remote from the jarring throngs that fill the big stores.

Tell Mr. Frazer

RENFREW
JEWELER
Renowned to Room 512,
110 Tremont St.
Where We Are Glad to Welcome Our
Old Customers

Mr. Frazer, the new manager of the Little Bldg. Cafeteria, is the young blond chap you see bustling about.

He hopes that you Little Bldg. folks will tell him when you like what he serves and what's more important when you don't!

LITTLE BUILDING CAFETERIA

We are paying almost
Two Million Dollars
to our 1924 Christmas Club Members

1925
Christmas Club Books
are now ready

May we supply you with one?

EXCHANGE TRUST CO.
Address
121 Boylston Street
1 Court Street

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PRODUCERS OF PRODUCTIVE PUBLICITY
LITTLE BUILDING, EIGHTY-NINTH STREET
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Oysters Lobster
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We deliver fish to the Little Building. On your busy days just call
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S. ATWOOD & CO., INC.
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THE LITTLE BUILDING NEWS

The First Office Building Newspaper in the World

Vol. 3, No. 11 November 1924

Published once a month by the Thirdward Advertising Service for the Little Building, 110 State Street, Boston, Office: Suite 15, Mableton Arcade.

MADEIRA A. TRUBROW Publisher
SARAH C. CHAPMAN Editor
OLIVE McGUIRE Asst. Manager
JOHN GEORGE BLISS Art Editor
ROY A. CONROY Business Mgr.

Xmas Shopping

With the presidential election past, business again on the boom and the Christmas shopping season right upon us, let us not forget to do all our Christmas shopping with our Little Building neighbors.

Once a year the NEWS renews this suggestion to its readers. In the case of old tenants, perhaps the reminder is not necessary. But always during the course of a year there are many newcomers to the "City Under One Roof" who may not fully realize that the trouble, weariness and worries of Christmas shopping can be eliminated by "doing all your Christmas shopping under one roof in the Little Building."

Little Building shops are better stocked than ever before to serve their neighbors during the Christmas shopping season. They offer you the courteous, attentive service that one neighbor offers another.

And to the NEWS says: "Before you buy a Christmas gift visit your neighbors' shops."

Adopt L. B. Idea

When the Boston Chamber of Commerce was about to start a new publication to be distributed among the tenants of the new Chamber building, recently, the editor of the new periodical, Charles A. Palmer, came to the publishers of the LITTLE BUILDING NEWS for counsel and advice.

The new Chamber publication, "The City Under One Roof," is not a newspaper like the NEWS, but the object is similar.

We do not remark upon Mr. Palmer's call for the purpose of boasting. We mention it merely to remind Little Building neighbors that the community spirit and neighborliness in business which exists in the "City Under One Roof" is well known abroad.

The wisdom of it, the advantages in it, have been observed far beyond the confines of this building. Perceiving the wisdom in it, others are adopting the idea.

The Reminder

Again and again newcomers to the Little Building express surprise and appreciation at the splendid community spirit, the spirit of neighborliness which they find in the "City Under One Roof."

They express surprise because it is an unusual thing to find in a commercial building. The idea of business neighbors trading with each other is new to them, whether they

POSITION WANTED

Part time office assistant - familiar with general office routine - knowledge of stenography. Tel. Beach 8515.

Bookkeeper-Stenographer

Position in prominent office or near Little Building. Phone Beach 2247 after 4 P. M.

come from other parts of Boston or from more distant communities. In another column the NEWS publishes an interview with a new tenant, reminding us of the fact that the Little Building offers this fine thing called community spirit, or neighborliness, which is not found elsewhere.

We are apt to forget that we have it. We are apt to get used to it and minimize it. Every once in a while we need some newcomer to remind us. It is a thing worth remembering.

Hope to Sell Fifty Million Health Seals

Fifty million Christmas health seals are being distributed by the executive officers of the Massachusetts Tuberculosis League from their offices on the Eleventh Floor of the Little Building.

Two hundred and fifty thousand letters are to be released to business houses, organizations and individuals through the use of the special Christmas Seals and Health Bonds for the support of the organized fight against tuberculosis. White Plains.

According to Robert V. Spencer, executive secretary of the League, this promises to be the largest Christmas Health Seal sale in the history of Massachusetts.

Last year the sale jumped to \$191,000 from \$147,000. This year Mr. Spencer predicts that the sale will amount to \$225,000 in this state alone.

Damon is Back From Capitol; Met Coldridge

George E. Damon, Second Floor neighbor, has returned from his recent trip to the 15th annual convention of the National Stationers, Manufacturers and Editors Guild Association, which was held in Cincinnati.

While in Washington Mr. Damon and his party met President Coolidge's shop hands with him, and presented him with \$47,000 in stamps. On one side of which was engraved in outline the states of Vermont and Massachusetts and the United States.

On the other side, the initials C. C. and the year 1924 were engraved. Mr. Damon is a charter member of the Boston Stationers' Association, which was formed in 1888, and he has served that organization in one capacity or another since, having been secretary for several years and president for two. The Boston Association was the first one organized, as it was from that Association that the National Association grew.

There were twelve in the party with which Mr. Damon left Boston and they stopped to take in as many of the sights about the way as possible, stopping at Buffalo, Niagara Falls and Cleveland on their way to Cincinnati and the headquarters of the Association.

VISITOR FROM CHI

W. K. Bransch, head of the Department on Modern Salesmanship of the Lealbe Detours University, was visitor from Chicago, in the Little Building, last Monday.

Mr. Bransch's visit was occasioned by a meeting of the local staff of the school which was held on that date.

Embroidery for all purposes

B. F. GOLD SWHART

ROOM 1049 Little Building Beach 8617

Xmas Gifts You Can Buy in Shops Under One Roof

Brund, the photographer, is making a special offer for Christmas to Little Building folks of six portraits for three dollars. Your photograph makes an excellent gift and here is an opportunity to have one taken reasonably and without going any distance from your office.

At Damon's store on the Second Floor you will find many interesting gift suggestions in the way of stationery and stationery accessories. Also you will find a complete line of greeting cards and the necessary equipment to do up Christmas presents with. Here, too, you will find materials for your holiday decorations and Miss Phyllis Brownell will be glad to assist you in planning the decorations.

Charles H. Dudley, Inc., of the Ninth Floor, is offering a most attractive proposition to Little Building folks. It is giving a ten per cent discount on all goods. Here you can buy all kinds of sporting goods from skis and snowshoes to the warm wools that you need for winter sports.

Miss Goldthwait on the Tenth Floor is doing some very unusual and interesting things in embroidery for Christmas. Take her your embroidery problems and she will solve them for you. If you want something in hand work see Miss Goldthwait.

W. M. Kerwin & Co. on the Third Floor are offering a special assortment of greeting cards that is very attractive and very attractively priced.

The Leather Shop in the Subway Arcade has a fine display of leather goods and many a gift problem may be solved there. Among the goods being shown for Christmas are dainty, fitted week-end cases, men's toilet cases, hand bags and a large assortment of leather novelties suitable for small gifts.

The Nu-Bone Corset Shop on the Tenth Floor have added a special line of lingerie and hosiery for Christmas. They are showing dainty underthings and an attractive line of hosiery.

The Radio Supply Corporation in the Subway Arcade is making a special Christmas offer of a four-tube radio set, set up complete in your home, for one hundred dollars. They have a wide variety of other sets from \$35 up to \$300. If you want something in radio you will find a complete stock here.

Radio for Christmas

Complete line of Radiola Sets ranging from \$35 to \$300. As an XMAS SPECIAL we will install in your home a Radiola (HITA) four tube set complete with tubes, amplifier, phonos and a 225 loud speaker for \$100.00. Our Service Dept. Never Sleeps. Day Beach 2948, Night Reg. 670-31. RADIO SUPPLY CORP. Shop 5 Subway Arcade.

At Brooks Bros. on the Second Floor you will find an exclusive stock of men's wear suitable for gifts. Good-looking ties and scarfs there are in plenty. Also sweaters and trunks and bags and leather goods.

On the Second Floor, at the Geier Co. of Massachusetts, you will be able to find time and labor-saving devices that will make excellent gifts for business women. Two most useful suggestions are hair dryers and vibrators.

Phelan & Steptoe have a fine stock of haberdashery and are showing a special line of shirts, ties, scarfs and hosiery for gifts. Their shop is located at 42 Boylston street, just a few steps from the Little Building.

No Christmas list is complete unless there is some item of jewelry on it. At Renfrew's new shop in the Studio Building, Tremont street, Room 515, you will find many delightful novelties with which to fulfill that part of your Christmas list.

For those who wish to take advantage of an excellent offer our neighbors in Room 639 are offering silk lingerie and silk hosiery at wholesale prices. Little Building folks who do their shopping in the "City Under One Roof."

COSTUMES WIN FOR L. B. PAIR

Once again the Little Building was doing well in the N. Hall are the winning team this time.

Miss Brownell, of the Denison Service Department of the George E. Damon store on the Second Floor, designed and executed the costume worn by Mr. Hall, also of the Damon Co., at the Wilkes Revel held at the Winthrop Arms Hotel Halloween.

The judges for the occasion were William Hodge, leading man of the "For All of Us" company at the Selwyn Theatre and Gertrude Lawrence of Charles's Revue.

OFF ON VACATION

Miss Ida Gould, of the Gould-Stein Service on the Sixth Floor, has been taking a vacation after a strenuous Summer and Fall. She has been spending several weeks in the country. During her absence Miss Miriam Gould, has been in charge of the Service.

Select Gifts Now to be Reserved and Marked for Christmas

Fitted Week End Cases \$7.50-\$50 Men's Toilet Cases...\$5-\$15 Hand Bags...\$2.95 and up All Kinds of Leather Novelties

LEATHER SHOP Shop 3 Subway Arcade

Shop early and have the personal attention of Mr. Goodman.

STURN LETTER SERVICE

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L. B. GIRLS TO AID "Y" IN DRIVE

Miss Jessie D. Alexander of the Trustees' Office on the Ninth Floor is captain of a team made up of girls in the Little Building who will solicit funds for the Building Campaign for the Boston Y. W. C. Young Women's Christian Association.

Her team will consist of twelve girls-one from each floor. To date the following have signified their willingness to assist Miss Alexander: Miss Caroline E. Bowditch of the Perfect Letter Shop on the Seventh Floor, Miss Mary Caroline Crawford of the Eighth Floor, Miss N. Mae Sawyer of the Boston Y. W. C. office on the Seventh Floor and Mrs. C. M. Fowle of the Twelfth Floor.

Miss Alexander hopes all girls who are interested in this campaign to get in touch with her as she is sure that many more girls will volunteer their services.

The Boston Y. W. C. is planning to erect a thirteen-story building at Stuart and Clarendon streets for young women of the city and adjacent communities. It will contain a swimming pool, five floors of hotel accommodations and every conceivable recreation and educational facility.

The sum necessary to raise from the public to cover the building and cost of maintenance for two years will be a million and a half dollars. Before this is raised, however, a Maintenance Campaign to raise \$10,000 to balance the budget for 1924 will be launched.

EXHIBITED AT FASHION SHOW

Miss Florence Stevens and Mr. Alan Van Buxstee of the Nu-Bone Corset Shop on the Ninth Floor, were among the exhibitors at the Fashion Show held recently in the Mechanics Building. All the models in the show were wearing their own girls and, in addition, they had a very attractively decorated booth.

After the show, the models reported that they did an excellent business and made a number of new customers.

After the show, the models were presented with Nu-Bone corsets.

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Beef, Pork, Lamb and Vegetables for THANKSGIVING

Butter and Eggs Our Specialty

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Bell, Frank W., reg. 111-1111
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Smith, E. P. & Son Company, reg. 542-1111

Advertisement for Christmas Greeting Cards, featuring 'NOW IN THE TIME TO PLACE YOUR ORDER FOR Christmas Greeting Cards' and 'We Recommened OFFERING OF 25 CARDS AND FOLDERS PRICED AT \$1.00'.

Advertisement for W. M. Kerwin & Co., 349-50 Little Bldg., Boston 1766.

Advertisement for 'We Lend You a Car for Business or Pleasure'.

Advertisement for 'THOSE MOTOR TWINS OF BOSTON' featuring an illustration of two men in suits.

Advertisement for 'NEW FORDS for Rent SALES MEN!'.

Advertisement for 'THEIR'S A STATION IN EVERY NEIGHBORHOOD'.

Advertisement for 'Asst. Starter of Elevators Died Nov. 11th'.

Advertisement for 'Mimeograph' and 'Lang Circumtype'.

Advertisement for 'Motor Twins Fleet Going to Yale Game'.

Advertisement for 'CLAIM BEST OFFICE BOY'.

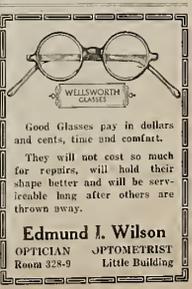
Advertisement for 'The LaSalle Extension University'.

Advertisement for 'WELLSWORTH GAMES'.

Advertisement for 'Good Glasses pay in dollars and cents, time and content'.

Advertisement for 'Triple Action'.

Advertisement for 'Edmund I. Wilson OPTICIAN OPTOMETRIST'.



L. B. GIRL ENGAGED, NOT WED

The announcement of the engagement of Miss Mary Bowditch of the Seventh Floor to Dr. Benjamin Dysart of New York is made by her mother, Mrs. Mary Bowditch of Newton. Miss Bowditch looked the other morning to find that certain newspapers had announced her "marriage" to Dr. Dysart. Until this time she had planned to keep the engagement a secret, as she will not be married until next year.

With the story of her alleged marriage, however, she decided to let her mother announce her engagement now. Miss Bowditch met Dr. Dysart while she was acting as secretary to Dr. Gravel and became engaged to him after her return from Labrador. Dr. Dysart is a graduate of the Harvard Medical School and now is serving his internship at the Bellevue Hospital in New York City. He will be married a year from next month, when Dr. Dysart finishes his internship.

Regarding certain "hair-raising experiences" with the Ku Klux Klan that also were credited to her, Miss Bowditch says:

"In the first place, I was not in London, Texas, at the time. The Ku Klux sent the warning to Tillotson College regarding the teaching of Negroes by white people, and in the second place I never saw bodies of white-headed night riders surrounding the college.

"The only thing that happened was the sending to Tillotson of a note in which the Ku Klux Klan voiced its objection to the teaching of Negroes by white teachers and intimated that it might see fit to take action against those teachers. The note was read to the teachers by President Fletcher and they were offered a chance to withdraw from the school if they wished. They withdrew, however, and the note was sent to the proper authorities at Washington. Washington reports by white people, and in the second place I never saw bodies of white-headed night riders surrounding the college.

Regarding the treatment of the teachers at the college by the people of Austin, Miss Bowditch says their attitude was most kindly and friendly and that they most decidedly did not try to make it unpleasant for the teachers. Moreover, the churches were in sympathy with the college and the relations between church and college were most pleasant.

MARTHA A. BRIGGS
Mimeographing a Specialty
 Long Carrage Typewriter
 Notary Public
 No. 54 Little Building Bldg 1838

Photographers
Anything—Anything—Anything
SHAW PHOTO SERVICE
 Beach 1609 44 Boylston St.

See Albert Hersey for
Printing
 Room 632 Beach 9435

November 17 to 26 **W. C. A.** \$60,000 to be Raised
BUSINESS WOMEN HELP BALANCE THE BUDGET
For Your Y. W. C. A.
Boost the Little Building Team



Miss Mary Bowditch of the Seventh Floor, whose engagement has just been announced. The engagement was to have been kept a secret, but a false report of her "marriage" induced Miss Bowditch to announce it now.

Kermit Visits Roof City, So Does Angell

The Alber-Wicks Platform Service on the Fourth Floor has been entertaining some distinguished visitors lately. Kermit Roosevelt was in, previous to going to Brackton, where he had a speaking engagement; Norman Angell, English writer and author of "The Great Illusion," was a caller as was Arthur S. Coggeshall of the Carnegie Museum in Pittsburgh, who dropped in on his way to fulfill an engagement in Concord, N. H.

All are under the management of the Alber-Wicks Platform Service Co.

Mary Cassidy Mourns Loss of Son Cyril

Cyril Cassidy, son of Mrs. Mary Cassidy, a matron in the Little Building, was drowned at Poland Springs, Me., recently, while canoeing.

With a companion, young Cassidy was in a canoe on the lake when a storm came up. The companion couldn't swim, so Cassidy instructed him to hold on to the canoe and float ashore.

It is thought that the weight of his clothes kept Cassidy from making shore, for he was known to be an able swimmer.

He was twenty years old and was to have entered Boston College this Fall. A gift of \$52 was made to Mrs. Cassidy by some of the women of the building. It was given to her during her recent illness. While Mrs. Cassidy is much better it will be some time before she will be able to resume her duties in the Little Building.

PLAN WORLD'S LARGEST DEPOT

C. H. Shawver of the Red Ball Transit Co., Fifth Floor, tells us that his company is to erect the first bus terminal in the world. It will be a half-million-dollar building and will be located in Indianapolis. It will house the many departments of the company as well as be a terminal for the company's bus lines.

F. & M. BAZAAR SUCCESS

The Fathers' and Mothers' Club, Ninth Floor neighbors, gave very successful bazaar to raise funds for their child welfare work at the Hotel Vendome recently.

Shows Right Way to Handle Hose

HALF of every hoseful dollar dissolves in the wash. If silk is going to live to see the fire the wearer must remember that silk is not an animal fiber and must be treated according to the laws that govern the ether world. And most of these laws revolve around warmth, moisture, according to the Real Silk Hose and Mills, located at Indianapolis, Ind.

Proper handling, overhauls almost every other consideration in the care of silk hose. The Institute points out. Silk demands extra care and treatment for longevity. Hose should be washed as quickly as possible after each wearing but never thrown in with the general wash. In washing the stockings absorb the waste matter in the form of perspiration constantly thrown off by the pores of the feet. Silk is capable of absorbing from 31 to 35 per cent moisture. The light next to the perspiration may evaporate, but if the hose is laid away soiled part of the acid remains to attack the silk.

Silk cannot be rubbed and scraped and dried the ordinary. It is affected by heat, cold, friction and strain, and while the strongest of all known fibers, it is easily broken by improper handling. It really dissolves in hot acid solutions through vegetable fibers are little affected. For this reason woolens and silk must be washed in a neutral soap solution which contains no free alkali, with water of only lukewarm temperature. A too hot water has a tendency to loosen the fibers, leaving the stockings with a fuzzy appearance. Extremely hot water takes much of the natural oil from the silk, leaving it hard and brittle so it breaks too easily. Artificial silk fibers are weak when wet and can be easily torn, but the strength of real silk is increased by moisture, if properly treated.

The first step in mending is to turn the stocking wrong side out. Vigorous rubbing loosens the fibers. Only the heels and toes should be rubbed, the leg of the stocking can be washed through the fluck sticks and the latter spaced through with the hand. It is twisting and rubbing that causes fuzziness and broken threads. Rinse in clear water of the same temperature and squeeze the stocking dry as possible between two towels. In suitable shaves. Finally, turn the stocking right side out, pulling it knifewise and stretch out to its shape and hang by the toes in a place away from the sunlight or heat. Sunlight and steam from a hot radiator have the same effect on hose as the too hot water or a hot iron. It is best to dry hose slowly and evenly between the towels. Frequently in this time of colored furze. This preserves the even color, preventing the mottled appearance that comes after drying in the open light. If properly rinsed and dried, the stockings will be found in excellent and shapely condition without the necessity of pressing.



RUSSIAN VISITOR ODD ONE

(Continued from page 1)
 Floor. Pure white from the tip of his aristocratic little nose to the end of his tail. Downey has walked away with four first and two special prizes in the dog shows he has attended.

According to his owners, Downey has a repertoire of tricks that any of the stars of vaudeville dogdom might envy. In addition to the usual tricks such as walking on his hind legs, prying open and saving his prayers, Downey has been taught to do, or carry. If a member of the family is sick, Downey on his hind legs and arrands. He has been taught to drag a pillow across the floor to the sick person and to carry books or papers to them. If something is required that he cannot push, carry or drag, he runs around another member of the household to do it.

Alcohol is food, Downey is very particular. His special preference is for carrots. However, he will eat anything that he sees the family eat. If, by any chance, his dish of water gets riddling, he will patently wait it in his mouth until he finds someone who will fill it for him. The day Miss Susan brought him to the Little Building, she says, she was allowed all the way by dog fanciers who placed their bet on his any price she would take for Downey at \$5 wanted to buy him.

RETURN TO L. B.

Miss Lotta Behie, of the Behie Sisters, hairdressing shop on the Second floor, has just returned from a month's vacation in Nova Scotia. Miss Luella Jewers and Miss Manche Urquhart, of the Behie shop, recently returned from the Behie summer shop at Alton and will be up for the Winter.

BILLIARDS POCKET BILLIARDS
 A Alley—6 Tables
BOYLSTON ALLEYS
 125 BOYLSTON STREET
 Next to Columbus Theatre
 C. W. Skene, Mgr.

Plan to buy your MAS SPDRING GODDS in "The City Under Due Roof."
 MAS Spdring Goods in Your Little Building Folks.
CHAS. H. DUDLEY, Inc.

CAN MAKE OWN HOLIDAY GIFTS

A Little Building shop for you to shop in. the nearest shop for you to shop in.

BILLIARDS TABLES
DOWNING ALLEYS
Recreation Bowling Alleys
 616 Washington St. Tel. Beach 7378

Authorized Sign Painter for the Little Building
SIGN PAINTING
 All kinds of Signs—Wood and Metal—Banners and Etc.
 Lettering and Designs for Office Doors and Windows Anywhere
Adolf F. Ekeroth
 166 Harrison Ave.
 Beach 3923-W or South Main Street Office, 1415 Bldg.

Christmas Lingerie and Hosey
Va Bone Corset Shop
 Custom Corsets and Accessories—Fittings by Appointment at home
 Anna Van Buhik Florence A. Stevens
 607 Little Bldg. Beach 9222

EAT AT SPAULDING'S CAFE
 We Excel in QUALITY Service and Courtesy
 Prices Reasonable Food Home Cooked
 SPECIAL LUNCHEONS 11:30 to 3
 DINNERS 5 to 9
 Opposite Little Building 224 Tremont Street

BILLIARDS TABLES
DOWNING ALLEYS
Recreation Bowling Alleys
 616 Washington St. Tel. Beach 7378

Authorized Sign Painter for the Little Building
SIGN PAINTING
 All kinds of Signs—Wood and Metal—Banners and Etc.
 Lettering and Designs for Office Doors and Windows Anywhere
Adolf F. Ekeroth
 166 Harrison Ave.
 Beach 3923-W or South Main Street Office, 1415 Bldg.

OSBORNE
Office Furniture Co.
SPECIAL SALE
 4-Drawer Steel Letter Files, Progressive Roller Suspension, Electrically Welded. Value \$36.50.
 Our Special Price **\$28.50**
 COR. HIGH AND PEARL STS.
 Boston, Mass.
 Phone Congress 3422

WILDEY SAVINGS BANK
 A Mutual Savings Bank
 52 Boylston Street BOSTON
 Deposits go on interest fifthent day of each month.
 Assets over \$14,900,000.00

SERVED 4 CENT DINNER

Girls of the Near East Relief on the Twelfth Floor acted as waitresses at the Four Cent Banquet served by that organization at the Copley-Plaza Hotel to six hundred society folk of Boston recently.

The banquet consisted of beef stew, apricots, bread and cocoa. The young women from the Little Building who assisted in serving were Helen W. Gilman, Mary Kineen, Mary E. Herrins, Teresa D'Amelio, Dorothy H. Ewell, Mary Conneli, Anna Plearadio, Tina Cohen, Mary Cleaves and Evelyn Stewart.

The Near East Relief workers decided that the best way to vividly present to the people of Boston the condition of the children in the Near East was to invite them to a banquet and serve them with the same food as is served to the children in the Near East.

Speakers at the dinner were the Hon. Henry Morganthau, A. Lawrence Lowell, president of Harvard, Charles V. Vickory, general secretary of the Near East Relief.

Officers of the organization believe that this dinner has done much to stimulate enthusiasm for Golden Rule Sunday, which will be observed throughout the world December 7 in aid of the Near East Relief.

PLANNED 'KIDDIES' CARAVAN

Pre-election days have been busy days for our Sixth Floor neighbors, the Women's Trade Union League. Mrs. Mary Gordon Thompson, Mrs. R. M. Baker and Miss Mildred Gutterson, members of the executive board, helped to plan and went out with the Children's Caravan, that was sent over the state to advocate the Child Labor amendment.

On November 2 a grand demonstration was held on Boston Common. Ten machines met the Caravan and, preceded by a band, marched to the Parkman bandstand, where Dr. Worth N. Tappan of New York, Owen H. Lovjoy of the National Child Labor Committee and Frank H. McCarthy of the American Federation of Labor addressed a group of people. Miss Ethel Smith of the League worked with Mr. McCarthy to help put the Child Labor Amendment and Mrs. Mand Foley Van Varnenewick, president of the League, addressed daily meetings in behalf of the amendment.

L. B. CAFE HAS NEW MANAGER



C. F. Frazer, the new manager of the Little Building Cafe, is fond of dogs and he is shown here with one of his pets. Mr. Frazer is much impressed with the community spirit of the "City Under One Roof."

Charles P. Frazer, formerly of the Sunbeam Inn at Beach Bluff, has come to direct the Little Building Cafeteria. Mr. Frazer has had wide experience in catering to people's appetites and is planning many pleasant surprises for Little Building folks.

"I want to make the Cafeteria attractive to the people in the Building," Mr. Frazer says. "I hope that they will tell me when they like things and when they don't. Otherwise I won't know what they want or don't want."

It is one of Mr. Frazer's plans to provide several special hot dishes for each luncheon as well as to feature the various seasonal fruits and vegetables. He wants it understood that a real good meal can be obtained as well as a light lunch.

Before going to the Sunbeam Inn, Mr. Frazer was resident manager for the Watford Industrial Division at Rice & Hutchins'. He was also steward of the Shepard Street Colonial Restaurant and Cafeteria in Providence. He is an active member of the Boston Branch of the I. S. A. He was married recently and lives in Somerville.

FORUM IS NOW RUN BY RADIO

Our Twelfth Floor neighbor, George W. Coleman, has received a number of letters from his friends in Richmond, Va., Houlton, Me., Buffalo, N. Y., and a little town in northern New Jersey telling him that they heard and recognized his voice. He heard and recognized his voice on the radio in the first Sunday evening meeting of the Ford Hall Forum which was broadcasted recently from the Herald-Traveler Westinghouse station.

The entire meeting, from the opening concert to the answering of the last question, was broadcasted. People from points as far as five hundred miles away sent in their greetings and questions by telephone and telegraph and received acknowledgment and answer from the speaker the same evening.

Friends in St. Louis wrote that they heard every word even at a distance of thirty feet from the amplifier, and they propose attending meetings (this Winter) to have an overflow Ford Hall Forum meeting in St. Louis.

SPIRIT IN L. B. CITY PRAISED

"The community and neighborhood spirit fostered by the LITTLE BUILDING NEWS is a fine indication of the advantages enjoyed by a tenant in the Little Building and I commend it very highly," says H. Ernest Warren, president of the Westfield Green Marble Company, who last month became neighbors in the "City Under One Roof."

The company has taken offices on the Twelfth Floor, Rooms 1205-1206, where the executive department of the company now is permanently established.

An interesting survey of the company is given by Mr. Warren. It is one of two corporations in the United States who own such deposits as are quarried by them.

The company owns about 400 acres of quarry land in the Berkshire's, where can be found the most beautiful specimens of serpentine marble found anywhere in the world. The only other source in the country where such marble can be obtained is in Roxbury, Vermont.

According to Mr. Warren, the entire proposed increased output of the company has been sold out January, when so great is the demand for the company's products.

Receives Big Clock Orders Out in West

The Telotron Electric Clock Co. of the Eleventh Floor recently has signed several big contracts. Our neighbors will install all the clocks to be used in the new eight and a half million dollar hotel—the Book Cadillac—in Detroit, as well as all the clocks to be installed in a new department store there. Coming nearer home, they will install the clocks in the First National Bank in New Bedford.

These Telotron electric clocks cannot get on or lose, if it is charged. Run by electricity on an alternating current pulsating 60 beats to the second, they must keep perfect time.

The Little Building is the nearest shopping center for you.

He is worse than blind—because he thinks he sees! You owe it to yourself and humanity to have your eyes examined.

H. S. STONE, Oph. D.
OPTOMETRIST
30 Years Practice
Rooms 1027-27 Little Bldg.

Football Scores Play by Play on Subway Radio

Proprietor George Mahoney of the Radio Supply Corporation in the Subway Arcade is a popular man these days. Especially is this true Saturday afternoons, for he gets the football games on his radio and his shop is full of fans listening to the results of the big contests.

Next to going to the game, listening to the broadcast is most satisfactory as many of the Little Building folks are finding out. If you aren't one of the listeners already, Mr. Mahoney invites you to come down and try some of them.

His regular daily concerts are from 12:30 and 4-5.

Shop in the Little Building!

Shop in the Little Building!

Shop in the Little Building!

Toll School of Music

For Sax, Clarinet, Violin, Banjo, Guitar, Mandolin, Ukuleles, and all evening.

All instruments sold. Easy terms.

R. Toll Music House
218 Tremont St., Boston
Beach 4420

Phelan & Steptoe

When You Think of purchasing your Holiday Gifts Always Think of Damon's Gift Shop

in the Little Building

Our Special Offer \$3.00 for \$1.00

25 Engraved Cards \$1.00
25 Envelopes to match engraved designs.
RETAIL VALUE \$3.00

Damon
GREG DAMON COMPANY of Boston

The Beacon Hill Stationers
Little Building Branch
Mezzanine 9 Arcade
80 BOYLSTON ST.
Main Store: 7 Pemberton Sq.

S.S.S.

A new neighbor of Little Building folks answers your S.O.S. call for help in completing your high school education.

Individual instruction throughout. Open from 10:30 A. M. to 10:30 P. M.

The School for Supervised Study
at the
B. Y. M. C. UNION
48 Boylston St., Boston

3000 BUYERS

Three thousand copies of the News are distributed every month—in the Little Building, Colonial Building, Walker Building, and all the surrounding district within an easy shopping radius of the "City Under One Roof." An advertisement in the NEWS reaches the very buyers you want to reach, and at lowest cost to you!

MOON'S HOUR Winter Vacation

Plan now for your

A few suggestions:
Bernads
West Indies Cruises
Mediterranean Cruises
Round the World Cruises
Florida
California via Boat or Train, etc.

We are Official Agents for all principal Steamship Lines.

Walter H. Woods Co.
Telephone Beach 312

CHRISTMAS OFFER

Silk Lingerie and Silk Hosiery for Christmas gifts to our Little Building neighbors at wholesale prices.

639 Little Building

Labor Saving ELECTRICAL APPLIANCES

FOR

Xmas Presents

ROYAL ELECTRIC CLEANER

Vibrators Hair Dryers

THE GEIER COMPANY
OF MASS.
Shop 12, Mezzanine Arcade
LITTLE BUILDING
Tel. Beach 9488

HOLIDAY OFFER

To Little Building Community

6 PORTRAITS \$3.00
Buff. Etchings Size 5 x 8 inches

Commercial Photographs
Enlargements, Copies
Prints for Reproductions

F. J. Phelan
PHOTOGRAPHER
120 BOYLSTON ST., TEL. BEACH 9128

New Fall Hats

For Men and Young Men

The Famous **STETSON'S**

\$7 to \$10

The Popular **P. & S. Hats**

\$4 \$5 \$6

Visit our newly remodelled Store. You will be delighted with our assortment of men's wares so geared at our moderate prices.

Gloves—Shirts
Hosiery—Neckwear

Phelan & Steptoe
Established 1891
42 BOYLSTON ST.
Next to Bell Touraine

Do All Your Christmas Shopping Under One Roof in the Little Building

LITTLE BUILDING NEWS

Six Pages

Boston, Mass., December, 1924

Price Five Cents

FIRST TO WHISTLE ON RADIO

To the Little Building comes the honor of having the first girl whistler to whistle over the radio. The young woman who has won this distinction is Miss Wilena A. Norris of the Sixth Floor. Miss Norris has achieved a distinct success as a radio whistler and has given several concerts.

She was invited to whistle from W. B. Z. the Herald-Traveler Radio Station, on election night. So successful was her program that she has been requested to repeat it New Year's night from the same station. She received cards and letters from many people in the Eastern and Central States who heard her and all reported that her whistling came over the air perfectly.

New Elevator Floors Cross Word Puzzles

Crossword puzzle enthusiasts might they were "seeing things" as they got in their Little Building elevators the other morning. Crossword puzzles seemed to be strapping up at them from the elevators floors. Beneath their feet appeared white squares and black squares.

"What word with eight letters" began one crossword fan. The elevator man chuckled and later, Louis Griebel, superintendent of the Building, explained that it was only some new, improved floors which had been installed.

The new flooring has several advantages—it wears longer, looks better, keeps deeper under muddy feet and is more springy.

SHOP IN THE LITTLE BUILDING

BUYS HER GIFTS IN ROOF CITY

Our neighbors in the theatre district have been among the earliest this season to show appreciation of the advantages in "doing all your Christmas shopping under one roof in the Little Building." Already they are "saving time, saving steps, avoiding the big store crowds and shopping unhurried under one roof."

One of the first to bring her Christmas list to the Little Building was Miss Miriam Coughlan of "The Potters" company, now playing at the Plymouth Theatre. Starting on the Street Floor the other morning, she wended her shopping way to the "Twelfth," and completed her Xmas buying all in one day.

"It was the most delightful Christmas shopping I ever did," she declared. "But why do they call it the Little Building, it's so big? You certainly can buy everything you need under its one roof. I know a lot of theatrical folks who are planning to do their Christmas shopping here. We find nothing like it, nothing so convenient, anywhere else on the road, you know."



Miss Miriam Coughlan of "The Potters" snapped as she was leaving Little Building the other day after a Christmas shopping expedition.

Waldorf Plans Room Service in "Roof City"

A unique service has been inaugurated by C. F. Fraser, manager of the Little Building Cafeteria. Mr. Fraser has decided that many people in the Building get so busy they don't want to take the time necessary to eat.

That these people may not go hungry and ruin their digestion by irregular eating, Mr. Fraser announces that he is prepared to send breakfasts, lunches or afternoon tea to them in their offices from 7:30 a. m. to 7:30 p. m. without extra charge.

Mr. Fraser has had a number of requests for this service since he announced it and has, therefore, had an opportunity to test its practicality. He has found that it can be done satisfactorily to all concerned.

Orders are telephoned down to him and he sends them up on a tray by a bus boy. The boy leaves the tray, inquiring when he is to return to take it back. At the specified time he goes back to the office, gets the tray and returns to the cafeteria. And that's that.

Mr. Fraser is convinced that it soon will become a most popular feature for those busy people who would like to work and eat at the same time.

Shop under one roof!

HAZEL BOONE
SCHOOL OF DANCING
176 Tremont St. Beach 0125
Private lessons day and evening. Beginners class Monday Eve. Parties given Thursday eve. Social Saturday evening.

Xmas Gifts You Can Buy in Shops Under One Roof

For those people who wish to give unusual presents, things of wrought iron, copper or bronze have a special appeal. John Bradley's shop will prove to be a veritable treasure trove for the seekers of the unusual. Here you can find andirons, firecrackers, lanterns, candlesticks, torches, aquarium stands, bridge-lamps; in short, anything you desire in hand-wrought metal. He also has some beautifully designed copper bowls and urns that are truly medicinal. Reminiscent of the Orient are his enamel boxes, rose jars and incense burners. His prices are sufficiently moderate to delight the heart of the seeker for real values.

How many men are wondering what to give their wives?

For those who are in that quandary here is a suggestion: Many women would be delighted with a pretty new hat—the sort of a hat that emanates a festive spirit and makes the world brighter for the wearer. Such hats as these may be found at Brann's. And, by the way, Brann is offering Little Building folks a discount on all purchases made this month.

One way to solve the gift problem is to send photographs. Pictures are always appreciated and have a personal message that appeals to the recipients. Especially are they welcomed by friends living at a distance and who cannot see you frequently. For your friends your photograph is a year-round remembrance. Brunel is making a special holiday offer to readers

(Turn to Page 2, Column 2)

ADS. CALL SHOPPERS TO BLDG.

That as many people as possible may be told of the advantages of shopping in the "City Under One Roof," Little Building advertisements in the BOSTON TRANSCRIPT, HERALD and TRAVELER, from now until Christmas, will be devoted to telling the public the advantages and possibilities of the Building as a shopping centre.

The public will be told, through the medium of these advertisements, of the number and variety of shops in the Building and of the ease with which it may do all Christmas shopping under one roof in specialty shops where programs it takes a personal interest in their customers.

The ads will inform the public that Little Building shops are prepared for the holiday buyers and offer the shopper more advantageous buying than the crowded downtown stores with their overworked and over-rushed sales forces.

The First and Second Floor arcades are festive in their holiday decorations of wreaths and miniature Christmas trees. Practically all the shops on all the floors have been decorated.

Each year the Little Building gains more prestige as a shopping centre. People are beginning to realize the comfort and convenience of being able to shop in the smaller specialty shops where they are not bewildered by crowds and hurried by sales people who are anxious to leave them for the next customer and who have no personal interest in the needs of the purchaser.

It is anticipated that this Christmas will be one of the biggest that Little Building shops have experienced and the proprietors of these shops are adequately prepared to fulfill all the demands of their customers.

"Nothing but the Best"

THAT is Manager Fraser's message to Little Bldg. folks this month.

He personally sees to it that only "quality" foods are used in the dishes that are prepared for you.

Complete new kitchen equipment now enables us to perfect our service.

And another thing—
Merry Christmas

LITTLE BUILDING CAFETERIA

SALTED NUTS
and
Home Made Candies
Barley Toy Lollipops for the kiddies
See each
C. M. FOWLE
1243 Little Bldg.
Tel. Beach 1087 Orders solicited

The LAMBERT STUDIOS
A LITTLE BUILDING Boston
ADVERTISING ARTISTS
WISH YOU ALL
A Merry Christmas and
A Happy New Year

FISH
Oysters Lobster
Shrimp Scallops
Fresh Native Smelts
We deliver fish to the Little Building. On your busy days just call.
Beach 0129
or
Beach 7166
and we will carefully select your fish and deliver it to your office.
C. V. Chipman, M. W. Chipman
S. ATWOOD & CO., INC.
20 LAGRANGE STREET Boston

Suggestions for Xmas Gifts
Fancy Shape Watches
Flexible Bracelets
Indestructible Pearls
Children's Rings
Fraternal Rings
License or Lodge Cases
Platinum Top Bar Pins
Renfrew
JEWELER
110 Tremont Street

We are paying almost
Two Million Dollars
on our 1924 Christmas Club Members
1925
Christmas Club Books are now ready
May we supply you with one?
EXCHANGE TRUST CO.
124 Boylston Street
1 Court Street

THE LITTLE BUILDING NEWS

The First Office Building
Newspaper in the World

Vol. 3, No. 12 December 1924

Published once a month by the Theatrical
Advertising Service, for the Little Building
Community, Editorial and Business Office,
Suite 15, Maritime Arcade.

HAROLD A. TRUDLOW Publisher
SARNO C. CHIPMAN Editor
OLIVE McGUIRE, Adv. Manager
JOHN GIBSON BRIS Art Editor
ROY A. COREY Business Mgr.

Xmas Gifts You Can Buy in Shops Under One Roof

(Continued from Page 1)

of the LITTLE BUILDING NEWS of a half dozen buff etching photographs, five by eight inches, for three dollars.

Books are always suitable and acceptable gifts. Moreover, they are permanent gifts. Books for grown-ups and books for children! Mrs. Rose H. Cooper, the "Book-Lady" of the Little Building, has a number of suggestions that will help you solve some of your Christmas difficulties. One of her suggestions is, "The Book of Knowledge." She says this is especially good for school children who are required to do work in school necessitating reference books. For the grown-ups, many of the new books of fiction, are worth owning. They are the books that represent American life as it is. "A few pages a day will keep the books away," is Mrs. Cooper's motto.

With the holiday season at hand and cold days and leaden skies bringing promise of snow and ice, it is time to think of winter sports. And thinking of winter sports brings us to the thought of warm, wooly clothes for winter sports. Charles H. Dudley is offering a ten per cent discount to Little Building people on his sporting goods. This includes snowshoes, skis, skates, toboggans and all the things necessary for playtime in winter weather. It also includes the nice warm sweaters and things to wear in playtime. You will find suggestions for your Christmas list here. A lot of the youngsters who delight in winter time.

For the person who wants to give just a remembrance and doesn't know what to give the following suggestions will be useful. Hand dipped and hand decorated candles, decorated cookies, art calendars, sets of scissors and paper cutter in a leather case, photographs in oil, framed and unframed; exclusive French note paper, photograph albums, autograph albums and calendar pads. All these and many more attractive gift novelties can be found in Damon's. There also you will

find the things you need for decorative purposes for Christmas.

A reproduction of a famous painting would make an excellent gift for an art lover. P. E. Duffice is offering such reproductions of Raphael's "Madonna Gonzaga." They may be secured in a variety of sizes either framed or unframed and in photograph or hand colored. They range in price, according to size, from five to fifty dollars. To insure their safe transit in the mail they will be boxed and mailed directly from the studio.

Nuts and candies of course are an essential part of any well regulated Christmas festivity. These may be ordered from Mrs. Fowle who is offering special home-made candies, salted nuts and barley-tov-lollipops for the Christmas season. For the little gift Mrs. Fowle suggests an attractive box of candy.

One of the most difficult purchases for women is the gift they wish to make to the men folks. Knowing this to be the case one shop has set about solving the difficulty by opening a department where women may go and select the things that men like. At Finn's there are many things that men would like and a new department has been opened which will help the women to take care of the gifts for men on her list.

Browsing around an art and gift shop should be productive of ideas for Christmas gifts. Remembrances and the last minute gifts may be found here. At Green's Art Shop the searcher for unique gifts will be well repaid for his time for here he will find a great assortment to tempt his purse.

Men always claim that they are totally at loss as to what to buy for the ladies on their Christmas lists. Aware of this the girls of the Handy Shop are

Christmas Lingerie and Hosiery
Nu-Bone Corset Shop
Finest Corsets
Fittings by Appointment at home
Ann Van Buren Florence A. Stevens
307 Little Bldg. Dec 20th 1924

Plan to buy your XMAS SHOPPING GOODS in "THE City Under One Roof."
10% Discount Given to All Little Building Folks.
975-39 Little Building
CHAS. H. DUDLEY, Inc.

We are pleased to announce the
GREEN'S ART & GIFT SHOP
17 Boylston Street
BOSTON, MASS.
Formerly with Kuhnstruck

Merry Christmas
For Quick Delivery
of Xmas Gifts and for
Xmas Errands call
Beach 5774
Our messengers are Speedy,
Honest and Reliable.
Lowest Rates in Boston
**TOWN MESSENGER
SERVICE**
224 Tremont St. Boston

John Bradley
DISTINCTIVE
WROUGHT IRON LAMPS
Holiday Special—Polychrome Lamps
25 at 20% Reduction
Large Best Assortment of Picture
Goods—Candlesticks, Lusters,
and Mica Shades.
Oriental Goods
Visit and see the most exclusive ar-
ticles suitable for Christmas.
Buy on Sight or to Order. Best in
Boston—Best Prices Obtainable
Shop 3, Little Building
Tel. Beach 6313
Starvation, 551 Massachusetts Ave.
Tel. Cap. 128-13

going to give poor bewildered men their special attention. They will help them select gifts and will do them up with all the white tissue paper and red ribbon trimmings that men can't manage when left to themselves. This shop certainly will be popular with the men during the holidays. Nor have they overlooked the women. They have many dainty attractive things that are so dear to the hearts of women.

Special gifts for men, women and children have been arranged by the Little Shop. For men there are specially priced toilet cases of English tan-hide, pigskin lined and completely fitted in ebony with nine pieces and a place for a safety razor. These are priced at \$15 for Christmas. For women there is an attractively fitted week-end case made of basswood and lined with moire silk. The fittings are in ten pieces and come in either amber, shell or white. These are specially priced at \$14.95. For children there is a cunning little vanity case in any one of eight colors priced at \$1.00. These come in galley decorated boxes picturing nursery rhymes.

Dainty lingerie and hosiery are always acceptable gifts for women. The Nu-Bone Corset Shop has a splendid line of these things as well as their regular custom made corsets and accessories. Their lingerie is made to order from measurements and fits the wearer perfectly. Their hosiery is an excellent quality and comes in all the wanted shades.

For men haberdashery of any sort makes an acceptable present. Among the suggestions garnered in Phelan & Sceptoc's are gloves, neckwear, hosiery, shirts, hats, mufflers, umbrellas, handkerchiefs and bath-ropes. There are also featuring Gift-Merchandise Certificates which permit the recipients to make their own selection. This fea-

(Turn to Page 3, Column 2)

Fitted Week End Cases \$7.50 up
Men's Toilet Cases \$3.00 and up
Hand Bags \$2.95 and up
Men's Travelling Bags \$7.50 and up
Ladies' Week End Cases, un-
fitted \$2.95 and up
Hot Boxes \$4.95 up
Broadened Fancy Purses,
leather lined \$5.00 and up
Colored Silk Umbrellas \$5 and up
Brief Cases \$3.45 and up

**PICCADILLY
LEATHER SHOP**
SHOP 3
SUBWAY ARCADE

**WILDEY
SAVINGS
BANK**
A Mutual Savings Bank
52 Boylston Street
BOSTON
Deposits go on interest fifteenth
day of each month.
Join Our 1925 Christmas
Club. Now Open

L. B. FOLK PRAISED BY BOSS

W. C. Kohn, vice-president and general sales manager of the Real Silk Hosiery Mills, our Ninth Floor neighbors, was in Boston recently to attend a meeting of the First Division of the Real Silk salesmen held at the Hotel Essex. About 300 salesmen were present from the New England Division and 78 of the 80 who have their headquarters here in the Little Building attended the meeting.

An interesting feature of the evening was the presence of Mr. and Mrs. Real Silk, impersonated by R. H. Hampton, head field manager, and William Butler, a Boston representative. Mr. Butler, feigningly atrid as the bewitching Mrs. Real Silk, was quite the belle of the ball.

Referring to the work done by the First Division, Mr. Kohn declared himself well pleased and he praised highly the efforts of E. E. Knight, manager of the Boston office, and his assistant, W. C. Merriman, two of our Little Building neighbors.

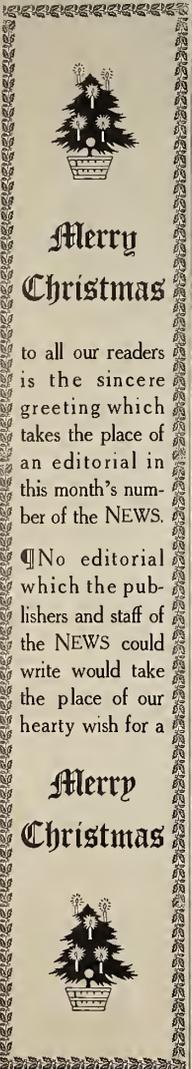
The Real Silk Hosiery Mills have had their Boston office in the Little Building for four years. Since that time, Vice-President Kohn announced the company has increased its yearly business from \$600,000 to \$25,000,000 a year and its representatives from 900 to 6000.

Little Building shops are discriminating shops for discriminating people.

**A Very Large Stock of
Trimmed Hats
to be sold at a
Great Reduction
during December**
BRANN
Tel. Dewey 5514-M. Room 1556
Little Building

**CHRISTMAS GIFTS
for MEN**
Gift Bonds, Ties
Scarfs, Gloves
Canes, Umbrellas
New Colors in Soft
and Velour Hats
Macedoual Caps
FINN
Arcade 4 Little Bldg.

**A Full Line
OF BEST
CHICKENS and
TURKEYS**
Beef, Pork, Lamb and
Vegetables for
CHRISTMAS
Butter and Eggs Our Speed
**LA GRANGE S
MARKET CO.**
Tel. Beach 3382 11 La Grange



LITTLE BUILDING DIRECTORY

Table listing various businesses and services across multiple columns, including categories like 'A', 'B', 'C', 'D', 'E', 'F', 'G', 'H', 'I', 'J', 'K', 'L', 'M', 'N', 'O', 'P', 'Q', 'R', 'S', 'T', 'U', 'V', 'W', 'X', 'Y', 'Z'. Each entry includes a name, address, and phone number.

JANUARY 12, 1925
Registration for second term evening classes.

Special courses in English.
Vocational training classes.

Call for a catalogue at
The B.Y.M.C. UNION
48 Boylston St., Boston

We Lend You a Car
for Business or Pleasure



NEW FORDS for Rent
SALESMEN!

Our low rate inflame tickets and special
Certificate holders rates for building
rooms make renting the owning but
without any of the worry.

ART CRAFT
ENGRAVING
COMPANY
Photo Engravers

R. Toll Music House
218 Tremont St., Boston
Reach 4240

Expert Mimeographing
Long Carriage Typewriter
NOTARY PUBLIC
GOLD STENO - SERVICE

Authorized Sign Painter
for the Little Building
SIGN PAINTING
All kinds of Signs - Wood
Glass, Brass and Electric

Adolf F. Ekeroth
166 Harrison Ave.
Bever 2975-W
or Superintendent's Office,
Little Bldg.

OSBORN Office Furniture Co.
SPECIAL SALE
4-Drawer Steel Letter Files, Progressive Roller Suspension, Electrically Welded. Value \$36.50.
Our Special Price \$28.50
COR. HIGH AND PEARL STS.
Boston, Mass.

LOWERS BLOSSOM ON HOSE

Flowers of many varieties and hues blossom, by means of a secret decorative process, on some of the silk hosiery that is offered to Christmas shoppers in the "City Under One Roof." The novelty is one of the features in the distinctive stock of our newest Little Building neighbors, The Mill Direct Hosiery Shops, who have opened a store in the Street Arcade.

This is the second shop in Boston operated by the management of the Mill Direct Hosiery Shops. It will be known as their Little Building Branch. This company has shops in New York, Philadelphia and Buffalo. They sell direct from their own mills to the customer to eliminate the profit of the middleman.

They are showing a distinctive line of hosiery, both men's and women's in silk, silk and wool, wool and silk. One of the novel features they are offering is the beautifully decorated stockings made by a process that withstands laundering. This comes in a variety of colors and is adorned with a variety of flowers. Other novelties are stockings embroidered with fruit plans, organization

Xmas Gifts You Can Buy in Shops Under One Roof

(Continued from Page 2)

ture has proven very popular. It requires the donor that the gift will be to the living of the recipient. Women shoppers will be given every attention and assistance in selecting their gifts.

Jewelry always plays a prominent part in Christmas giving and with the many pretty little novelties that are being shown it is a great temptation to buy jewelry. Renrew has a number of helpful suggestions for those who have jewelry purchases to make. Also he has made some special prices for Little Building people. He suggests indestructible pearls with a solid rock clasp, priced at \$1.00. Lodge license card holders, four dollars. Children and college emblems. Even stockings made for the swimmer who give his sweatshirt something very different.

For special occasions hosiery may be ordered decorated. Any way that the customer desires and as a finishing touch the same flower design will be carried out on the leggings that are to be worn with the hose. This is particularly interesting to brides or others who are planning wardrobe and wish a color scheme to be carried out the last minute. It is a beautiful pair of stockings that the new shop is showing is a pair of dove grey silk stockings with sprays of pussy-willows. Others are pale-blue with clusters of forget-me-nots and tan chiffon webbeholder buttons.

The extraordinary part of these stockings is that the color will not come out. By a special process the stockings have been treated to withstand soap and water and hot iron. They may be laundered without any danger of wearing the design.

The shop itself has been redecorated and with its soft lights, pleasing draperies and mahogany woodwork is most attractive.

den's solid gold rings, one dollar and a half. Mr. Renrew will keep his shop open until eight every evening until Christmas.

If you have someone in your family who is musically inclined you will be able to buy musical instruments at Tolls'. Saxophones, clarinets, violins, banjos, guitars, mandolins and ukuleles are all to be found here.

Beads, pillows, book-ends, desk-sets, telephone-screens, cigarette boxes, candlesticks, engagement books, hand-painted shoe trees, washable dolls, doorsteps, silver bags and many other unusual and dainty novelties delightful for Christmas presents are to be found in the Youth Shop. Especially interesting are the crisp, prettily patterned pillows in all the gay colors as well as the warm cozy velvet ones especially priced at three dollars for Little Building people. Here also are charming little party frocks to wear at the Christmas festivities. These are priced from \$18.75 up.

For silk, silk and wool, and wool hosiery for men and women, the Norfolk Hosiery Company have many Christmas suggestions. In addition to their regular line they also have special hand-painted hosiery for women. These can be ordered in any colors or designs and will withstand laundering. To make purchases look very attractive and Christmasy they will be done up in attractively decorated boxes suitable for sending.

DAN, L. B. CAT, MISSING NOW

Dan, the official cat of the Little Building, disappeared mysteriously some time ago and has not yet been found.

Dan was born in the Building and has lived here for three years. It is thought he didn't have been stolen by someone who didn't know his connection with the Building.

Dan has a succession in the form of a lanky yellow kitten and the boys are going to try and keep him away from the street floor so that he will not be tempted to roam or follow someone home.

An Xmas Thought for Art Lovers
Copies of
Haphazard's Madonna (enlarged)
Wood Colored and Framed
Size 8 1/2" x 12" 90
Others from \$5.00 to \$20.00
P. E. BUFFER'S STUDIO
244 Boylston St., Boston

THE GIFT SUPREME FOR CHILD OR ADULT IN A

Good Book

FOR
The Book of Knowledge
Encyclopedias—Dictionaries
Fiction

Call or Telephone
ROSE H. COOPER
624 LITTLE BUILDING
Phone DE-AC 5125

IS SANTA'S ROOF CITY MAIL AIDE



Miss Alice Quigg who is first assistant Santa Claus in the Little Building Post Office. Needless to say these are busy days for her.

Miss Alice Quigg, postmistress of the Little Building, who will handle the Santa Claus mail in the "City Under One Roof" between now and Christmas, has received some Xmas mailing suggestions from her big boss, Postmaster Baker, to pass along to her neighbors.

Shop early and mail early is the keynote. Already the need for these suggestions is manifest in the Little Building postoffice in Shop 8, Subway Arcade, so her suggestions are timely. Here they are—read them carefully:

Careful wrapping of ordinary parcels in strong paper and heavy tissue is essential, but for special packing additional caution is necessary. Articles easily broken or crumble must be crated or securely wrapped. Packing materials such as excelsior will aid against breakage.

Glassware and the like must be packed so as to prevent the escape of particles or pieces if broken in transit. Ordinary boxes of cigars wrapped in paper only will not be accepted. They should be wrapped (Turn to Page 6, Column 5)

The Best at Dental Service
at Moderate Prices
DR. THOMAS HOFFMAN
Dentist
812 Little Building, Box, 8955

"Sales Letters That Sell"
Advance Multiprinting and Mailing Co.
Quik, Accurate, Inexpensive
1257 Little Bldg., Beach 9273

STURN LETTER SERVICE
Multiprinting
Public Stenography Notary
323 Little Bldg., Box, 8515

Gift Suggestions

Boxes of Christmas Cards 50 cents and \$1.00.
First Year, Books, Parties, Build-Over and 50 cents upwade.
Pencil and Case with Nines Picture Book. \$1.00
Mattress 50 cents to \$1.00. \$1.00
Flower Vases, Bowls and Boxes \$1.00 upwade.
Writing Portfolios and Boxes of Stationery 50 cents upwade.
Illustrated Handkerchiefs for Men and Women 25-35 half linen.
Something for everyone!

THE MANDY SAVV
Fills the "Little" Needs
615 Little Building
80 BOYLSTON ST., BOSTON

Do It Now!
The only organization supply for 1925 of the following accessories:
DIARIES, MEMO. CALENDARS
FILING CABINET FOLDERS
We offer you a large and varied stock.
Our Prices Are Fair
Our Service Is Reliable

Damon
of Boston
GEO. DAMON COMPANY
The Beacon Hill Stationers
Little Building Branch
Mezzanine 9 Arcade
Main Store: 7 Pemberton Sq.

OLIDAY OFFER

To Little Building Community
6 PORTRAITS \$3.00
Half Enlargement
Size 8 x 10 inches

Commercial Photographs
Enlargements, Copies
Prints for Reproductions

E. B. Munnell
PHOTOGRAPHER
BOYLSTON ST., Tel. Beach 8198

XMAS GIFT SHOP YOUTH SHOP

Room 2—Little Bldg.—2nd Floor

ALL GIFT NOVELTIES \$1-5

Beads, Pillows, Book Ends, Desk Sets, Door Steps, Telephone Screens, Cigarette Boxes, Candle Sticks.

Hand-Painted Shoe Trees
Washable Dolls
Engagement Books

DANCING FROCKS
\$18.75 and up

He is worse than blind—
because he thinks he sees

You owe it to yourself and humanity to have your eyes examined

H. S. STONE, Oph. D.
OPTOMETRIST
an Xmas Practice
Rooms 1026-27 Little Bldg.

Two Minutes from the Little Building

We offer you a dependable service that has twenty-four years experience behind it.

The same reliable merchandise—the same correct advice, is at your disposal to guide your Xmas buying—as ever.

Real Gifts for MEN

—and moderately priced

Gloves **\$1.65 to \$5**
Neckwear **65c to \$3**
Hosiery **40c to \$2**
Shirts **\$3 to \$12**
Hats, P. & S. **\$5** Mufflers
Stetson's **\$7, \$8, \$10** Umbrellas
Xmas Boxes Free Handkerchiefs
Bath Robes

Our Xmas Merchandise Certificates permit recipients to make selections.

Phelan & Steptoe

42 Boylston St. Next to Hotel Touraine

READY TO RAISE "Y" MILLIONS

Little Building girls, led by Miss Jessie D. Alexander of the Trustees' Office on the Ninth Floor, have organized their Little Building team to work for the Y. W. C. A. to raise a million and a half dollars.

The team is comprised of the following: Miss Helen F. Grimwood of the Street Floor, who will direct the campaign on the First Floor and in the Subway Arcade; Miss Catherine A. Kems of Shop 1, Second Floor; Miss Esther E. Ford, Room 354, Third Floor; Miss E. Mabel Biggstone, Room 428, Fourth Floor; Miss Ethel Galbraith, Room 508, Fifth Floor; Miss Carolina Bowditch, Room 716, Sixth Floor; Miss N. Mae Sawyer, Room 798, Seventh Floor; Miss Mary Caroline Crawford, Room 816, Eighth Floor; Miss Katherine Gills, Room 926, Ninth Floor; Miss Florence Stevens, Room 1050, Tenth Floor; Miss Beryl T. Arnold, Room 1185, Eleventh Floor; Mrs. C. M. Fowle, Room 1243, Twelfth Floor; Miss Jessie D. Alexander, Room 901, Captain.



Some members of the Little Building Y. W. C. A. team. Back row, left to right—Miss Katherine A. Gills, Miss Florence Stevens, Miss E. Mabel Biggstone, Miss E. Carol Bowditch, Mrs. C. M. Fowle, Miss Jessie D. Alexander, Miss N. Mae Sawyer; front row, left to right—Miss Mary Caroline Crawford, Miss Helen Grimwood.

Return From Ad Sessions at Hartford

The Little Building folks who attended the New England District Convention of the Associated Advertising Clubs of the World at Hartford are back at their desks in the "City Under One Roof."

Those who attended were: Mary Caroline Crawford, publicist and author; Anna Quinn, advertising representative of the *Bookman* series; Paul Hanson of *Pictorial Review*; Edward Steiner of *Good Housekeeping*; Warren Pierce of *Comfort Magazine*; George Dunning of *American Magazine*; R. M. Purvis of *Red Book* and Leon Dutch of *Baltimore* and *Designer*.

Miss Crawford was one of the speakers at the Convention.



Little Building folk who attended Ad Convention. Back row, left to right—Paul Hanson, Edward Steiner, Warren Pierce, George Dunning, R. M. Purvis; second row, left to right—Anna Quinn, Mary Caroline Crawford; first row, left to right—Leon Dutch.

IS SANTA'S ROOF CITY MAIL AIDE

(Continued from Page 5) in corrugated pasteboard or similar material.

All articles easily broken or damaged must be plainly marked "Fragile."

Only perishable matter which is not likely to spoil within the time reasonably required for transportation and delivery will be accepted for mailing. This should be wrapped and packed carefully and be marked "perishable."

Be sure that addresses are complete and typed or printed written in ink. A return card should be placed in the upper left-hand corner and a copy of the address enclosed within each parcel.

To insure delivery for Christmas parcels must be mailed early, as there will be no mail deliveries after eleven o'clock a. m., on Christmas Day. Owing to this fact greeting cards and letters to insure delivery by Christmas must be mailed no later than Dec. 22.

Christmas stamps or stickers of any character must not be placed on the address side of mail matter. Posters or stickers resembling postage stamps are not permissible they should be so placed as not to seal the parcel.

WOMEN'S BOWLING LEAGUE PLANNED

Frank Adams, secretary-treasurer of the Little Building Bowling League, says that he would like to see the women get together and form a league of their own and that he would like to see them compete with the men for the championship of the Building.

ELIZABETH ELLAM NEW L. B. TENANT

Miss Elizabeth Ellam, well known Boston newspaperwoman, formerly of the *Advertiser* and *Sunday Herald*, has established headquarters on the Eighth Floor of the Little Building. Miss Ellam is writing for many newspapers throughout the country and finds the Little Building a convenient centre from which to rally forth on her various assignments.

HOTELS ASSIST IN NEAR EAST RELIEF

Boston hotels aided the Near East Relief by serving to those patrons who desire it the prescribed Golden Rule dinner on Golden Rule Sunday. It was done to aid the Near East campaign and impress upon people more graphically the need for the assistance in the Near East.

NORFOLK HOSIERY COMPANY

MILL TO YOU

Shop "K" OPENING Shop "K"

IN A CITY UNDER ONE ROOF Little Building, Street Floor Arcade IN A CITY UNDER ONE ROOF

THIS is a NEW HOSIERY SHOP for MEN, WOMEN and CHILDREN where variety and value may be obtained at prices lower than those prevailing elsewhere.

LATEST LONDON and PARIS MODES in BATIK Work, owned and controlled by us. You may have your favorite flower in BATIK on your stockings or shoes to match your gown or hat.

FREE

CHRISTMAS OFFERING

One thousand pairs with purchases of \$2.00 or over, one pair to each customer of our No. 610 Ladies Wool Mixture Heather Hose, four colors.

FULL FASHIONED PURE THREAD SILK STOCKINGS MAKE LASTING AND WONDERFUL CHRISTMAS GIFTS



Batik Work

on silk of exquisite sheerness and of unusual wearing qualities. Obtainable in any of the desired shades at substantial savings.

Norfolk Hosiery Company

Women's Silk Vests
Silk Bloomers
Silk Step-ins
at **Substantial Savings**

BOXES HOLDING

ONE, TWO or THREE Pairs at \$2.00, \$3.00, \$5.00 Per Box—EVERY PAIR GUARANTEED

WOMEN'S
Full Fashioned Pure Thread, 14 Strand Silk Lisle Top and Foot. Leading Shades.
Opening Price \$1.95
Fair

WOMEN'S
Fashioned Pure Dye, 11 Strand Thread Silk. Marvered Foot and Top. A wonderful wearing hose. All colors.
Opening Price \$1.00
Fair

WOMEN'S
Full Fashioned Pure Thread Silk. Mercerized Top and Foot. Leading Shades.
Opening Price \$1.65
Fair

AN UNUSUAL VALUE
Full Fashioned Pure Silk Heavy Quality. Our Business Women's special. Beautiful Assortment of Colors.
Opening Price \$1.39
Fair

MEN'S HOSE
Beautiful heather shades in silk and flax. Per box of one half dozen \$3.00.
Opening Price 50c
Fair

INVISIBLE WARMTH
Under Hose—Sizes 8 1/2, 9, 9 1/2, 10. Fine Australian Merino—Beautiful quality.
Opening Price 69c
Fair

BOYS' AND GIRLS'
Sport Hoses, pure worsted, fancy tops, drop stitched. In camel and heather mixtures.
Opening Price 95c
Fair

BOYS' AND GIRLS'
School Stockings, mercerized cotton, heavy yarn—built to wear. Every pair guaranteed. In black and cordovan. Sizes 6-10.
Opening Price 50c
Fair

WOMEN'S
Imported Australian Wool Hose, full-fashioned, hand embroidered heels. In the leading heather shades and greys. Beautiful quality.
Opening Price \$1.95
Fair

WOMEN'S
Pure Wool, fine grade blue green and brown heather-locked—an exceptional value.
Opening Price \$1.00
Fair

A WONDERFUL BARGAIN
French Hile, full fashioned ladies hose. Imported lace locked in black only.
Opening Price 69c
Fair

SILKS AND WOOLS
In plain two tone effects and the popular fancies.
Wonderful Values. **Opening Price \$1 to \$1.75**
Fair

SERVICE PLUS COURTESY

NORFOLK HOSIERY CO.

MILL TO YOU
Little Building, Street Floor Arcade

SERVICE PLUS COURTESY

LITTLE BUILDING NEWS

Six Pages

Boston, Mass., January, 1925

Price Five Cents

POSTOFFICE IS TO BE MOVED FEBRUARY 1st SECOND FLOOR GETS IT

Owing to lack of space for two new departments which he wants to install in his store, Reuben Goodman, of the Piccadilly Leather Shop in the Subway Arcade, has found it necessary to give up the sub-station of the Post Office which he has had for some time.

Mr. Goodman requested the Post Office to locate its sub-station in some other place last October but was asked to keep it until the holiday season was over as the authorities were afraid moving it might confuse Little Building mail at a time when they were busiest.

Mr. Goodman will keep the post office until February when it will be relocated in the Geo. E. Damon shop on the Second Floor. When the post office is removed from his store Mr. Goodman will put in a trunk and repair department.

For Hotel Weldon, Greenfield, advertisement see Page Six.



All the good breakfast things

EARLY or late—in a hurry or at leisure—the cafeteria downstairs is ready to serve you when you are ready to eat.

Little Building CAFETERIA

Open 7:30 A. M. to 8 P. M. every day except Sunday. Conveniently reached from Subway, Boylston and Tremont Street entrances.



Baroness Richelievie—better known as Betty Linley—who has become a Little Building girl. She is playing at the Selwyn Theatre and finds the Little Building most convenient for shopping.

Real Baroness Becomes Roof City Shopper

Theatrical people are finding the Little Building an ideal place in which to shop and to which to come for such personal attentions as hairdressing, manicuring, dentistry, and the various other services that are to be found in the "City Under One Roof."

In the past few days, two stage celebrities have become Little Building boosters. One is Betty Linley—the Baroness Richelievie, who is playing at the Selwyn Theatre in "The Next Room," and the other is "Queenie" Smith, who is playing at the Tremont in "Be Yourself."

The Baroness—who, by the way, prefers to be known as Betty Linley—came to the Little Building to shop because she had heard of its time-saving advantages from friends who had "discovered" it while playing in Boston. She was most enthusiastic about it and said she was going to do her shopping there from now on.

"Queenie" Smith dropped in to renew her acquaintance with the Misses Behie to whom she comes when in Boston for manicuring and hairdressing.

FISH

Oysters Lobster
Shrimp Scallops
Fresh Native Smelts

We deliver fish to the Little Building. On your busy days just call.

Beach 0129
or Beach 7166

and we will carefully select your fish and deliver it to your office.

C. V. Chipman R. V. Chipman
S. ATWOOD & CO., INC.
20 Langran Street Boston

FOX WINS PRIZE IN BOWLING

D. G. Fox of the Eleventh Floor was winner of first prize in the Prize Winners Handicap Match held December 29 for Little Building bowlers. G. Lewenberg of the Fourth Floor was second and Frank M. Adams of the Fourth Floor was third.

The standing of those who entered the contest was as follows:

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H. W. Hobbins, Ninth.....	252
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Scores of other rollers in the match:

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First Christmas Spent at Home in 20 Years

E. Joseph Pheulpin, assistant manager of the Liggett Store on the Street Floor, had a real Christmas this year. He spent the week at his home in North Adams. This was the first Christmas he has been able to spend at his home for 20 years.

Another Liggett man who went home for Christmas was Kenneth Orme. Mr. Orme spent the week in West Boothbay Harbor, Me.

Both men say they had the most enjoyable Christmas they've had for a long time.

NEW NEIGHBOR IN THOR SHOP

Among the new tenants in the Little Building is the New England District Office of the Hurley Machine Company. This company has joint offices with the Thor Shop on the Tremont Street side of the Little Building on the Street Floor.

Mr. Frank J. Simpson is district manager for the New England Division of the company.

TELLS HOW TO KEEP BUSINESS GOOD FOR 1925



George W. Coleman, our Twelfth Floor neighbor, president of the Babson Institute, who has written a comprehensive forecast for 1925 for Little Building neighbors.

BABSON EXPERT ADVISES

By GEORGE W. COLEMAN
President Babson Institute

The principles of this article, written especially for the LITTLE BUILDING News by our Twelfth Floor neighbor, may be applied to the business or profession of every person in the Little Building, for, naturally, individual business follows the trend of general business. There is no higher authority on the trend of business than Babson's. The publishers of the NEWS are glad to be able to serve their neighbors by publishing this New Year's message from Mr. Coleman.—EDITOR'S NOTE.

Now You Can Do Crossword Puzzles, Folks

With cross word puzzles at the height of popularity, Little Building folks will be glad to learn that one of the newest Little Building tenants is J. Q. Adams & Co., publishers and distributors of dictionaries. This company has a complete library of dictionaries, reference books and atlases and is willing to assist all neighbors with their cross word puzzle problems.

J. Q. Adams & Co. previously was located in the Walker Building, where it had offices for 30 years, and for a short time was in the Berkeley Building. The company has chosen the Little Building for its future business home as its officials feel that in the Little Building they are in the center of the business section. Then, too, they like the spirit of friendliness here.

Their personnel includes John Quinby Adams, Bertram E. Adams, Miss Louise Nolan and Miss Catherine Palmer.

Business is on the mend—temporarily, at least. After eight months of unbusiness and unbusinesslike conditions, 1924 business took a decided turn for the better in September and has since received further impetus. Looking ahead, it seems justifiable to look on further activity, at least for the first half of 1925. A number of factors contributing toward this end may be mentioned as follows: 1. New building reached record proportions in 1924, as we all know. Naturally the customary seasonal decline in the fall was to be expected, but it is equally natural for us to expect another peak in building activity during the coming Spring and Summer. (Turn to Page 2, Column 2)

Cash Prizes for Men in Sales Drive

Our Second Floor neighbors, the Geler Co., are to have a lively contest for their salesmen which will last ten weeks. There will be 119 cash prizes, first prize being \$250, second, \$225 and third, \$200.

The Geler Co. has 40 salesmen in its Boston office who will enter the contest. The prizes will be awarded to the salesman who sell the largest number of Royal elms during the contest. To qualify for the prizes, each contestant must sell at least 10 cleaners during the time of the contest.

ECKER SINGS AT SOMERSET

Joseph Ecker, our Fourth Floor neighbor, who is a well known baritone singer, headed the musical program given at a recent luncheon tendered to mothers and guests of the members of the Aristas Club at the Hotel Somerset recently.

Mr. Ecker has established a reputation as a singer and is in constant demand by various clubs and organizations.

You Will Never Grow Poor Saving Money

25,000 Depositors in our Christmas Club saved \$2,000,000

Continue this thrift principle by opening an account in our Savings Department.

EXCHANGE TRUST CO.

124 Boylston Street
1 Court Street

"Sales Letters That Sell"

From Copy to Mailing

Quick, accurate, inexpensive service. We produce only the highest quality sales letters.

Call BEACH 8773

Advance Multiphotograph Co.

127 Little Building

Address— Multiphotograph
Direct-Mail Advertising
Public Stenography

THE LITTLE BUILDING NEWS

The First Office Building Newspaper in the World

Vol. 4, No. 1 January 1925

Published once a month by the Theobald Advertising Service for the Little Building Company, Editorial and Business offices, Suite B, Metropolitan Arcade.

HAROLD A. THURLOW Publisher
SANDS C. CHILDRAN Editor
OLIVE MCGUIRE Adm. Manager
JOHN GROSS BATES Adm. Editor
ROY A. COSEY Business Editor

Collective Effort

A person wholly unfamiliar with the Little Building was making inquiries about it recently. After being told of its many advantages, of its community spirit among its tenants and of its official paper, the LITTLE BUILDING NEWS, that person said:

"Why, the underlying principle of it all is really collective effort, isn't it?"

What a neat phrase that is and how aptly it sums up the spirit of the Little Building.

By collective effort we help each other and help ourselves—by patronizing our Little Building neighbors.

By collective effort we make the Little Building a centre for business—when we tell our friends of its advantages.

By collective effort we make the Little Building a more pleasant place in which to work—when we show the spirit of neighborliness.

In short, by collective effort we can increase our business and our joy in life. Collective effort is the active voice of community spirit.

Let's make collective effort our slogan for 1925.

Your nearest customers are your neighbors "under this one roof." And an advertisement in the NEWS is the nearest way to their attention. It is also the least expensive for you.

An "ad" in the NEWS is not expensive—nor is it "cheap." No one can afford to do "cheap" advertising. There is too much risk of creating the impression that a "cheap" paper is behind the "ad."

BARBON EXPERT ADVISES

(Continued from Page 1)

ner. Even though, as some economists prognosticate, the price of steel will not reach the 1924 volume, we are safe in anticipating that they will be far above average.

The metal trades, led by iron and steel, are making out the best of it and may be expected to show further improvement in the months to come. Witness the increasing tonnage of an filled orders on the books of the Steel Corporation and the tendency of pig iron prices to harden.

Even the textile trade, so long dormant, is feeling the stimulus of increased demand. Since last Fall the monthly consumption of wool, cotton and silk has shown a sharp increase. Furthermore, this is the time of year when demand may be expected to show additional rise.

Statistics show that the 1924 production of automobiles fell somewhere below the 1923 output. Nevertheless, with probably the greatest car value per dollar in the history of the automotive industry, with the tendency of prices to decline, with certain concessions being made by the automobile companies and with the automobile finance companies agreeing to limit rather than reduce the terms of partial payments, who is there who will doubt that the industry is operating to sound advantage.

The oil industry suffered during the past year, largely from overproduction, which brought about an inevitable increase in un sold stocks. The situation, however, now being met by a stronger hands, the surplus has been somewhat reduced and prices, at least in the East, are again moving upward.

Not must we forget the additional tonnage supplied by last Fall's crops. Another billion or two of capital, the first ray of light the grain producers have seen in years, has been added to the national income.

Among other things we may mention the generally good condition of railroads, diminishing failures, greater retail distribution, as shown by returns from the chain stores and mail order houses, and the generally easy position in the money market.

From the foregoing we have ample

Advertise and Sell --- in 1925

WE have it in our hands to keep business good well into 1925. . . . Let us make the most of the present improvement . . . Let us keep down our inventories and capital expenditures; let us increase turnover; let us advertise and sell more intelligently; let us operate more efficiently in order to get more merchandise more quickly and more economically to a larger number of consumers. That is one way, yes, the only way to prolong the present improvement in business.—George W. Coleman.

season for the quickened business of the last few months. Moreover, we have it in our hands to keep business good well into 1925. I say we have it in our hands, for there is no element of danger which will require constant watching.

Europe is still operating in red ink. Our census returns show that we can carry out double the amount of merchandise that we could ten short years ago. Our exports are running larger, and we must create more demand for them. We have as yet failed to master our big problem of distribution, for it still is disproportionately expensive to get merchandise from the maker to the consumer. In other words, we have not matched in our sales the same degree of efficiency developed in production during

the last 30 years. We must not mistake this temporary improvement for real prosperity. Our sold reserves are too large for business men to allow their judgment to become so warped as to misuse their little capital and thus bring on another untimely and inevitably ill-fated era of inflation.

Instead, let us make the most of this improvement while it lasts; let us keep down our inventories and capital expenditures; let us increase turnover; let us advertise and sell more intelligently; let us operate more efficiently in order to get more merchandise more quickly and more economically to a larger number of consumers. That is one way, yes, the only way, to prolong the present improvement in business.

NOTES FOR BUSY SHOPPERS

Every year more people become converted to the gospel of winter sports. Winter sports in New England now have reached a point where they are looked forward to during the year with as keen interest as the summer vacation—keener, in fact, for a vacation is not so much more exhilarating than the summer vacation. Cold, crisp weather drives away many of our accumulations of cobwebs and makes life much more worth living.

At the Walden Hotel in Greenfield an unusually interesting program of winter sports has been arranged. And an added attraction to the New Year's fact that it is so close to Boston that it can be reached without spending too many precious moments on the train.

And speaking of people taking winter vacations now as well as summer ones, "where to go" has become quite a question. Wood's Tours on the Street Floor will solve this problem for you and plan all the details that are so bothersome. They also have arranged a special trip to Europe for as low as three hundred dollars.

Have you tried the new Little Building California room-service? Many of our neighbors have and they tell us that it's the "best yet." There is no extra charge for this service. It includes bringing to your room a piping hot lunch and then returning it to the kitchen to be remade for you. We're especially nice on those busy days when it seems impossible to get away for lunch.

With the social season in full swing, clothes become more important than ever. To the well-dressed woman,

clothes mean a good corset for the day. But even the best of clothes won't look well unless it is properly corseted. Edith Cushing of the Eighth Floor is well equipped to take care of your corset needs.

Colored photography has reached a point where it can be done to the satisfaction of all concerned. At Daniel's studio, some very pleasing studies in color have been made among which are some of those who are our children. These pictures are exceptionally lifelike.

Everything you need to start the New Year of successfully, you can find in Damon's store on the Second Floor. Calendars, memo pads, telephone memoranda and all the accessories which make for greater efficiency. For table decorations, favors and crepe paper novelties, Damon's is the place. You can learn to do your own or you can order them.

Do you need any office furniture? If you do now is an excellent time to get it for the Deluxe Office Furniture Co. is having a special sale. One article they are featuring is a flat top desk—suitable for greater efficiency and any persons needing a small desk that doesn't take up too much room. They also carry a complete line of office furnishings, so if you are thinking of starting the New Year by renovating your office, give them a try.

A new trunk and repair department is to be added to the Piccadilly Leather Shop in the Subway Arcade. To meet our demand for the new necessities a special sale of leather goods which will be held during the

POEM IS PRINTED IN POST

Miss Miriam Gould, of the Sixth Floor, is gaining quite a reputation as a poetess. She has had a number of her poems published, among which was one accepted last month by the BOSTON POST. This is one of several which has been printed in that paper. "Thoughts on My Birthday" was written by Miss Gould on her last birthday. Here is the poem:

THOUGHTS ON MY BIRTHDAY

By Miriam R. G. Gould

Lord, keep me humble, make me kind,
And may my path be ever kind,
Forgiving, for I wish forgiveness
For sins beyond recall.

Keep thou my thought forever lofty,
Ever clean my deed,
And may my poor weak heart be
helpful
Where greatest is its need.

Make me unafraid of life,
And ever so of death,
Keep thou, Lord, nigh unto me
When thou art far from reach.

month of January. All goods will be marked at a price that will mean a real saving to the purchasers. In February the new department will be added.

Special emphasis will be laid on the use of English, in the work of the Boston Young Men's Union Evening School during the term beginning January 12, 1925. Three courses in correct use of English will be given. One in elementary English, for those who have had little chance to do so in the language; one in business English for those who wish to gain the fundamentals of business correspondence; and a third in intermediate business English for those who are well advanced in the study. Three courses of English are offered for those who speak more correctly; Public Speaking and Dramatic Expression, for those interested in the theatre. All classes will be limited to a registration of twenty.

For Your Sunday Dinner

A Full Line of Best
Chickens, Turkeys
Beef, Pork, Lamb
and Vegetables
Butter and Eggs Our Specialty

LaGrange St. Market Co.

Tel. Bench 3282 11 LaGrange St.

We deliver to the Little Building.

WILDEY SAVINGS BANK

A Mutual Savings Bank
52 Boylston Street
BOSTON
Deposits go on interest fifteenth day of each month.
Join Our 1925 Christmas Club. Now Open

Town Messenger Service

"A Service You Can Trust"
For Better Service at Lowest Rates in Boston Call
Beach 5774
Our Boys Have Speed, Honesty and Intelligence
Town Messenger Service
101 Tremont Street
Opp. Melrose Theatre

Piccadilly Leather Shop

SHOP ON
SUBWAY ARCADE
SPECIAL SALE
We want to reduce our stock before we start renovating our shop and making the necessary changes for our new TRUNK and REPAIR departments.
This is an opportunity to purchase your bags, suit cases and all leather goods at a great reduction.

Fashion Demands Slenderness



Your Fashionable Clothes Demand a Good CORSET
Edith A. Cushing
Corsetiere
459 Little Bldg. Bea. 7042

Merchandising

A Course for Executives and Ambitious Sales People
A dozen other evening classes begin during the week of
January 12, 1925
at the
BOSTON YOUNG MEN'S CHRISTIAN UNION
48 Boylston Street



LITTLE BUILDING DIRECTORY

Table listing various business categories such as ACCOUNTANTS, ADVERTISING AGENCIES, ARCHITECTS, and many others, with corresponding page numbers.

Advertisement for Brooks Brothers' Clothing, featuring the company logo and text: 'ESTABLISHED 1818', 'Brooks Brothers' CLOTHING', 'MADISON AVENUE, CORNER FORTY-FOURTH STREET', 'BOSTON', 'LITTLE BUILDING SECOND FLOOR', 'Telephone Reach 4743', 'Clothing Ready Made or to Measure', 'Evening Clothes, Cutaways, Sack Suits, Sporting Clothes, Overcoats, Ulsters', 'English and Domestic Hats and Furnishings', 'Boots and Shoes for Dress Street and Sport', 'Trunks, Bags and Leather Goods, Liveries'.

Advertisement for STURN LETTER SERVICE, featuring the company logo and text: 'Mimeographing', 'Monotyping', 'Public Stationery', 'Notary', '323 Little Bldg. Bea. 8515'.

Advertisement for ALL INSTRUMENTS, featuring the company logo and text: 'EASY TERMS', 'R. Trull Music House', '318 Tremont St., Boston Block 170', 'Instruction on All Instruments'.

Advertisement for Graham Has a Prize For L. B. Spirt, featuring the company logo and text: 'L. B. Spirt', 'A. P. Graham, proprietor of the Street Floor Arcade, says he has had wonderful results from his advertisement in the Little Building News and would like to thank readers of the News for their patronage.'.

Advertisement for TAILOR NEW L. B. Spirt, featuring the company logo and text: 'L. B. Spirt', 'Walter H. Lord, representing the Edward Tullinger Co. of Philadelphia, has taken an office on the fourth floor of the Little Building. Mr. Lord is well known around Boston from his work with other business here for the past thirteen years.'.

Advertisement for HOSEMEN (NOT FIREMEN) BACK, featuring the company logo and text: 'Hosemen (Not Firemen) Back', 'S. M. Moore, division manager, and E. C. Knight, branch manager, of the Boston Fire Hose Company, recently returned from the annual convention of the National Fire Hose Association, which was held in New York City. The report that it was one of the largest and most enthusiastic conventions ever held in the city.'.

Advertisement for TRIPLE ACTION, featuring the company logo and text: 'Triple Action', 'Triple Action is the final, all-important step in the consumption of a good piece of your advertising copy, by Bliss dingbats.'.

Advertisement for JOHN GIBSON, featuring the company logo and text: 'JOHN GIBSON', 'Commercial Cartoonist', 'Room 733 Little Building'.

Advertisement for VACUUM CLEANERS, featuring the company logo and text: 'VACUUM CLEANERS', 'W. E. Sells, Sales Representative, 743-7457', 'Sells Vacuum Cleaning Co., Inc., 437-4379'.

Advertisement for WARDROBES & LOCKERS, featuring the company logo and text: 'WARDROBES & LOCKERS', 'Wardrobe and Lockers', 'Wardrobe and Lockers', 'Wardrobe and Lockers'.

Advertisement for PATRONIZE YOUR NEIGHBORS, featuring the company logo and text: 'PATRONIZE YOUR NEIGHBORS', 'Walter H. Lord, representing the Edward Tullinger Co. of Philadelphia, has taken an office on the fourth floor of the Little Building. Mr. Lord is well known around Boston from his work with other business here for the past thirteen years.'.

COAL 3 LESS LR TON

Spencer J. Steinmetz, neighbor on the Seventh Floor, who is known as the "dean of commercial travelers," recently has been made New England sales manager for the H. H. Lineaweaver Coal Company of Philadelphia. This company, Mr. Steinmetz says, is putting on the market an "Economy Domestic Coal" which he believes soon will take the place of anthracite.

This coal, according to Mr. Steinmetz, is a hard, semi-bituminous, low-volatile coal, prepared and sized under the same methods as prevail in the anthracite regions. It has a higher degree of heat units and is produced in the same sizes as anthracite, and can be used successfully in all types of heaters.

In price, this coal is three dollars a ton less than anthracite, and Mr. Steinmetz predicts that it soon will take the place of anthracite for domestic use.

H. H. Lineaweaver & Co. are coal miners and distributors and have, in addition to this "Economy Domestic Coal," soft coal for steam use in mills and plants.

NO MIDDLEMAN, SAVING OF 25%

Our new neighbors on the Third Floor, the Oxford Luggage Co., have received a unique plan of direct sales which they will apply to their business.

They believe that by having a direct relationship and controlling smaller orders, they can get goods directly to the customer from samples at a lower price than otherwise. There is a difference in price of 25 per cent. Gustafson and J. von are the managers of the Oxford Luggage Co. They hope to have a direct sales plan.

Do all your shopping under one roof in the L. B.

For 1925 Stationery, You Can Have
Quality Printing at Lower Cost
Ask for Mr. Hersey, Jr. Rm. 652

ART CRAFT ENGRAVING COMPANY

Photo Engravers
Half Tones
Line Plates
Process Color Plates
Join hands with your
"Neighborhood Engraver"
for better service
227 TREMONT STREET
BEACH 0448

SIGN PAINTING

All kinds of Signs—Wood, Glass, Brass and Electric
Lettering and Designs for Office Doors and Windows Anywhere
Authorized Sign Painter for the Little Building

Adolf F. Ekerott
166 Harrison Ave.
Honey 3295-W
or Supermarket's Office, Little Bldg.

Sells \$100,000 Land in Less Than 2 Hours

Our Eighth Floor neighbor, V. C. Ricker, has been breaking record land sales of late down in Florida. Just one hour and forty-five minutes after his first offering had been given the blue prints and pieces of a new tract of land comprising thirty-four lots the whole tract had been sold to investors at a total price of \$100,000.
Mr. Ricker is located in Clearwater, he is the Northern representative of the Florida Real Estate Trade, with summer headquarters in the "City Under One Roof." He has large holdings in Tampa Terrace, a big Florida development.
This office has a record of its kind for Clearwater.

L. B. Girl Is Choral Sec'y

Miss Mary L. Cleaves who has been with the Near East Relief, our Twelfth Floor neighbor, for four years, has left that organization to become secretary of the People's Choral Society in New York City.
Before the Christmas holidays she given a farewell party by her associates who presented her with a pearl necklace. It is the Little Building party and it was held in Mr. Hersey's office, Thursday afternoon. Many of Miss Cleaves' Little Building friends attended.

BRADLEY LAMP FOR WYOMING

Our Second Floor neighbor, John Bradley, designer in wrought iron, copper, bronze and other metals, recently completed a lamp which is to be shipped to a customer in Wyoming.

The customer was in Boston and searched throughout the city for just the sort of lamp she had in mind. She wanted something elegant and had not been able to find what she wanted until she went to Mr. Bradley.

He suggested a design which impressed her very fancy and she ordered the lamp.

NINTH FLOOR HAS A PARTY

Some of our Ninth Floor neighbors in the Trustee's Office had a Christmas party with a Christmas tree and all the fixin's the day before Christmas.

Among those who attended the party were Miss Jessie D. Alexander, Miss Florence B. Harding, Miss Ruth M. Kennedy, Miss Jean Hopkins, Amos E. Little, Josiah H. Gilford, Frank W. Hook, Leslie A. Acker, Harlan H. Ballard, Jr., Paul Shenfelder, James H. Conroy, Neil J. Conroy and James L. Lanagan.
Joke presents were exchanged and refreshments were served.

MARTHA A. BRIGGS Micrographing a Specialty

Long Carriage Typewriter
Notary Public
Rm. 548 Little Building, Beach 4898

Photographers Anything—Anytime—Anywhere

SHAW PHOTO SERVICE
Branch 1901 411 Brighton St.

No One Corset Shop

Sergeant work a specialty. Fittness guaranteed.
Any measurements.
Anna Van Buren, Florence A. Sorenson
1652 Little Bldg. Beach 0229

Men's Shoes Exclusively
SCHOOL OF DANCING
DEVON SHOES COMPANY
ONE PRICE
Six-Seventy-Five The Pair
Room 1150, Little Building

TAG SAYS COP; BUT SAYS A. D.

Our printer neighbor on the Sixth Floor, Albert D. Hersey, had an amusing experience with the police, his auto and an innocent looking white tag the other day. He lost the tag. It fell down inside his car, and for a time it looked as if he would have to take the car to pieces to please an insistent link of the law.

He had parked his ear while he was delivering some printed matter and when he came out he found it had been impounded. Now he had to find out how to get it out and had enough in itself but the story only starts there. Mr. Hersey put the tag in the pocket of the door in his car and went on his way. Later he happened to remember it and opened the pocket to take it out. But the tag had disappeared. After little efforts to locate it he reported to the station house minus the tag.
He explained to the captain who remained unimpressed throughout his recital and when he had finished the captain's verdict was:
"Get it postulated. Mr. Hersey."
"No buts," snapped the captain.
"Even if I have to take my car to pieces," inquired the astonished Mr. Hersey.
"Even so," stated the officer. "Get the tag."

Mr. Hersey hid himself somewhat and with a weary sigh got out the tools necessary to take an auto apart. He looked at his ear with a last fond glance and prepared to take it apart by bit.
In one last effort to stave off the major operation he took a pair of pliers and "fished" for the tag. To his amazement he caught a corner of it. He encouraged and crumpled the efforts. After ten minutes carping work was able finally to get the tag out of the car. He took it to the station house with it and waved it gleefully at the captain. But he hasn't yet seen the man who had taken it to take the car to pieces.

ON COMMITTEE OF BIG DANCE

W. H. Pairing, manager of the Largest Association of the Town, acting as chairman of the Publicity Committee for a dance to be given by the Largest Associates at the Tent, on Wednesday, January 28.
This will be the annual dance of the Associates and a large attendance is expected.

HAS CHEERY L. B. OFFICE

One of the most pleasant offices in the Building is that of Miss Martha Briggs of the Fifth Floor. Miss Briggs has a number of photographs of her travels which she has visited in her handbags on the walls, and she always keeps flowers or potted plants in her travels.

She says people appreciate a bright, clean and "fishy" for the tag. To his amazement he caught a corner of it. He encouraged and crumpled the efforts. After ten minutes carping work was able finally to get the tag out of the car. He took it to the station house with it and waved it gleefully at the captain. But he hasn't yet seen the man who had taken it to take the car to pieces.

GET THE GILL SINGE OPENING OFFICE

Miss Marguerite Livingston, a newcomer to the Little Building, has had rather bad luck. Almost from the day she moved into her new office in the "City Under One Roof" she has been confined to her home by illness. Miss Livingston, who is in the insurance business, last summer decided to locate in the Little Building. She felt this was the most ideally situated office building in the city.
After she moved in, however, she was taken ill with a cold. The cold grew worse and she was confined to her home. She has been out now for several months and is expected back soon.

Send trade to your Little Building neighbor and he will send trade to you.

HAZEL BOONE
SCHOOL OF DANCING
176 Tremont St. Beach 0125
Private lessons that evening. Saturday class Monday Even. Saturday evening. Social Saturday evening.

Customer Asks Furrer Linger For L. B. News

That people outside the Building know and read the Little Building News is proven by the following story told by Harry Lisler, the Second Floor furrier.

A customer was waiting in his shop one day while he made some alterations on a coat. After a few minutes she asked him if he had a copy of the News. She said she had read it several times and enjoying reading it.

Needless to say, Mr. Lisler prepared the latest copy of the News for her.

The moral of this story is: "Leave a copy of the Little Building News around if you will make the wait of your customers seem shorter and impress them with the progressive spirit of the Little Building."

Neighbors On Third Floor Hold Joyfest

Our Third Floor neighbors, the New England Purchasing Agents Association, held an annual Christmas Joyfest at the new Chamber of Commerce Building. With noise-making devices and with songs and stories they celebrated their annual get-together, some 1,500 strong.
"Get to the dinner were donated by the various firms represented, as were the prizes distributed at the dinner. Entertainment was furnished by a male quartette and a program organ music was given on the new organ.

H. J. Graham, secretary of the association and editor of the NEW ENGLAND PURCHASER, the official organ of the association, took a prominent part in the dinner. Mr. Graham's office in the Little Building is headquarters for both the association and the publication.

ON COMMITTEE OF BIG DANCE

W. H. Pairing, manager of the Largest Association of the Town, acting as chairman of the Publicity Committee for a dance to be given by the Largest Associates at the Tent, on Wednesday, January 28.
This will be the annual dance of the Associates and a large attendance is expected.

Miss Agnes Murphy, of the candy department, and E. Phelan, assistant manager, will aid Mr. Pairing in his duties.

ROOF CITY FOLKS SEE MRS. COOLIDGE

Little Building tenants whose offices are on Tremont Street and who are in the building were fortunate enough to catch a glimpse of Mrs. Coolidge as she came to the Tourist Hotel, to Boston University when she was here recently.

For people apparently keen that Mrs. Coolidge was at the hotel for there was no crowd around the door. This allowed the Little Building people to have an unobstructed view of the "First Lady" as she walked from the entrance of the hotel to the waiting automobile.

PERFECT Letter Company
MULTIGRAPHIC
Type Writers
217-18-19 Little Bldg. Beach 2866

H. H. LINEAWEAVER & CO.
Incorporated 1904
COAL
SPENCER J. STEINMETZ
New York, Sales 3162
1652 LITTLE BLDG., BEACH 0229

BILLIARDS BOWLING
Recreation Bowling
Alleys
615 Washington St. Tel. Beach 7578

GIFT TO WORKERS AS \$627.00

The sum of \$627.45 was raised among the tenants of the Little Building to be distributed among all the employees of the Building who are on the regular payroll, both day and night workers, as a Christmas appreciation of the service rendered during the year of 1924.

Seventy-eight employees shared in the distribution of this sum, the individual amounts being given with regard to length of service in the Building.

Thomas G. White, speaking for the group, said that everyone was very much pleased with the generosity of the Little Building folk and wished to extend to them their thanks for the kindness.

This sum was the largest that has been raised and this was the first year that all employees, both day and night workers, were included in the distribution.

Among those who collected for the fund were Miss Benson, Miss Brann, Miss Bowditch, Miss Cook, Dr. Coogan, Miss Dunham, Miss Gould, Dr. Mintz, Dr. Staeger.

This was the first year that the women employees of the Building have been included in the distribution of the Christmas Fund, and they were highly pleased and proud of them writing expressing their thanks and appreciation.

Salesman Is Now Manager

J. E. March, of the John Allen Car Co. on the Third Floor, recently has been made district manager of that company. Previously, Mr. March was a salesman. He is a Boston man and has been with the company for a number of years.

Mr. March's organization is composed of specialists whose aim is to educate the public on an appreciation of the value and quality of electricity in their own homes. Mr. March offers to take the time to help you with their electrical problems.

Little Building shop proprietors have a personal interest in you. They will be glad to help you with your shopping by suggestions.

Shop where you can take time to make your selections. Shop in the Little Building where you will receive personal attention.

Do Your Cross Word Puzzles Here

You will certainly be interested to make liberal use of

Dictionaries
Encyclopaedias
Atlases
our own reference tables. There is an "L. B. Building" for you. They will be glad to help you. Inquire in person. In any department.

J. Q. ADAMS & CO.
Shop 14, Second Floor
Little Building
BOSTON, MASS.

It will cost you less for an ad in the

NEWS than it will to send a post card to every office in the Building

MYSTERY IN BLOTS ON WALL

This is a tale of mystery! It is a thriller replete with weird, wild, wondrous. Of course it's true. All such stories are true. And now, as movie captions so aptly put it, go on with the story:

A porter in the Building, who for obvious reasons must remain nameless, was cheerily whistling about his work one pleasant sunny morning—or maybe it was afternoon. Anyway he was whistling. All unsuspectingly, he went into one of the washrooms on the—well, never mind which—floor. He was still whistling. Then he looked around and to his horror he saw not one, but many, imprints of a black hand! Black hands to the right of him and black hands to the left of him. In other words, black hands everywhere.

Now this porter was not merely alarmed, then anyone else would be. But he did believe in safety first. Therefore he turned and fled. No did he stop fleeing until he was safely inside the protecting shelter of the home of the law. Then he told his story. Finally he was calmed and consented to be led back to the "chamber of horrors" by several sturdy sons of organized law and order. After a thorough study of the etes, the following conclusion was reached:

Some person—or persons—had been Why go home with that "fired-to-death" feeling. Shop where the air and light are good and where crowds will not jostle you. Shop in the Little Building.

EAT AT SPAULDING'S CAFE
We Excel in QUALITY Service and Courtesy
Prices Reasonable Food Home Cooked

SPECIAL LUNCHEONS
11:30 to 3
DINNERS 5 to 9
Opposite Little Building
224 Tremont Street

A New Year's Resolution

Resolved—That during the year 1925 I will remember my Little Building neighbors when making my purchases, and will do all in my power to help them build up a profitable business and that I will tell my friends and acquaintances about them.

Resolved—That the Little Building is a city under one roof, and that it is situated in the center of the shopping district, and that it is one of, if not the best kept building in Boston.

Why We Strive You?
Damon of Boston
The Beacon Hill Stationers
Engravers & Printers
Little 9 Building
80 BOYLSTON STREET
Donalson Store, 7 Vandewater St.



clearing inkwells and hadn't remembered to clean up the evidences of their crime.
The moral of this story is this: "Inkwells are more emirny than oinkells."
If you must clean your inkwells in the washrooms you should clean up after the inkwells. The government will clean up the olivells.
The Little Building porters thank you!

Quick Return on News Ad for Neighbor

How's this for quick return on an advertisement.
A Ninth Floor neighbor, Miss Katherine Gillis of Charles H. Dudley, Inc. had gone home early on the day the Little Building News was delivered last month and so didn't receive her copy that day. The next morning, hardly before she had had time to get her coat and hat off, a neighbor called and said she had seen her ad in the Little Building News the previous evening and wanted to make a purchase there. This was the first that our Ninth Floor neighbor knew of the papers having been distributed in her absence.

She claims that a purchaser before the ink on the paper is fairly dry is a record for quick return in advertising.

THE NEWS goes into the hands of over 3000 people. In many instances only one copy goes to four or five people. This gives you some idea of the number of people who read the NEWS.

SPECIAL OFFER
To Little Building Community
6 PORTRAITS \$3.00
Buff Etches
Size 5 x 8 inches
Commercial Photographs
Enlargements, Copies
Prints for Reproductions
F. J. Daniel
PHOTOGRAPHER
120 BOYLSTON ST., TEL. BEACON 3108
BOSTON NEW YORK PHILADELPHIA

Enjoy Winter Sports at the **Weldon Hotel**
Greenfield, Mass.
Tobogganing, skating, skiing, snowshoeing, sleigh ride parties, sugaring off and camp fires in the open.
Warm and comfortable rooms with every modern convenience.
Exceedingly low winter rates now prevail.
WHY NOT PLAX A WEEK-END PARTY?
All principal routes to Clubs and Societies.
Booklet and Rates on Request.
J. Tompason Seller, Mgr.

HOLIDAY TRADING AT PEAK

According to reports from Little Building merchants, the Christmas trade was the best ever experienced in the "City Under One Roof." Neighbors did their part in trading with neighbors and many were attracted by the Little Building advertisements in Boston daily newspapers, came to the Building, saw the advantages of trading in so compact and convenient a shopping center and bought their Christmas presents "under one roof."

Not only did neighbors trade with neighbors, but in many instances neighbors were a great help to other neighbors by sending customers to them and suggesting to their own customers other gifts that might be purchased in the Little Building.

"The slogan of our merchants was: "That a big year this was going to be." Here are some of the things Little Building merchants say about the Christmas trade:
Charles D. Finn of the men's shop on the Street Floor: "It was the best Christmas we ever have had. We sold out our Christmas goods and could have sold even more had we realized what a big year it was going to be."
Shop: "We were busy every minute and did the best Christmas business we ever have done. Apparently more people are beginning to realize the convenience of shopping in one building."
Miss Aba Weiner of the Handy Shop: "I feel that this has been the best Christmas we have had and I want to thank our Little Building neighbors who traded with us and who sent customers to us. We appreciate all they did for us in return, tried to send customers to them. The trade-with-your-neighbor spirit was very much in evidence this year."

Miss Keys of the George E. Damon Co., Little Building Branch: "Business was very good and we want to thank those of our neighbors who traded with us and sent us customers."

Opera Lecture Given by Toye

Frederick H. Toye of the Twelfth Floor has just finished two lectures, which he gave at the Boston Public Library, on "Appreciating and Understanding Opera." The lectures were given in conjunction of Music under the auspices of the State Department of Unversity Extension. In addition to these lectures Mr. Toye has been doing some public speaking for the Near East Relief.

Neighborhoodness is that intangible something that makes the world a good place to live in. Do your part. Be neighborly.

Woods Our Vacation
Plan now for your
Winter Vacation
A few suggestions:
Bernanda
West Tahoe Craines
California via Boat or Train, etc.
EUROPE
Tours, \$300 and up.
We are Official Agents for all principal seasonal Lines.
Walter H. Woods Co.
Telephone Branch 3123



Martha Starn says that, though Collier isn't exactly flattering in his sketches, he is amusing. Here is Miss Starn holding the sketch of herself done by the creator of "Otto Grow."

Collier Drew Her Cartoon

Miss Martha Starn, a Third Floor neighbor, is the proud possessor of an original drawing of herself by Frank Collier, Boston Herald cartoonist.
Miss Starn recently attended a meeting of the Main Advertising Association at Young's and Mr. Collier was a guest. During the evening he gave an illustrated talk and then drew a caricature of Miss Starn.
The artist then presented the drawing to Miss Starn, who has hung it in her office.

Engraver Joins L. B. Neighbors

The many advertising men in the Little Building who know James E. Fairweather of the Artcraft Engraving Co. are glad to welcome him to his new quarters at 22 Tremont street, where he has opened an engraving plant and is prepared to render quick service to his clients.
Mr. Fairweather says that the Little Building and the surrounding section is the center business center of the city and he feels that in locating in this vicinity he is getting right into the heart of things.

Pass Christmas in "Gay Paree"

Cranville Bourne, former advertising manager of the News, and Francis Shaw Curtis, his companion on a previous European trip, are traveling abroad again.
Mr. Bourne and Mr. Curtis dropped into the office of the News shortly before they left. They called on the Orduna, and spent Christmas in Paris. From there they are going to travel around a bit and eventually expect to go to the Near East.

SERVICES You May Need
The following Services Are Available in the Little Building
"Follow the Swallow"
Sailed Nats—Home Made Candy
Ship up fresh to order and delivered to your office.
C. F. POOLE
1348 Little Bldg.
Artificially 2098-M, Reach 1937

CALLING CARDS
Special Prices for January
Advance Valentine Display
THE HANDY SHOP
Engraving 'Everything Sixth Floor
Courteous Service—Efficient Dentistry
DR. THOMAS HOFFMAN DENTIST
812 Little Building, Bea. 5655

IT'S NEW L. B. CAT'S MEE-OV

All was quiet and serene on the Second Floor the other day and the editors of the LITTLE BUILDING NEWS were bemoaning the lack of red hot news with which to fill the paper. Suddenly a wild "mee-ov" rent the stillness and a rank, pinkish-yellow cat bounded into the office, claws outspread.

"Say," yowled His Catship, "what kind of a place is this anyway? You call it you have a newspaper here, don't you? Well, in this city it's not much as a newspaper. I've been in this here building over three weeks and so far nobody has come to get a story or a picture of me yet. I 'pose you're waiting for me to go to a home cards or sunbath. I 'pose you want me to be killed by me. I 'pose you think, just because I'm only a cat, that I'm not so much to look at. Well, I'm here to tell you, you can't. I may not be as important as a lot of folks around here, but let me tell you I'm not the most unimportant by a long shot. Of course, I admit that right now I'm not so much to look at, but you just wait awhile. When I get a little older I'm going to be about the best looking cat you ever laid your eyes on. I'll probably knock all the other cats you've ever seen in a ring of catnip milk—when my fur begins to get better and I begin to get fatter. And let me tell you those boys who plot that deavants are going to have their hands full taking me. But let me tell you that don't go. I'm a free and independent cat. And if I want to go down in the boiler room and poke around and get me a few mice, it's my business and I'll take care of them no matter what you say. And furthermore I'm going to write articles for your paper from time to time, and I'll expect to see them with my name, too. Just now I haven't got a name—that is, I'm not sure what name I'll use—but I'll tell you what name I write my first story."

"And let me tell you something else which I'm sure I'm going to have many cats that may have around here that come into the Little Building in a ring of catnip milk—and they're going to do what I tell 'em."

And with these few kind words the Little Building's new cat stalked out of the office with a dignity.
You're apt to hear from him later, though, we "cattale."

SERVICES You May Need
The following Services Are Available in the Little Building
Fox, Hayes & O'Brien
Public Accountants
Income Tax Specialists
150-175 Little Bldg., Boston
Yrs. Bevan 3252-2000
The Finest Optical Service
H. S. Stone, Oph.D.
Optometrist
1024-7 Little Building
Reasonable Prices
YOUR AD
In this column will carry your message to over 3000 buyers.
EVERY MONTH

Trade With Your Little Building Neighbor and He Will Trade With You

LITTLE BUILDING NEWS

Six Pages

Boston, Mass., February, 1925

Price Five Cents

OVER 1500 SALES IN ONE SHOP

One thousand, five hundred and one individual sales for the month of January! That is the record which A. P. Graham, proprietor of the Norfolk History Shop, has hung up for his store. It is based on an actual count.

Mr. Graham has a cash register that keeps accurate count of individual sales and this is the total "rung up" for the past month. "I have found business good ever since I came into the Little Building," Mr. Graham says, "and now that I have had an opportunity to keep track of my sales for a month I feel that I have reason to be optimistic. I have averaged over 57 individual sales each business day. For a concern that has only been in the Building for a short time I feel that is very good."

Mr. Graham says he considers his Little Building location the best he has and he is qualified to speak, for he has three stores in Boston, the newest one being one in the Siegel building.

RE-OPEN NEW YORK OFFICE

F. E. Berry, Jr., & Co., Inc. of the Seventh Floor, have moved to Rooms 837-8, where they have larger quarters. They also have reopened their New York office at 107 Park avenue. This company is constantly doing interesting work under actual and sound-proving lines and has handled some of the biggest contracts of that nature both here and in New York.



Morning, Noon and Night

FROM 7:30 in the morning until 8 o'clock at night you can get the right things to eat. Take the down elevator to the basement and the

Little Building CAFETERIA

Operated by Waldorf System, Incorporated
Open Every Day Except Sunday

She Climbs to Job of Sales Manager and Place in Firm

"M. Deane Ordway, Sales Manager." That is the name and title as it stands on the Fourth Floor door and it gives no clue as to whether the prefix should be Mr., Mrs., or Miss. And that's just what the owner of the name wants—a business name without a clue.



M. Deane Ordway is the name on the door and people have wondered whether it was Mr. or Miss. The secret is out. It is Miss. Let us present Miss M. Deane Ordway.

"It's lots more fun to go through life—business life—without a give-away prefix to your name," Miss Ordway says. "For it is Miss Ordway, you see. "And furthermore," she adds, "there are so few women sales managers that I'd rather be known as M. Deane Ordway than to have to stop and explain to everyone how I happen to be a sales manager for a manufacturer."

So there you are—the whole story in a nutshell. Miss Ordway is one of the few women sales managers for a manufacturing plant in this country. And she is the fewer still who is a member of the company. She is a member of the S. V. L. Manufacturing Company, manufacturers and distributors of women's undergarments. The company's plant is in Cambridge and its general sales offices are on the Fifth Floor of the Little Building. The title of Miss Ordway's job is to the position of general sales manager.

"I've always enjoyed selling," she declares. "To me it's been a fascinating job. I went to the high school and went into the educational department of the Fishbach."
(Turn to Page 6, Column 5.)

OLD NEIGHBOR BACK IN FOLD

Joseph T. McLaughlin, formerly with the Zain System, has returned to the Little Building as sales manager of the City Chocolate Co. on the Ninth Floor.

Mr. McLaughlin has been away from the Building for some time and his many friends in the "Under One Roof" are glad to welcome him back to the fold.

His friends also will be glad to learn that "Joe" is now the proud father of a three-month-old son. The boy is quite some child, according to his father, and has been named Richard.

Look over the advertisements in the News before you make that purchase. Your neighbor probably has just what you want. And his price will be right, too.

FISH

Oysters Lobster
Shrimp Scallops
Fresh Native Smelts

We deliver fish to the Little Building. On your busy days just call.

Beach 0129
or
Beach 7166

and we will carefully select your fish and deliver it to your office.

C. V. Chipman & V. Chipman
S. ATWOOD & CO., INC.
20 LAFRANCE STREET Boston

Saw Eclipse From Offices on Sun Side

Eclipse fans in the Little Building saw the natural phenomenon in de luxe fashion. Some viewed it from the roof, but the majority took occasion to call on their neighbors. Bernice F. Goldthwait of the 10th Floor was one of those who entertained extensively during the eclipse hour. Her room, with its excellent view of the morning sun, was jammed through smoked glass.

THIRD NEIGHBOR IS BROADCASTER

Three of our Little Building neighbors have attained considerable fame as "broadcasters." George Horwood, of the Fourth Floor, is the latest to go "on the air." Mr. Horwood has a very fine orchestra.

Wilma Norris, of the Sixth Floor, has wailed over the radio several times, and Joseph Ecker, of the Fourth Floor, is in constant demand. Mr. Ecker not only sings himself, but he arranges the whole program.

Do You Own Anything of Value?

Do You Value It?

THERE IS NO RECEIPTABLE AS SAFE AS A BOX IN OUR SAFE DEPOSIT VAULT.

We have a vault that will hold your valuables and the price will fit your pocketbook.

Let Us Tell You About It?

EXCHANGE TRUST CO.

124 Boylston St.
I Court St.

POST OFFICE IS RE-OPENING ON SECOND FLOOR

Post Office Has Biggest Day of All

Monday, February 2, the first day the Post Office was in its new location on the Second Floor, was the busiest day it ever has known, according to "Miss Alice," who is busier even than at any time during a Christmas rush. She said.

Oddly enough the bulk of business was the sending of money orders.

The added space apparently is appreciated by those who send their goods parcel post and a goodly number are taking advantage of the opportunity to pack, wrap and ship their goods from there.

Second Floor neighbors are all agreed that having the Post Office is going to be a decided advantage to them by the increased number of people who come to that floor.

One person said he counted sixty people waiting in line at one time.

HAS THIRTY ODD MAGAZINES NOW

The Little Building is fast becoming a center for publisher's representatives and now numbers some 30 odd magazines of national repute. One of the most recent arrivals in the Building is Michael S. Sawmelle, New England manager for the AMERICAN EXPORTER.

This publication, Mr. Sawmelle says, is the largest of its kind and has a world-wide circulation among manufacturers.

Do all your shopping under one roof in the L. B.

THURLOW ADVERTISING SERVICE
PRODUCTS OF PRODUCTIVE PERSISTENCY

QUESTION
"How do you find business?"

ANSWER
"By going after it"

SUGGESTION
Let us show you how.

Suite 15
Little Building

Telephone
Bea. 1556

SETS ITS HOURS OF BUSINESS

The Little Building Post Office, moved from the Subway Arcade and located in Damon's on the Second Floor, reopened on February 2. With new grill work enclosure and plenty of space, the Little Building Post Office is one of the finest substations in Boston.

George E. Damon, who has been appointed officially as "Assistant Postmaster" for the Little Building substation, makes the following announcement to Roof City neighbors:

"The Post Office will be open weekdays from 8.30 a.m. to 4.30 p.m. Saturdays it will be open from 8.30 a.m. to 3.30 p.m."

"Registered mail must be received in the Post Office not later than 4 p.m. on week days and not later than 12.30 p.m. on Saturdays."

"Parcel Post must be in the Post Office before 4 p.m. as the last collection of Parcel Post for the day is imperative that they be in ample time to go out on the last delivery."

"Angle space has been provided for addressing mail and for wrapping and addressing packages. Wrapping and addressing packages, including up to twelve, suitable for sending by parcel post, may be purchased in the Damon Store directly across from the Post Office."

(Turn to Page 5, Column 4.)

FOR SALE Tooth Paste AND Mouth Wash Business

Product 15 years on market.
Trade name well-known—widely advertised.
Established New England-wide retail distribution.
Extensive mail order trade, also.

Price to include stock on hand, machinery, good will and patent rights in United States and five foreign countries.

Splendid Opportunity

for someone with moderate capital to invest in going concern.

For further information apply to
Room 429 53 State St.
Ask for Mr. McLaughlin

THE LITTLE BUILDING NEWS

The First Office Building Newspaper in the World

Vol. 4, No. 2 February 1925

Published once a month by the Thorough Advertising Service for the Little Building Community. Editorial and Business offices, 125 Little Building, Boston, 15, Metropolitan Avenue.

Harriet A. Thurston Publisher, Sands C. Chipman Editor, Olive McGuire Ads. Manager, Tom Ginnon Bus. Editor, Roy A. Corey Business Mgr.

Let's Gravitate Some More!

Families by gravitation! Did it ever occur to you that it is just what the folks in the Little Building are? A large family gathered together by the simple law of gravitation.

Every person in the building has something in common with every other person, if it is nothing more than the fact that they are in the same Building. That of itself shows they had something in common, for unless each had thought the Little Building the most advantageous building for them they would not be here.

With that as a starting point why not plan to find out what else we have in common with our neighbors?

Why not take a personal interest each in the other. Let's try to get better acquainted. Let's try to help each other. Let's trade with each other. Let's send each other customers.

Let's be a large happy family by gravitation!

Shoe String or Trip to Europe Under One Roof

Everything from a shoe string to a trip to Europe can be purchased in the Little Building. Here's the proof. John Quincy Adams and Bertie Adams of the J. Q. Adams Co., Second Floor, went on a shopping expedition the other day. One wanted a shoe string and the other wanted to buy four trips to Europe.

The shoe string was purchased in Berney's shop in the basement and the tickets for the European trip were purchased at Wood's Tours. "And," remark the Messrs. Adams, "that's quite a record for one building."

Neighborhoodness is that intangible something that makes the world a good place to live in. Do your part. Be neighborhoody.

"Sales Letters That Sell" Advance Multiphotograph and Mailing Co. 1257 Little Bldg., Beach 2723

Photographers Anything-Anytime-Anywhere SHAW PHOTO SERVICE BROW 1529 41 Boylston St.

Mary Caroline Crawford, Eighth Floor neighbor, has recently completed a revised and enlarged edition of a volume she wrote 17 years ago and which has been out of print for some time—"Old Boston Days and Ways." The book received very favorable comment from its reviewers.

Miss Crawford's researches into the early social and literary history of New England are well known and have been preserved in several volumes. She has drawn her material from letters and memoirs written by men and women of those days.

The first seven of the 17 chapters are occupied with a record of the part taken by Boston in the events leading to the Revolution and in the war itself. Miss Crawford also tells the true story of the hanging of the lantern in Christ Church tower on the night of April 18, 1775.

Of the letter writers quoted, John Andrews was a prosperous merchant, who in 1725 moved to School Street, and later occupied the house in which East Pierce had his law offices.

Miss Crawford's story of the hanging of the lantern in Christ Church tower gives the credit for that deed to Capt. John Palling, the intimate friend of Paul Revere, instead of to the church sexton, Robert Newman, who has been associated with the exploit in so many histories.

STENOG LIKE LITTLE BLDG.

A newcomer to the Building is Miss Elinor M. Finnon, a stenographer in the office of Burbank Chocolate Co. on the second floor. Miss Finnon says she likes the Building and has been pleased to be the friend shown by Little Building neighbors.

WILDEY SAVINGS BANK A Mutual Savings Bank 52 Boylston Street BOSTON

Deposits go on interest fifthteenth day of each month. Join Our 1925 Christmas Club. Now Open



MARY CAROLINE CRAWFORD, Little Building Author

RAN CHI OPERAS IN HUB

Fred Toye, Twelfth Floor neighbor, has been acting as business manager of the Chicago Civic Opera Company during their recent engagement at the Boston Opera House. Mr. Toye is well known in the Little Building as an advertising and publicity man. He handles the Near East Relief and other publicity.

Not only did Mr. Toye handle the preliminary work connected with bringing the necessary guarantee to insure the presentation of the noted opera troupe, lecturing in the Public Library school and speaking elsewhere, but he arranged the opera broadcasting by radio during the Boston engagement and added greatly to the pleasure of listeners-in by his interesting talks on the various operas that were broadcasted.

Mr. Toye has been connected with grand opera a number of years as manager and in other capacities. He was manager for leaders Binca, the dancer. His opera work took him on wide travels in this country and abroad.

NINTH FLOOR MAN IN BELMONT PLACE

H. Russell Burbank of the Ninth Floor could have been an actor if he had so desired. He is a member of the Belmont Neighborhood Club and has been greatly in demand for the leading male roles of the productions put on by that organization.

Little Building shop proprietors have a personal interest in You. They will be glad to help you with your shopping by suggestions.

LEATHERGOODS OF THE FINEST GRADE Portfolios, Bond Bags, Wire Lined Money Bags, Men's Wallets, Salesmen's Sample Cases, Travelling Bags, Gladstones—and a General Line of Luggage. Oxford Luggage Co. 352 LITTLE BUILDING BEACH 4173

For those people who have children of the kindergarten age, the kindergarten desk sets being offered by the Adams Co. of the Second Floor will have an appeal. These sets include the child's desk, chair, blackboard and a chart on which are 27 educational features.

The number of these sets is limited; therefore they are being sold for \$15.

There are so many occasions when photographs are appropos! Birthdays, graduations, parties, times without number when your picture, or the picture of some member of your family, would be prized.

Brunei's is offering a special rate to Little Building folks. It is so familiar with the quality of work done by Brunei, Miss Toye says, that you go to the studio and look over the work.

In these days of great competition the man with the best education has the best chance. The man whose ideas are not so common, however, has been good enough to seek help from the Boston Young Men's Christian Union. The Union is offering a wide variety of excellent courses.

The George E. Damon Co. on the Second Floor have an interesting line of favors and such things as are needed for merry making at banquets and parties. They also are equipped to get out attractive menus, have a stationery, office supplies and Dominion goods. Damon's has a fine line of greeting cards and things appropriate for gift novelties.

Though wintry winds may bring spring fashions as beginning to put in their appearance in some of the shops. The newest blouse to make its debut is one of silk rayon in a model. It comes in a number of shades and designs.

When the furniture in your home gets worn and rickety you—or your wife—decide it and buy new. All of which is very fine for the appearance of your home and your comfort.

Your office represents your business and your customers. It is creating a good impression or not? Would some new furniture help? If you are tired of office furniture, the Osborne Office Furniture Co. are offering some exceptionally fine bargains at a low price.

You can judge a man by his portfolio. Or, at any rate, you can tell quite a bit about him by the sort of

AN UNUSUAL OFFER Kindergarten desk bargain \$49.50 \$15.00 J. Q. ADAMS & CO. Shop 14, Second Floor Little Building

Thought Notary Must Be Older And Man, Too

Martha Sturm, of the Third Floor, one of the few women Notaries Public, had an amusing experience recently. An elderly woman came into her office and asked to see the Notary. She informed her that she had come to her, whereupon the woman looked at her in amazement and said: "Well, that all may be but I assure you're too young to be of any assistance to me."

Miss Sturm finally persuaded the woman that she was quite capable of handling her business, however, and proceeded to demonstrate her ability. portfolio he carries. And speaking of portfolios, the Oxford Luggage Shop has a most comprehensive line of them. There are about fifteen styles including various leathers and various sizes and the prices are extremely reasonable for the remarkable quality of the goods. One style in particular which would appeal to a person who often had a great deal to carry is a tan colored one of a soft leather. Being of a soft leather, it is more suitable than the bulky thin sort of a stiffer leather.

Summer is coming! It's a long way off, to be sure, but it's coming. And when it does will you be ready for your vacation? Have your luggage in perfect shape to travel? If you haven't, now is an excellent time to begin thinking about it. At the Fickadilly Leather Shop in the Subway Arcade you will find a repair department that can take care of all your leather troubles. Mr. Goodman, the proprietor, says that there is no trunk bag, suitcase or any piece of leather goods too far gone to be repaired in any way.

Well-tailored women's if all the new shades for are being shown by the S. V. Suits 414—these are made of the fine grade of fiber mill jersey. Among the quality garments manufactured by this company are pajama suits, bloomers, sports, petticoats, gowns, slips, vests and a complete line. All goods are sold direct from the manufacturer to the customer and all goods may be ordered C.O.D.

Factory to Consumer Direct to Wearer

S. V. L. Mfg. Company Manufacturers and Distributors of Women's Distinctive Lingerie Quality Merchandise Sold Through S. V. L. Service by Local Representatives. Representatives Wanted in Every Town. Room 434-5 Little Bldg. Phone Beach 6214

Town Messenger Service "A Service You Can Trust" For Better Service at Lowest Rates Telephone Beach 5774 Our Boys Have Speed, Honesty and Intelligence Town Messenger Service 111 present street at Opp. Majestic Theatre

LITTLE BUILDING DIRECTORY

A
Abe Rubin Co., Inc., 400... 652-374
Adams, J. C., 200... 652-374

B
Bach, Frank W., 110... 221-364
Bach, Frank W., 415... 221-364

C
Cady, Robert, 211... 724-374
Cady, Robert, 211... 724-374

D
Dahl, John, 110... 221-364
Dahl, John, 110... 221-364

E
Eaton, John, 110... 221-364
Eaton, John, 110... 221-364

F
Fisher, John, 110... 221-364
Fisher, John, 110... 221-364

G
Gardner, John, 110... 221-364
Gardner, John, 110... 221-364

H
Hart, John, 110... 221-364
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I
Ingram, John, 110... 221-364
Ingram, John, 110... 221-364

J
Jacobson, John, 110... 221-364
Jacobson, John, 110... 221-364

K
Kane, John, 110... 221-364
Kane, John, 110... 221-364

L
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Lambert, John, 110... 221-364

M
Mason, John, 110... 221-364
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N
Nelson, John, 110... 221-364
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O
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Olsen, John, 110... 221-364

P
Parker, John, 110... 221-364
Parker, John, 110... 221-364

Q
Quinn, John, 110... 221-364
Quinn, John, 110... 221-364

R
Rosen, John, 110... 221-364
Rosen, John, 110... 221-364

S
Sullivan, John, 110... 221-364
Sullivan, John, 110... 221-364

T
Tamm, John, 110... 221-364
Tamm, John, 110... 221-364

U
Upton, John, 110... 221-364
Upton, John, 110... 221-364

READ AND LAUGH!
Here is a letter received by one of our Little Building neighbors...

Dear Sirs,
In your case with Mr. E. Blank, Rehoboth B. Co. we refer to us...

Valentine Portland Cement Co., Inc. 665... 814
Walton Street, Inc. 500... 500

W
Walker Street, Inc. 500... 500
Walker Street, Inc. 500... 500

X
X-ray Laboratory Co., Inc. 104... 421
X-ray Laboratory Co., Inc. 104... 421

Y
Young, Walter S., 2nd Bldg... 808
Young, Walter S., 2nd Bldg... 808

Z
Zaino Auto System, Inc. 324... 844
Zaino Auto System, Inc. 324... 844

Ninth Floor Firm Opens New Office
The Real Silk Hestery Co. has taken another office and is located now in Rooms 927-30-31.

ATTENDS POULTRY SHOW IN NEW YORK
Harold F. Barber of the Eleventh Floor has recently been named to the credit of the poultry show in New York...

TAKES VACATION IN FLORIDA SUN
George Munday, a salesman of the Devon Shoe Company on the Eleventh Floor, is enjoying the balmy breezes of Florida...

Why go home with that 'Iry-to-death' feeling. Shop where the air and light are good and where the products will give you some idea of the new people who read the News.

Office Furniture Co. Special Sale
Desks - suitable for Salesmen or Clerks
10 inches by 27 1/2 inches by 27
Phone Liberty 4704

LIGGETTS HAS NEW MANAGER

Patrick J. Biesty has been appointed manager of the Little Building Liggett store on the Street Floor. To succeed W. H. Fearing, who has been transferred to the store at the North Station. Mr. Biesty is a Boston man and lives in Jamaica Plain.

This is the fifth Liggett store he has managed, the one previous being at Avery and Washington streets.

Mr. Biesty is well qualified to serve the people in the Little Building, both by his long experience in the drug business and his knowledge of pharmacy, for he is a graduate of the Massachusetts College of Pharmacy.

That his new store is in the Little Building, and that the Little Building has its own newspaper pleased Mr. Biesty greatly.

"I've always thought there were great possibilities in the Little Building," he said. "Where there are so many people and such a spirit of neighborliness it ought to be possible to do a remarkable business by giving the best possible service to one's neighbors."

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LEAVES PARIS THIS MONTH

le Bourne, former advertiser of the News, will visit Europe this month, he received from him recently a head.

"Just returned from a flight to Brussels where we had a fascinating trip and the city was made me more of a bur than ever for flying. An studying French real time—starting tomorrow. Coming home in February—then to work seriously."

ART CRAFT ENGRAVING COMPANY

Photo Engravers
 Half Tones
 Line Plates
 Process Color Plates
 Join hands with you
 "Neighborhood Engraver"
 for better service
 227 TREMONT STREET
 BEACH 0445

Piccadilly Leather Shop

SHOP 3
 SUBWAY ARCADE
 Beach 6500
 Special Sample Cases
 Phone or Call for Estimate
 We can save you money on your made to order sample cases.
 On your repairs we can give you a 24 hour service.
 All lines of leather goods

GIFTS TO MANAGER FAIRING

Employees in the Liggett Store in the Little Building who have been associated with W. H. Fearing during his manership of the store presented him with a set of solid gold Masonic cuff links and a silk tie upon his leaving the Little Building store to assume the position of manager in the Liggett store at the North Station.

Mr. Fearing paid a visit to old friends in the "City Under One Roof" the other day. I still patronize Little Building neighbors," he said, as he left the Wilbur X-ray Laboratory on the Ninth Floor and paid a professional call on Dr. G. W. Wichelow on the Third.

Do Ads Pay? Ask Hersey, Who Knows

Does it pay to advertise?
 Our Sixth Floor neighbor, Albert D. Hersey, says it does.
 "I look upon it as an investment," he says. "Each month I invest a certain amount in my business by advertising in the LITTLE BUILDING NEWS. And each month I get a return between five and six times the amount of my investment."
 "Even though I didn't get as large a return as that—even though I only made a return of about one and a half—I would feel that it was a good investment for each time I get a new customer I am building up business for the future."
 "Advertising as an investment is a paying proposition and in one respect is superior to any other investment you can make. You can't lose. The very fact that your advertisement appeared in print meant that some portion of the readers of the publication read it."
 "Whether they rushed in to me immediately with the advertisement in their hand to make a purchase or whether they took their own good time to consider the matter, the fact remains that your advertisement was a good investment because it carried your message to a certain number of people who wouldn't have known otherwise that I had a message for them."

Little Building merchants need you and you need them. Your business will help them and their business is to help you.
 Optimists and "Pollyannas" may have gone out of style in fiction, but they're still mighty good to have around in real life.

SHOP IN THE LITTLE BUILDING

For 1925 Stationery, You Can Have
Quality Printing at Lower Cost
 Ask for Mr. Hersey, Jr., Rm. 652

MARtha A. BRIGGS
Mimeographing a Specialty
 Long Copying Typewriter
 505 Little Building, Boston 1925
 Custom Corsets,ingerie, Hosiery Accessories
Nu Bone Corset Shop
 Superior work a specialty. Patterns for irregular figures.
 Ask for Mrs. Hersey, 10 Essex Street
 1032 14th St. Boston

PERFECT Letter Company
MULTICRAPHING
 Public Stenographers Notary
MIMEOGRAPHING
 79-14-19 Little Bldg. Beach 7588

RECREATION Bowling Alley
 615 Washington St. Tel. Beach 7515

HAZEL BOONE
SCHOOL OF DANCING
 176 TREMONT ST. Beach 0125
 Private lessons day and evening. Rehearsal Monday Eve. Advanced Class Thursday eve. Social Saturday evening.

TO OPEN ON FLOOR 2

A linen store will be opened on the Second Floor about the middle of the month by John N. Haapainen. Mr. Haapainen, formerly the linen buyer for T. D. Whitney Co., has taken a lease of Room 21 and plans to carry a complete stock of all linen goods that Little Building people may desire.

"Miss Alice," who will reside over the shops in the Post Office in its new location on the Second Floor.

Post Office Is Re-opened On Second Floor

"The same young lady who has been with the station since last summer will remain as clerk of the Post Office. To make it easy for those people who have difficulty in remembering names she will be called simply "Miss Alice."
 "It will be our aim to give the same efficient service in the Post Office as we give in our store. Every service will be extended to those patronizing the station, and while we are willing to accommodate all people in so far as it is possible, we hope that Little Building folks will cooperate with us as much as possible by doing their mailing as early as they can."

Christmas Seal Sales Close to \$200,000 Mark
 Our Eleventh Floor neighbors, the Massachusetts Tuberculosis League, report a better sale of Christmas seals this year than they had last year. Last year they sold \$190,000 worth of seals and this year, with the final report still incomplete, the amount is \$192,000.
 Just as the final amount will be the officials did not care to estimate, but it is certain to be over the \$200,000 mark for these places yet to be heard from.
 Robert V. Spencer, executive secretary of the League, recently returned from a conference of league secretaries in St. Louis, and now is busy at legislative hearings on health bills at the State House.

ONE TELEPHONE CALL ON TIME

Anna Quinn of the Batterick Publishing Co., on the Ninth Floor, held a celebration all her own recently.
 It happened in this wise: Miss Quinn was about to write a report on a certain advertising contract which she had been trying in vain to get. As she sat down to write the report the phone rang and upon answering it she was asked to go to the news office for the much-coveted contract. She went, she saw, and she conquered.
 Yes, she got the contract. Therefore the celebration.
 And it was some contract. One of those that come just once in a while.

Confidence begets confidence. Have confidence in your neighbor and your neighbor will have confidence in you.

EAT AT
SPAULDING'S CAFE
 We Excel in
QUALITY
 Service and Courtesy
 Prices Reasonable
 Food Home Cooked
 SPECIAL LUNCHEONS
 11:30 to 3
 DINNERS 5 to 9
 Opposite Little Building
 224 Tremont Street

It will cost you less for an ad in the
NEWS
 than it will to send a post card to every office in the Building

FLA. VETS SEND BOX OF FRUIT

Horatio C. Rohman, Eleventh Floor Neighbor, had a pleasant surprise lately when he came into his office one morning and found a crate of citrus fruit from Florida. It had been sent him by Dr. George A. Holmes and E. P. Branch of that State.

Last Summer, during the G. A. R. Convention, Mr. Rohman acted as host to these men, both of whom he has in his car to the historic spots they wished to visit.

To show their appreciation of his kindness they sent him a crate of his choicest Florida-grown citrus fruits and invited him to go to Florida for the Winter.

Dr. Holmes, who comes from Shreveport, La., is 52 years old, and Mr. Branch, whose home is in Melbourne, Fla., is 80.

The weather may be bad outside, but it's always good weather in the Little Building Shop here and a vivid bad weather.

Cat Came Back, but "Pose for Pitcher? Pst! No, Sir!"

By Noah
Well, folks, here I am again. I'll bet a lot of you thought you'd never hear from me again. I'll bet a lot of you laughed when you read my story last time and said to yourselves: "Well, they'll never let that cat write a story. No cat what gets as impudent as that cat did will ever be let write anything."

But that just shows that you can't ever always tell.

Now a lot of cats would have tried to break into the writing game by trying around and being polite to editors and saying: "Please, sir, I know I'm not much to look at, but I've got ambitions."

But I didn't go at it that way. Not at all. I asserted myself. I did. And that's the only way to get someone nowadays—assert yourself. If you don't assert yourself nobody else is going to raise you up and say: "Let me go out and tell the world what a good fellow you are."

Being done now. You got to do it yourself or else hire it done. Well, being a poor but honest cat, I couldn't hire it done, so I did it myself. And if I do say so myself, I do it pretty good.

Now the first principle of this writing game, as I see it, is to write a lot about a little. If you know the more you write. And if you don't know nothing at all you spend all your time writing. Of course, I don't ever expect to spend all my time writing.

Now, the second important thing I shall take as my subject the people around the Little Building. Of course, it's a subject I'll never use it will take up a lot of my time strolling around the corridors watching the people. However, so long as I'm in the Little Building Office—All that's official Cat. I mean, until I hand in my resignation. Nobody can't hand it to me without my say.

being willing. Well, as I was saying, as long as I'm the Official Cat I'll do my duty.

Of course, I don't want to get in bad with you people, so I probably won't write about those things which may be said about you that will please you. However, if at any time I feel you've done something which is about you, too. Of course, I can't be bribed either, but I will say other things about you, too. Of course, I can't along pretty good with people that buy me catnip. Somehow those people and I will have mutual things in common.

Well, I guess there's not much more for me to write this time. Besides I don't much favor those people that write or say to write this time. Besides I don't much favor those people that write or say to write this time. Besides I don't much favor those people that write or say to write this time. Besides I don't much favor those people that write or say to write this time.

Phone Us News Items---Call Us at Beach 1556

Every newspaper has an "official" news staff. It is composed of friends who telephone "news tips" to the editor who, in turn, sends reporters to get the details and write them up.

The LITTLE BUILDING NEWS would like to have on its "official" news staff every person in the "City Under One Roof." When you have a new item about some person in the Building, just call Beach 1556 and tell us about it.

Then the News will be even more interesting for you to see and read. Even if the item is about yourself, or someone in your office, phone it in. It's news other people in the Building, if not to you, know.

GOES SNOWSHOEING

George E. Damon, our Second Floor Neighbor, has gone to East Northfield, Mass., for a short vacation. He plans to be gone about two weeks and says he hopes to get an opportunity for some snowshoeing and skiing.

Authorized Sign Painter for the Little Building

SIGN PAINTING

All kinds of Signs—Wood Glass, Brass and Electric Lettering and Designs for Office Doors and Windows Anywhere

Adolf F. Ekeroth
166 Harrison Ave.
Phone 2932-W
or Superintendent's Office, Little Building

Winter Vacation

A few suggestions
Bernwood
West Indies Cruise
California via Boat or Train, etc.

EUROPE—Tours, \$300 and up.
We are Official Agents of all principal Steamship Lines.
Walter H. Woods Co.
Telephone Beach 3123

WON JOB FOR SALES MANAGER

(Continued from Page 1)
man Yeast Co. I've sold everything from ideas to sardines. The ideas I sold have been on sectional lines. The sardines were sold during the war when people were eating higher priced imported sardines and I conceived the plan of making the domestic sardines better.

Miss Rita Gately of the Ninth Floor whose engagement has just been announced.

Ninth Floor Girl to Be a Bride Soon

Rita M. Gately of the City Chocolate Co. on the Ninth Floor has announced her engagement to Daniel J. Hayes, Jr., of Concord Junction, Mass.

Miss Gately declines to give out the definite date for the wedding, but admits it will be "some time in the Spring."

Mr. Hayes has gone into business for himself recently, establishing the Garnet Mills, manufacturing woolen goods, at Concord Junction.

After their marriage, the couple will live in Concord and Miss Gately plans to enter the Conservatory of Music to study.

L.B. AD MEN AT LUNCHEON

A number of Little Building people attended a luncheon given by the Louis Crosscup Fish Post, American Legion, at the Lorraine.

The Post is composed of advertising men who are members of the American Legion. Among those from the Little Building who attended the luncheon and who are members of the Post were Paul Hansen, G. M. Stern, Henry Prapoff, Irving Saxe and Alan Reinhardt.

The Advertising Women's Club was invited also and Anna Quinn of the Little Building was there. Jack Donahue and Queenie Smith from the "Be Yourself" company were the special guests.

Who you get in slush and snow when you can avoid it? Shop in the Little Building and save your health and pocketbook.

man Yeast Co. I've sold everything from ideas to sardines. The ideas I sold have been on sectional lines. The sardines were sold during the war when people were eating higher priced imported sardines and I conceived the plan of making the domestic sardines better.

Miss Ordway's slogan for those who would sell successfully is: "Value your product highly." If you don't value your own product highly, you can't reasonably sell no one else will. People are apt to take you or higher priced just just the valuation you set up yourself or your product.

If you are absolutely sold on the line you represent you have a good chance of selling others. If you aren't, your chance of selling will be pretty slim. The good salesman is the salesman who not only knows his line perfectly, but the salesman who is absolutely sold on it himself.

That direct selling to the customer and to get the customer to believe thoroughly.

The day of the house-to-house canvasser and the door bell ringer is over as far as I'm concerned," she says, "my selling force builds up a clientele of satisfied customers who welcome our representatives because they want the goods we offer. One customer sends the representative to another and so it goes until we have a clientele all over the country."

"Selling directly, as we do, from factory to customer is a method considerably less than that of people who must maintain a greater expense to get their goods to the user. This being true, naturally we can sell a better quality at a lower price. This is a service to the customer if it saves her money."

"There is the point of service to the representative. Many of our representatives are women who have found it necessary to buy their own living after the death of husband or father. These women cannot go on and build up a substantial business as business women, but they can go out and build up a substantial following of customers who will trade with them year in and year out. This means a steady income for them at work which they can do."

The S. V. L. Manufacturing Company has been in business a year now and Miss Ordway says it has done an exceptionally fine business. Miss Ordway has been in the Little Building for several years and has represented three manufacturing companies in that time.

"But there's nothing like being sales manager for your own organization," she says.

And she must be right, for she has successfully organized many sales crews in many territories and now has before her the task of organizing "Which is about the biggest playground I've ever had," she admits.

How Old Are You? IT DOES NOT MATTER.

You can complete your high school education through individual instruction.

Three Dollars a Week is ALL IT COSTS.

School for Supervised Study
BOSTON YOUNG MEN'S CHRISTIAN UNION
48 Boylston Street

Jean Brown Hats

DISTINCTIVE—DIFFERENT and SATISFY THE WEARER

Especially pleasing are the moderately priced hats from \$7.50—\$10.00

A BRIEF CASE

OF UNUSUAL VALUE

Made of unfinished army leather—seats in appearance—will wear like iron. A limited supply

\$5.00 EACH

Damon
of Boston
GEO. E. DAMON COMPANY

The Beacon Hill Stationers
85-ned Floor
1100 Building—80 Boylston St.
Dorchester—7 Fennerston St.
Dorchester Hill

WOMEN'S SAMPLE SHOES

Office Samples All size 4
A. L. C. Widths
Five Styles **\$3.60**

THE NEWBURY SHOE CO.

Room 1924 Little Building

THREE STORES IN BOSTON

Our third new store just opened is in the Siegel Bldg., Washington St.

Same values which have made our Little Building Shop such a success.

100 Dozen More Underneath at 50 cents per pair.

NORFOLK HOSIERY CO.

Street Floor Arcade, Little Bldg.
Men's—Women's—Children's Hosiery

SPECIAL OFFER

To Little Building Community
6 Prints at \$3.00
Buff Enriched
Size 5 x 8 inches

Commercial Photographs
Enlargements, Copies
Prints for Reproductions

F. Daniel
PHOTOGRAPHER
120 BOYLSTON ST., TEL. BEACH 8108
BOSTON NEW YORK PHILADELPHIA

WOODS' PLAN NOW FOR YOUR

Winter Vacation

A few suggestions
Bernwood
West Indies Cruise
California via Boat or Train, etc.

EUROPE

Tours, \$300 and up.
We are Official Agents of all principal Steamship Lines.
Walter H. Woods Co.
Telephone Beach 3123

SERVICES

You May Need

The following Services Are Available in the Little Building

Fox, Hayes & O'Brien
Public Accountants
Income Tax Specialists
750-751 Little Bldg., Boston
246 Beach Street, Boston

LITTLE BUILDING BARBER SHOP
Prompt and skilful service; also manicuring
ARCADE FLOOR (next elevators)

The Finest Optical Service
H. S. STONE, Oph.D.
Optometrist
100-7 Years' Practice
1025-7 Little Building
Reasonable Prices

RUBBER STAMPS
QUICK SERVICE
Gifts
Greenie Cards
THE HANDY SHOP
1111 "The Little" News
Beach 2131 Sixth Floor

Courteous Service
Efficient Dentistry
DR. THOMAS HOFFMAN
DENTIST
812 Little Building, Bea. 5055

LITTLE BUILDING NEWS

Six Pages Boston, Mass., March, 1925 Price Five Cents

COOLIDGE ADDRESS ON RADIO

President Coolidge's inaugural address was heard by a number of people who stopped in at George Mahoney's radio shop in the Subway Arcade. It came in perfectly over the radio, and, as the first inaugural address to be broadcast, was a great success. His Little Building neighbors complimented Mr. Mahoney on the perfection of his radio reception of the speech.

The daily radio concerts in Mr. Mahoney's shop are growing in popularity with Little Building neighbors. All receiving is done on the most up-to-date of radio sets, without the use of an aerial.

Mr. Mahoney has provided several comfortable chairs for the comfort of his Little Building neighbors who like to drop down to the Subway Arcade and listen in to the concerts which are broadcast daily between 12 and 2 and between 4 and 5 o'clock. Usually between 12 and 1 church services are on the program and from 1 to 2 and to 4 to 5 popular concerts are on the air.

DOES SALVATION ARMY PUBLICITY

Miss Elizabeth Ellen, of the Eighth Floor, long a member of the Sunday Herald's staff, has been appointed publicity director of the Salvation Army and will be sending out feature and other articles throughout New England and from the Provincial headquarters of the Army at 8 East Brookline street.

Didn't know how hungry you were till I fasted this!!

FOUR WAYS to get to the Little Building CAFETERIA

THROUGH the subway arcade, or from the Boylston and Tremont St. entrances, or simply the down elevator to the basement. And—when you get there—good as a meal \$1.00 a day every day except Sunday

Outfits Herself for Spring in Little Building Shops

Miss Little Building, a Little Building girl, has stepped out in a Spring fashion show all her own completely outfitted by Little Building merchants, with her picture taken by the photographer of the Little Building.

She appeared in three separate costumes—street dress, afternoon dress and dancing frock. And she was supplied with all the accessories necessary to each occasion. Best of all, everything came right from shops in the "City Under One Roof," which proves what the News has long stated—that the Little Building is a complete shopping center in itself.

For street wear, Miss Little Building has a smart ensemble suit of powder blue. The dress is of fat crepe, in the blue with new apron front, a tan band on the apron and tan piping on the sleeves. The apron is shirred on to the skirt and has a velvet narrow ribbon, tied at the neck, falls to the waist line.

Her coat is powder blue cheviot, tailored with the new small notched collar. It is trimmed with bands of tan to match the dress. The cuffs are narrow, in keeping with the collar, and there are two patch pockets and one set-in pocket. It is lined throughout. And, like all the other coats that make up the ensemble, it could be worn with any dress as well as its own.

This ensemble suit is from the Youth Shop on the Second Floor and is priced at \$35. The skirt is \$15 and the coat \$35. This is an excellent example of the medium-priced, well-trimmed suit that you can't wear this spring.

The hat has a tan brim gros de Londres and a tan Neapolitan straw crown. It is a small, close-fitting hat and is trimmed with changeable gros de Londres tubing that carries out the colors suggested by the dress. It is trimmed with jaunty through the tubing in the front.

The hat is from the Fourth Floor and is priced at \$15. It is an ideal type of hat for wear with the ensemble of more tailored street dress.

The fur is of red fox, a deep full-faced skin that just sets off the rest of the costume and is a style that is going to be more popular this spring with the ensemble suit than the short-haired furs of the past season.

The fur is from the H. Lisker Co. on the Second Floor and is \$60. The hosiery worn with the costume on the Second Floor and at \$20. The shoes are a tan slipper with a buckle—just the thing for street wear. They came from the Crossett Shoe Company on the Street Floor and are \$8.50.

The week-end case is the 22-inch size and is of russ couc. It has



Photo by Brucal

Miss Little Building is all dressed up and has somewhere to go. The frock and accessories are all furnished by Little Building merchants and are all representatives of the newest and best of the Spring modes.

A French edge, is hand stitched with a line lining and down a laces of cut brass. It is from the Oxford Luggage Shop on the Third Floor and sells for \$28.50.

The umbrella of blue silk is from the Youth Shop and is \$8. The afternoon dress is of black flat crepe with collar and cuffs of embroidered white georgette. It has long sleeves and the new full box-placed skirt. The embroidery, this below line, also is carried out on the dress itself by a bit at the waistline and in the sleeves.

This frock is from the Youth Shop on the Second Floor and is priced \$25. It is suitable for afternoon or "dress-up" wear.

The hat has a green crepe de chine flanged brim with a gold cord on the center. The crown is of green straw and has the new high peak. The trimmings is green flowers and foliage and is on the top of the crown, another new feature for this spring's hats. To complete it there are two bands of gold ribbon around the crown, one fairly high up on the crown and the other at the base with a bow at the side back.

This hat is from Jean Brown on the Fourth Floor and is \$20. It would be a smart and most becoming hat for many occasions.

The shoes are black patent leather

(Turn to Page 6, Column 4)

POST OFFICE IS MAKING ROOMS OF OUTSIDERS

Youth and Time ADD NEW SHOPS ON FLOOR?

By MIRIAM GOULD
Miriam Gould of the Sixth Floor, who recently had a poem printed in one of the daily newspapers, has had another one accepted by the Jewish Advocate. It is a most unusual piece both in subject matter and in form:

Youth, the drummer,
Youth, the idler,
Youth, the jester,
Youth, the derider,
Youth, all knowing,
Youth, naught knowing.

Time, the watchful,
Time, the worker,
Time, the sober,
Time, no shirker,
Time, the soother,
Time, the healer.

Youth, the wisdom of the ages,
Time, the sage of all the sages.

PLAYS VIOLIN TO RADIO FANS

Marion Howard, of the Second Floor, a violinist, has joined the ranks of Little Building broadcasters. She broadcast from WBZ recently and soon is to be heard from another local station. Previously she broadcast from WVA.

April 23 she will give a recital at the Lynn Woman's Club House.

In addition to her work as a soloist, Miss Howard teaches violin.

L. B. MERCHANT IS ARTIST, TOO

John N. Haapaneen, who recently opened the linen store on the Second Floor, is quite an artist. The interesting paintings hanging on the walls of his shop are his own work. Some are of local scenes and others he painted in France.

He also has an exhibition a very valuable collection of fresh linen, hand embroidered. This spread is worth \$80, he says, and is a most unusual specimen of hand work.

BELIEVE IN SIGNS

Electric signs are very much in evidence in the Little Building. Two new ones have been added this last month. The Norfolk Hosiery Company on the Street Floor has a flashing sign and the J. G. Adams Company on the Second Floor has a flashing sign.

With the advent of the Office, the Second Floor...

With the advent of the Office, the Second Floor became one of the busiest in the Building. Especially nighttime is this true, the post office business, Alice, the postmistress, from outside the Building.

While there is a great volume of business for the people in the Building, she says there is just as much, if not more, from people who are in the vicinity of the Little Building and who prefer the substitution because of its nearness.

Always, Tuesdays and Saturdays are the busiest days and the bulk of this business is the sending of money orders.

So great has the volume of parcel post mail become that the main post office sends up a special truck for it. The new linen store is another addition to the Second Floor. A linen store was one of the few things the Building lacked. Now, with its attractive window displays, this shop adds color and brings still more business to the Second Floor.

The H. Lisker Co. has taken the shop adjoining their suite and now occupies the entire end of the Floor. The new shop will be used as a workroom and all the work done by Mr. Lisker will now be done right here in the Building.

FOR SALE Tooth Paste AND Mouth Wash Business

Product 15 years on market. Trade name well-known—widely advertised. Established New England-wide retail distribution. Extensive mail order trade, also.

Price to include stock on hand, machinery, good will and patent rights in United States and five foreign countries. Splendid Opportunity for someone with moderate capital to invest in going concern.

For further information apply Room 429, 53 State St. Ask for Mr. McLaughlin

FISH

Oysters Lobster
Shrimp Scallops

Fresh Native Smelts

We deliver fish to the Little Building on your busy days

Beach 0129
or
Beach 7166

and we will carefully select your fish to deliver it to you—fresh as it comes from the water.

W. V. Chipman R. V. Chipman
S. ATWOOD & CO., INC.
29 LARGENT STREET—BOSTON

Do You Own Anything of Value?

Do You Value It?

THERE IS NO RECEIPTABLE AS SAFE as a BOX IN OUR SAFE DEPOSIT VAULT.

We have a vault that will hold your valuables and the price will fit your pocketbook.

Let Us Tell You About It!

EXCHANGE TRUST CO.

124 Boylston St.
1 COURT ST.

EASTER CARDS

and

DECORATIONS

Damen of Boston

GEO. DANON COMPANY

The Beacon Hill Stationers
Second Floor
Little Building, 50 Boylston St.
Downtown Station—Fenmoreton Sq.
Barristers' Hall

THE LITTLE BUILDING NEWS

The First Office Building Newspaper in the World

Vol. 4, No. 3 March 1935

Published each month by the Thurston Advertising Service for the Little Building Community, Editorial and Business Office, Suite 310, Metropolitan Arcade.

Editor: HAROLD A. TURBLOW; Publisher: SAKIS S. CULPMAN; Adm. Manager: OLIVE McGUIRE; Art Editor: JOHN GIBSON BLISS; Business Mgr.: ROY A. COREY

The New Style

"As a man thinketh so is he!" For some years now it has been the fashion to be sophisticated pessimistic. To see unalloyed good in anything smacked too much of those quaint, artless people of the period called Pollyanna...

Then, a by-product of the war perhaps, came the old-young clique with their pessimism and their ability to criticize. The whole world was wrong and they, collectively, were right...

Pessimism became fashionable. Everything was wrong and undoubtedly always would be. The cheerful cherub who smiled and said the world wasn't so bad after all was looked upon as unfit for association with the self-styled intelligentsia...

But now that we have had this period of dark, stark pessimism what has it brought us?

Are we any happier? Is the world any better as a whole? Have we any more money? Are we any more comfortable?

"As a man thinketh so is he!" Now that we've thought in terms of pessimism for so long might it not be a good thing to think in terms of optimism for a while?

It wouldn't do any harm and it might do some good.

Of course, we've all learned that such phrases as "A contented mind is a continual feast," are trite, hackneyed and sadly out of style. However, styles do change. Every action has a reaction. When the action has been pessimism the reaction must be optimism...



As John Bliss, Seventh Floor Neighbor, Sees It

Says 1935 Business Style to Wear Futility as Bustle

Speaking of Spring styles, Little Building neighbors listen to the edict of Colonel Michael Friedman, president of the great B. Altman stores in New York: "The merchant who succeeds must go ahead so fast he can wear his future as a bustle!"

The style of wearing one's future as "business bustle"—in other words, of going after business with advertising and other sales effort—must be adopted by Little Building merchants and professional folks if they are to bring prosperity to the "City Under One Roof."

Don't take our word for that—listen to these leaders in business and the profession. John Golden, great theatrical producer, declares that since a merchant passes forty the temptation to live in the past, to stick to old methods, is universal and that whoever yields for even a brief period is left behind in the race; that the success of today is out of style and jered at tomorrow.

Colonel Friedman says: "The pace in business is fast, and constantly getting faster. Golden, for instance, has a production at a time, catering to one class which likes that sort of play, and has one set of stage hands and property people. The merchant is playing to a thousand audiences every hour; his stock is the same as a thousand productions, and each one must be up to the minute, or, if possible, ahead of it. He has hundreds of performers; each customer is a theatre with the most critical audience in the world. He has hundreds who might be called the stage hands or the property men—and they must have new, fresh props every hour."

"The merchant who tries to live in the past or on his past reputation is in danger of ruin, for there is nothing so lacking in the public eye as an organization at top speed all the time. If it ever slows in the market slows down it must be speeded up or a new one put in its place."

"It is hardly enough these days for a merchant in any line to be up to date—he must be ahead of time. A fellow has to go so fast in business in styles, in service, and in organization that he can wear his future as a bustle and keep ahead of it all the time."

"It is a fine thing to keep ahead of as readily out of date as the optimists have been. And, curiously enough, the very leaders of the new style will be the same smart-aleck railers who scoffed so at Pollyanna some years back."

"As a man thinketh so is he!"

It will cost you less for an ad in the NEWS than it will to send a post card to every office in the Building

What They Say

"If YOU stand still for five minutes you have come back a lion."—JOHN GOLDEN, famous theatrical producer.

"The merchant who succeeds must go ahead so fast he can wear his future as a bustle, and if he does look back to admire it, even a moment he will fall!"—COL. MICHAEL FRIEDMAN, president of B. Altman & Co., New York.

"The person who achieves success and stops there is a failure!"—THE LATE JOHN M. PATTERSON, president of the National Cash Register Company.

"When a ball player gets into a big league he is not beginning. He must work harder and hold a faster pace—yet never get the idea that they have succeeded, and whenever they do that they are certain to go back to the minors!"—CHARLES COMSEYER, owner of the Chicago White Sox.

your future—but the minute you glance behind and admire it, and start to think how well it looks, you are losing speed or getting ready to take a tumble.

"There isn't time in modern business to glance backward. Just remember the mistakes so as not to repeat them; and set the pace if you can, and hold it if you cannot set it."

"The merchant who tries to live in the past dies faster than any other man."

VISITS ROOF CITY

L. J. Alber, president and general manager of the Alter-Wickes Platform Service, was in Boston recently to attend the annual meeting of the sales representatives of that service. Mr. Alber's home office is in Cleveland.

MARTHA A. BRIGGS Mimeographing a Specialty Long Carriage Typewriter 35 cents per hour MESSENGER PHONES No. 548 Little Building Beach 4598

Yellow Cap Messenger Service 35 cents per hour MESSENGER PHONES

CONGRESS 5308 5309 Hours 8.30 A. M. to 7.00 P. M. SPECIAL RATES FOR CONTRACT SERVICE 76 Tremont Street Tremont Temple

No, Says Noah, 's a Sham o' C'mon, Folks, Gimme Nan

BY MR. THE CAT

I got a kick to make. I ain't saying against you, either. All I'm saying is I got a kick. An' when I tell you my kick you'll know who it's against, though we won't mention no names. My name ain't Noah, never has been Noah and never will be Noah.

An' here's why. Them editors of this paper said my name was Noah because they said I looked like I'd just come out of a flood. Now that's another and libel an' I can prove it. An' I'm not saying this in the heat of anger. I've thought it over a long time. But the longer I think about it the madder I get. To say that I, of all cats, look as though I should be named Noah! 'Stoo much.

My pal downstairs, the feller that takes care of me, he's mad, too. He says they ain't no right to name me that name. An' I guess maybe he's onto me now, head'n his tail, when he saw that awful name they called me, he said: "If I was you I'd see nobody with your name, you'd just take an' give you a name without you are willin'." You can't name nobody nothing without their consent.

He, my pal, I mean, calls me Bummer. I've got no notion but to take a bump. I 'spose he means all right, but that don't sound too good to me either. Anybody would be apt to get a wrong impression of me if I was called that.

What I think would be suitable to my dignity would be something like Mark Antony, or Demosthenes, or Diogenes, or maybe even Nero—something chastened an' in keeping with my position as official cat of the Little Building.

Or I could even be named after some great actor or author or poet, since I ain't got those that should be my natural protectors to name me 'nother decent I'm goin' to put it up to you people in the Building to give me a name. One of them classic, dignified names. The kind of a name that the kind of a cat I am might have without being embarrassed with.

I might even give my picture signed by me to the person that gave me the best name. Anyway, I need a name and I need it right away. No respectable cat can't go through life without no name. Moreover, there's another cat in this Building what thinks he can lick me. Of course he can't, but he's n' I gonna win a challenge to fight with I have a name to sign.

Authorized Sign Painter for the Little Building SIGN PAINTING All kinds of Signs—Wood, Glass, Brass and Electric Lettering and Designs for Office Signs and Windows Anywhere Adolf F. Ekerott 166 Harrison Ave. BEACH 3955-56



John Neville, Little Building letter carrier, whose route has been cut down to the Subway and Street Arcades. He used to deliver mail to the Second and Third Floors also.

to it? Tell me that. There ain't no way I can maintain my dignity and uphold it unless I have a name. I can't go through life being known as just "cat." No, sir, I can't an' I won't. An' no self-respectin' cat would either.

So come on, folks, cut me out of a name. The more names I have, the more I choose from the better, 'cause I even choose several names. In 'd admire to have a lot of 'n seven or eight maybe, an' then I think I was a royal cat. But all that to one side, I still have a name an' it's up to you people in this Building to see that it's suitable name. So send me all ideas through the LITTLE BUILDING NEWS.

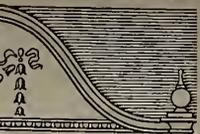
PERFECT Letter Company MULTICOMPIC Public stenographers Notary MIMOGRAPHIC 217-16-19 Little Bldg, Beach 1988

Piccadilly Leather Shop SHOP 3 SUNWAY ARCADE Beach 0530

Are you going to travel in your auto this Summer? If you are you'll want a specially built and designed trunk if you're going to have the maximum of comfort and convenience in your luggage.

Let us make a trunk to the measurements of your car. Sample cases and trunks repaired, cleaned and restored.

OSBORN Office Furniture Co.—Special Sale Desk—suitable for Salesmen or Clerks 40 inches by 27 \$29.00 Piling Cabinets, Wood and Steel Desks, Chairs, Tables, Filing Supplies COR. HIGH AND PEARL STS. Boston, Mass.



LITTLE BUILDING DIRECTORY

Table listing various businesses and services under categories such as ACCOUNTANTS, ADVERTISING DESIGNERS, ARCHITECTS, AUTO REPAIR, BUILDING SPECIALTIES, and many others. Each entry includes a name and a phone number.

Table listing PUBLISHERS and ADVERTISERS with their names and addresses.

Table listing various trades and services under categories such as BOSTON LITTLE BUILDING, CLOTHING, EVENING CLOTHING, RUBBER GOODS, SHOES, and many others. Each entry includes a name and a phone number.



LITTLE BUILDING DIRECTORY

A

Asa Bustin Co, Inc, cor 100, Des. 652-1545
Asa Bustin Co, Inc, cor 100, Des. 652-1545
Asa Bustin Co, Inc, cor 100, Des. 652-1545

B

Baker, Arthur T, cor 109, Des. 652-1545
Baker, Arthur T, cor 109, Des. 652-1545
Baker, Arthur T, cor 109, Des. 652-1545

C

Call, H. W., cor 196, Des. 652-1545
Call, H. W., cor 196, Des. 652-1545
Call, H. W., cor 196, Des. 652-1545

D

Damon, Geo. C, cor 2, Des. 652-1545
Damon, Geo. C, cor 2, Des. 652-1545
Damon, Geo. C, cor 2, Des. 652-1545

E

Edwards, Edith A, cor 69, Des. 652-1545
Edwards, Edith A, cor 69, Des. 652-1545
Edwards, Edith A, cor 69, Des. 652-1545

F

Farm, Frederick E, cor 15, Des. 652-1545
Farm, Frederick E, cor 15, Des. 652-1545
Farm, Frederick E, cor 15, Des. 652-1545

Malcolm, Eber, Corp, cor 520, Des. 652-1545
Malcolm, Eber, Corp, cor 520, Des. 652-1545
Malcolm, Eber, Corp, cor 520, Des. 652-1545

G

Gardner, Emily M, cor 107, Des. 652-1545
Gardner, Emily M, cor 107, Des. 652-1545
Gardner, Emily M, cor 107, Des. 652-1545

H

Happner's Lunch Shop, cor 1, 2nd Floor, Des. 652-1545
Happner's Lunch Shop, cor 1, 2nd Floor, Des. 652-1545
Happner's Lunch Shop, cor 1, 2nd Floor, Des. 652-1545

I

Irish, J. J., cor 102, Des. 652-1545
Irish, J. J., cor 102, Des. 652-1545
Irish, J. J., cor 102, Des. 652-1545

J

Jackson, Louis E, cor 181, Des. 652-1545
Jackson, Louis E, cor 181, Des. 652-1545
Jackson, Louis E, cor 181, Des. 652-1545

K

Kelley's Dairy Shop, cor 156, Des. 652-1545
Kelley's Dairy Shop, cor 156, Des. 652-1545
Kelley's Dairy Shop, cor 156, Des. 652-1545

Trunks Broken Into, Fixes 'em
Robert Godman, of the Friendly
Lemoner, Shm, in the Subway Arcade
gets some very interesting
work in his shop. Recently he had
seven trunks sent to him which had
been broken into.

The locks had been completely cut
from the trunks. New locks had to
be put on and the wood which had
been cut away had to be replaced.
Mr. Godman says he gets an average
of eight trunks a day from the
theaters. He is well known to the
profession and many of them
will get to Boston to have him
repair their trunks.

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EAT AT SPAULding's CAFE

We Excel in QUALITY Service and Courtesy
Prices Reasonable Food Home Cooked

SPECIAL LUNCHEONS 11:30 to 3
DINNERS 5 to 9
Opposite Little Building 224 Tremont Street

For 1925 Stationery, You Can Have Quality Printing at Lower Cost Ask for Mr. Hersey, Jr. Rm. 652

U

U. S. Press & Telegraph Co, cor 104, Des. 652-1545
U. S. Press & Telegraph Co, cor 104, Des. 652-1545
U. S. Press & Telegraph Co, cor 104, Des. 652-1545

N

National Printing Co, cor 104, Des. 652-1545
National Printing Co, cor 104, Des. 652-1545
National Printing Co, cor 104, Des. 652-1545

P

P. B. & P. Co, cor 104, Des. 652-1545
P. B. & P. Co, cor 104, Des. 652-1545
P. B. & P. Co, cor 104, Des. 652-1545

R

Railway Supply Co, cor 104, Des. 652-1545
Railway Supply Co, cor 104, Des. 652-1545
Railway Supply Co, cor 104, Des. 652-1545

S

Sullivan-Handford Co, cor 104, Des. 652-1545
Sullivan-Handford Co, cor 104, Des. 652-1545
Sullivan-Handford Co, cor 104, Des. 652-1545

THURLOW ADVERTISING SERVICE

PRODUCERS OF PRODUCTIVE PUBLICITY
LITTLE BUILDING, EIGHTY BOYLSTON STREET BOSTON, MASSACHUSETTS

How's Business? "G O O"

says the man who advertises wisely
THERE'S good business somewhere, some business everywhere. It goes to the man who works for it.
Where is business poor? In spots that have not been properly sold—that have been neglected entirely, perhaps.
Where well planned, wisely applied advertising has been used, business is good.
Now is the time to use advertising vigorously, to meet keen competition, and get your share of the potential business that is growing every day.

May We Serve You? Telephone Beach 1556

SUITE FIFTEEN LITTLE BUILDING

ers Chance to Use Spare Time For Pay

By women or girls who may be called in using their spare time to advantage Mrs. M. Deane Ordway of the S. V. L. Manufacturing Company on the Fourth offers an opportunity.

At present Mrs. Ordway is considering having a representative for the Little Building and she would prefer to have someone new in the Building. She invites any who are interested to call on her and talk the matter over with her.

TAILOR BURNED OUT — REOPENS

Harry Rybier, the LaGrange street tailor, who is well known to the men in the Little Building, was burned out recently. He has, however, opened a new shop and is now ready to go on with the repairing and pressing service he has been rendering since in the Building. He is located now at 31 LaGrange street.

Send us some news items from your office. Even if it is only some "personals" we shall be glad to publish them and your Little Building neighbors will be glad to read them.

POSITION WANTED

Office assistant, knowledge of stenography, familiar with office details. Part or full time. Phone Beach 8515.

DECEMBER 1925

HARRY RYBIER

TAILOR

Little Building Tenants

NOW OPEN

on business at his new location

31 LaGrange Street

At the new store, in 31 the part of the old place, tenants of the Little Building will receive the consideration in attention and service, repairing and pressing which you will receive at 21.

Harry Rybier

WILDEY SAVINGS BANK

A Mutual Savings Bank

52 Boylston Street

BOSTON

Deposits go on interest fifth day of March and fifteenth day of each month thereafter.

Plan now for your
**Summer
Vacation**

Singapore

Europe

California

Alaska

National Parks

Canadian Rockies

Etc.

Official Agents
principal Steamships

W. H. Woods Co.
Phone Beach 3123

New Shops, New Offerings in "City Under One Roof"

The fad for cross word puzzles may be waning but the great thesauruses and reference books is just as great as ever. The E. O. Webster's on the Second Floor, is equipped to take care of any needs you may have for such books. Not only that, they are willing to aid you in looking up any elusive facts, quotations or information that you may desire. They are very proud of their record, for so far have been able to answer all questions that have been propounded. For office use they especially command their large size Webster's New International Dictionary, which is printed on book paper and in sufficiently large type to be easily read. The price of this edition is \$22.50, payable at the rate of \$1 deposit and \$3 a month. Included with the dictionary in a separate volume, is a World Atlas.

Pictures for Easter! What could be more appropriate for your Easter remembrance than a picture? And just at the time of year, too, when you are planning your spring clothes. Surely no time could be better for a picture. At Brunel's you can have your pictures taken by expert photographers at a reasonable cost. Just say you are a reader of the LITTLE BUILDING NEWS and Miss Shuman will do her utmost to please you.

Easter cards. Easter decorations and specially designed and printed Easter Menus can be obtained at Damon's on the Second Floor. For decorations there are many new novelties and colors in crepe paper and Miss Brownell can give the person in search of an original decorative scheme a number of helpful suggestions. The ones in search of Easter cards that are "different" will find quantities of them here.

Men will be interested in this: Suits or topsuits made for them \$28.75 or \$38.75 at the Edward Taylor, Men's can be obtained at Damon's on the Second Floor. Walter H. Lord, the Boston representative of this company, announces that he has a special importation of English materials suitable for business or sports clothes. These suits are made from the individual's measurements.

The new linen shop on the Second Floor is offering some "reticulated" specials that are most interesting. Included are Pequot shirts and pillow cases and Irish linen huck towels. The towels are in two sizes, the large size, usually sold for \$1.39,

are \$1.00; and the guest size, \$1.00, are 60 cents. Mr. Hapanan also has a fine variety of hats and a great convenience of people in the Building.

This Spring comes to us an especially gay and colorful one judging by the goods displayed. Particularly interesting are the gorgeous silk scarfs. These lend a distinctive note of color to the more sober colored dresses or suits. The Norfolk Hotel has a collection of silk scarfs for color rival Solomon in all his glory. They also have the Peter Pan silk scarves in a variety of colors. And Easter history, of course, in all the new styles and colors. A new arrival in this shop is a knitted silk copy of an old Spanish shawl. These are just what you need for Summer wear over light dresses and are only \$9.75. They have all the grace of the Spanish shawls and are probably considerably enough for the moderate pocket-book. This same shop also is showing some colorful mantillas that would be good for the Spring suit. They are priced at \$6.75.

The Oxford Luggage Company is offering a new line of leather carrying bags at a very reasonable price. And, as one of the partners of the company says, "A traveling bag is like an old shoe—the longer you have it the more attached to it you become. As such a good shoe can last long enough to gain your affection, so also must a bag be of good material and durable. You don't buy paper shoes. Why buy paper luggage, especially when you can have such fine quality leather goods at moderate prices?"

The Osborne Office Furniture Company is having a special anniversary sale of their stock. "Now is the time to get that new office equipment you have been thinking about," says the manager. Little Building neighbors, the prices are extremely reasonable and the goods are of highest quality.

If it's repair work on leather goods you are after, the Pleasant Leather Shop in the Subway Arcade is well prepared to take care of it. The bags, suit cases—anything in leather can be repaired, says Robert Goodman, proprietor of the shop. He makes a specialty of sample cases and theatrical and sample trunk repairs. He can also make up for you a 24-hour service.

New styles in lingerie are coming in constantly and the S. V. L. Manufacturing Company on the Fourth Floor has some very attractive things for Easter. These garments come in a fine quality of fine silk jersey and are cool, comfortable, well tailored and wear well. All goods are sold direct from the manufacturer to the customer and may be ordered C. O. D.

Have you begun to think about your Summer vacation? If you haven't it's about time, for vacations are being planned every day and the most of them. Wood's Tours on the Street Floor has some excellent suggestions and can plan your vacation either at home or abroad that will be most attractive.

Billiards Bowling
Recreation Bowling
Alleys
618 Washington St. Tel. Beach 7078



John Waite, one of our Little Building carriers, who now covers a route from the top down to the Second Floor inclusive, with John Neagher.

Not Dumb Bell but Dumb Bird on Tenth Floor

Little Building neighbors seem to have all sorts of visits from pigeons, but here is one that happened recently in the offices of Burninge & Barns, on the Tenth Floor, which is different.

"I was in my office, which is the outer room," says Miss Esther Gooderley, "when I heard a fluttering in the next room. It was a windy day and the noise sounded at first like the wind blowing some papers around on the desks. As one of the men had opened one of the windows I took it that was the trouble."

However, as the noise persisted and grew louder, I went in to see what the trouble was. To my surprise I saw a pigeon excitedly prancing around on the desks, muttering everything. When it saw me come in it fluttered to the closed windows in an effort to get out, not heeding the window that was wide open and through which it had entered.

"I could not get that pigeon to 'make' for the open window, which happened to be right beside the one on which it was frantically knocking. It dived on me that the only thing to do was to open the other window, which I did, and the bird immediately made its exit."

"The dumbness of that bird, certainly gave me a hearty laugh."

MISS WEINER ILL

Miss Ada Weiner of the Handy Shop on the Sixth Floor, has been ill for some time. She is considerably improved now, however, though it will be some time before she will be back. In the meantime her two sisters are running the Shop.

HAZEL BOONE SCHOOL OF DANCING

176 Tremont St. Beach 9125
Private lessons day and evening. Re-opening class Monday Eve. Advanced class Tuesday eve. Booked. Admision

L. B. MAIL DELIVERY IMPROVED

Better mail service for the Little Building, with an extra carrier on the first delivery in the morning, has been ordered recently by Postmaster Baker. This improved carrier delivery, with the new mail route accommodations on the Second Floor, gives the "City Under One Roof" the best mail service it ever has had.

John Waite and John Neagher, carriers, cover the floors from the Second to the Tenth, inclusive, under the new arrangement. William Murphy and John Neville, who used to cover the Subway, Boylston Street, Arcade and Second, Third and Fourth Floors, as well as the buildings along Boylston Street, now cover only the Subway and Street Arcade. An extra carrier, Byron Stone, has been put on to assist the other four on the first delivery in the morning, which always is the latest delivery of the day.

There are few deliveries a day in the building besides two parcels post deliveries by Gabriel Cohen. Collections are made every half hour during the day.

NEIGHBOR BACK FROM NEW YORK

Gay-colored silk prints, ensemble suits and short skirts are the outstanding features of the Spring styles, according to Miss Catherine Kane of the Second Floor, who has recently returned from a trip to New York to buy her spring line.

She recommends the ensemble suits as being particularly practical for girls who get up in the morning in a dress and coat that are suitable either for work or play. These suits carry quite a number of fabrics from those that are suitable for immediate wear to those of grooved silks, say, which are for dressy wear.

The silk prints are also most attractive, Miss Kane says, and when combined with darker colors are just the thing for the girl who likes the darker dresses yet who wants to be cool and just a bit "dressy."

Cross Word Puzzlers NEED THE BEST!

Webster's New International Dictionary

10,000 DEFINED WORDS
30,000 CROSS WORD PUZZLES
200 GEOGRAPHICAL SUBJECTS
100,000 QUOTATIONS
2,000 FRASES

World Atlas included FREE
Sold on Easy Monthly Payments

J. Q. ADAMS & CO.
100 N. Beacon Street, Boston, Mass.
CALL, WRITE OR TELEPHONE.
OPEN DAILY UNTIL 6 P. M.

LEATHER GOODS

Brief Cases, Bankers' Wallets, Satchels, Men's Sample Cases, and all kinds of Traveling Bags of the finest quality at reasonable prices.

Oxford Luggage Co.

352 LITTLE BUILDING
BEACH 4473

How Old Are You? IT DOES NOT MATTER.

You can complete your high school education through individual instruction.

You are handicapped if your extra training was cut short. THREE DOLLARS A WEEK IS ALL IT COSTS.

School for Supersized Study

BOSTON YOUNG MEN'S
CHRISTIAN UNION
48 Boylston Street

Linen Shop Specials

Hand Made Italian Linens
Colored or White
Embroidery

TOWELS | Guest size \$ 3.90

5 PEICE BRIDGE SETS | Large size \$11.25

3-PIECE BUFFETT SETS | \$3.00, \$3.50, \$7.00

The towels are in two sizes \$3.25

HAAPANEN'S

Shop 21 Second Floor
Beach 1603

Miss Spring Steps Out in Short Skirts, Gay Colors

Judging by the variety of new styles and materials shown in Little Building shops this Spring will see many changes in feminine fashions. First, and perhaps most important, is the short skirt. This is a new and welcome departure after a period of ankle length or longer skirts. Spring modes show a return to the twelve- or fourteen-inch-from-the-ground skirt.

And not only is the skirt shorter but it is scant. Especially true is where street frocks are concerned. These are straight, short and scant. New, also, is the Spring coat with the narrow tailored collar. 'Tis a far cry from the wide enveloping ones that have been so comfortable, to these tiny notched ones. However, they are most attractive and bid fair to become popular. Many times a coat with this collar also will have a detachable one of fur for such occasions as demand its added warmth.

The ensemble costume is not exactly a newfangled one, for it put in an appearance last Fall. It became very popular, and justly so, too, for it has many advantages, and occupies a prominent place among Spring things. For the women who always like to be quite presentable this costume has many uses for it combines the possibilities of both suit and separate frock in the most interesting of these ensemble costumes are made in the natural shades, such as either in the natural shades or the richly-colored ones such as lettuce-



Photo by Brunel

Miss Little Building dressed for the street in the newest Spring modes from the crown of her hat to the tips of her toes. All of her costume was supplied by Little Building merchants.

SILK SOX DAY FOR DOLLIES

All the children whose fathers or mothers are in the Little Building are invited to visit the Norfolk Hosiery Shop on the Street Floor Arcade, March 16, and bring their dolls with them. On that day all the dolls will be fitted to the very newest in silk hosiery—silk hosiery made especially for them.

To avoid confusion A. P. Graham, proprietor of the shop, suggests that the children be accompanied by their mothers, for he says he knows the youngsters will be so occupied with their dolls that they will need some director to look out for them.

Don't forget the date—Doll's Silk Hosiery Day in the Little Building—March 16. This is most important for dolls just must have their hosiery in time for Easter.

For the little boys who possibly might scorn such things as dolls Mr. Graham has a wonderful collection of Easter rabbits and other novelties.

her. Hats, like frocks, are inclined to be ridgy as the crown. But, then, it's difficult to get a girl's crown fitting. One other innovation shown in Spring modes is the tendency of all trimming to appear at the front. This is achieved in many ways but it must be done if the frock or coat is quite the latest. Trimmed front and straight plain back. This effect can be obtained by the use of a cash, tied in front; by the use of a jabot, pleats in the front of the skirt—any means that brings more fullness to the front of the gown, frock or coat.

Slaves appear either very short, or barely sleeves at all of else they are full length.

Necklines have a decided flair for the '20s neck. This can be made up almost any type of neck and, therefore, is a great convenience. Usually they are finished without collar. When there are collars they are made of the same material as the dress and they, too, are inclined to be small.

Colors are many, varied and brilliant. The more brilliant the better, in fact.

Of course, the accessories to go with the Spring costume are important. Sometimes it almost seems as if they were the most important, for many an otherwise smart costume has been ruined by the wrong gloves, bag, handkerchief or what-not.

The flowers, so much used on coat collars during the Winter, are with us still. Only now they have changed from the white gardenias or carnations to demure little bunches of violets or very life-like roses—then, which more colorful.

Starched collars, the obnoxious of color and come in every conceivable hue. Some of the newer ones from Paris are shorter, about the length of a man's muffler. They wind around the neck in a most fetching manner and may in some instances be used to determine the color scheme of the outfit.

Hemstitching can be either of silk or leather and either flat or fluffy little bits for the more frivolous frocks. It must depend, of course, on the rest of the costume. Brown is a favorite color, however.

Outfits Herself for Spring in Little Building Shop.



Photo by Brunel

Miss Little Building about to saily forth for afternoon tea, dressed up in Spring clothes being shown right here by merchants in the Building.

(Continued from page 1)

with the strap around the ankle and a medium heel suddenly dressy for afternoon wear. They are from Connell & Carey on the Second Floor and are 88.

The hosiery, a new spring shade with linen heel and toe, is from the Norfolk Hosiery Shop on the Street Floor and is the regular \$2.50 value which is being sold to Little Building people for \$1.95.

The fur is a pair of Russian babies made into the small flat neckpiece for wear with the afternoon dress. It is

from H. Lister Co. of the Second Floor and is \$100.

The pearls are a long, 72-inch string from the Mayer Co. in the Subway Arcade and are \$35.

The dancing frock is peach-colored chiffon over yellow satin and has a satin skirt and a chiffon skirt. The chiffon skirt is circular and has lace insets dyed to match the chiffon. There is a soft girle of chiffon ruffles and the skirt is quite short.

This frock is from the Youth Shop on the Second Floor and is \$39.50. It is an exquisite little frock and a most becoming one for its soft lines are very flattering.

The slippers are patent leather with the ankle strap and are from Connell & Carey on the Second Floor. They are 88.

The hosiery is from the Norfolk Hosiery Co. on the street floor and is \$1.95.

The pearls and the pearl bracelets are from the Mayer Co. in the Subway Arcade.

The necktie is \$3 and the bracelets are \$1.50.

The hair ornament is a rhinestone band that encircles the head. It is from the Pacific Sisters on the Second Floor and is \$3.

The photographs were especially posed and taken by Brunel, the photographer of many people in the Little Building.

The young lady model is also a member of the Little Building family.

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