

Our Thankfulness

IT was an old farmer who whined, "My hay crop is a failure." "Is your potato crop a failure?" he was asked. "No," he answered. "Your oats?" "No." "Your corn?" "Oh no! Oh no!" "Well, why not begin with success and thankfulness, and then put your one failure in parenthesis at the end?" There was no answer; he could make no answer to that pertinent suggestion—a suggestion which, if followed out, would swell the ranks of those who at Thanksgiving time and at all times lift up their hearts in praise to the Giver of all good things.

But the happiest man is the one who learns how to see the blessings in the parentheses—to thank God for the things He has not seen fit to give him. And why not thank God for what we miss? If the belief is worth anything that God is planning the lives of those who love Him in the way to bring them the fullest joy, there is sound sense in including in the list of thanksgiving mercies the lesson Thomas Wentworth Higginson has impressed in his poem:

The Things We Miss

"An easy thing, O Power divine,
To thank Thee for these gifts of Thine,
For summer's sunshine, winter's snow,
For hearts that kindle, thoughts that glow.
But when shall I attain to this—
To thank Thee for the things I miss?

"For all young fancy's early gleams,
The dreamed-of joys that still are dreams,
Hopes unfulfilled and pleasures known
Through others' fortunes, not my own,
And blessings seen that are not given,
And ne'er will be this side of heaven.

"Had I, too, shared the joys I see,
Would there have been a heaven for me?
Could I have felt Thy presence near
Had I possessed what I held dear?
My deepest fortune, highest bliss,
Have grown, perchance, from things I miss.

"Sometimes there comes an hour of calm,
Grief turns to blessings, pain to balm;
A Power that works above my will
Still leads me onward, upward still;
And then my heart attains to this—
To thank Thee for the things I miss."



Our Brands of Vinegar

Have Been Continuously on the Market
For Over Forty Years



Is this not conclusive evidence of the consumers stamping
their approval on our brands for QUALITY?

The Pickling Season is now at hand, line up your stocks and
increase your profits by selling the following brands:

"HIGHLAND" Brand Cider and White Picklin
"OAKLAND" Brand Cider and White Pickling
"STATE SEAL" Brand Sugar Vinegar



Demand them from your jobber—he can supply you

Oakland Vinegar & Pickle Co. Saginaw, Mich.

The U. S. Courts Have Decreed

that the AMERICAN ACCOUNT REGISTER AND SYSTEM is fully
protected by patents which amply cover every essential point in the manufac-
ture of account registers, and in addition give AMERICAN users the benefit
of exclusive features not found in any other register or system.

These decisions have been most sweeping in their effect. They effectually
establish our claim to the most com-
plete and most up-to-date system and
balk all attempts of competitors to in-
timidate merchants who prefer our sys-
tem because of its exclusive, money-mak-
ing features. Every attack against us
has failed utterly. The complaints of
frightened competitors have been found
to have no basis in law.

OUR GUARANTEE OF PROTECTION IS BACKED BY THE COURTS

Every American Account Register and
System is sold under an absolute guaran-
tee against attack from disgruntled, dis-
appointed makers of registers who have
failed utterly to establish the faintest
basis of a claim against our letters patent.
Here are the words of the United States

court in a case recently decided in the Western district of Pennsylvania:
"There is no infringement. The Bill should be dismissed. Let a
decree be drawn."

This decision was in a case under this competitor's main patent.
Other cases brought have been dismissed at this competitor's cost or
with drawn before they came to trial.

THE WHOLE TRUTH IN THE CASE

is that the American Account and Register System not only is amply protected by
patents decreed by the United States Courts to be ample but is giving the
merchant who uses the American, so many points of superiority that its sale
is increasing by leaps and bounds. The American stands the test not only of the
Courts but of the Dealers. It Leads the World. You should examine these points
of superiority and exclusive features before you buy any account system. You
cannot afford to overlook this important development in the method of Putting
Credit Business on a Cash Basis. Write for full particulars and descriptive matter
to our nearest office.

THE AMERICAN CASE & REGISTER CO.

Detroit Office, 147 Jefferson Avenue, J. A. Plank, G. A.
Des Moines Office, 421 Locust Street, Weir Bros., G. A.

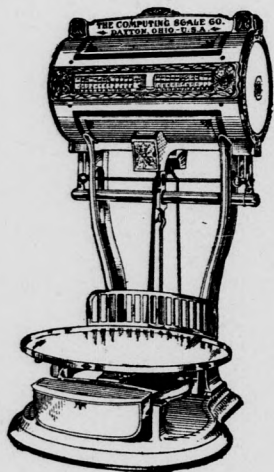
SALEM, OHIO

A Reliable Name

And the Yeast
Is the Same

Fleischmann's

Our New Gold-Finish, Glass-End Scale



We are proud of the fact that our auto-
matic scale does not need for its operation,
and consequently does not use a heavy pen-
dulum supported by a cut-down pivot. To
show the excellent workmanship of the
most important part of our scale, we built
a sample for our show room having a
beautiful piece of plate glass at each end of
the computing cylinder through which the
operating mechanism is clearly shown.

Merchants saw it What was the result?

They wanted scales just like it and were
willing to wait a while to get them. We
are now shipping them in large quantities.
They are meeting with success beyond our
expectations.

We use springs because they never wear out. Do not confuse
our scales with those heavy-pendulum, cut-down-pivot scales advocated by
other manufacturers. [You know the life of the sensitiveness of the pen-
dulum scale is only as long as the life of the cut-down pivot.]

Nineteen years of practical experience proves to us and our cus-
tomers that the construction using high-grade springs controlled by our
patented, perfect-acting, automatic thermostat is the best mechanism for
a modern and practical automatic computing scale. It is the only mechan-
ism which never wears out.

EXCHANGE. If you have a computing scale of any make which is
out-of-date or unsatisfactory, ask for our exchange figures. We will accept
it as part payment on the purchase of our modern scale.

Local district sales offices in all large cities.

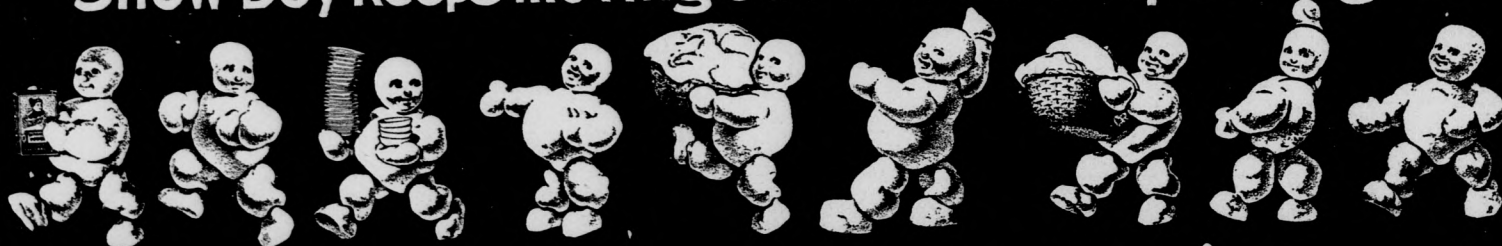
Moneyweight Scale Co.

58 State Street, Masonic Temple
Chicago



Please mention Michigan Tradesman when writing

Snow Boy keeps moving out-Profits keep coming in



Start your Snow Boy sales a'moving
The way they grow will make your friends sit up and take notice

Ask your jobber's
Salesman

Lautz Bros. & Co.
Buffalo, N.Y.

MICHIGAN TRADESMAN

Twenty-Eighth Year

GRAND RAPIDS, WEDNESDAY, NOVEMBER 23, 1910

Number 1418

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PROTEST AGAINST PROFANITY

An organization given recognition and encouragement by the Roman Catholic church is the Holy Name Society. Its purposes are to correct within its own membership and in as much wider a field as possible the habit of profane language. Every other denomination might well have a similar society, and a society without regard to church could appropriately take up this good work. Profane speech is a deplorable habit, a shocking, demoralizing indulgence. It is to be heard in public and in private, from the lips of the young as well as the old. Imitative children catch the trick of thoughtless profanity from their elders. Little boys carrying their school books are to be overheard in the streets taking sacred names in vain, filling their mouths with vile and vulgar expressions that poison their minds.

Profanity is a habit, not necessarily an expression of irreverence, but nevertheless a disgusting mode of expression. It comes from a desire to be emphatic, a wish to accentuate even the commonest statements of ordinary conversation. It is a token of thoughtless, selfish egotism. It corrodes the moral nature and makes men indifferent to the higher, finer, uplifting influences of life.

The average profane man, the user of irreverent expressions, carefully guards his speech when in refined associations. He is not inseparably addicted to the habit. It is something that he can put aside at will. So it is not merely a case of speaking without thinking, for if it were so the profane man would be profane in all companies, and that is not the case save in rare instances.

True gentility requires that a man should speak with the same regard for the decencies of life in all places and at all times. Foul expressions

are as harmful to the one who utters them in a barroom as in a parlor. The vile oath or oburgation, the really meaningless but foul-sounding expletive, always reacts upon the one who utters it. It may offend the ears of the hearers, but it harms the speaker.

A practical reform in this direction might be wrought if those who have regard for the sacred names and who abhor vileness of speech should take it upon themselves at all times and in all places to make known their disapproval. They need not go through the world in a belligerent spirit of reproof. There are effective ways of signifying a rebuke without quarreling.

BROOMS.

The subject is a simple one and yet there is a great deal to be learned by most people about brooms. One day a farmer entered a country store and confidently picked out a broom for barn use. "See here," said the merchant, "you don't want that broom for use in the barn. Brooms are too high priced now;" and he soon picked out one at a less price which answered the purpose just as well. Of course the profit was less, but the salesman recognized the value of satisfaction, and he gave it to the customer.

Besides not always being able to select the broom best adapted to the purpose, many do not know how to care for it. The old way was to stand it brush side up when not in use. Now it is generally known that the shape is better preserved if it is suspended brush down in a holder. But not every one knows that dipping it in warm suds occasionally not only keeps it clean but toughens the broom.

Then there are ways and ways of sweeping. Some will pound and beat the broom into the carpet as though determined to turn over every particle of dust, even although it falls back into some other part of the room. Others sweep gently, raising as little dust as possible. Some push the dirt ahead of them. Others drag the broom from behind. The correct way is to make even strokes, commencing as far back as you go forward.

If one is careful to turn the broom with the alternate side toward the sweeper daily there will not be the trouble caused by wearing one side down faster than the other. It is much easier to keep the edge straight than to get it straight after the angle is commenced. A bag of Canton flannel slipped over the broom will render it most effective in sweeping polished floors or in brushing down walls. There should be a broom on

every floor of the house, besides several for the various demands upon the first floor. Careful selection and proper care of the broom mean much to the buyer, and they should mean just as much to the seller.

THE CHURCH BAZAAR.

The season of church bazaars and sewing circle sales is at hand. What should be the storekeepers attitude toward them?

The storekeeper may look upon the church or society enterprise as something of a dilemma. But it is not, because it has only one basis. There is only one thing to do, only one course to pursue, and that is to be a cheerful, genial booster of the game, even although in private you may feel more like cursing at this apparent diversion of your Christmas trade.

The church bazaar is a time-honored feminine diversion. To add five dollars' worth of labor to three dollars' worth of material and sell it for twenty-five cents is their way to help along a good cause, and bless their hearts, they get a lot of joy out of the process. Any amount of argument will not convince them that what they are doing is not business. They have the annual bazaar in their systems and will not be happy until they get relief in the usual way. And in dealing with the problem the storekeeper should class it with death and taxes, as one of the inevitables. Being grouchy will not help. Sour temper will not turn it away. The only thing is to grin amiably and do your best to sell the dear ladies the raw materials. Their enterprise may reduce your sales in some respects, but if you are the right kind of a booster what you may lose in one way will be more than made up in others. And, besides, these church functions serve a good purpose in being tangible reminders that the Christmas season is at hand. They help to start the early shopping.

JUST SHOW.

A young girl came home one day enthusiastic over a beautiful dress which she had seen on a school-mate. "Does Mary indulge in such finery?" we asked in astonishment.

"It is not Mary's. It belongs to her cousin. Mary says she has several other dresses as nice as this lavender creation of silk and lace, but she earns every one herself. She does housework for her living."

Our estimation of the dress suddenly fell. Here was a girl engaged in the most menial service, yet putting every penny she earned into dress. Her employer no doubt smilingly related to friends that her maid dressed better than she; while the

maid perhaps prided herself on the fact.

Some one who claims to know says that the recent overthrow of the King of Portugal resulted from an order of the queen mother for three hundred hats, to be paid for from the public funds. It was the last drop in the cup of oppression! There is something radically wrong in any system, political or social, which encourages the spending of an entire income upon dress. A nation can much better employ itself in the betterment of her subjects than in decking a feminine head with new plumage every day in the year. Menial service resolves itself into drudgery only when it ceases to be a stepping stone for something better. The girl who commences by doing housework has a better field for advancement than did Clay, Webster, or Lincoln; but she will never be anything better than a kitchen maid if she invests all of her earnings in finery. It is neither business nor good common sense.

Teach the maid to strive for advancement. This can be done in the home and behind the counter. If the cook calls for a light silk, show it to her, but at the same time offer a more appropriate substitute, pointing out its superior quality. The most beautiful fabric acquires a tinge of vulgarity when the use for which it was intended becomes so distorted.

PUSHING HOLIDAY TRADE.

Christmas business comes so easy and there is so much of it that many merchants accept what comes their way and are thankful. Aside from stocking up with a few lines of Christmas goods and decorating the store nothing especial is done to attract the extra trade. They take the view that trade will come to them so what is the use of hustling for it. The merchant who feels that way about it is overlooking the best thing of the year. Everyone is spending money and the merchant who plans best and works the hardest will get the most of the trade. It is a matter of striking while the iron is hot. People don't want staple goods at Christmas so much as they want toys and fancy things suitable for gifts. You have probably laid in your stock of toys, but—have you bought enough? Don't be afraid of having a few left over. Lay in a generous line and then make up your mind that you are going to sell them. Get busy right after Thanksgiving and whoop things up until Christmas eve. Push the goods that pay the biggest profits. This is the one season of the whole year when people do not count their pennies. Holiday time is your profit time—make the most of it.

THANKSGIVING DINNER.

Why All This Noise About This Annual Feast?

Written for the Tradesman.

"How many are you going to have for Thanksgiving dinner?" asked the new bride with the blonde hair, most of which was her own, not by purchase, but by growth.

"My!" replied the old wife, whose hair was tied at the top of her head in a knot about as large—or as small—as a hickorynut, "I am sick of the very sound of the words Thanksgiving dinner!"

"Then why don't you go to a hotel?" asked the new bride. "It is just as cheap, and saves a lot of work and worry."

"Yes, I know that a good many do go to hotels and such places for dinner on such days," was the weary reply, "but Richard wants to have his turkey at home, and have all the neighbors in. It is such a bore! My! Give me a cup of tea, and a piece of cake, and a bit of cheese, and I've got all the Thanksgiving dinner I want."

"Well, then, send out for a caterer," suggested the new bride.

"Too expensive," was the reply, "and, besides, the caterers serve such small helpings that the men always leave the table hungry."

The two customers went out of the store, and the provision merchant sat down to think over the subject of Thanksgiving dinner. While he puzzled over the matter, thinking of the wives who complained because they had too much to cook, and of the wives who complained because they had too little to cook, Margaret Simons, the old maid who lived in the next block, and had plenty to eat when she could get plenty of work to do, and little to eat when work was scarce, came in with a shawl over her head and ordered a quarter's worth of tea and a pound of ginger snaps.

"How's business, Maggie?" asked the merchant. He had known Margaret Simons for any number of years, and had always called her Maggie.

"Nothing doing," replied Maggie. "People are all saving their money for Thanksgiving turkey. I'm going to get trusted for this tea and these snaps."

"Say, Maggie," the merchant said, in a moment, "some man lost a mighty good cook when he didn't ask you to marry him!"

"Surest thing in the world!" laughed Maggie. "Just think of the Thanksgiving dinner that poor man will miss!"

"I believe you would rather cook than eat," continued the merchant.

"That's the truth," said the woman. "You wait and see how fat my husband gets!"

"If he knew what was good for him," observed the other, "he'd hurry up and show himself."

Maggie laughed again, though there was a touch of bitterness in the laugh, as she picked up her tea and ginger snaps.

"When my ship comes in," she said, "I'll pay you for these."

"Come back here and sit down,"

said the merchant. "I want to talk with you. I've got an idea."

"All right," Maggie smiled, "but don't go to proposing to me until you get a divorce!"

"I won't," replied the other. "What I want to talk with you about is Thanksgiving dinner."

"Um-um-um-um!"

Maggie made her lips go as if she were tasting of turkey and cranberry sauce at that moment.

"If I have good luck," she said, then, "I'll have a ham sandwich and a toothpick for my Thanksgiving dinner."

"Let us form a Thanksgiving dinner trust," said the merchant. "I see millions in it. The women of the land are getting too lazy to cook the food their husbands buy, and so there's room for a predatory trust. When you say trust, you must always say predatory trust. It is the style."

"What is going to be the name of this trust?" asked Maggie, pleased at the other's suggestion.

"We will call it the Turkey and Pie Trust," was the reply. "I'll furnish the goods and you do the cooking. What?"

"And who is to do the eating?"

"Any one who has the price."

"You'll have to elucidate," observed Maggie. "You're not likely to pay excess baggage on any language you give out to-day."

They talked earnestly together for half an hour, and then Maggie went home with a hopeful smile on her face. The next morning the following advertisement appeared, top of column and next to pure reading matter, in all the morning newspapers:

Go To Church

Take in the Show

Ask Your Friends to Dinner

Make a real day of Thanksgiving, and be glad you are alive.

Buy your turkey and provisions of Howland, and he will

Cook Them For You!

You don't believe it? You call and ask him about it. Say what you want for your Thanksgiving dinner, when you want it, and how much you want of it, and the feast will be laid on your tables at the hour designated, hot, spicy, juicy, and cooked right!

Of course the advertisement brought a string of women to the store.

"Do you mean that?" they asked.

"Sure I mean it," was the invariable reply. "Tell me what you want, how many you are going to have for dinner, when you want it served, and I will do the rest."

"For how much?" was usually the next question.

"Give me an idea of what you want and I'll tell you."

One lady gave an order for five dollars' worth of provisions, including turkey, cranberries and tinned goods.

"Twenty per cent. above market price," said the merchant. "I will serve you dinner, with the menu presented in force, for one dollar more than the food costs. You can't do it for that. Besides, you will have the whole day to yourself. You won't even have the dishes to wash."

That usually settled the question.

The women wouldn't have any dishes to wash. When the men heard of this, and knew that they wouldn't have to hear their wives say, after dinner:

"Oh, dear! Now see all the dishes I've got to wash! I think you men ought to help do it."

When the men knew that under the new system they wouldn't hear anything of the sort, they appropriated the extra dollar and spread the glad tidings to their fellow men. And the women spread the good news, too, and Howland had to buy more turkeys and more of everything, and had to order a load of wood for Maggie so she could do the cooking.

The managers of the theatres said, afterwards, that they would pay the extra twenty per cent. every year if the provision men would carry out the idea always on Thanksgiving day and on Christmas. The sale of seats was something wonderful, and the people were all so merry, having plenty to eat and no bother about it, that the actors left the stage in good humor.

The women who came to see Howland about Thanksgiving dinners did not all confine themselves to five dollar orders. Some wanted twenty dollars' worth of good things, and they paid the money down and Maggie got twenty per cent.

When the whole thing was over a competitor asked Howland if he were going to turn cook again for Christmas.

"Because, if you are," he said, "I've got to turn cook too. I reckon you got about all the Thanksgiving trade in this section."

"Do you know," Howland said, "that I started that scheme just to get Maggie Simons something to do? I had no idea that the people would take to it as they did. There is something wrong with domestic life, of course, when wives want to buy ready-made meals, but that is not my affair. I sold five hundred dollars worth of goods, to be delivered cooked! What do you think of that?"

"Yes, and a caterer would have charged ten dollars for the dinners you got up for five."

"Bless your soul!" the merchant said. "I didn't get up the dinners. Maggie Simons got them up. I gave her the lists and she put them together, bunched them, as the saying is, and did the cooking and serving. I sold the goods, and that is all I did do, besides taking the pay for Maggie."

"I am told," said the competitor, "that this Maggie did this business up in good shape."

"Of course she did. She is capable and industrious, and knows just how to go at such a job. Well, she hired what help she needed and made \$75 for herself, and that is more than she has earned in three months."

"I wonder why I didn't try that scheme?" said the other.

"There are other schemes which will pay just as well," was the reply. "The public will pay out its good money for what it wants, and the merchant who finds out what is wanted and supplies the demand will go

ahead of all rivals. I think I'll try this same system next year."

But he didn't, for there wasn't any Maggie Simons. One of the men who had eaten of her cooking—. But what's the use?

Alfred B. Tozer.

After the School Boy Trade.

One of the local clothing houses has secured the name of every boy in the high school and to each has addressed a neatly prepared, type written letter, on the store stationery, as follows:

Mr. ———

Dear Sir—We are writing to you, as one of the representative young men of the Grand Rapids high school, to let you know how well prepared we are to take care of your requirements for wearing apparel.

No store anywhere is more anxious to please the well dressed young men of the town, and we make every effort to retain their friendship and good will through the very best and most conscientious service.

We are exclusive agents in Grand Rapids for the world renowned clothing for young men, tailored by ——— & ———.

In suits we are showing both the long, two button, broad shouldered, athletic sack as well as the shorter and snugger English coats with natural shoulders, at \$15 to \$40.

In overcoats we have a complete range of three-quarter length, dressy Chesterfields, and long heavy-weather ulsters at \$12.50 to \$50.

Full dress and Tuxedo suits from \$25 to \$50.

You will also find the newest in haberdashery and headwear always at this store.

Now, Mr. ———, if you will call at the store and ask for Mr. ———, he will be pleased to introduce you to the salesman who is best fitted to serve you.

Very truly yours,
————— & ———.

Take Care of To-day.

Mighty few men find anything to rejoice over in looking backward. The mistakes and mis-steps of most of us stand out in bold relief. The past is a dead one. You can not change it and grieving over the errors strewn along the way only tends to make a man a grouch who hates himself and who can not rejoice over his neighbor's success. Only soothsayers and old women who shuffle the cards are forever bothering about the future. It is a blessed good thing that we can not see all that is to come for it might chill our ambitions. So let it come and don't worry. But to-day. That's different. We are here to do our full duty to-day. To do this the very best we can. To be just as kind to others as we possibly can. To judge our brother leniently and give him an upward boost. To-day we have a chance which should be seized for all it is worth. To-morrow is another day. Take care of it when it comes.

WHEN THE TRAIN COMES IN.

It Is the Event of the Day For Most Small Towns.

The other night at a dinner, at which a number of newspaper men who had served as country editors at some more or less remote period of their lives were present, the picturesque things about small towns was a subject of discussion—just the rambling kind of talk that is often promoted by good cigars.

"I've about made up my mind to write a book some day," said one of them. The other diners, who are in more prosaic business, such as selling neckties, cheese and alfalfa land, showed considerable interest.

"I thought most newspaper men had an unfinished novel hidden away somewhere in their trunks," said the land agent.

"But the fact of the matter is," chimed in one of the opinion moulders, "that the bottom of a newspaper man's trunk and the bottom of a real estate agent's trunk are about equally prosaic. Empty copy hooks keep the bottom of our trunks mighty bare."

"But what was that book you have in mind to write?" asked a listener.

"When the Train Comes In" will be the title," he replied.

Material for the subject of such a volume reveals itself in many small towns. The arrival of the train is the main diversion for many of these towns. It is the big feature of the day. It always holds out some chance and promise of breaking the "dull level" which some small towns have in superabundance.

About train time the crowd begins flocking toward the depot. The "regulars" are there; and always a few new ones. The agent is asked innumerable times whether "she is on time." The blackboard, if there is one, is duly reviewed and discussed. If "she is ten minutes" late the subject is carefully analyzed—"a picnic crowd up at Grigby's station"—"fixin' the track between Oldtown and the other place causes her to run slow this morning"—all that sort of thing. It is discussed as if the crowd were personally interested. And in a way the crowd is personally interested. "She" is one of the family.

About that time up rattles the town 'bus and a hack or two. Up they come with a rush as if the whole thing were being done in a hurry. The horses swerve the old vehicle in a graceful parabola up to the brick walk which the railroad has provided. With the driver is usually some man who is also in some way or other connected with the "horse" business.

"Ain't working to-day, are you Bill?" asks one of the natives of the man on the 'bus seat beside the driver.

"Nope," replies Bill, "but I'm riding with Joe."

"Riding with Joe" is a pet phrase among hackmen. When they "lay off" for a day, or haven't anything particular to do, they don't seek some diversion entirely different from their regular work. They find some other hackman and proceed "to ride with Joe." And there are always some

people "riding with Joe," be the town big or little.

By that time there may be a few bundles and packages of express on the bricks ready to be tossed into the car. The crowd looks at the packages curiously, reading the labels, where they are turned up, discussing them, what they may contain, where they are going, and generally making an analysis.

Along comes the trundling noise of a wheelbarrow. It is the assistant postmaster with the mail.

"Pretty good load on your Irish buggy," comes from the crowd. It furnishes another topic and makes more room for speculation. Pretty soon a "drummer," for the small towns still call the traveling salesman by that name, comes to the depot, with a small boy or the hotel porter lugging his grips. The "drummer" directs a place on the platform for the location of his valises, and then "tips" the carrier a dime.

"Here she comes!" shouts some one, as a tower of smoke looms up behind the bend. The engine shrieks out her whistle. Perhaps the whistle is a little faint that morning.

"Must have failed to lock the barn door behind the old horse," says the village cut-up, "and the plug caught a cold."

But in "she" rolls and the crowd presses up close to "her" sides. It is a chorus of "Hello, Bill"—"Hello, Joe"—"A little late this morning, what's the matter?"—"What's the news up the branch?" etc.

Some of the townsmen know the engineer and fireman, and they follow them around as they get out of the cab to look over the engine, or shout at them into the cab windows. Others know the expressman; others know the conductor and brakeman. The latter is always popular and knows a lot of people. And the crew is usually very friendly; banter and answers questions; exchanges bits of news.

Then there are always several natives who get on the coach and walk through. Not for any special purpose; not because they have any particular business doing so; but they get on anyway and walk through.

"I want a good drink of water," says one as he climbs aboard, and several others follow suit. The town hasn't any ice, perhaps, and is practically certain of having no water coolers in the public places for the 'hirsty to refresh themselves. So during the hot weather there are always a number who wait for the train to come in to get a good drink of cold water.

Two or three people may be going away, and they run a gauntlet of questions as to where they are going; how long they are going to stay; what the nature of their business is, and the like. And they answer in a nonchalant way as if such trips were an every-day occasion.

"Oh, just up the branch for the day," comes back a matter of fact answer. And that furnishes topics to be talked over again later on.

Those coming in, and whom the natives know, run the same fire of questions. The stranger is subject

for much looking-at and talking. "Wonder what he is here for and who he is?" is the common question, and there are always some who drop in at the town hotel a little later on and see the new name written on the register.

The train brings the real "local" gossip of the branch into each town. There are always some people on it from this or that town, and there are always some people whom the person knows in the towns that are passed through. The news of the different places is thus exchanged. Crop conditions, politics, personal and family small talk, "how Zeb Jenkins' pigs are getting along since they took the cholera"—something about the report that "there was a lot of limber-neck among the chickens in the Ridge community"—about "old man So and So who was hurt in a runaway when driving that new colt of his," etc. A world of such gossip is heard. It is Greek and jargon to the ears of the stranger who may be there; but it is genuine "news" to the native.

The engineer swings aboard, and the conductor calls out his warning. The bell begins to clang, there is a lot of calling to people in the coach windows—a lot of "tell them hello for me" and the wheels begin to grind.

It happens often and it always is the especial delight of the small boy, that just at the eleventh minute, a "drummer" comes bustling up to the station with his grips. The train is already starting, but the drummer throws his grips up on the platform ahead of him and then swings on with the ease of a veteran brakeman. The small boy envies that drummer. It is the hope of his life to some day be a drummer and swing onto the train in that exciting way with such a big crowd of spectators.

The town 'bus has long since caromed its way uptown with a passenger or two, but some of the crowd stays until the smoke melts away into the horizon, and then wander back uptown. They have "seen their duty and done it."

Those people live closer to each other than we town people do. In the city there may be forty families in your block, but you may know none of them. There is no "community interest." In the city you don't share each other's pleasures and sorrows. The life in a small town is distinctly a more human life than that of a large town. The things that you and your neighbor do are the really interesting things. You city-bred have a thousand and one artificial diversions. Many of them are unnatural diversions. In many instances they are distractions from the "real issue" of life. But not so with the country town. The whole plane of living there is a natural one. Such a people learns to take its pleasure from the ordinary, regular, plain human things which go on about them. And perhaps they are the happier, after all.

The store that gets into the habit of being "just out" of things the customers want will be likely to find itself getting just out of money.

Forest Reserve Revenue.

For the fiscal year ended June 30, last, the United States Department of Agriculture announces the 25 per cent. of National forest revenue which will go to the states for road and school purposes amounted to \$506,194.84. This was \$67,492.03 more than last year, or an increase of a little over 15 per cent. The payments are an offset to the loss of income from taxable property sustained through withdrawal of the forest land from entry under the public land laws.

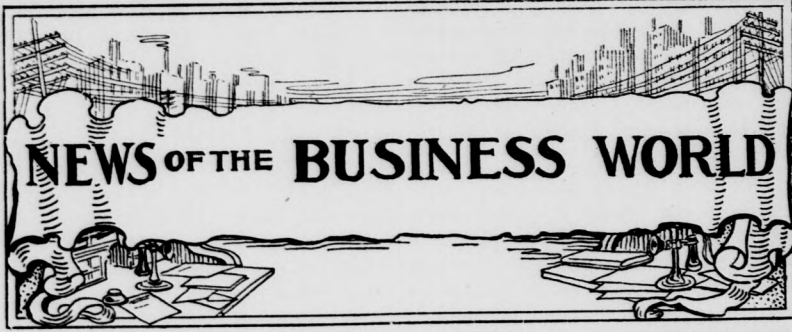
The amounts which will go to the various states are as follows: Arizona, \$51,229.38; Arkansas, \$2,904.44; California, \$60,752.91; Colorado, \$50,306.19; Florida, \$706.38; Idaho, \$66,074.55; Kansas, \$1,004.67; Minnesota, \$457.37; Montana, \$83,678.38; Nebraska, \$2,820.25; Nevada, \$16,314.33; New Mexico, \$28,529.53; North Dakota, \$63.64; Oklahoma, \$626.10; Oregon, \$39,635.87; South Dakota, \$9,808.93; Utah, \$32,905.49; Washington, \$23,671.89; Wyoming, \$34,704.54.

Noteworthy is the especially heavy increase over the amounts last year in certain states. In California the amount rose by over 25 per cent.; in Idaho by over 35 per cent. and in Oregon by nearly 50 per cent. The increases are the result of increased activity in National forest timber sales in these states and are an example of what will happen as the timber supply which the Government is caring for comes into full demand. Since the cut of timber will always be limited to what the forests will keep on growing, the income to the states will be permanent, not transitory, as would have been the case if hasty and improvident exploitation had been permitted. According to the calculations of the Department of Agriculture officials the states will eventually receive many times what the forests are now yielding them, for there is as yet, on the whole, only a very restricted demand for the Government's timber.

Holiday Packages.

Christmas is purely a matter of sentiment. It is the spirit of the giver rather than the gift that counts, and any little thing the merchant can do to add to the holiday effect will help. The manner in which packages are done up may seem a small matter, yet this is one of the little things that counts at Christmas time. Every package that leaves the store during December should carry with it some little symbol suggestive of the season. This applies particularly to small packages containing gifts. What are known as "holly boxes" are not expensive and add much to the attractiveness of the gift. These are paper boxes, having holly designs printed on them in colors. For tying them up, "holly tape" is a narrow white tape with holly leaves printed on it. For larger packages holly pasters may be used.

Don't place any more temptation in front of your salespeople than is absolutely necessary unless you want them to yield to it.



Movements of Merchants.

Plainwell—F. S. Evarts will soon open a music store here.

Sherman—J. N. Tindal has opened a new meat market here.

Cadillac—V. W. Montgomery has opened a meat market here.

Merritt—A new telephone company has been organized here.

Boyne City—Silas Demming has bought the general store at Hallock.

Greenville—R. J. Tower is building a large grain elevator back of his mill.

Kalkaska—The new G. R. & I. depot is rapidly approaching completion.

Berlin—A. S. Hawley has purchased the Lillibridge meat market stock.

Otsego—John Dunlap, of Manistee, has purchased the Ludwig restaurant.

Benton Harbor—B. J. Kniebes has sold his stock of groceries to A. L. Leonard.

Lagrange—C. B. and H. B. Skeer have sold their furniture stock to J. H. Harp.

Muskegon—John De Wind has started a grocery business at 128 Amity street.

Red Jacket—H. H. Ruonavaara has retired from the drug firm of Kivela & Sorsen.

Luther—The Lake County Star has been leased to R. G. Moffatt, of Ludington.

Hudson—D. E. Owen, of Blissfield, has purchased the shoe stock of F. G. Stowell.

Battle Creek—G. Netzorg, a former merchant here, has again opened a clothing store.

Bay View—A new four story hotel, 65x128 feet, is being constructed here by East Jordan people.

Marshall—The Star Bakery stock and fixtures have been sold to Bert Schuler and J. Naekel.

Hudson—Johnson Bros. have rented the Halstead store for candy and ice cream parlors.

Goblesville—G. W. Duguid, of Kalamazoo, has opened a department store and grocery, here.

Coldwater—A new grocery store will be opened here under the style of the Eaton Grocery Co.

Luther—Cutler Bros. have bought the Hastings grocery stock and removed it to their store.

Cassopolis—C. E. Baker, of Elkhart, has purchased the Pure Food Bakery of H. Brockhaus.

Lowell—M. Spadafora has sold his fruit store interest to his brother James and gone to Italy to get his wife and family and his brother's wife and family, too.

Thompsonville—The Gem restaurant has changed hands, Mrs. Priest selling to Mrs. M. Charters.

Traverse City—S. W. Hines has bought the W. E. Carroll grocery stock on East Eighth street.

Allegan—A Chicago merchant is to open a grocery store in the De Wright block, on Locust street.

Gwinn—Weinstein & Saulson will open a full line of dry goods, clothing and shoes here about Dec. 1.

Durand—Obert Bros. are selling out their grocery stock. They will open a shoe emporium in its place.

Saranac—D. C. Jones has sold the meat stock in the Central Market to Luke Harwood and Harley Pickens.

Cassopolis—The Michigan Grain & Seed Separator Co. has reduced its capital stock from \$50,000 to \$10,000.

Traverse City—Caffron & Pierce are in the grocery business in the store formerly occupied by L. Scott.

Manton—C. C. Moore, for many years salesman for La Bonte & Ransom, has opened a cash grocery here.

Lansing—The J. W. Knapp Company has opened a 5 and 10 cent store adjoining their dry goods store.

Hillsdale—M. Watkins, hay and grain merchant, is having his building remodelled and will put in a feed mill.

Whitehall—The Cash Clothing Co.'s store has been closed because of the garment workers strike in Chicago.

Cadillac—W. W. Cowin, the South Mitchell street grocer, has moved his stock into the corner store of the Realty block.

Eaton Rapids—E. R. Britten has purchased the building on Main street which he has occupied as a jewelry store.

Manton—C. J. Wahlstrom has added the Mayer, Milwaukee, line of shoes and rubbers to his stock of leather goods.

Plainwell—W. B. De Puy, of Kalamazoo, has moved his cement plant here. He will make a specialty of fence posts.

Lansing—J. Spagnuola has moved his stock of fruits and confections, on Shiawassee street, to the Gladmer theater building.

Grand Ledge—J. C. Walsh & Son, of Haslett, have purchased the Implement stock of Eyestone Bros., on North Bride street.

East Jordan—E. Hager, who lost his general stock of goods by fire last Friday, without insurance, will put in another stock.

Adrian—The stock and good will of the D. M. Baker Co., coal and lumber, has been purchased by the R. M. Rogers Lumber Co.

Sherman—O. Elya & Son have bought the Calkins store building and moved their grocery stock here from South Frankfort.

Luther—Sealed proposals for the Lake county jail and Sheriff's residence will be received by the County Clerk until Jan. 3, 1911.

Big Rapids—Mrs. F. F. Petersen, who has sold her grocery stock to G. M. Hall, of Woodville, has been in the business forty years.

Owosso—Harry Moulton, of Shattuck's music store has purchased the music stock of Zimmerman & Salisbury, No. Washington street.

Plainwell—F. A. Harwood & Co. have put in a new set of platform scales, the old set being placed at their new warehouse at Kendall.

Plainwell—T. B. Carroll, of the Easley Light & Power Co., has opened an electrical shop in part of the building occupied by T. C. Carroll.

Boyne City—A 20,000 bushel shipment of potatoes was made to Horton's Bay last week and a similar shipment to Milwaukee this week.

Mancelona—Rodenbaugh Bros., of Glendale, Van Buren county, will soon open a line of drugs and groceries in S. F. Hill's new building.

Harbor Springs—The firm of S. B. Ardis & Co., dry goods and merchandise, has been dissolved. The stock is to be disposed of by Jan. 1.

Detroit—The Brown Chemical Co. has been incorporated with an authorized capital stock of \$1,000, which has been subscribed and \$500 paid in in cash.

St. Johns—E. L. Valentine is putting a stock of implements in the west store of Moss' cement building. He will be open for business December 1.

Pittsford—Geo. A. Stone, of Petersburg, and Frank Kedzie, of this place, have bought the bank building and will open a bank there next month.

Hillsdale—W. D. Iseman, of St. Louis, has formed a partnership with S. E. Parish to manufacture an iceless packer, the invention of Mr. Parish.

Petoskey—The firm of Cobb & Scattergood, formerly Cobb & Neff, upholsterers, has been dissolved, Scattergood Bros. succeeding to the business.

Alpena—Foreclosure proceedings have been begun against the Alpena Portland Cement Co., whose 1,200 barrel mill has been shut down since August, 1908.

Croswell—J. V. Galbraith is about to embark in the merchantile business at this place. Mr. Galbraith will carry a complete line of groceries and dry goods.

Grand Marais—S. Saulson, after being in business eighteen years, has retired, selling his stock of dry goods, clothing and shoes to Henry Weinstein and Saul Saulson.

Calumet—Edward Perso & Co., of Hancock, one of the most prominent mercantile concerns in the city, are about to retire from business. Arrangements are being made for the disposal of the stock and it is expected to close out by the first of the year.

Amanda—The Amanda State Bank has been incorporated with \$25,000 capital. Bert C. Preston, Sabin I. Stump and Jas. E. Lawson are among the stockholders.

Eaton Rapids—The grocery stock of Carlton & Slayton, bankrupts, has been sold to F. P. Slayton for \$1,075. The firm was closed by Grand Rapids creditors in September.

Chelsea—The Chelsea Land Co., composed of Detroit capitalists, has been organized with \$50,000 capital and has bought seventy-five acres of the best building sites here.

Benton Harbor—Benjamin J. Kniebes is succeeded in the grocery business by A. Leonard & Company. Mr. Leonard was formerly a partner in the Hotchkin & Leonard tea store.

Battle Creek—Fred Z. Robbins, who has been in business here for thirty years, has sold his stock of groceries to the Weickgenaut Grocery Co., who will take possession soon.

Charlotte—C. M. Powers & Co., Brookfield, have purchased a double store general stock of merchandise at Mantua, Ohio, and Mr. Powers will move to that place soon to take charge.

Tula—Traverse City men have started this new town, twelve miles east of Bessimer. A store and office building have been erected and a sawmill, planing, lath and shingle mills will follow.

Adrian—W. F. Trimm, the West Side grocer, has sold his business to J. J. Hill, who will take possession immediately. Mr. Hill has been running a farm but has decided to make the new arrangement.

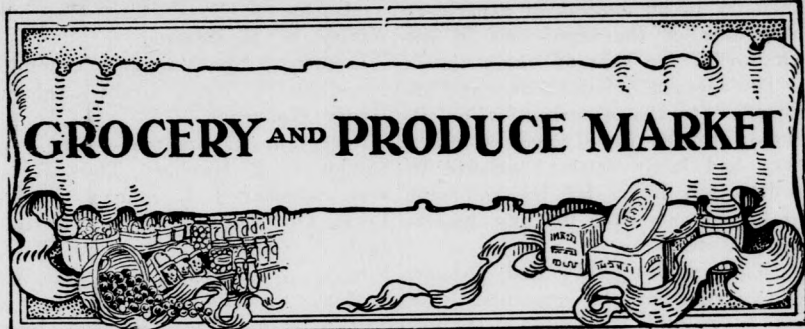
Lansing—Alex Andros, proprietor of three candy stores here and several elsewhere, has leased the store now occupied by Ed. Killian, on North Washington avenue, for five years. About \$6,000 will be spent improving the store.

Wyandotte—Cahalan Brothers, druggists, have merged their business into a stock company under the style of the Cahalan Brothers' Co., with an authorized capital stock of \$5,000, all of which has been subscribed and paid in in property.

Holland—J. H. Zwiers and M. Huyzer, who have been conducting a grocery and meat market on River street, have dissolved, Huyzer purchasing Zwiers' interest. The business will be continued under the name of the City Grocery and Market.

Belding—E. E. Jenks has purchased the Loveland & Hinyon interest in the commission business at Moseley. C. K. Jakeway continues in charge at Moseley; W. D. Hall at Belding; Al. Palmer at Orleans, and Ira Richmond at Smyrna. The deal included 10 refrigerator cars.

Soo—Gianakura Bros., proprietors of the American confectionery parlor, who have been in business here for the past eight years and are among the leading and most successful confectionery and ice cream dealers in the city, have leased the store building formerly occupied by the Nickel Plate shoe store.



The Produce Market.

Beans are being quoted at \$1.75 per bu. for hand picked and anywhere from \$1@1.50 per bu. for field. Citrons and quinces have been dropped from the market; the frost has given them their finish. Oranges and lemons have dropped considerably in the market during the last week. California lemons are quoted at \$6@6.25 per box; 126 to 216 Florida oranges have dropped from \$3.75@3.50 and California navals 96s and 288s, \$3.50. A change in poultry with the coming of Thanksgiving is noticed. Ducks, geese and turkeys have all advanced 1c. Local dealers are now paying 9c for hens and springs weighing under 5 pounds and 10c for the same weighing over 5 pounds; 12c for ducks; 11c for geese; 17c for turkeys. Jersey sweet potatoes have advanced from \$3.50@4.

Apples—Northern Spys, \$1.50@1.75 per bu.; Baldwins, \$1.35@1.50; Greenings, \$1.25.

Bananas—Prices range from \$1.50@2.50, according to size.

Beans—\$1.75 per bu. for hand-picked and \$1@1.50 for field.

Beets—50c per bu.

Butter—Local handlers quote creamery at 31½c for tubs and 32c for prints; dairy ranges from 20@21½c for packing stock to 23@26c for No. 1.

Cabbage—50c per doz.

Cauliflower—\$1.25 per doz.

Carrots—50c per bu.

Celery—18c for home grown.

Cocoanuts—60c per doz. or \$4.25 per sack.

Cranberries—Late Reds from Cape Cod, \$6.75; Cape Cod Howe's, \$7.50@8 per bbl.

Cucumbers—\$1.20 per doz.

Eggs—Local dealers are paying 27@28c f. o. b. shipping point.

Grapes—Red Emperor, per crate, \$1.85; Malagas, \$5.25@6 per keg.

Grape Fruit—\$4@4.25 for 80s; \$4.25@4.50 for 54s and 64s.

Honey—17c per lb. for white clover and 12c for dark.

Lemons—Californias, \$6@6.25 per box.

Lettuce—8c per lb. for leaf.

Onions—Spanish, \$1.25 per crate; home grown, 75c per bu.

Oranges—California Navals, 96s and 288s, \$3.50.

Oranges—Florida 126s to 216s, \$3.50.

Pineapples—\$4 per case.

Pop Corn—90c per bu. for ear; 3¼@3½c per lb. for shelled.

Potatoes—The market has declined to 25@30c at outside buying points.

Poultry—Local dealers pay 9c for hens, 9c for springs; 7c for old roos-

ters; 12c for ducks; 11c for geese and 17c for turkeys.

Radishes—18c for round.

Sweet Potatoes—\$2 for Virginias; \$1.50 for Maryland Sweets per hamper; \$4 for Jerseys.

Veal—Dealers pay 7@8c for poor and thin; 8@9c for fair to good; 9@10c for good white kidney; 11c for fancy.

The Grocery Market.

Sugar—On the New York basis Eastern sugar is quoted at 4.60 and Michigan at 4.50, the same as last week.

Tea—The market continues quiet but firm, except that in the latest pickings prices are fairly low, but the quality is not up to the usual standard, having been injured by the heavy July floods. Stocks remaining unsold are small and are owned principally by native concerns and not desirable. The total exported from Japan is estimated at about one million pounds less than last year, probably owing to the strict United States inspection. Ceylons are firm and the consumption in the United States is increasing. Formosas of the higher grades are holding about even, while the lower grades are higher than last year. The United States inspection is very strict.

Coffee—The market has gone a-booming again. Short crop news from Brazil have been strengthened and reiterated during the week, and in consequence both Rio and Santos have taken a further sharp advance. On some grades it is nearly a cent a pound. The demand for Brazil coffees has been fairly active during the week. Mild grades are also very strong and tending higher. Maracaibos have been forced up a considerable fraction during the last month. The demand for milds is fair. Mocha is feeling higher, but the demand both for Mocha and Java is light.

Canned Goods—There is little speculative demand for canned vegetables or fruits, but it is admitted by everybody that is posted that conditions are right for higher prices on nearly all varieties. Tomatoes are in small supply and, although there is a temporary halt just now, they will eventually take on greater activity and advance in price. This seems a safe prediction to make, in view of the small supply. Corn is very strong and canners are holding back their relatively small surplus in order to obtain higher prices later, and it must be said that their chances of getting them are very good. Peas are firm, fine and cheap grades

very scarce and becoming scarcer all the time. There is a firm feeling also on string and lima beans, spinach and sweet potatoes, and a steady market on pumpkin, canners asking higher prices for this article than for several years past. Fruits of all kinds are firm. There is a strong market of California varieties, owing to canners' broken stocks and small odds and ends of most lines left. Peaches are in demand. Michigan canners are cleaned up on peaches and as good as sold out of other varieties. Canned berries are scarce everywhere. Salmon and sardines are two firm articles in the canned goods list. Both are in small supply and show a tendency to advance. Cove oysters are in better request. Prices on coves are firm, as also on canned lobster and shrimp, both of which are scarce this fall.

Dried Fruit—There is a livelier demand for California prunes, on which prices, owing to the smaller supply than usual this season, are firm, with an especial scarcity of the small sizes. Peaches and apricots are also in rather better demand from the retail grocery trade, who are experiencing an increased call for these varieties from consumers. Both are firm in price. Peaches are relatively more plentiful than apricots, but apricots are decidedly scarce now in first hands. Raisins are selling somewhat better. Prices on them are steady at no change in quotations. Demand will be active very soon now. Currants are firm and in larger demand from consumers. Evaporated apples are also selling somewhat better at very firm prices.

Rice—The demand is seasonable and prices hold steady at no actual change in the prevailing quotations. Advices from the primary markets are firm for Japans, mills asking full list prices. Other reports from the South said that the tone was steady, with moderate offerings, some plants having no Japans to offer.

Nuts—Sicily filberts are scarce on the spot, with demand increasing. French varieties of walnuts continue scarce and strong, under an increasing demand.

Syrups and Molasses—There is a very fair and improving demand for molasses. New crop is expected to come in at New Orleans this week. Colder weather is helping along the consuming demand. Canned syrups are also firm and in better request. Maple sugar and syrup are strong at no quotable change in prices. Glucose is steady.

Cheese—The situation is unchanged. There is a fair consumptive demand considering the season. The factories are about closed for the winter, and the future market depends on the consumptive demand. Stocks of cheese are said to be, if anything, a little larger than last year.

Provisions—Except for current month deliveries provision values have not changed materially in the last week in the Chicago market. The trend has been downward, lard leading the list. There has been much public discussion of expected

lower prices for product, but the actual selling pressure has not been great. The lard weakness was principally because of the liquidation of the big supply accumulated here during the October deal. This supply is being steadily worked off. Hog receipts at the Western packing centers last week showed a considerable increase—to 437,800, as against 313,900 the preceding week and 419,200 a year ago. This has helped to weaken prices. Speculative selling pressure had previously discounted much of the expected declines in provision values.

Last week's range of prices of the principal articles on the Chicago Board of Trade were:

Wheat—			
	High	Low	1910
Dec.	\$.92	\$.89¾	\$.91s
May ...	.98	.95¼	.96¾b
July	.94½	.92½	.93¾b
Corn—			
Dec.	.46¾	.44½	.45s
May ...	.48¾	.46¾	.46¾b
July	.49½	.47¼	.47½
Oats—			
Dec.	.31¾	.30¾	.30½s
May ...	.34½	.33¾	.33½
July	.34½	.33¾s	.33½s
Pork—			
Jan.	17.55	17.22½	17.32½
May ...	16.32½	16.10	16.27½
Lard—			
Jan.	10.32½	9.92½	9.97½b
May ...	9.85	9.52½	9.57½b
Ribs—			
Jan.	9.32½	9.10	9.20s
May ...	9.07½	8.82½	8.90b

Creamery Men at Grand Rapids.

Martin Seidel, of Saginaw, Secretary of the Michigan Association of Creamery Managers and Owners, writes that he has been in active correspondence with creamery men throughout the State and that the quarterly meeting, which will be held at Grand Rapids on Dec. 1, promises to be well attended.

The Association was formed last September at Saginaw and the meeting in this city will be the first of the regular quarterly meetings that will be held at various points in the State. The object of the Association is to promote a better understanding among the creamery owners and particularly to give attention to the grading of cream and the production of a better product.

Secretary Seidel requests the presence of all creamery men at the Grand Rapids meeting who are desirous of improving the quality of Michigan-made butter.

The Belknap Wagon Co. has shipped several carloads of sleighs to Spokane, Portland and Seattle and 1,000 sets of sleighs to Michigan and Indiana points.

The salesman who finds it difficult to be polite to folks in dowdy clothes should learn to be so because it pays, if for no other reason.

The Grand Rapids Hardware Co. will move into its fine new factory, at Eleventh street and the railroad tracks, next week.

UNBUSINESSLIKE METHODS.

Promises Are Easy But Deliveries Are Sometimes Slow.

Written for the Tradesman.

"It strikes me this is the place," and Abner Traft halted, staring up at the sign over the front entrance to a palatial building on one of the main business streets of the city.

His wife, a slender, middle aged woman, with the air of an intelligent middle class American, assented with a little sigh of relief. It was tiresome, this shopping among the big department stores.

"So much more harrowsome than the small stores," declared Mrs. Traft, "where every clerk knows his business and you don't have to trapes all over creation and a part of Canada to get what you are after."

And the old man, her husband, readily coincided with her views.

He remembered quite distinctly the time when every storekeeper was a specialist, dealing almost exclusively in one kind of goods; that was enough sight better time than the present when the big stores kept everything needed by the human family under one roof.

"We could get what we wanted right off the handle in those days," declared Abner; "could do more trading in ten minutes than you can do now in an hour. This sending an account through half a dozen hands is trying to one's nerves, ain't it, Sarah?"

"I should say it is. It's so much nicer to trade with one clerk; it seems more confidential like, and I don't care for these new-fangled stores, not a mite. Here we've trotted over half the city, up to the garret, down to the basement, in a dozen different elevators, jest to do a little trading that in my young days wouldn't have occupied half the time, nor tired one out racing over the different floors. I jest dread shopping, Abner."

"Well, can't say I am much stuck on it. What d' we want in here anyhow, Sarah?"

The old man paused on the walk, turning his gaze from the sign over the store entrance to the tan-colored face at his side.

"Oh, stoves and things for our new parlor, Abner. Have you forgot—"

"I can't remember anything, you know, Sarah, 'thout a memorandum. Well, come on in and we'll see what we can find. They advertised to sell stoves and rugs at one-quarter off, you know—I'm sure this is the place."

"Yes, this is the place," with a shrug and a grimace.

Once in the big family supply store an obsequious clerk took them in hand. Sure, they had stoves in plenty, everything, in fact, needful for furnishing a house, from the smallest cottage to a mammoth hotel.

The merits of different stoves were discussed, from the fifty dollar base burner down to the little snuggly sort termed a "heater." After considerable figuring and "guessing" the

couple selected a moderate sized heater, then passed on to rugs.

Here the little woman was puzzled to make a choice with so many different patterns from which to choose. At length the rug was selected, after which came the curtains, shades and smaller articles going to make up the necessary complement of a modest American living room.

It was all over at last and the elderly couple sat down to await the making out of the bill. It proved to be something less than fifty dollars, for which the man paid cash, somewhat to the surprise and gratification of the salesman.

"Now, where will you have these shipped?"

"To Groveland," naming a small town only a few miles out.

So far everything was satisfactory. The wife asked how soon the goods could be sent.

"It is a matter of considerable moment to us," she explained. "You see we have just moved in; the weather is cold and we nearly freeze hovering over the cook stove—"

"I see, I see," readily responded the salesman, with that suave smile of his, "the smile that never came off."

"You shall have them right away; they will go to the depot this afternoon without fail."

"That's the place to buy goods," uttered the delighted Mrs. Traft as they threaded the street once more. "Such a nice clerk and so prompt in every way."

"How, my dear, do you mean by prompt?" queried Abner.

"Why, prompt to deliver the goods. Some stores would be a week getting an order to the depot."

"Very likely, but you must remember that these things we have just bought aren't at the depot yet," said Abner.

"Why, of course not. Nobody can perform impossibilities. They will go there immediately after dinner and we shall have the stove in time to set it up to-night, early enough to warm our rooms before bedtime. Won't that be delightful after our tened to say. "Store clerks must be three days freeze?"

"I should say so if—"

"Oh, you hateful; you always pour cold water on everything, Abner."

"Well, I hope we'll get the stove and things by to-morrow anyhow."

"They'll be there to-night, you'll see," avowed the wife. "That nice clerk—"

"Yes, yes, of course he was nice enough," broke in Abner. "They are paid to be that very thing."

"But they are not all alike; some are cranky enough to bite an iron rod in two—that railway agent at Gerand, for instance," suggested the wife.

"That's another, altogether different, proposition, Sarah," the man has-nice or lose their jobs; a railway official can be as cranky as Satan and hold on to his place until he dies of old age. Railroads are privileged to do as they please."

"Well, it does seem so," acquiesced the little woman, sighing over the

memory of an unpleasant experience with one of the highbrows in the employ of the railroad company.

The average American man and his equally average American wife returned to the little town in which they had lately settled, satisfied, to wait a few hours for the shipment of their goods from the city department store.

"No, not to-night," said Abner, when urged by the impatient little wife to go after the goods at the depot, where she knew they must be by this time. "I'll give them time to make good; don't care to keep running, you know."

He waited until the second day; ample time, he knew, for the store men to get his bill of goods packed and drayed to the freight depot.

"No stove here for you, Mr. Traft," was the greeting made to his enquiry.

Abner was displeased. The telephone was brought into requisition, and through this he learned that the goods he had bought and paid cash for had not yet been touched. So much for the prompt shipment promised by that obsequious clerk. Of course the goods would be looked after immediately.

"Reckon if I'd run my face for the whole lot them fellows would have fallen over themselves to get the goods shipped on time," growled Abner as he returned to his fireless home.

The goods came at the end of a few days; not, however, until a hurry-up call from the purchaser had been sent in—without it, perhaps, that order would have lingered by the wayside indefinitely. And this is the business method of a large city firm. Is it the correct one? The firm apparently prospers, and yet, by their slack method in this one instance at least, they lost one more or less valuable customer. J. M. Merrill.

The R. G. and G. M. State Convention.

The Convention Committee of the Retail Grocers' and General Merchants' Association of Michigan met in Port Huron last week to fix the dates and arrange details for the annual State convention. The dates decided on are Feb. 7, 8, 9 and 10, at the Masonic Temple, Port Huron.

Every assurance was given that the convention would be the best in the history of the Association, and that the entertainment would be so high grade that the visitors would be glad they came. Following are the convention committees appointed:

Ways and Means Committee—Harry S. Elliott, Chas. Wellman, A. R. Canham, E. N. Akers, James Havey, F. C. Woods, G. S. Newberry, Secretary.

Hotel Committee—W. D. Smith, Jr., Geo. E. Parker, A. C. Colver, L. A. McArthur, R. D. Cannally.

Badge Committee—Chas. Schmude, N. B. Hyde, W. T. Wakeham, M. H. Rupe, A. L. Minnie.

Ball and Entertainment Committee—Timothy O'Brien, H. C. Schuberth, Carl Cisky, R. L. Humes, C. W. Wellman, H. V. Bankson, Peter

Treleven, F. T. Purkiss, Chas. B. Ashley, W. E. Deamud.

Country Store Managers Committee—John A. Ryan, Grant Canham, Henry Houvener.

Reception Committee—Geo. A. Shields, C. B. Hubbard, Thos. Hess, Wm. Scheffler, J. L. Stanzel, Joseph Trese, Otto Schuck, W. L. Van Conant, A. Gaines, E. R. Coon, R. J. King, J. J. Churchill, J. J. Fish, V. R. Hall, C. Lamlein, A. E. Young, A. H. Nern, Wm. Simpson, John Squires, John Wannacott, John B. Bean, Edward McGill, Geo. H. Ashley, Chas. Steinborn, Vernon Graham, D. H. Hunter.

Old Time Religion.

Scholarly critics will continue to assert that there is no permanent value in emotional religion, as preached by a Spurgeon, a Moody or a Wilbur Chapman.

The world's experience proves that these critics are wrong. There is permanent value in any kind of religion that stirs human consciences, and adds to the happiness of life by a higher plane of living.

Revivalists find large cities a fruitful field for their labors, for the obvious reason that the rush of modern life is more or less an eliminant of religious fervor.

"The country is God's, the city man's," may not be wholly true, but it is one of those figurative half-truths that express the starvation of men's souls in the battle for material success.

A revival of "old-time religion" is merely, in a cosmopolitan city, the resurrection of childhood's faith for those who were brought up amid religious surroundings. Its simple hymns and prayers turn back the dial of time for thousands of satisfied worldlings.

The world's history proves that religious revivals are a vital factor in social progress. They have never been confined to any particular church organization, race or creed.

The most ancient and highly organized Roman hierarchy maintains its revivalistic propaganda in the form of "missions." Its evangel of deeper faith, and more faithful living, is its form of antidote to increasing worldliness.

The Mohammedans have their annual "pilgrimages" that keep the fires of religious fervor burning. The followers of all creeds, apparently, need to be brought back from barrenness in works and faith.

In an age of high scholarship, and so-called "higher criticism," the old-time religion is a natural antidote for the drift toward materialistic philosophy.

Revivals are the protests of the heart against too much reason.—Chicago Examiner.

From now on there will be a constant demand for holiday goods—plum pudding, pickles, sauces, raisins, citron, currants, spices, flavoring extracts, nuts of all kinds. The atmosphere should be redolent of good things to eat—suggestive of things calculated to tempt the appetite.

NEW YORK MARKET.

Special Features of the Grocery and Produce Trade.

Special Correspondence.

New York, Nov. 21—The excitement in the "Coffee Pit" deepens day by day and with Rio No. 7 quoted in an invoice way at $12\frac{3}{4}@12\frac{7}{8}c$ it is easy to see that something worth while is on draught at that institution every minute. Of course the spot article is affected and prices are firm and higher. Buyers realize now that they must get a move on if they want to keep up with the procession, but holders make no concession and there certainly seems no need for any. In store and afloat there are 2,831,478 bags, against 4,490,919 bags at the same time last year. Mild coffees are pretty closely sold up in first hands, and while the demand is not especially brisk there is a steady movement and prices are well sustained. Good Cucuta, 14c.

The week opens rather quiet in the sugar market, but this is to be expected at this time of year. Some refiners have closed down. Quotations are steady and unchanged, and this condition, it is thought, will apply until the close of the year anyway.

Not an item of interest can be picked up in the tea district. There is just about the usual run of orders and prices as a general rule seem to be well sustained. Greens and Pingsueys seem to be most in demand, but there is complaint of delay in examination. Shipments are behind last season, and this is another factor in keeping the market firm.

Rice is moving in a quiet sort of way. Individually the call is for little lots, and while prices are pretty firm there is occasionally said to be some concession. Good to prime domestic, $45\frac{1}{2}@5c$.

Pepper and cloves are in very moderate supply and the market is firm. Other spices are unchanged in any manner.

Molasses is firm. Supplies are taken very quickly and the whole market is in the sellers' favor. Good to prime, $25@32c$; open kettle, $30@45c$. Syrups are in moderate movement—very moderate.

There is a steady call for standard No. 3 tomatoes—goods that will really fill the bill. But there is a good supply that will not come up to the scratch. Buyers are not seemingly very anxious to purchase ahead of current requirements, and $72\frac{1}{2}c$ seems to be about the correct figure on the whole. Corn is firm and stocks are well sold up. Peas are well sustained and other goods are without change.

Butter is said to be rather "wobbly." Quotations are lower and dealers seem to think the bottom has not yet been reached. Creamery specials, $32c$; extras, $30\frac{1}{2}@31c$; firsts, $27\frac{1}{2}@29c$; held specials, $31\frac{1}{2}c$; imitation creamery, $24\frac{1}{2}@25\frac{1}{2}c$; factory, June firsts, $24@24\frac{1}{2}c$; current make firsts, $23\frac{1}{2}c$.

There is an improving demand for cheese and the week opens with a firmer market. Full cream is quoted at $15\frac{1}{2}@17c$.

Top grades of eggs are scarce and the market is firm for all grades save the very lowest. Best Western white stock is quoted as high as $42c$, although this is top probably; extra firsts, $36@38c$; fresh gathered, $31@35c$.

Doom of Pumpkin Pie.

There is mourning for the passing of the pumpkin pie. The joy of our childhood is not to become extinct but it promises to become a comparative rarity. The reason is the inventiveness of man.

Man's mechanical contrivances have all but driven the pumpkin from the corn fields. When the farmer went out in the autumn and cut his corn, hill by hill, by hand with great corn knives, and bound it in shocks, it was his habit to raise pumpkins with the corn.

In those good old days of hand harvested corn the cutting of the golden eared crop bared tons of the more golden material for the finest pies that hungry schoolboy ever sunk his rosy cheeks into or dared a spanking by stealing from the pantry shelves.

But now since the corn harvesting machines have made the corn knife obsolete the pumpkins are banished from the fields. They can not be grown with corn any more. Their long stringy vines wind up in the machinery and wreck it. More than one farmer has had his costly self-binding corn harvester disabled after a few minutes' work in a pumpkin dotted corn field. Many a farmer has made a hurried call upon the factory to send him extra parts and has paid expert hire to get his machine to work again after such an experience.

Few things that nature grows will twine and bind tighter than a frost ripened pumpkin vine, and few things that will wring from a farmer's heart a greater variety of expletives than a pumpkin vine in a corn harvester.

So it comes that our complex civilization has doomed the pumpkin pie. Henceforth a few pumpkins will be grown in out of the way plots of ground in a corner of the garden, or perhaps on a latticed trellis. Pumpkins alone are not a profitable crop. They are big in bulk and comparatively few to the vine. It is doubtful if real valuable land will ever be devoted to their cultivation. The farmer can make more money from some other crop.

Look Ahead.

What do you intend to be? What have you determined to be? The two go hand in hand. A man succeeds, or almost succeeds, in becoming what he wants to become. The fellow who is satisfied to hold a low position all his life naturally gets just what he is trying for, and does not get anything else. The man who determines and plans to become a leader in his line is bound to be a "good one," at least before he is through. You must aim high if you want to shoot high. If you point the gun of ambition at the ground you will shoot down out of sight and never strike anything worth while.

W. E. Sweeney.

Success in Business.

I believe that the man who conducts his business on principle, who adopts the Golden Rule for his rule in business, will make a greater success of business than the man who sacrificed principle to gain the dollar. The business man in your community who has conducted his business in such a manner that he has gained the respect and confidence of the entire community has made a greater success of his business, although he may not have so many dollars, than the man who has gained the dollars and has not the trust and confidence of the people. Many things contribute to one's success. Industry, integrity, honesty, all contribute to that end. Some are disposed to give credit to luck, but luck plays a small part in the success of any man. The man who will distance his competitors is the man who is master of his business, who preserves his integrity, who lives cleanly and purely, who devotes his leisure hours to the acquisition of knowledge of his business, who gains friends by deserving them. There are shorter roads to fortune, but the men who achieve something worth while are the men who travel this route.

The habit of industry promotes happiness and leaves no time or craving for the things that waste our money and energy.

Everything is gained and nothing lost by courtesy. Treat every one with respect. Do not expect success without labor. Do not despair. If you follow these precepts nothing can prevent you from gaining success. Let the business of everybody else, especially your competitor, alone, and attend to your own; do not buy what you do not want; use every hour to advantage; find recreation in your business; buy low, sell fair and take care of the profits; look over your books regularly, and if you find an error trace it out; should misfortune overtake you in your business, work harder, do not fly the track; confront your difficulties with perseverance and they will disappear. Although you should fail in the struggle, you will be honored; but shrink from your task and you will be despised.

Do not divide your energies too

much; find the business that suits you and stick to it faithfully. When a man's attention is centered on one object, his mind will constantly suggest improvements which would escape him if his brain were occupied with a dozen things at the same time. There is good sense in the old saying about having too many irons in the fire.

Industry is the keynote, persevering attention to business. Constant, regular, systematic application to business, if properly applied, will bring great results. It will lead to success as surely as idleness and inattention lead to failure. Whatever has been attained in art, science or business has come from industry. "All is the gift of industry; whatever exalts, embellishes and renders life delightful." Claude Wheeler.

An Apple Packing School.

A letter to John S. Gardner from his sister, Mrs. Elsie Wrigley, at one time a teacher in McLouth schools, but now at Hood River, Oregon, has an interesting description of the systematic methods employed in the packing of apples in the Hood River valley, where orchard lands are valued at \$1,000.00 per acre, says the McLouth, Kansas, Times.

They have a well established school where men, women and children are taught every detail of the art of properly packing fruits for a long journey on land or water or both. It takes 6 days to complete the course; at the expiration of this time the student is given a certificate of qualification, a name and number rubber stamp and is engaged by the fruit packers. Culls are used in the school and are packed and repacked, over and over again. Packers are paid by the piece or box and make from \$3 to \$5 a day according to the adaptiveness to the work.

The apples are wrapped, individually in paper and are packed two ways, straight and diagonal, only two styles of boxes being used, the California and Oregon, which have the same capacity, but different shape. These boxes hold from 36 to 300 apples, according to size of fruit, and sell for from \$2 to \$7 a box according to the quality. The fastest packer, so far, wrapped and packed a box of 125 apples in 2 minutes and 50 seconds. Six cents per box is the average price paid packers.

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E. A. STOWE, Editor.

November 23, 1910

THANKSGIVING.

This issue of the Tradesman will reach the readers just in time to be served with the Thanksgiving dinner, and it ought to be a pretty good item on the menu.

Gratitude has been defined as being a lively sense of the favors yet to be received. Of course this is only one definition of the word. It applies more especially to politicians than to the ordinary walks of life. But is not business one sort of politics? Does it not, like politics, make queer bedfellows and, like politics, is it not to a considerable degree a matter of friendship, alliance, influence and policy? With so many points in common why should not business have the politicians' gratitude—that gratitude which is anticipatory?

This issue of the Tradesman is full of the gratitude that looks to the future. It tells of the approaching holiday season, of the harvests to be garnered by those in trade and how to make the harvest greater and better. It gives tips, offers suggestions, seeks to inspire confidence and does its best to awaken enthusiasm. If the merchants will read and digest this with their Thanksgiving dinner, how great will be the blessings that will come to them.

Important ingredients to any dinner are cheerfulness, pleasant chat, the passing joke, the short story well told, and of these essentials the Tradesman is full. From front page to back cover the aim has been to be hopeful and helpful, to convey a message of good cheer and optimism, to make its readers happier and gladder. Full of this spirit, can there be any circle to which the Tradesman will not be welcome?

The Tradesman does not confine its teachings to the politicians' brand of gratitude. The past year has been a good year for Michigan and the states adjoining. It has been a good year for crops and for business. The people have prospered in worldly affairs. It is easy to believe they have made progress in matters spiritual. They are better off in finances, they stand on higher ground morally, intellectually and in character.

Therefore let us give thanks. Let us bow our heads in acknowledgment of the blessings received. Let us be grateful for the favors yet to come. Amen.

TURKEY TALK.

With turkeys at present prices you sometimes wonder why farmers do not go into the business more extensively for a few years and then retire rich. But turkey raising is not without its drawbacks.

First, no other domestic fowl, unless it be the guinea, is so provoking at nesting time. Then the stupid looking bird becomes the personification of shrewdness. Some cold April day it may be seen wandering along the fence row to the woodlot. Its owner cautiously pursues, but it detects, and enters a dozen brush heaps, only to slip out on the other side when it fancies that it is not observed. Or it may settle down and allow the owner to think its nest is discovered until a return at night for the egg. And then the deception is discovered and the detective must again get to work the next day as before. As the eggs are carefully covered with leaves or straw as soon as deposited, finding the nest without the presence of the bird is a hopeless task. If the eggs are chilled they are ruined for hatching. So the wiles of the bird must be both humored and outwitted.

The rambling propensity in summer and autumn is another drawback. The birds retain the love of freedom from their wild ancestors, and during grasshopper season or when the nuts ripen they will wander a mile or two from home, mingling with other turkeys if there are other flocks in the neighborhood. Then follow differences and feuds with those having flocks of a similar breed, until the peace-loving, honest farmer quits the business in disgust. Of late black head and other diseases have decimated flocks in many places, rendering turkey raising less profitable; yet while the young bird is exceedingly tender, after it is half grown it is as hardy as a chick; and a flock of turkeys having successfully passed this stage will practically take care of themselves during the rest of the season, waste grain and insect food satisfying their wants. Turkeys on a farm render it immune from a plague of grasshoppers.

A SERVICE OF LOVE.

A Chicago woman who had been bread-winner for herself and mother suddenly became an invalid. The enforced rest was hard upon one whose entire life had been one of activity, self-sacrifice and generosity. Yet with the true feminine instinct she grasped the smaller services for humanity within her reach.

Out on the West Side is a public school for crippled children of the poorest families. The Chicago Board of Education built the school, furnishes teachers, busses to carry the children to and from school, manual training tools, a type setting machine and some money for construction work. One of the head teachers re-

marked to her that if their playroom could be fitted up like the public playgrounds they would be "as happy as they could be this side of heaven."

This remark sank into her heart, and although without personal resources she resolved that those children should have the playroom. All summer she labored, first with public officials and then with individuals; but "people whom I could interest could not afford it and those who had the money did not care."

Finally a man was found who did care. He sent his architect to see her and did not limit the cost. Garden swings, rope swings, teeters, sliding boards, merry-go-rounds, ring tosses and bean bag boards were among the things provided. The move commenced; others joined. "I was so encouraged," she wrote to a friend, "that I went on slowly and got two nice pianos, twelve geographical globes and \$32. I had to do a great deal of correspondence and it has kept me busy. I did only the begging; others who could not get away from me did the good work. It will be ready for Christmas. If you could see those little legless, one-legged children and others with their misshapen bodies your whole heart would go out to them they are so bright, so anxious to learn and to be self-sporting. This will be my Christmas — all the Christmas I want."

This was almost two years ago. The invalid has just been ushered into the world where Christmas joys are perpetual, leaving her aged mother, whose constant companion she had been and from whom she caught the inspiration for her own good works, with her light gone out. But she is not left in darkness! A memorial tablet for Marian Fearing is indelibly inscribed on the heart of every one of those grateful children; and these with her countless services of love for others will reflect the prismatic colors of love and hope in every step of the mother's remaining years.

GAMES AT HOME.

"Papa taught us a new game last night, and we just had lots of fun," was the enthusiastic statement of a child to her seatmate the morning after Hallowe'en. Those familiar with the active, fun-loving elder brothers of the household smiled knowingly at the simple method which the father had taken to hold fast the reins of restraint at a critical time.

A prominent woman of St. Paul, in reading the reports of the Associated Charities, became convinced that there were too many children playing about the streets evenings, and a bright thought for lessening this evil came to her in similar vein. She recognized the fact that the public library was not a complete cure from the fact that not all children can be interested in reading. Further, the normal child does not wish to read all the time; nor should a sane adult wish it to. Out of these deductions came the thought, Why not induce public libraries to loan games

in the same way that they loan books? The subject was broached to the librarian, who heartily approved of it. And now, for the first time in any city, the public library of St. Paul has a game department in practical operation.

It includes such games as Mother Goose, Mother Hubbard, checkers, chess, jack straws, Humpty Dumpty and Robinson Crusoe. Any game which will induce the youngsters to collect around the family hearth is appropriate, and historical, literary and other games of an educational nature may be added for the larger children.

It is understood that Carnegie is to be informed of the new movement with the hope that his future endowments may be with the understanding that a game department be a part of the library equipment. Meantime this but accentuates the home duty of providing entertainment for the children rather than allowing them to find it elsewhere. The public plan will help out in the poorer homes; those of moderate means may also benefit by the plan, but they may supplement it advantageously with individual provisions.

ONE WHO THINKS HE CAN.

All glory to him! He will succeed when others fail. Did you ever know of any great accomplishment made through the man who had no faith in himself? Distrust yourself and others will not have faith in you; but with your own self-reliance unshaken, you may succeed even though the whole world predicts failure.

Only a few years ago the man who thought he could fly was the subject of the humorist. Yet his idea grew with the effort, and his own self-confidence came to the rescue at every wavering point. Had he been less hopeful, he would never have spent the years in experimenting with strange mechanisms. Had his confidence been lost, fear would have turned a possible victory into defeat as soon as the upper air was reached. It was the calm, self-confident spirit which gained the victory.

In a recent interview with the son of Hetty Green, the richest woman in America, Mr. Green is reported as regarding the lesson of self-reliance one of the most important which his mother has given him. In his youthful days she sent him to Texas to look after some railroad matters. Soon after his arrival he telegraphed her for advice regarding a certain subject. "You are on the spot," was the reply; "you should decide this matter." It was for the very purpose of teaching him self-reliance that the trip had been ordered.

Self-reliance has been ever the leader on the battle field. It has been equally forceful in industrial circles, in commercial measures, in every important walk of life. "Be bold," says Longfellow. It is the child who thinks it can not walk that is sure to trip over its own shadows. The boy or girl who starts bravely across the footlog reaches the other side in safety, while the timid one grows dizzy and falls by the way. "They can who think they can."

The Greater Harvest.

He stood amid the fields of maize,
Hard-wrested from the wilderness,
And shaped his simple hymn of praise
For harvest treasures come to bless.
Yea, thus the Pilgrim Father stood
Upon the nation's virgin sod
And, looking on his harvest good,
Poured forth Thanksgiving to his God.

He looked and, looking, he saw more
Than solitary season's grain:
He saw new ships upon the shore,
He saw new cities on the plain;
He saw above the wood arise
The pillared smoke of Industry—
He saw with his prophetic eyes
A mighty Nation yet to be.

This was the harvest, men of old,
That brought Thanksgiving to the heart:

The sturdy ship with freighted hold,
The busy wheel, the crowded mart.
'Twas not a single season's store
Inspired the anthem of your praise—
You knew you turned Time's furrow
for

A greater harvest, grander days!
—American Lumberman.

LESSONS OLD MEN TEACH.

Two old men addressed the General Society of Mechanics and Tradesmen in New York a few days since, and what they said was particularly worthy of the attention of young men just starting in life.

One of the speakers was the Rev. Robert Collyer, who will be 87 on the 8th of December. The other was Andrew Carnegie, who will be 73 on the 25th of this month. They are both distinguished citizens, and most young men would like to be distinguished. In their imagination young men leap over the years and behold themselves honored guests at banquets. They dream that they have succeeded and that their time is occupied with posing in public, listening to applause, taking part in elegant amusements. Toil belongs to the past as they burn incense at their own altars.

But now let us turn to the old men and learn what experience has taught them. From the summit of his years Dr. Collyer said, "Two folks have been molded into one in this old man," and he added that he was sure that he thought a great deal more of the young blacksmith who was his younger self than he did of the man who was then trying to speak to the society. The young blacksmith "could stand all day at an anvil and could turn out twelve dozen horseshoes in a day," and we are left to infer that he found as much joy in the achievement as his successor has in the best work of the later years. What stood out in the old man's reminiscences was the thought that doing something with a right good will made life worth living at every stage.

And so it was with Mr. Carnegie. One of his proudest moments had been when recalling that as a boy he had fired an engine in a bobbin factory, he had "shown the horny hand of toil" and gained admission to the society. He looked back with pleas-

ure upon his work and he was still intensely interested in the active life about him. When he gave for libraries it was not the money that he thought of chief moment, but the new incentive for action. He was doing something for others that they might do the more for themselves.

Experience teaches, evidently, that our youthful dreams are very misleading. The old men tell you that each day of honest endeavor realizes for you the full measure of human ambition. Life can do nothing better for you if you should become famous. Rejoice in your strength, therefore, and exercise it. Make a glorious success of each day by working away with a glad heart. The reward is of the present, not of the distant future. And so perfect is it, so satisfying, that at 87 when you have won the respect and love of the world you may recall your humble triumphs not with gratitude merely, but with just a touch of a wholly pardonable envy.

WORK.

Work holds in its grasp all real success. The most useful men and women in a community are those who work. The best boys and girls in a school are the workers. And, what is more, they are the happiest. The man who quotes the passage, "All things come to him who waits," as an excuse for his inactivity usually congeals by the wayside. The boy who works all sorts of dodges to avoid doing some duty really has a much harder time of it than the one who tugs bravely from the start.

No single man has given more to the world during this generation than Edison, and he is an indefatigable worker. If he gets an idea into his head everything else is thrown out for the time. He sees, hears and thinks only the problem in hand. "The longest time I ever worked continuously," he told some of his friends, "was five days and five nights without sleep. That was during some of the lighting experiments." Yet it almost scares one to think of what might have been the result had he let go of the problem just at the crucial time.

Jacobbishness no longer casts a slur upon the working man. He has shown that he can become a millionaire; that he can encompass the globe with his voice; that on him the man who will not work is dependent for his sustenance. He has proved that not work but the method by which it is given renders it noble or menial. Honest toil brings out the best that is in man. To sit down and wait for opportunity is not real living. Personal exertion and service are duties which we owe to our fellowmen, to ourselves and to our Creator. The best that is in us is none too good to give, and we may be assured that the more we give of this the more bountifully will we have it to give. Gold that is kept burnished is more durable than that which is allowed to become tarnished through disuse.

LOYALTY TO HOME TOWN.

The spirit of loyalty to one's own town and practical ways of manifesting it is the subject of an editorial in a newspaper of Central New York. After giving some suggestions in regard to this loyalty, and making the point that it has much to do in securing the prosperity of the community, it refers to Cobleskill, a neighboring village, as an example to be followed by those in its own community. A citizen of that town, it says, will get into the dumps on every other subject but Cobleskill. It is not claimed that its residents are free from the infirmities and trials to which humanity in general is subject, but the background of life there is an abiding satisfaction and pride in their own town. It illustrates the local spirit by saying that the citizen of that town will tell you that his back aches, his hair is getting gray, his wife has rheumatism, his hens all want to set at once, his stocks have gone down or his automobile has blown up; he will look the picture of despair until you ask, "Well, how about Cobleskill?" Then the lines on his face begin to smooth out, the crow's feet about his eyes deepen and the sweetest smile appears as he says, "Cobleskill, she's all right, the best village on the map. Come over and visit us." The paper then goes on to say that that is the way to boom a village—"the way to be a booster and not a blighter," and makes an earnest appeal for more of this spirit in its own community as having a great deal to do with the advancement of its business interests and its attractiveness generally as a place of residence.

In this breezy counsel it will be recognized that there is practical wisdom and a cheerful optimism which should carry a lesson to the merchants in many another town. To be interested only in one's own immediate affairs without regard to the interests of others and of the community is a mark of narrowness. Those who are thus contracted in their sympathies and aims deprive themselves of the honor which belongs to those who are known as public spirited citizens, having an interest in and helping to promote the general welfare of the community. Apart from the obligation of the broader and higher principles of unselfishness, the observance of which in the very nature of things brings its own reward, there is practical advantage in taking a sincere interest in the local welfare and advancement, emphasizing the advantages and opportunities of the town and in general manifesting a spirit of loyalty and optimism in regard to it. A merchant who has this spirit is pretty sure to be a better merchant than if he were animated by a different spirit. Such exercise of enthusiasm and earnestness will increase the enthusiasm and earnestness with which he will conduct his own affairs. He will also make friends, as his cheer and hopefulness will attract, while in-

difference or pessimism would expel. A few strong and earnest men animated by this spirit can do much to promote the welfare of the town and with its advancement there will be a broadening of the business field and an increase in the volume of its trade. His example will be contagious and friends and fellow merchants will catch something at least of his spirit, and loyalty to the home town may become a characteristic of its citizens. Then unless seriously handicapped it is on the high road to better things.

One of the signs of the times which is full of promise is found in the indications in many directions that the cultivation of local interests and the development of local loyalty is commanding a degree of attention not heretofore given to it. In a constantly increasing number of places there are local organizations of merchants or boards of trade which sometimes are broad enough to take in all who are interested in local advancement along business lines. Civic leagues or associations, too, are beginning to multiply, in which attention is given to the beautifying and improvement of the town without primary regard to its trade—an effort which should have the heartiest sympathy of the business classes because of the direct bearing the attractiveness of a town has upon its trade and its standing as a trade center. There is also coming into vogue the observance of local festivals, as, for example, the celebration of home week or something analogous, when the spirit of attachment to the place finds expression and the citizens unite in a common effort to honor it and promote its welfare. All these are significant not because any one of them by itself accomplishes a great deal, but because they are symptoms of a broadening interest and a movement for the promotion of local welfare. They are to be regarded with unqualified commendation as the natural expression of attachment to the place in which one's lot is cast, in whose well being he and those dearest to him are so closely concerned. Regarded in this light local loyalty is akin to love of country and affection for one's own home, while at the same time it is justified on the lower and utilitarian ground, that it is immediately connected with the advancement of the business interests of the place and the increasing of opportunities for making money.—Iron Age.

It is interesting and often profitable to study other people and it is likewise very essential to thoroughly know yourself. Some of us watch the other fellow too closely and pay too little attention to ourselves, and in studying one's self it is very essential to be strictly honest. If we do that we often find out that there is great cause for charity and justice towards others. "As a man thinketh in his heart so is he." Size up to that standard before finding fault with others, especially competitors in business.



Holiday Advertising Helps.

Most of the following phrases were culled from last year's Christmas advertising of metropolitan department stores. They are presented merely as suggestions for busy holiday advertisement writers:

"Again the world—our world—yields to the gay, glad, carressive spell of Christmas. The sweet emotions it inspires are sympathetic—universal. Other legends may dim and fade, but the traditions that cluster about the white, bright brow of Santa Claus will thrill the heart of humanity as long as little children live to love and to be loved. The festival spirit is supreme. Grandmothers aroused by the pertinacious babble of memory will glow again as they come here to buy dolls and toys for their children's children, and in the raptures of the little ones feel once more the tingling delight that fifty years ago stirred their own souls. Happiness, like history, repeats itself."

"The basement toy section beckons to young and old alike. Doesn't matter what your age—here are inspiration and genuine merriment; just wander through this wonderland of make-believe, listen to the peals of laughter, and watch the glow of crimson on happy faces as they enthuse and make merry at the funny antics of the various conceits; watch the little ones capering gleefully from counter to counter."

"If you are forlorn and adrift—come to us. Come where dolls and tops and the blended radiance of gilt, and tinsel, and crystal, and color glisten prodigally and magically in myriad forms. Plunge into the thick of the throngs and you can't escape the contagion—the contagion of happiness."

"In Toyland, the City of Make-Believe, trains are in motion and machinery is busy reproducing the industries of the world in miniatures. Blue-eyed dollies are laughing and crying and winking their eyes; clown dolls are performing their antics—everything is trying to encourage the Christmas spirit. Shop early for toys, as many of the things here now can not be duplicated when they are gone."

"We are Christmas specialists. We undertake to relieve the season's burdens and embarrassments by providing suitable articles for old and young, rich and poor, the learned and unlearned—gifts that will give

lasting satisfaction to the recipient."

"The store that is all the year around dependable; where stocks are always satisfactory in variety and quality; where prices are never raised because it is Christmas season and people may not have time to make comparisons."

"Don't wait until you have decided upon what you are going to give. You can decide here—inspired by the sight of our great showing of acceptable articles. If you come now your gift will be right if bought at —'s."

"Bountiful assortments of gift merchandise—multitudes of happy faces and a pervading spirit of good cheer throughout the store—all point to the nearness of the Christmas festival."

"Our purpose is to suit and please you by affording a service in keeping with our merchandising standard—and to make your trading more gratifying than it has ever been before."

"We have but one fear, which is that you will judge our merchandise by the prices. Don't do it. Remember, the prices are over our signature, and that is an absolute guarantee."

"Every nook and corner of the big store reflect the lightness and brightness of the season of good will; every department is resplendent in its holiday garb."

"The economy basement is manned and managed by specialists who understand your needs and requirements in lesser priced lines of trustworthy merchandise."

"While we have crowded every available space of our store with beautiful gift-things, the very choicest must necessarily go to those who come first."

"Time, energy and health-saving guides to economical shopping. We have whittled our advertising down to the mere point of suggestion."

"The Christmas gift of this year is the heirloom of to-morrow—providing you have been thoughtful in its selection."

"Gather your Christmas troubles and bring them here for quick and economical solution."

"Santa Claus has 'lifted the lid' at this store and finds it filled to the roof."

"The store where lasting satisfaction follows every transaction."

Houston's Boosting Way.

Written for the Tradesman.

During the second week of November the big show windows of all of the leading stores in the main business district of Houston carried elaborate displays of the products of home factories and institutions. It was "Houston Made Goods Week" and was one step in the campaign being waged by the Chamber of Commerce in promoting the patronage of home industry as the chief element in city building.

Attractive display cards which all of the exhibits carried were prepared by the Chamber of Commerce with the words, "Money Talks," in large letters at the top and underneath were the telling phrases: "When you spend your money for Houston made goods it shouts 'Until we meet again.' When you spend your money for foreign made goods it sighs, 'Farewell forever.'" These cards were distributed among the local manufacturers and they were accompanied by a letter urging them to secure permission of their customers or friends in the retail trade to permit them to make a window display during the week indicated. During that period thousands of visitors thronged the city as it was the occasion of the annual No-Tsu-Oh Carnival, a week given over to parades, music and conventions. Many of the manufacturers in addition to their window display arranged booths in the stores and had demonstrators explain the merits of their goods. The exhibit was a success in every particular.

Whether it is because of too great familiarity or the enchantment which distance is supposed to lend, there is no use attempting to disguise the fact that in the smaller cities the home manufacturer finds it difficult to get a foothold for his product when he comes into competition with foreign made goods. It might be worth while to point out to the home manufacturer that he seldom makes the same strong bid for his goods at home as does the manufacturer from outside points seeking the co-operation of the retailer in attracting the buying public. Take the cards in the street cars in any of the cities of fifty to one hundred thousand population and you will find ten advertisements by foreign industries to one by local concerns. If the home manufacturers were as zealous in familiarizing the public with the names of local firms handling their products as are the foreign institutions there might be a different story to tell. Here is a chance for the advertising man to get busy.

There was tried in this city a few months ago an experiment which will prove of interest to those engaged in advancing the interests of home industries. Through the Chamber of Commerce all of the manufacturers

and the leading merchants were invited to participate in a "Knowing Houston" excursion. An itinerary was very carefully prepared providing for a visit of from fifteen to forty-five minutes at each of the manufacturing concerns in Houston. At a designated hour all of the excursionists assembled at the Chamber of Commerce and then boarded automobiles for the tour of the factories. In many of these there were exhibits specially prepared, many had attractive souvenirs to distribute and at each place the plants were in full operation. Four afternoons were devoted to these excursions. It was a unique schooling in what is being done in a manufacturing way and many learned for the first time that certain lines were strongly represented here. That this should have been so was a reflection upon those manufacturers and discloses as sad a lack of foresight in advertising at home as the public displays in patronizing home industries. The good effects of this exchange of visits by the manufacturers themselves and the big retailers are yet apparent.

This excursion was followed up by the Chamber of Commerce issuing a small directory setting forth in detail the articles manufactured in Houston. This little book was offered for free distribution in order to acquaint the public with home manufactured articles and contained a strong appeal for greater co-operation. The next step in the campaign was the show window display, and this is to be followed next spring or fall with an exhibition by Houston manufacturers, and present features indicate that "Houston Made Goods Week" is to be a permanent affair.

Other cities are adopting other systems for advancing the spirit of home industry patronage and if the manufacturers will do their part the day should not be far distant when present complaints against the buying public should cease. W. S. Gard.

Houston, Texas.

How to Wash Windows.

Strange as it may seem, there is a right and wrong way to wash windows, and, as the question is usually dreaded, the following method will doubtless be appreciated, as it saves both time and labor.

Choose a dull day, or at least a time when the sun is not shining on the windows, for when the sun shines on the window it causes it to be streaked, no matter how much it is rubbed. Take a painter's brush and dust them inside and out, washing all the woodwork inside before touching the glass.

The latter must be washed slowly in warm water diluted with ammonia—do not use soap. Use a small cloth with a pointed stick to get the dust out of the corners; wipe dry with soft piece of cotton cloth—do not use linen, as it makes the glass linty when dry. Polish with tissue paper or old newspaper. You will find that this can be done in half the time taken where soap is used and the result will be brighter windows.—Storekeeper.



New Year Greeting SALE

Most merchants give their customers a sack of candy, a cigar, a calendar or some little trinket of no value as a token of their appreciation for the patronage received during the year just past.

We are going to show you our appreciation in a far more substantial manner by giving our customers the benefit of a

New Year Greeting Sale

We believe that the way to the people's hearts is through their pocketbooks, and this sale is going to open the pocketbooks of the people of this city and vicinity and

Welcome Us To Enter

New Striped Storm Serge

Regular at 59c yd. 89c Quality.

A phenomenal purchase of 42-inch All-wool Self-striped Storm Serge—one of the most effective and fashionable dress materials shown this season. We bought it at such a low figure that we can name a price that will further popularize this Dress Goods Department and make the force of its underselling felt wherever low prices for stylish and reliable quality fabrics are appreciated.

To all appearances these are the same as the regular all-wool storm serges, except for the new self-striped effect, which is exceedingly smart and desirable.

In the most sought-after shades—NAVY BLUE, BROWN, GREEN and BLACK.

Regular 89c quality tomorrow at 59c a yard.

\$1.50 BLACK BROADCLOTH—A special purchase of 50-inch Black All-wool French Broadcloth, the desirable soft cotton dress quality. Exceptionally rich, high luster and fine twill back. Perfect row black. Regular \$1.50 value. Sale price, yard.

\$1.00 CHEVRON SERGES—48-inch All-wool Chevron Serges, in the latest wide-weave effect. Not the extreme diagonal weave, but a moderate size heavy twill quality. Choice of black, navy blue, russet, tan and gray. Regular \$1.00 quality for.

50c SUITINGS—48-inch Suitings, in a number of the most desirable weaves, including Basket Weave, Rosset Twill, Hopsacking and Fancy Mixture—serviceable and dressy materials for fall wear. Choice of navy blue, gray, green, rose, brown and black; also the desirable black and navy blue effects with white stripes. Regular 89c value at.

98c
69c
33c

All-Linen Table Cloths.

Regular \$1.69 99c
Value at

A sale of Fine Quality Table Cloths that comes right in the nick of time to supply Thanksgiving needs.

An importer's overstock of All-linen Austrian Satin Damask Table Cloths, hemmed with fine row of open work all around. Choice of five handsome patterns. Size 60x90 in. Suitable for breakfast or luncheon use.

Imported to retail at \$1.69. Sale price, 99c each.

60-inch Best Grade Imported German Mercantile Satin Damask: guaranteed to give satisfaction and to retain its beautiful luster; six pretty patterns. Worth \$1.69. Sale price, 48c.

Two Yards Wide Extra Fine All-linen Irish Satin Damask: Choice of six beautiful designs. Worth \$1.19 yard. Sale price, 88c.

200 dozen All-linen Bleached Irish Satin Damask Napkins as ordered pattern. Size 22x22. Regular \$1.25 value. Sale price, dozen.

300 dozen 27x20 Mercerized Satin Damask Table Napkins: a fine, heavy, elegant in two beautiful patterns. Regular \$1.50 value. Sale price, dozen.

94c

Battenberg Centerpieces.

Worth \$1.75, \$2 and \$2.50 **\$1.19**

Handsome art pieces for home decoration or for gifts. To see these Battenberg Centerpieces is to desire possession—an easy matter at tomorrow's low price.

30-inch size, in round or square shapes. Some in all over lace designs and others plain linen and drawnwork centers, trimmed with Battenberg burtons.

Kinds sold regularly at \$1.75, \$2.00 and \$2.50 at \$1.19 for choice.

\$5.00 and \$6.00 LUNCH CLOTHS—Fine Quality Linens: Lunch Cloths, 45 and 54 inches square, with drawnwork and linen centers: new designs. Sale price, \$3.00.

75c

Six Instead of Two.

An effort will be made at the coming session of the legislature to have the state road law amended. That is to pay \$2000 for six miles of road in each township annually instead of two as now.

The great amount of road work to be done in Wayne county during the next few years and the great progress in road building throughout the state generally, is given some of the reasons for the amendment of the law. Many districts have long roads reaching to cities and the fact the counties receive but a portion of the reward, hampers their road building progress. The amendment is looked upon as a good thing.

Council Proceedings.

At a regular meeting held at council rooms on Monday, November 21, 1910.

Council called to order and roll called. Present—F. E. Darby, president, A. Morrill, Chas. P. Sherwood, Campbell, O. E. Richardson, Joy and Geo. F. Row, trustees.

The following bills were then presented, read, referred to the committee and allowed:

Kalkaska Leader, printing. \$5.00.

S. Searshout, labor on water main.

Sawyer Telephone Co., phone rent.

H. E. Stover, make for office.

Kalkaska Light & Power Co., pumping street lights.

The bills of M. N. Lehner and W. Pearsall were referred back to committee, and the bills of Martin and Chas. Sessions were.

No further business appearing, adjourned. A. C. B.

Pythian Sisters' Fair.

The Pythian Sisters will hold a fair in the Glenan building, 15 and 16. Booths of every description will be there. Fancy goods, goods, sweet stuffs, etc. We have further particulars. Just what you have been longing for.

For pains in the side or chest a piece of flannel with Cham Lintiment and bind it on over of pain. There is nothing better for sale by all dealers.

Auction Sale.

The undersigned will sell auction one mile south and east of Kalkaska, on the in Excelsior township, November 23, commencing at 10 a. m., sharp, a quantity and household goods. See Mrs. Anna Hope A. B. CORNELL, Auctioneer.

"I am pleased to recommend Dr. J. C. H. Remedy, a thing I know of and safest, coughs, colds and bronchitis writes Mrs. L. E. Arnold of Colo. "We have used it and it has never failed to give us relief. For sale by all dealers."

A Word to my Co.

Owing to the enormous little better meal, I have up a 35 cent meal, and ask you not to misreading, for I still as before. Positive town for 25 cents. Call and see.

From the Railroad Co. Leather Bags \$4 & \$5 Values For \$1.98

These Leather Bags are strictly perfect, but while in transit they received a slight denting on the outside. Fashionable high-cut leather bags, made on a durable covered steel frame; full rubber sole lined.

Finished with brass lock and side catches, sole leather corners.

14 to 18 inch sizes. Regular \$4 and \$5 values offered at \$1.98 each.

All-linen Crash, 63 1/2c yd.

Regularly 10c

1000 yards of All-linen Bleached Darnest Crash Toweling in plain white weaves and with red border. Warranted every thread pure linen. Excellent for roller and tea towels. Regular 10c value at the sale. Lines Dept.

Antiseptic Birdeye, 84c Piece. Regular Price, \$1.25

A one-day sale of 28-inch Antiseptic Birdeye—strictly first quality grade, put up in sealed packages of ten yards each. Thoroughly absorbent and antiseptic. Note the width—28 inches. No mail or phone orders filled.

Black Sable Fur Coats, Regular \$50 Value, for \$26.50

The New Sable Fur Coats are very attractive and will be extremely popular this season. We were fortunate enough to secure in our purchases about forty of these fashionable Sable Fur Coats, in black, brown, and blue.

Then from fall to

Here Is a Suggestion

As to how you can use the special

New Year Greeting Cut

Made especially for our subscribers by our art department. Remember we will sell this cut to but one advertiser in each town. If you want to use it

Send your order in at once

There are many ways this cut can be used. Some will want to use it in connection with a special sale, others will want to make a New Year Announcement or a New Year Greeting to their customers. The cut is very suggestive and attractive and will add much to any newspaper advertisement that may be run the first of the New Year.

Price for this special cut

One four column cut \$1.50
One six column cut 2.75

Money must accompany all orders.

CUT THIS OUT AND SEND IT IN TODAY

Tradesman Company,
Grand Rapids, Mich.

Gentlemen: Enclosed find \$.....for which please send one.....column special

New Year Greeting Cut

with the understanding that I am the only merchant in my town that is to receive this cut.

Send by.....express.

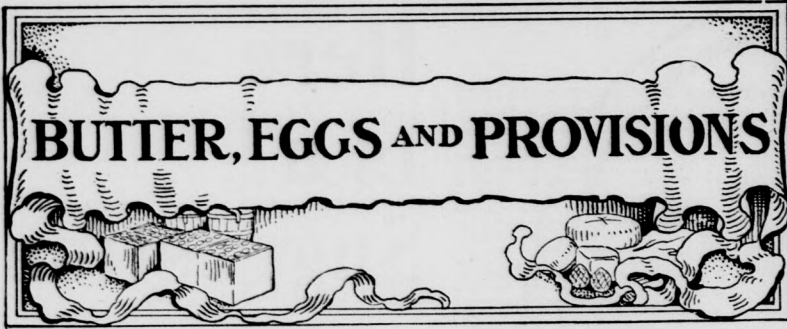
Address.....Street.....

Town.....State.....

Tradesman Company,

::

Grand Rapids, Mich.



BUTTER, EGGS AND PROVISIONS

When the Frost Is On the Punkin.

There's somepin kind o' hearty-like about the atmosphere
When the heat of summer's over and the coolin' fall is here.
Of course we miss the flowers, and the blossoms on the trees,
And the mumble of the hummin' birds and the buzzin' of the bees,
But the air's so appetizin', and the landscape through the haze
Of a crisp and sunny mornin' of the early autumn days
Is a picture that no painter has the colorin' to mock,
When the frost is on the punkin and the fodder's in the shock.

The husky, rusty rustle of the tassels of the corn,
And the raspin' of the tangled leaves as golden as the morn;
The stubble in the furries—kind o' lone-some like, but still
A preachin' sermons to us of the barns they grewed to fill;
The straw stack in the medder, and the reaper in the shed,
The hosses in their stalls below, the clover overhead—
Oh, it sets my heart a-clickin' like the tickin' of the clock,
When the frost is on the punkin and the fodder's in the shock. —Riley.

Large Crop of Poultry But Egg Lay Has Been Light.

The receipts of eggs at New York, Chicago and Boston during the first half of November in comparison with previous years, may be seen in the following table:

Egg Receipts November 1 to 15.

	1910	1909	1908
New York	84,584	91,165	74,354
Chicago	38,575	65,909	41,886
Boston	22,962	31,016	29,824

Totals 146,121 188,090 146,064

November usually brings us the smallest supply of fresh gathered eggs of any month in which production is not curtailed by severe winter weather. Long continued cold waves in producing sections may bring us to a minimum of production in December, January or February, but in those months the laying poultry is sure to produce more eggs than in November if weather conditions are at all favorable, even if only in the southerly sections of the country. This month, as in October, the movement of fresh gathered eggs to distributing markets has been unusually light. Although the crop of poultry is believed to be larger than usual the fall lay appears to have been remarkably small, and as a result of this we have had a more rapid re-

duction of storage eggs than usual. But the quantity of storage reserve this year was remarkably large and there is a general impression that when the molt is well over, the fowls full fledged and the pullets of egg laying maturity, production is likely to be heavier than usual. Consumption has, up to this time, been larger than usual but is now decreasing as a result of high prices and a more general circulation of storage stock. There seems to be a general impression among holders of stored stock that present conditions afford as good an outlet as is likely to be found later, apart from the gambling chances of a very cold winter and a possible resulting scarcity after the close of January. There is now a very free offering of storage stock at the current quotations, and many holders believe that the comparatively extreme prices ruling for high grade fresh eggs are detrimental to the prospect for held goods.—N. Y. Produce Review.

Butter Quotations.

The controversy on the Elgin Butter Board arising primarily from differences of opinion as to the policy to be pursued in settling the official butter quotation and now leading to various propositions for changing the by-laws of the organization, brings out more and more clearly the arbitrary character of the Elgin quotation. Elgin is not really a butter market in the sense that butter is sold there to any extent. The Elgin Board is simply a place where butter manufacturers who have plants in

Illinois, Wisconsin and elsewhere, and who dispose of their product on contract in various parts of the country, meet to decide upon the price to be charged on such contracts. But other trade elements have come into the Elgin Board whose interests are conflicting and the quotation, being simply an expression of the predominating personal interest, becomes even more unreliable as an expression of real value. It is singular that a public quotation made in that way should be adopted to any great extent as a settling basis for butter or cream contracts. The principle upon which contracts may be reasonably made depends upon the ability of the settling quotation to follow closely the changes of value that occur naturally in a market where butter is bought and sold to a large extent. In this sense Elgin is not a butter market of importance. Chicago is a large butter market but there the official quotations are also arbitrary and do not represent the prices at which the grades specified are actually selling. New York is the largest butter market of the country and there the quotations are influenced solely by the willingness and ability of sellers and buyers to effect sales on the open wholesale market. New York presents the anomaly of a great deal of butter being sold on the basis of a quotation which must itself be based upon sales. Yet, the balance of supply and demand, the presence of surplus or the existence of shortage is quickly apparent here and the quotations respond naturally and quickly to normal changes in value.

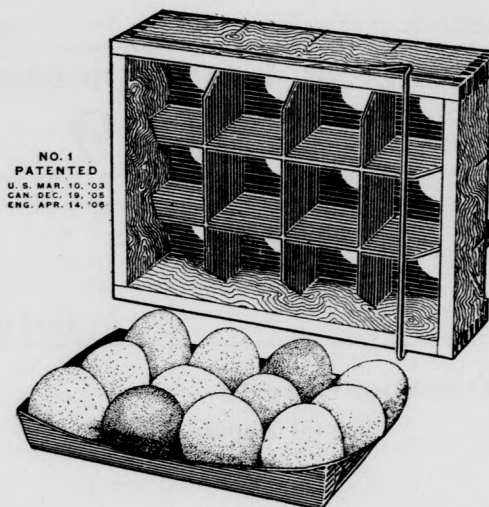
You Can't Boil a Cracked Egg

Then don't deliver broken or cracked eggs to your customers; use

Star Egg Carriers and Trays For Safe Egg Delivery

Every householder will have confidence in the store which uses the STAR System instead of bags and boxes.

200,000 dealers say the STAR System makes satisfied customers—saves money—stops breakage and prevents miscounts. Ask your jobber and write today for our booklet, "No Broken Eggs." It means dollars to you.



Made in One and Two Dozen Sizes

Star Egg Carrier & Tray Mfg. Co. 500 JAY ST., ROCHESTER, N. Y.

Shipping Poultry.

To get the highest price for poultry, shippers should exercise care in seeing that all fowls are properly fattened before they are shipped. Thin, poor stock means a loss for everyone, as there is no demand for that kind of fowls and in order to get rid of them commission merchants are compelled to sell at prices away below the market and this weakens the market for fancy, fat fowls.

There is no time when shippers should give the packing and shipping of poultry more care than just before Thanksgiving and Christmas, for then the supply as a rule is large and the fancy stock will sell first and invariably thin poor stock is sold last, for much lower prices.

In packing in a barrel or box where more than one kind of poultry is put in the same box be sure to put in a slip on top with the number of each kind the barrel or box contains. This may insure larger returns, as many times when a commission merchant receives a barrel of poultry the top is torn off and if it is packed with chicken on top it is taken for granted that it is all chicken, unless there is a slip to tell what the barrel contains.

Shippers should see that coops are in good condition before using, so that they are not liable to come apart while in transit, as they are roughly handled sometimes. The coops should also be high enough to allow poultry shipped room enough to stand up. Low coops should not be used, it not alone being cruel, but a great deal of poultry is lost every year by suffocation. For turkeys, higher coops than for chickens should be used.

Coops may be loaded heavier in cold than in hot weather. Do not overcrowd the coops. Coops often arrive with a good deal of dead stock. Do not blame the commission merchant for heavy shrinkage of poultry smothered in transit through carelessness in overcrowding coops.

Keep different stock separate as much as possible. If a shipper has sufficient stock to fill coops it is best to ship the hens, spring chickens, roosters, turkeys, ducks and geese separately. Of course, if a shipper has not enough stock of each kind to fill a coop separately, mixed coops can be sent.

Spring chickens weighing less than one pound should not be shipped, as they become a drug on the market.

In the first place, keep eighteen hours without food before killing. To dress chickens, kill by bleeding in the mouth or open the veins of the neck. Leave the head and feet on and do not remove the intestines. For scalding chickens, the water should be as near the boiling point as possible. Be careful not to tear or remove the outside skin, as it spoils the sale. To dry pick chickens properly the work should be done while the chickens are bleeding; do not wait and let the bodies get cold. Before packing and shipping, poultry should be

thoroughly dry and cold; but not frozen. Always see that the animal heat is entirely out of the body. Appearances add to the sale and, of course, the price.

Poultry should be shipped so as to arrive on the market from Tuesday to Friday. Receipts generally increase toward the end of the week and there is enough carried-over stock on hand Saturday to supply the demand. Merchants, rather than carry stock over Sunday, would sell at a sacrifice, as the stock, when in coops, loses considerable in weight by shrinkage, and does not appear fresh and bright. Besides, Monday is usually a poor day to sell poultry.

Tags with the name of the commission merchant and the shipper should be tacked on the end of the coop. Tack two tags, one on each end, so that if one gets destroyed the other is likely to remain all right. Never tack the tag on the tops of the coops. Be sure and write your name and address on the tag.—Twin City Bulletin.

Thanksgiving Day, Hip, Hip Hooray.

Thanksgiving Day is on the way—to-morrow it is due to teach us to estimate, appreciate, our blessings great in all their glory. It doesn't wait to come by freight, so probably on time will reach us—oh, let it find us not behind in making up our inventory. The lumberman, if any can, a song of thankfulness can offer at such a time of joy sublime, the gladdest moment of the season. It's not that he can thankful be for golden wealth or brimming coffers but he can sing like anything for many, many other reasons.

He can be glad, be gay, egad, though lumber may be off the list (a dollar low, or two or so), because it isn't any lower. The railroads they may be passe, the service be the weirdest, yet let him yell exceedingly well because it isn't any slower. And, as for rates across the states, the lumber freights that are excessive, the shipper might express delight because they aren't any higher. Though terms of sale that now prevail the lumberman won't think progressive, let him recall that, after all, the seller's human like the buyer.

The whistle shrill of busy mill salutes the hill at every station until to land a timber stand you have to fuss and cuss and dicker. The market may be slow to-day but still the mill without cessation keeps sawing on from dawn to dawn—but let's be glad they aren't thicker. In fact there's not a thing we've got but has a lot of comfort in it—the doubt and debt that men beset, the market that is low or jerky. The lumberman may scheme and plan and still go busted any minute; but, then again, he's thankful when Thanksgiving comes he's not the turkey.—American Lumberman.

What can you do a little better than anyone else? Not a single thing? Then it is time you got busy. Some men have even attained a reputation for using profane language. Make a noise, anyway. Let people know you are on earth and don't be

content to drift with the crowd and live on crumbs.

Dandelion Vegetable Butter Color

A perfectly Pure Vegetable Butter Color and one that complies with the pure food laws of every State and of the United States.

Manufactured by Wells & Richardson Co. Burlington, Vt.

We Want Buckwheat

If you have any buckwheat grain to sell either in bag lots or carloads write or wire us. We are always in the market and can pay you the top price at all times.

WATSON & FROST CO.
Grand Rapids, Mich.

Ground Feeds
None Better
WYKES & CO.
GRAND RAPIDS

WANTED

Eggs, Dairy Butter, Veal and Poultry at our new store

F. E. STROUP, 237 S. Division
Grand Rapids, Mich.

SEEDS—Clover, Alsike, Timothy

POULTRY FEED—For Hens, for Chicks
We Pay the Freight

When in the market for Seeds and Poultry Feed, ask for our Delivered Prices. It will pay you to handle our SEEDS.

O. Gandy & Company South Whitley, Ind.

A. T. Pearson Produce Co.

14-16 Ottawa St., Grand Rapids, Mich.

The place to market your
Poultry, Butter, Eggs, Veal

HIDES AND PELTS

Look to

Crohon & Roden Co., Ltd., Tanners

37 S. Market St., Grand Rapids, Mich.

Ship us your Hides to be made into Robes
Prices Satisfactory

Clover Seed and Beans

If any to offer write us

ALFRED J. BROWN SEED CO., GRAND RAPIDS, MICH.
OTTAWA AND LOUIS STREETS

Established 1876

Wanted

White Beans
Red Kidney Beans
Potatoes

Clover Seed
Brown Swedish Beans
Onions, Eggs

Moseley Bros.

Wholesale Dealers and Shippers of Beans, Seeds and Potatoes
Office and Warehouse Second Ave. and Railroad.

Both Phones 1217

Grand Rapids, Mich.

The Vinkemulder Company

Jobbers and Shippers of Everything in

FRUITS AND PRODUCE

Grand Rapids, Mich.

C. D. CRITTENDEN CO.

GRAND RAPIDS, MICH.

Distributing Agents for

Capital City Dairy Co.'s High Grade Butterine

Write for prices and advertising matter

W. C. Rea

REA & WITZIG

J. A. Witzig

PRODUCE COMMISSION

104-106 West Market St., Buffalo, N. Y.

"Buffalo Means Business"

We want your shipments of poultry, both live and dressed. Heavy demand at high prices for choice fowls, chickens, ducks and turkeys, and we can get highest prices.

Consignments of fresh eggs and dairy butter wanted at all times.

REFERENCES—Marine National Bank, Commercial Agents, Express Companies, Trade Papers and Hundreds of Shippers.

Established 1873

THE GROCER'S PROFIT.

Personality of Trader and Service May Make a Difference.

For many years the tendency of modern trading has been toward increased sales on a narrow margin of profit. That margin is governed by the personality of the dealer and his policy. The trader who buys for net cash and saves every discount claims that the saving thus effected is the measure of net profit.

In the evolution of food distribution many changes have taken place and more are to come. These have given rise to many problems that are being slowly worked out, and as far as we can see to the benefit of consumers—the ultimate factor.

These problems concern the department and chain store quantity buying; limited prices; direct trading between manufacturers and distributors irrespective of their being wholesalers or retailers; value of publicity.

Minor matters are within the control of dealers, such as the ratio of expense to gross and net profit; location; credit or cash basis of purchase and sale, personal attention to business.

The grocer, "always on the job," is less apt to complain of profits than the one who runs an auto for pleasure, feels the need of a long vacation, attends ball games, goes fishing, or is engaged in other lines of endeavor. Thus a grocer, a man of sterling character, abundant means, leaves the control of the store to helpers while he builds and sells houses and is more interested in architecture than food distribution—that case is typical of tens of thousands. Were they to attend to one thing, putting heart and soul into their endeavor, the profits would be increased.

This question is complicated and is getting more so every day. This is due to the varying conditions and circumstances of each dealer. In cities neighborhoods change with surprising rapidity, so that the character of demand varies. The chain stores are masters of that condition because they cater to the masses, which, as one operating 240 stores says, demands a policy radically different from stores catering to the classes. Let us take for example a firm with eight or ten very high class stores distributing \$11,000,000 worth of goods of which about one-quarter are at wholesale. For every \$100 worth of merchandise bought it gets \$122, of which over \$18 goes for expenses, leaving less than 4 per cent. net on sales.

Or take department stores selling one to three millions annually, and we find their net on sales is about 2 per cent. Their expense account is around 20 per cent., of which more than half goes for advertising.

The great chain stores being direct buyers, and to a large extent manufacturers, save the jobbers' profit and manage to get a more liberal net than either of the two classes of stores named.

Against these mammoth concerns is the great majority that would go

to the wall if their profits were in line with the big competitors. Many surrender. In Philadelphia, where there were 7,000 retailers a few years ago, there are 3,500, owing to inability to compete with chain and department stores. How can the majority prosper against powerful competitors? We regret that they don't, and the chief reason is ignorance. They do not know their business, are indifferent to its demands. Through ignorance they pay more for goods than they should. Through ignorance they carry too much stock; are careless about credits; neglect insurance; keep untidy stores; let perishable goods waste, lack system, and each one of these things reduces profits. The little store when prudently managed saves in expenses quite as much as the big stores save in direct buying, so that they are on an equality in that respect. The character of the service is vital. The big stores are examples of scientific retailing. Every detail is guarded; not a sale is made that is not a matter of record and can be traced. To meet this the little shop must be a pattern of order and cleanliness and its service exceptional. When the policy is in that direction success is certain.

We deem the question of fixed prices as of minor importance. Consumers are not won by cost so much as by the personality of the trader and the sort of service rendered. A bunch of six stores in the same locality may sell a popular proprietary article at six different prices without influencing buyers to any appreciable degree—just as one cheerfully pays \$1.25 for a lobster salad at Young's, while another gets equally as good at a nearby popular restaurant at 50 cents. Why does one prefer to pay 75 cents more except it is on account of better surroundings, more style, and higher class service?

Profits may be increased by exercising individuality. Why sell staple goods at cost or less, when your own brand will afford a better profit? A grocer introduced his own trade mark, old fashioned bar soap, of only one size, pushed it, advertised and built up a splendid profit paying trade while competitors were selling cake soaps at three for — cents. Individuality was at work, and what that retailer did with soap he did with every possible article in stock. The result was that his store, instead of being an advertisement for jobber's brands, advertised himself and his business.

Individuality makes money out of display. The show windows are money-makers. The shelves and counters gather in profit. In many ways its exercise increases public interest and increases profits.

To sum up, know your business and all the minor questions will take care of themselves. Eternal vigilance is necessary. With these factors, knowledge, individuality, enthusiasm, profits will be satisfactory and a competency won, for there is money in the grocery business.—F. N. Barrett, Editor American Grocer.

Louisiana Oysters.

It is not commonly known that Louisiana is the greatest oyster state in the Union.

This claim was for a long time held by Maryland, because it had control of a large area of Chesapeake Bay, while Virginia disputed with Maryland over the situation. At that time the oysters of the Louisiana waters had only a local reputation, and up to a recent date no special care was taken of them, and no definite information concerning the extent of our oyster area was at hand.

Within a very few years past the oyster waters have been put in charge of a State Commission, and a boundary has been established between those of Mississippi and our own.

According to data furnished by the Chief Surveyor the oyster area of this State is nearly 500,000 acres in extent. The yield is between 200 and 300 barrels to the acre. The oyster beds in Louisiana are now producing annually something like 600,000 barrels, the supply being regulated by the demand. If the demand were great enough to tax the productivity of the entire oyster area to its capacity the yield would run high into millions of barrels.

The Gulf Coast line, with its numerous bays and inlets, where the tide ebbs and flows, mixing the salt water of the sea with the fresh waters of the inflowing rivers and streams, embraces the parishes of St. Bernard, Plaquemines, Jefferson, Lafourche, Terrebonne, St. Mary, Iberia, Vermilion and Cameron, and while the entire water area is not yet producing prolifically, it is all capable of being brought into productive activity. When it is reflected that our oysters mature in half the time required by those in Northern waters, our signal advantage is made manifest.

One thing which has kept a large part of the consuming population ignorant of Louisiana oysters was the fact that they have been shipped under Baltimore brands. Under the United States pure food laws this will be no longer possible, and they will be known and appreciated for their own excellence.—New Orleans Picayune.

Where Cranberries Grow.

Cape Cod, while not the only home of the cranberry, is recognized as one of the largest producing fields and its product is usually considered the standard. One of the most widely known promontories on the New England coast is Cape Cod, where the cranberry industry is rivalled by fishing.

Wisconsin is regarded as a heavy provider and Nova Scotia and Prince Edward Island are both heavy producers. Parry Sound in Northern Ontario also grows the cranberry. In fact, it can be profitably grown in almost any swampy place if given proper attention.

Nearly everyone in the Cape Cod district has his cranberry bog. Some are so extensive that their owners are enabled to live comfortably the year

round on the proceeds. During this season every one, young and old, is occupied in harvesting his or her share and after that is done he helps someone else with the same purpose in view.

Boxes and barrels are in evidence from one end of the Cape to the other and everybody is busy picking and packing the fruit from dawn until dusk.

The cranberry brings considerable wealth to the Cape and the houses generally indicate prosperity.

The window may be small and old-fashioned, but it should be as carefully trimmed as though it were of plate-glass, and larger than the front of the store. If the stock is limited, unusual effort should be made to arrange it tastefully. The very reasons which are often urged by small dealers in excuse for their lack of intelligent and progressive methods are those which most convincingly prove the necessity of small methods.

G. J. Johnson Cigar Co.

S. C. W. El Portana
Evening Press Exemplar
These Be Our Leaders

Sales Books SPECIAL OFFER FOR \$4.00

We will send you complete, with Original Bill and Duplicate Copy, Printed, Perforated and Numbered, 5,000 Original Bills, 5,000 Duplicate Copies, 150 Sheets of Carbon Paper, 2 Patent Leather Covers. We do this to have you give them a trial. We know if once you use our duplicate system, you will always use it, as it pays for itself in forgotten charges. For descriptive circular, samples and special prices on large quantities, address The Oeder-Thomsen Co., 1942 Webster Ave., Chicago.

"MORGAN"

Trade Mark. Registered.

Sweet Juice Hard Cider
Boiled Cider and Vinegar

See Grocery Price Current

John C. Morgan Co.
Traverse City, Mich.

There is no risk or speculation in handling



Registered,
U. S. Pat. Off.

Baker's
Cocoa
and

Chocolate

They are staple and the standards of the world for purity and excellence.

52 Highest Awards in
Europe and America

Walter Baker & Co. Ltd.
Established 1780. Dorchester, Mass.

Guard Against Holiday Fires.

Merchants of Indianapolis are being warned against holiday fires. The Fire Inspection Bureau of the city has issued a list of suggestions to merchants and others, which if heeded, ought to greatly reduce the fire risk during the holidays. The notice which was sent out contains considerable information useful to merchants besides the words of caution. Merchants are urged to especially caution employees along the following lines:

"The use of Christmas greens, harvest specimens, and other inflammable materials, such as draperies, scenery, cotton to represent snow, and the like (especially in connection with electric and other lighting systems) is decidedly an increase of hazard, it being impossible to make displays of that nature perfectly safe. One of the conditions of the insurance policy is that:

"This entire policy, unless otherwise provided by agreement, indorsed hereon or added hereto, shall be void—if the hazard be increased by any means within the control or knowledge of the assured."

"The making of such displays would therefore, under a strict interpretation of the conditions of the policy, render the contract of insurance void, unless the policy were indorsed with a special permission for the increased hazard, which will generally be granted only in consideration of an additional premium, commensurate with the hazard."

1. To acquaint themselves with manner and location of fire apparatus in the store; to see that such apparatus is in working order, and prepare to use same in case of fire.

2. Do not attach material of any kind to electric wires; allow no paper or combustible shades to be attached to globes, and in show windows particularly keep materials of all sorts free from wires and globes. Any change in your electrical equipment will violate your permit unless such changes are properly passed upon, as stipulated in policy permit.

3. Request customers to refrain from smoking or holding lighted cigars or cigarettes while in store.

4. Great care should be exercised as to disposition of paper, boxes, rubbish, packing material and similar combustibles.

5. You should arrange, during this busy season, to have all packing and surplus boxes and paper removed from premises every night.

6. After closing for the day an employee should be detailed to go over the entire building and report conditions to the management, and night watchmen should be instructed to make a similar report.

7. Do not store stock or material on stairways, landings or steps; keep bottom of elevator shaft clean and free from combustible material. Do not obstruct exits and aisles with counters or booths.

8. See that fire doors and shutters are in operative order, and, if not automatic, detail an employee to close them before leaving premises each night.

9. Carelessness and untidiness especially are causes for many fires, and immediate attention given the line of suggestions contained herein may be the means of preventing a fire in your particular risk.

Pure Food Crusade Not Dead.

"Is not the pure food crusade a dead issue?" asks Alfred W. McCann in an interesting article published in the New York Globe. Mr. McCann shows that the crusade is far from being defunct. He says the question of whether it is or not, was answered three weeks ago at the annual convention of the American Medical Association, representing 25,000 physicians, who pledged themselves uncompromisingly against benzoate of soda and all other chemical forms of food preservatives. Mr. McCann in his article says: "But why this prejudice against benzoate of soda? Simply because through its use unwholesome and partially decayed materials can be saved from the waste heap and converted into marketable products for the table. To discourage this vicious condition Dr. Wiley sought to legislate benzoate of soda out of existence. He had almost succeeded when politics, selfish interests and lavishly expended moneys interfered. The proposed food laws were strangled to death by the referee board after one of the bitterest fights of our nation's history. The truth can not be eternally suppressed and for this reason we again find the most serious subject confronting the health of the Nation brought back to life. Quite naturally you ask the question: 'Were the decisions of the referee board not final?' The answer is easy. They would have been final had they not been farcical. The investigations of the referee board were not decisive because they were not thorough or far-reaching. We are going to hear more about this subject, and there are some of us bold enough to declare that we are going to see some of our present food laws reformed."

Largest Apple in England.

On Wednesday Garcia Jacobs & Co., the eminent fruit auctioneers of Covent Garden Market, offered the largest apple in England to an immense crowd of buyers anxious to secure the novelty. After some remarkably brisk bidding, it was knocked down to Messrs. Adams, the well-known fruiterers of Bond street, London, for fourteen sovereigns. This, it is said, is the highest price ever paid for one apple. This wonderful apple, a Gloria Mundi, weighing 27 oz., with a circumference of 16 in., and with a height of 5 in., was grown by the King's Acre Nurseries of Hereford.—London Grocer's Review.

Crowd fancy groceries to the front. Let profit-paying articles receive the most attention. Let the store be a succession of striking and novel displays, showing the richness and fullness of the food supply and the wonderful evolution in the variety of prepared foods.

Use of Oats as Human Food.

Oats have been used as human food in Northern Europe for many centuries. In Scotland oatmeal porridge, or groats, is one of the principal articles of diet. Hull-less oats are largely used as food in the mountainous districts of China, where the grain is not only used as porridge but is ground into meal and used in the making of bread and cakes. In the United States the manufacture and consumption of oatmeal have greatly increased in recent years. Most of the oatmeal now manufactured is more properly termed "rolled oats," although the cracked or cut grain, commonly known as "groats," is used to a limited extent.

Oatmeal when properly cooked is one of the cheapest and best of the cereal foods. Long cooking not only makes it more palatable, but greatly increases its digestibility. The Iowa Agricultural Experiment Station found that the average price per pound of three brands of oatmeal was slightly less than that of seven uncooked foods made from other cereals and little more than half that of seventeen brands of prepared cereals. Ten cents purchased a greater food value in the form of oatmeal than in the average of the other uncooked cereals, and nearly double that which could be obtained in the prepared cereals. The protein content of the oatmeal was greater than that of any of the other cereal foods. Similar results showing the high food value and comparatively low cost of oatmeal are reported by several other agricultural experiment stations. It is generally recognized that most of the protein in oatmeal is readily digestible and that oatmeal is a valuable addition to the diet.—Bulletin of the Agricultural Department.

Automobile Displaces Camel.

The automobile, as all admit, has great inherent possibilities, but it scarcely could have been expected that it would supersede the faithful camel, the Arab's "ship of the desert," in oriental transportation. But the strange story comes from Russia that the automobile has entered the tea trade overland between China and Moscow. That Russian city has for a long time been the center of a trade in what is called "caravan tea," which has a delectable aroma far surpassing any that reaches Europe by the ocean routes. It is claimed that transport by sea destroys this exquisite aroma. Caravan tea is shipped from Peking in air tight canisters, across the great Gobi desert, on camels, over several ranges of the high mountains of Central Asia, and by that overland route reaches Moscow for a market. Lately an automobile caravan has been put in service for this commerce. A syndicate in Russia has undertaken to substitute motor car transit for camel transportation of tea, and with signal success. The motor cars now make the journey in good form and save two weeks in the trip. It is the last word on the serviceability and endurance of the automobile. It is regarded as an adventure to cross the United States

from San Francisco to New York in a motor car, and autoists tell with bated breath of negotiations of mud holes, rocky ways and precipitous grades. But such a trip is a trifle compared with a tour through the vast deserts and rugged mountains of barbaric, almost unmapped Central Asia, and that with a load of tea.

"Fancy Cheese in America."

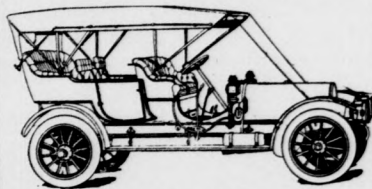
"Fancy cheese in America" is the title of a little book by Prof. Chas. A. Publow, of the New York State College of Agriculture at Cornell University, published by the American Sheep Breeders Company, of Chicago. Prof. Publow is recognized as one of the world's highest authorities on cheesemaking, and into the ninety-six pages of print he has put a fund of knowledge and research that will be invaluable to the cheesemakers and at the same time of great interest to all who deal in cheese. He tells the cheese man, the farmer's wife and the city housekeeper just how to make forty varieties of fancy cheese, the kind that is imported from Europe and can just as well be made in this country. There are no theories or fancies, but it is all practical, easily understood by the layman as well as by the professional cheesemaker. The book can be procured from the American Sheep Breeder at 75 cents.

Let the array of the finest canned soups be as much of an index to the character and variety of holiday supplies as it is of a good dinner.

THE 1910 FRANKLIN CARS

Are More Beautiful, Simple and Sensible than Ever Before

Air Cooled, Light Weight, Easy Riding



Model H. Franklin, 6 Cylinders, 42 H. P.
7 Passengers, \$3750.00

Other Models \$1750.00 to \$5000.00

The record of achievement of Franklin Motor cars for 1909 covers no less than a score of the most important reliability, endurance, economy and efficiency tests of the 1909 season. List of these winnings will be mailed on request.

The 1910 season has begun with a new world's record for the Franklin; this was established by Model G. (the \$1850.00 car) at Buffalo, N. Y., in the one gallon mileage contest, held by the Automobile Club of Buffalo.

Among 20 contestants it went 46 1-10 miles on one gallon of gasoline and outdid its nearest competitor by 50 per cent.

If you want economy—comfort—simplicity—freedom from all water troubles—light weight and light tire expense—look into the Franklin. Catalogue on request.

ADAMS & HART

West Michigan Distributors

47-49 No. Division St.

FARMERS NOT EXEMPT.

They, Too, Have Their Troubles With Labor.

Written for the Tradesman.

"This fixing of prices by the one party to the detriment of the other is something I do not quite understand, and I wonder sometimes what it will lead to."

"To what do you refer, Mr. Andrews?" queried the old schoolmaster as he encountered Sam Andrews, the lard and meat drummer from St. Louis. "Something been getting out of gear in your line lately? It seems to me that you folks ought not to complain with prices of meats and grease goods soaring to aeroplane heights."

"Oh, as for that, I'm not complaining," said the drummer; "but what put the thought into my noddle was because of an incident in the barber shop a short while ago."

"Been in to get a shave I see—"

"Yes, and to learn that the price of a shave has gone up. Now most folks have been led to believe that it was the gigantic, law-defying trusts that were conspiring to boost prices. Isn't that the fact now, Mr. Tanner?"

"Such an idea has got abroad in the land I believe," admitted the gentle old wielder of the birch. "What in particular has struck you now, Samuel; the mere entry into a village barber shop did not disillusion you I trust."

"Your trust is betrayed then, old chap," chuckled the genial drummer. "You see, with the whole country boiling over with indignation against the beef packers, board of trade gamblers, and the like, it seems the height of madness to accuse or even suspect the lowly citizen of an American village with the wicked propensity to rob his fellow man. But I find that our ordinary American citizen has been inoculated with the same virus that is eating like a worm at the vitals of those higher up."

"Well now, Samuel, tell us in plain English what you are driving at."

"No great sum in trigonometry, boy, only that from the highest to the lowest we are all going in for the elevation of No. 1. The big fellows in the business world get together to raise or lower prices as the case may be, and to stifle competition, which, of course, is all wrong. Then comes the man lower down, the men in small trades, who form a combine to keep up or to raise prices. The horse-shoers, shoe-makers, bakers, dozens of others, even to the barbers, unite to put prices on a plane to suit themselves regardless of what the poor common man thinks about it."

"Well, the barbers—"

"Have decided that they must have a dime extra for shaving necks!"

"Truly! And you discovered this only to-day?"

"Oh, I knew it was in vogue in some of the larger towns; but now it has struck the small places. The dapper little chap who wields the razor in that two-by-nine place

across the street gravely informed me that he was compelled, because of the action of barbers throughout the State, to make an extra charge for all neck shaves."

"Perhaps he knew you were a representative of one of those plutocratic Western packing firms which has been robbing the public for so long," suggested the schoolmaster with a grin.

"Like enough he did. The farmer is the only man left who isn't in some combine to beat the long suffering public, I'll be bound."

"Don't you go to making any such mistake regarding the worthy agriculturist, my friend," chimed in the schoolmaster. "He isn't behind the rest, not one whit. While the gentle and talkative barber has raised the price of a shave but a paltry nickel, our bucolic friends have knocked off, or tried to at any rate, one-third on the price of labor."

"What, you don't mean to tell me that the honest farmer would do anything to enhance the already sore troubles of the workingman? You are a farmer yourself, and you—"

"And I might not follow the fashion, but that's not saying much as I employ so little labor. But there are others. It has come to my knowledge that not long ago one of our leading farmers got up a paper pledging each signer to pay not more than one dollar a day during the fall harvest. Now that would work sometimes, providing enough farmers signed the agreement."

"And why wouldn't it work now?"

"Times are not propitious. There are two jobs for one man; not even the poorest excuse of a man need be without a job these days, at a dollar and a half at the very least."

"Then this farmer combination did not work?"

"Well, I should say not. The plan fell through very promptly when those farmers who had large crops to move offered up for hands, procuring scarcely more than half the number required for a quick movement of crops—and that at from one and a half to two dollars per day."

"Farmers labor under one disadvantage," said Andrews; "they can't form unions and strike when things are not satisfactory."

"Well, not exactly, but they can and do combine, a la the big trusts. Now I have a circumstance in mind which shows how little you know of what the honest sod-buster can do when he takes a notion."

"Go ahead; you interest me, Mr. Tanner."

"Not many moons ago the threshers of the State got together—at Lansing, I think it was—and resolved in solemn conclave to raise the price per bushel for the threshing of all grains. You see, that of course hit the farmer where he lives—in the pocketbook. The local threshermen returned from that meeting of the brethren with smiling faces and rosy expectations of large profits soon to come. They were counting without their host, however.

"Farmers read nowadays, and they read the proceedings of the threshermen's union and decide to act for themselves. The tillers of the soil were quite decided in their opinion that threshing prices were big enough, as doubtless they were. A dozen well to do farmers put their heads together and sent one of their number out after a machine. Result, an up to date separator was shipped into the town and after threshing their own grain the machine was sent on the road to work for others."

"Of course this brought all the regular threshers into line at the old rates and there has been no attempt since to boost prices, so you see what can be done by a little forethought and combining, even among farmers."

"I see, and the ruralite isn't so slow after all. Now, of course, if the threshermen had stuck for the raised prices other farmers would have bought machines and worsted them in the end."

"Very likely," agreed Mr. Tanner. "The threshermen didn't get over their defeat for a time and there were some tricks worked on the farmer combine that would have disgraced even a trades union."

"How was that?"

"Oh, some one among the machine owners felt resentful and tried every petty annoyance thinkable to make the road for the other fellows uncomfortable to travel. One of the meanest tricks was in a small way fully as damnable as the late blowing up of the Los Angeles Times. Bits of iron, stones, and the like, were stuffed into wheat bundles where the farmer machine threshed and nearly a fatal accident happened. The machine was badly managed and one man injured."

"Well, well, that was an anarchistic trick. The reprobate who did it ought to have been sent to the penitentiary."

"He would have been sent there all right enough had the people found him out. A big reward was offered, but the culprit was never found. You see, farmers are no more free from troubles than other people."

"True enough!" ejaculated the jolly drummer. Old Timer.

Personality should be the storekeeper's greatest asset.

Hart Brand Canned Goods

Packed by

W. R. Roach & Co., Hart, Mich.

Michigan People Want Michigan Products

Post Toasties

Any time, anywhere, a
delightful food—
"The Taste Lingers."

Postum Cereal Co., Ltd.
Battle Creek, Mich.



The Popular
Flavor

MAPLEINE

Better Than
Maple

Order from your
jobber or

The Louis Hilfer Co.
Chicago, Ill.

THE CRESCENT MANUFACTURING CO.
SEATTLE, WASH.

WHY
should you
recommend
it?
Just read
this and
you'll see.

MINUTE GELATINE
(PLAIN)

is made of the purest gelatine that can be bought. A jelly made from it is the clearest and firmest possible. You don't have to soak it like other kinds. It dissolves in less than a minute in boiling water or milk. Each package has four envelopes, each of which holds just enough to make a pint of jelly. This changes guess work to a certainty. A regular package makes a full half-gallon. No standard package makes any more. We refund the purchase price to any dissatisfied customer. You sell it at two packages for 25¢ and make 36¢ on the cost. Doesn't all this answer your question?

If you want to try MINUTE GELATINE (PLAIN) yourself, we'll send you a package free. Give us your jobber's name and the package is yours.

MINUTE TAPIOCA CO.,
223 W. Main St., Orange, Mass.

CRYSTAL DOMINO SUGAR

**2 lb AND 5 lb
SEALED BOXES!**

2 lb BOXES-60 IN CASE (120 lbs)

5 lb BOXES-24 IN CASE (120 lbs)

**BEST SUGAR FOR
TEA AND COFFEE!**

What Is the Best Thing To Do With My Enemy?

Written for the Tradesman.

This is a merry world, this old world in which we live.

The follies and foibles of other folks amuse us so.

And because we ourselves are so immune from everything of that sort, we can assume a very superior mental attitude as we contemplate these minor eccentricities in our fellow beings.

And so we make broad our smile.

Thus we airily commiserate the other fellow, and inwardly pat ourselves on the back because we belong in another category.

How serious his faults! How painfully evident his limitations! We are so anxious to do a little reconstructive work on him our fingers fairly itch to get at the mote in his eye.

But the droll thing is that, while we are patronizing him he is patronizing us.

Our faults are sins in his eyes; and his faults are sins in our eyes.

We know our slight failings—inconsequential lapses, don't you know—are mere peccadillos.

But his faults—well, they are different.

But he looks at the matter from the antipodal point of view.

And so one of us is black and the other white.

But which is which?

That depends upon who has the floor.

How shall I treat my enemies?

Unfortunately we all have them.

They are of many varieties; most of them passive, but some of them periodically active.

And the active ones, during sporadic fits and spasms of activity, harm or, at all events, seek to harm us.

They tell unkind truths about us.

And, peradventure, they may actually lie somewhat about us—although it is not necessary for a really clever enemy to lie about the character he would injure or blight.

When the mood is on our enemy, he knocks.

If we run a store, he knocks the store.

If we do anything in an official or professional way, that also he knocks.

Thus little things that leak out from time to time, that he—our enemy—has said about us, come to our knowledge.

And so the problem is: What the dickens am I going to do with him? Elemental nature in us—brute nature unmodified by education, training and civilization—says: "Beat him into pulp!"

But retaliation is a never-ending process.

When we retaliate, then he retaliates.

We take it by innings.

And the game gets to boring our neighbors.

Also customers get disgusted and go elsewhere to trade.

And by and by we get to looking

the grouch that we feel on our insides.

For it is inevitable that meanness on the inside of a man's soul should seep out through his body, making him sallow-looking.

No, it won't do to retaliate.

Science teaches that.

So does metaphysics.

So also religion.

And observation and the testimony of those who have tried it shows it does not solve the problem.

It only aggravates the trouble and spreads the poison.

What, then, shall I do with mine enemy?

Shall I ignore him, loftily disdain to look upon the likes of him and thus crush him with toploftiness?

The ineffectiveness of that procedure is evident from the circumstance that toploftiness is a game that two can play at.

If I am insolent to him, he comes at me by being supercilious towards me. And it's tit for tat.

No; one's enemy can't be ignored to oblivion.

What, then, shall I do with mine enemy? He is pestering me.

This I can do—and by jinks! will do: I'll treat him white.

First of all I'll fumigate my disposition.

I'll deliberately and painstakingly rub my own fur the right way.

Then I'll recall all the good things that deuced enemy of mine has done and said.

And, candidly, he isn't as bad as I once appraised him.

Yes; I'll get all malice out of my heart—every atom of it.

Malice is a deadly poison.

I will divest me of every smidgen of anger and hatred.

Hatred and anger are devitalizing. They cut the soul's inherent strength.

They brood and rankle and poison and despoil.

A malignant trait on a man's inside can work more harm to that man than ten thousand enemies on the outside.

Therefore I will get so busy housecleaning in my soul's inner chambers I'll forget for the nonce that I ever had an enemy.

And when I have set my own house in order I will have another look at my sometime troubler.

Heavens above! The man is metamorphosed!

He isn't the man he used to be.

This very morning he said a pleasant "Good morning" as he passed me on the street.

To-day, if I have an opportunity, I shall do him a good turn.

And again to-morrow.

And whenever I have the chance.

Chas. L. Garrison.

The man who is made happy by being lazy is not the man you want on your force. He is a drag on the business wagon.

Don't cry over spilt milk but try to learn something from the spilling that will prevent a repetition of the mistake.

The Good Fellow.

We all know the "good fellow;" he is the inmate of most clubs. He is often to be found with his elbow on the saloon bar ready to buy a drink for any chance comer; he is always ready to take a hand in a game of draw, just to accommodate his friends; he can usually dig up a dollar or two to loan a comrade, even although he can not afford to buy his wife a new dress; the drawer in his desk that holds a box of 25 cent cigars usually contains a few unpaid bills; his clothes are always well pressed, although his son's stockings may have holes in the knees. But—he's a good fellow; nobody's enemy but his own is about the one thing that his so-called friends are agreed upon about him—a good fellow, and to be known as such is the height of his ambition.

There are so many of them in the world—these good fellows. One of them was arrested the other day in Chicago by the Federal officers on a charge of having embezzled \$8,000 of Government funds. When he was arrested he had just one-quarter of a dollar in his pockets. When he was searched by the police and this coin was found, he was asked if it was all he had. "Yes," he said; "I was always a good fellow."

Among perfectly normal and sane people the verdict on this poor devil of a postmaster will be that he was all sorts of a fool; but what a lot of them there are! We suppose that all men have to be ambitious about something, but what pitiful ambitions some of them are. Even a good burglar, we imagine, has an ambition to shine above his fellows, and so, trying something more than particularly audacious, gets caught and is sent to prison. But the ambition to get a reputation as a "good fellow"—could anything seem more insane? It betrays in its possessor an overweening vanity; the desire to appear well in the eyes of his fellows, without anything inherent in himself to justify the good opinions of his comrades. To be a good fellow is to desire the appearance of being a success without the ability to succeed. It means that a man, having nothing to himself that is sufficiently appealing, no graces of intellect or charm of manner or unusual ability, is willing to let the free spending of money speak for him; to gather around him a set of cronies who value him not for what he is, but for what he can do in the way of spending money. So it was with this postmaster in Illinois. He spent his money freely and had hosts of "friends." He won the name of being a "good fellow," and, having gained it, his pitiful and wrong ambition would not let him give it up. And so, when his own means were exhausted, he borrowed from the Government, intending to replace the money some day. But before that day came the law moved, and now he is in jail and on his way, in due course, to the penitentiary, where so many "good fellows" of similar ambition have arrived already.

Where are his friends now? Just

where a "good fellow's" friends usually are. They are scattered about the club, or the bar, or the poker game, and if they speak of the fate that has befallen him it is to say, probably, that "he was a good fellow, but a fool." For it is characteristic of the "good fellow" that all his good fellowship will not find him friends that will stick in time of trouble. In the case of the Illinois postmaster there is a lesson for a good many of us. Good fellowship never got a man anywhere that was worth getting to. The road to good fellowship is the road to ruin.—Washington Herald.

How To Be Popular—Not.

It is not hard to win renown as having not a friend in town. Just have an ever-ready sneer to spring when other's names you hear. And if you hear some fellow praised for deeds that left the village dazed, insist that he is a false alarm, and doing far less good than harm. If neighbors prosper more than you, just run them down, the long day through; insist that all their wealth was made by fooling with the Board of Trade. Say bitter things behind the backs of men who treat you smooth as wax.

Distrust men's motives and insist that all hearts have a crooked twist, that all are cheats and out for pelf, all men are frauds, except yourself. And always raise a noisy storm when people speak of a reform. Old ways are always best, you know, and any progress here below is just the dream of foolish men and grafters pining for the pen. Protest and kick, and sneer and growl, and wear a large relentless scowl, insist the world is on the bum—and folks will hate to see you come.

Walt Mason.

We have recently purchased a large amount of machinery for the improvement and betterment of our Electrotpe Department and are in a position to give the purchaser of electrotypes the advantage of any of the so-called new processes now being advertised. Our prices are consistent with the service rendered. Any of our customers can prove it.

Grand Rapids Electrotpe Co.

H. L. Adzitt, Manager Grand Rapids, Mich.

Henry Smith
FLORIST
139-141 Monroe St.
Both Phones
GRAND RAPIDS, MICH.

Mica Axle Grease

Reduces friction to a minimum. It saves wear and tear of wagon and harness. It saves horse energy. It increases horse power. Put up in 1 and 3 lb. tin boxes, 10, 15 and 25 lb. buckets and kegs, half barrels and barrels.

Hand Separator Oil

Is free from gum and is anti-rust and anti-corrosive. Put up in 1/2, 1 and 5 gallon cans.

STANDARD OIL CO.

Grand Rapids, Mich.

FURNITURE SIDE LINES.

Some Things the Dealers Can Carry for Christmas Trade.

It may be appropriate, and it certainly is timely, to enumerate in this place a partial list of seasonable side lines which a furniture dealer can adopt for holiday selling. One of the features of modern retailing is the constantly shifting border line which separates the various divisions of merchandising. Stationers' shops originally made a business of providing office supplies and writing came into use, acquaintance was made with products of wood, so it was an easy progression to incorporate in a stationery stock all kinds of furniture for use in a counting room, such as flat top desks, roller top desks, swivel chairs, arm chairs and even upholstered leather furniture and rugs. This fact illustrates how easily one line of trade will overlap upon another even in these days of specialization. It is a legitimate commercial practice for any merchant to broaden his outlet by adopting articles for exploitation which by a strict ruling would belong to his neighbor in another line. In the furniture trade, at this season of the year, there comes the opportunity to emphasize for holiday purposes the appropriateness of furniture in general, and also to discreetly add sundry varieties of small wares, which tend to lighten up the appearance of a store and provide articles of economical price with showy appearance. Each man should judge for himself how far to go in this direction. Decorative goods in brass include candelabra, novel fittings of either ornament or utility for the writing desk, smokers' articles and other accessories for multiplied uses. Leather is employed in making many small things which go logically with furniture, such as pillows or cushioned seats. These can be beautifully made from scraps of leather if they are ingeniously sewed together to make a pattern somewhat in the effect of an old fashioned bed quilt. In this way what would otherwise be a waste is turned into a source of profit. Flower boxes, gilded and ornamented, cleverly built so as to hold growing plants, utility boxes, screens, tables and other pieces covered in cretonne; the list of such furniture specialties is a large one and of such length as to forbid the space for its complete listing in this column, but a passing hint must include such things as magazine racks, muffin stands, tea trays and carts, butlers' stands, wall cupboards, fire screens, tabourettes, and the like. It is strongly urged to add some of these specialties for Christmas and to enticingly display them. By reason of an attribute of human nature these things practically sell themselves. Their use is obvious and if their appearance is helped along by adroit display and subtle showing, then every requirement is provided to excite the desire of possession which, when accomplished, will result in a

sale. It may be told at this point what a certain fashionable haberdasher of Chicago does to make profitable use of this very human trait. In this store one sees small tables scattered about. Each table is carelessly spread with gorgeous neckties, casually thrown down just as if someone had been making a selection. Drawers are left open with gloves and odds and ends hanging over the edge in a semblance of disarray, but this is only a similitude, and is entirely a matter of studied arrangement and careful stage setting for the business of the day; it is all done before the store opens in the morning. In this place goods may be packed away at night where dust cannot penetrate, but when the store opens for trade then things are put where people can see them, where display will attract attention and arouse the desire to purchase. This is as it should be in a furniture store. Small specialties must be displayed. People will not come in and ask for that which they do not know exists, but they will be incited to buy that which pleases the eye and charms the fancy. It is in very truth an advisable thing to add specialties for the holiday season to the stock of the regular store, and it is a matter of individual decision how far afield to go; but it is of the first importance that whether the added goods be few or many, the most clever and artful display of them be made. Without being shown they will not sell. If properly exhibited they will sell themselves. If presented at the right time when people are seeking holiday gifts, the sale will carry with it a profit which will indeed be gratifying.—The Furniture Journal.

The Furniture Dealer and the Holiday Trade.

Written for the Tradesman.

The tendency of gift-makers seems to be towards the more practical.

And assuredly the ideal gift is the one which adds to its beauty the elements of utility and permanence.

It is with a mingled feeling of joy and regret that one contemplates the costly, yet tawdry, gift that came to him from his friend. He finds pleasure in contemplating the sentiments which actuated the giver; but deplores the wretchedness of his taste.

Practical people find more pleasure both in giving and receiving practical mementoes of the holiday season. For this very good and sufficient reason furniture dealers have an excellent opportunity just now for some timely and profitable advertising.

Featuring Furniture as Gift-Wares.

Lots of people who sally forth with lists of names—friends and relatives for whom presents are required—are apt not to think of furniture at all, unless the furniture dealers of their respective communities make such over-sight practically impossible, and this can be done only through seasonable advertising.

People who are bent on Christmas shopping are apt to think of books bound in limp leather—faint, delicate

blues and browns, with titles in gold—or something exquisite in the chinaware and pottery line, a vase, a plaque, a portable, etc.; or they think of something in the jewelry line; or something in the leather goods line. In fact, they are likely to think of almost everything else but furniture as gift-articles.

And yet of all the personality-commodities which may be given or received, none would seem to have it over furniture when it comes to a real shown-down on the score of relative merits. To begin with, furniture has elegance—provided, to be sure, it is furniture of merit; that is, medium or better grade furniture. It is genuine. It shows for what it is. It is something worth while. Back of it are the traditions and associations of a great and honored craft. It ought, therefore, to fulfill the primary function of a gift, namely, impart pleasure to the recipient.

And there is the further consideration of utility. It is designed and built to subserve a purpose in the home. It is, for instance, a chair, a table, a writing desk, a cheval mirror, a chiffonier, a hall set, an odd chair, or some novelty in the furniture dealer's line. It can be used indefinitely. Therefore the pleasure of it can be, as it were, perpetuated through the years; for good furniture lasts long, provided it is treated reverently, as it should be.

In fact, when one comes to think about furniture there are very many excellent sentiments that may be appealed to in its advertising for gift purposes. Inexcusably dull is the retail furniture dealer who can not appeal to these sentiments; for, believe me, they are both numerous and fruitful.

Wording Your Furniture Advertisements for Christmas.

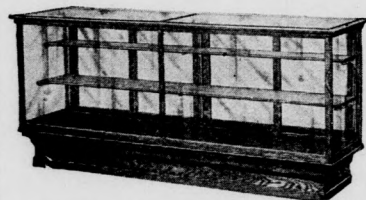
It is important to catch the reader's eye at the outset. This can be done most effectively by some word or phrase suggestive of the notion or idea of a gift. And this should be done in headlines. Having done this, call attention to the gift-attributes of furniture. Suppose you use headlines worded somewhat like this:

Acceptable and Gracious Gifts, Gifts With Character, Presents That Please, An Abiding Gift, Pleasure-Giving Tokens, A Permanent Memento, A Continual Reminder, etc., etc.

The charm and romance of furniture constitute a theme which can be made to appeal even to the layman—if one goes at it in the proper manner. There is character in the wood—those pieces of quartered oak (suggestive of strength and sincerity) and figured mahogany (rich in color—the grain of the wood showing through the finish) and Circassian walnut (so soft and delicate in its satiny finish, so rich in figure); and the cabinetmaker's craft is a theme for enlargement ad libitum, from the days of the early French wood carvers who idealized their works, and gave to the world imperishable specimens of wood sculpture; the resources and processes of the modern furniture makers—and the efforts to conserve the best in this ancient and honored craft, giving to the modern householder replicas of Old World creations; also modern adaptations, combining modern service-features with artistic and beautiful effects suggestive of a chivalric age.

Nature supplies the materials, the accumulated experience of men who have wrought in wood, adds skill to

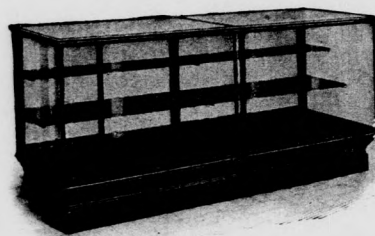
GET OUR PRICE : ON THE



DEPARTMENT STORE SPECIAL

Complete catalogue on request

WILMARTH SHOW CASE CO.
936 Jefferson Ave. Grand Rapids, Mich.
Downtown showroom in Grand Rapids at
58 S. Ionia St.
Detroit Salesroom—40 Broadway



We Want Your Business

Our new plant is completed and we need orders. A case or complete outfit at prices so low you will wonder how we can do it. Remember the quality is GRAND RAPIDS make—as good as the best Grand Rapids furniture.

Grand Rapids Show Case Co.

Coldbrook and Ottawa Sts.

Grand Rapids, Michigan

Branch Factory: Lutke Mfg. Co., Portland, Ore.

Offices and showrooms under our own management: 724 Broadway, New York City; 51 Bedford St., Boston; 1329-1331 Wash. Ave., St. Louis.

The Largest Manufacturers of Store Fixtures in the World

raw materials—and lo! the product is modern furniture—beautiful and artistic pieces for the hall, the library, the parlor, the den, the dining room, or my lady's boudoir. Say, friend, if you can not get up something clever to say to the gift-buying public on the subject of furniture as gifts, you don't need a series of lectures on advertisement writing—you need to be born again. The dope is there is you have a mind to dig it out.

Cid McKay.

The Household Furniture.

No other article of household utility so mutely testifies as does a piece of furniture to the continued presence of its user, and thus becomes cherished for its association with a beloved member of the family. Who could see without a thrill of affectionate memory the softly upholstered fireside chair, showing perhaps a slightly indented trace of her occupancy, with the hospitable arms recalling the cozy corner where mother established her court at candle light. There involuntarily comes back in memory the vision of childhood days, of little windows where the morning sun came peeping in at dawn, of the lines one learned to recite at school:

"I love it most deeply, let no one dare
To disturb or to desecrate that old
arm chair."

The sentiment existing in one's household furniture is an incontrovertible fact, and in common with many another a sentiment has a commercial value which must be recognized and seized by him who sells furniture as a business. There can be no gift for Christmastide more eloquent of personal feeling than a piece of furniture. It is indeed true that the man of great wealth can select at the jeweler's, for the mere gratification of his wife's vanity, a glittering bauble of a necklace which may cost him sixty thousand dollars, or eighty thousand, or even a hundred thousand; but what real pleasure can there be in such a possession beyond the hypnotic attraction of a flashing jewel or the pride of purse which preens itself on having whatever is of great price. Gems are displayed only on rare occasions of ceremony; furniture is lived with hour by hour, day by day, until it becomes transformed by the individuality of its users. Here then lies the commercial value of the sentiment existing in furniture; here awaits the opportunity for him who is diplomatic, wise, shrewd, who is diligent in business to seek legitimate sources of profit.

One Chicago catalog house is going to cut a melon of about \$10,000,000 the first of the year to be apportioned among the common stockholders. How much of that money rightly belongs in your town?

The man who endeavors to regulate the whole business world to conform with his way of thinking tackles a job that is certain to keep him busy. Such men generally neglect their own affairs.

PLAN FOR CHRISTMAS.

Early Start will make Holiday Trade See n More Certain.

It will be only a short time until Thanksgiving. Then the linen sales will be over, and it will be only one month from Thanksgiving until Christmas.

So now is the time to get busy planning your Christmas displays and advertising. Many merchants have the idea that it is too early yet to think of Christmas, but there are a hundred and one things to do to get ready for the Christmas trade, and the sooner you plan and prepare the sooner your Christmas business will commence.

It is none too early to get Christmas goods on display as soon after Thanksgiving as is possible.

In getting things out early it will save quite a bit of the rush usually experienced the last few days before Christmas. If your store is showing a good display of Christmas goods early in the season, when the majority of the people haven't even thought about Christmas presents, your display will remind them that the time will soon arrive for them to decide what to buy, and it will also induce them to buy early. A good display of Christmas goods will tempt anybody.

The first thing to consider is the buying of these goods. Of course, most merchants have their goods already bought, but there still are tardy ones who haven't even thought of buying, and it's up to them to hurry if they want to get their full share of the Christmas trade.

The merchant who is a shrewd buyer will see to it that he gets the goods which will sell quickly during the holiday season.

The retailer who will reap the most profit is the man who features speedy sellers. He will have on display snappy and up-to-date stuff.

After your Thanksgiving goods are back in place and your store and stock are straightened up, then get ready for Christmas.

Unpack new goods, and see that they are all properly marked to avoid confusion and mistakes during the busy days. Get out all the old stock, if you have any left over. Clean it up thoroughly, as a lot of old goods in bad shape will give your whole line a bad appearance if you try to display them with new goods.

Now take a paper and pencil and write an opening ad, listing as many of the things you have to offer as you can without crowding your newspaper space. Feature the new goods especially, as quite a number of your customers will know it if you are advertising old goods. They would probably turn up their noses and say "The same old truck he had last year. Why don't he get something new?" The old goods will sell just as well without advertising them when customers see them on display.

Your opening ad should be printed in circular form as well as in the newspapers and sent to everybody in the vicinity of your city.

When your ads are ready to be mailed, fix up your store and make

it look as if Santa Claus had really arrived and made your place his headquarters.

Get out all tables you have room for and all over your store make a good display of goods suitable for Christmas.

Put the goods out where customers can handle them, as they like to find out what they feel like. You may lose a few things through light-fingered persons, but your loss will not be great. Furthermore this plan saves work, clerk's time and sells more goods than if the goods were stored behind the counter or in show-cases. After your displays are completed, mail your circulars and your holiday trade will begin even if you start a few days after Thanksgiving.

The holiday season is the retail merchant's harvest. It is the time after the farmer has his crops harvested and turned into money, and consequently the best time to tempt him to spend a little. It is to the merchant's interest to start the ball rolling as soon as possible.

Wash Your Furniture.

"Very few people know that furniture ought to be washed," said a salesman in the furniture section of a large department store. "Yet," he continued, "it is the best thing one can do to keep furniture looking as

well as it should. One should take a bucket of tepid water and make a suds with a good, pure soap. Then, with a soft piece of cheesecloth, all the woodwork should be washed. It is astonishing how much dirt will come off. A second piece of cheesecloth should be wrung dry out of hot water. On this should be poured a tablespoonful of first class furniture polish. The heat will spread the polish through the cloth. Next the furniture should be gone over with the second cloth. There will be no need of putting on more polish, for that much will do all one needs. Too many persons make the mistake of using too much polish and leaving it thick on the furniture, where it looks dauby and where it gathers more dirt."

There is furniture in homes to-day that is cast off because of its appearance, when it might be brought back to its original freshness by this simple process of washing. Many persons do not know that a fine bit of mahogany is improved by careful washing and hundreds of pianos have never been more than dusted in years. A square of cheesecloth for the washing and another for the polishing will do the work, and the result will well repay the effort.—The Furniture Journal.

Klingman's Sample Furniture Co.

The Largest Exclusive Retailers of
Furniture in America

Where quality is first consideration and where you get the best for the price usually charged for the inferiors elsewhere.

Don't hesitate to write us. You will get just as fair treatment as though you were here personally.

Corner Ionia, Fountain and Division Sts.
Opposite Morton House Grand Rapids, Mich.



We Manufacture
Public Seating
Exclusively



Churches We furnish churches of all denominations, designing and building to harmonize with the general architectural scheme—from the most elaborate carved furniture for the cathedral to the modest seating of a chapel.

Schools The fact that we have furnished a large majority of the city and district schools throughout the country, speaks volumes for the merits of our school furniture. Excellence of design, construction and materials used and moderate prices, win.

Lodge Halls We specialize Lodge Hall and Assembly seating. Our long experience has given us a knowledge of requirements and how to meet them. Many styles in stock and built to order, including the more inexpensive portable chairs, veneer assembly chairs, and luxurious upholstered opera chairs.

Write Dept. Y.

American Seating Company

215 Wabash Ave.



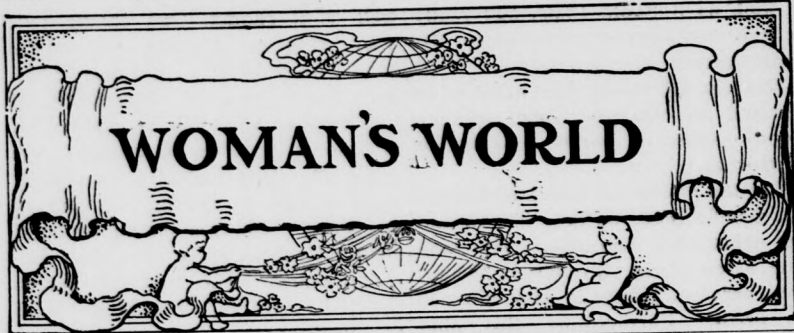
CHICAGO, ILL.

GRAND RAPIDS

NEW YORK

BOSTON

PHILADELPHIA



Old-Fashioned Grandmother Days.

Oh, where are those old-fashioned grandmother ways,
Those old-fashioned, easy-chair grandmother days;
Those cans and those slippers, the spectacles, too;
Those winsome old grandmother ways that we knew?

The needles and knitting we all knew so well,
Those old-fashioned stories she often would tell?
In fancy we reveled with giants of old
And marveled at feats so courageous and bold.

We rode with the fairies in shimmering gowns,
We flew on a broomstick up over the towns
With funny old women; and many a time
With "Jack" up the "bean stalk" we'd daringly climb.

Her rocking-chair stood in its time-honored place;
And the years have gone by time ne'er can efface
That sweet retrospection of days long ago,
Of old-fashioned grandmother days that we know.

Those old-fashioned remedies grandmother knew,
Those syrups and teas that she knew how to brew
Are gone and forgotten; and now for each ache
The doctor is called and prescribes what we take.

The grandmothers now are too busy, it seems,
To tell fairy stories or woo baby dreams
By old-fashioned crooning or tremulous lay,
Which lulled us to dreamland when tired of play.

The twentieth century grandmother's time
Seems given quite largely to problems sublime
Or clubs, or society, pink teas and such;
You won't find her singing to babies—not much!

She much prefers "Nannie," or some such a name,
The very word "grandmother" seems to proclaim
The fact that she's old, which, of course, is the truth;
She tries to appear simply bubbling with youth.

So here's to the grandmothers, such as we knew,
Gray-haired and wrinkled, gentle and true;
Who knitted and dozed in the firelight's glow,
In those old-fashioned grandmother days long ago.

Will W. Kidd.

The Servant Girl Problem—Root of the Difficulty.

Written for the Tradesman.

In the old arithmetics there were a few problems that not even the scholar best in figures in the whole school could solve. An unusual soiling and wearing of the book marked the places where these were located. After laboring on these posers a proper length of time we referred them to the teacher. Perhaps it was well we did not know how late the schoolmasters of those days sat up at night working on those terrific "examples," nor how many of them were sent away, surreptitiously, of course, for solution.

So far as I can recall, a correct and provable "answer" finally was obtained to every last problem in every book. That is the beauty in school work.

As we went out into life problems even more difficult than the stickers of the old arithmetics confronted us, with no teacher or other referee at hand who felt in duty bound to solve them for us.

One of the perplexing life-problems is the servant girl question. Vast numbers of women are diligently working away at it, but there seems at present little prospect of any result being reached that will enable them to secure the help they so sorely need, of a kind at all satisfactory.

There are multitudes of women and girl wage-earners, but they choose anything else and everything else in the shape of occupation in preference to housework. The exceptions to this rule are so few as really to cut no figure.

The brighter, the more intelligent and capable girls, those who come from the better class of homes and have had good educational advantages, become teachers, trained nurses, stenographers, book-keepers, saleswomen, telephone operators, and doctors' and dentists' office attendants. A few become forewomen in factories or take other advanced positions in such establishments.

Those who are less gifted by nature, and have had scant opportunities for training, flock to the factories, where they can learn some one process and do it under supervision. Or they secure places in department stores, where the selling of goods is so simplified that it requires little more than a machine to do it.

After all the places we have spoken of are filled there are some girls left. Of these the hotels and restaurants and wealthy private employers have the first pick, since almost all servants prefer the places where several work together, since they can be society for one another, and there is chance for division of labor.

Then who are left to become the "girls for general housework," always in such demand for the households that can afford to keep only one domestic? Manifestly only the rawest of the raw, the greenest of the green, the dullest of the dull, and not enough of these to go around.

In localities where a goodly number of business and professional opportunities are open to qualified applicants, and there is plenty of factory work, this statement of the situation is not extreme. In country localities where other kinds of work are not to be had there have been and still are bright, capable girls "working out;" but the trolley and

the telephone and the rural free delivery daily are bringing the city and its opportunities nearer to the country.

Indeed, the most discouraging feature of the servant girl problem from the employers' point of view is the fact that the whole trend of conditions is such that the girls who will do housework at all are becoming scarcer every year, and less energetic and capable. It requires no prophet's ken to foresee the time when no girl who is good for anything will consent to become a servant at all.

A stigma attaches to the work. The objections to housework as an occupation are summed up in a few words: The hard manual labor, the long hours and, chief of all, the loss of social prestige inevitably attending the doing of work which, when done for some one else for pay, has been regarded by unnumbered generations as menial.

This last is the horrible bete noire of domestic service. It is useless to try to argue it down. It is idle to hold that a servant in a good family is better fed, better housed, better

clothed and has more clear money at her disposal than the average factory worker or shop girl, or than many teachers and stenographers. The shop girl or the factory worker, although she may be scantily fed and have barely clothes enough to cover her respectably, still has the complacent satisfaction of feeling that she never has lowered herself by "working out." Her social position, such as it is, is dearer to her than money or material comfort — sometimes more precious even than life itself.

Some try to solve the servant problem by advocating kind and considerate treatment of the girl, a pretty room, frequent afternoons off, presents of ribbons and finery and sympathy in sickness or sorrow. These are all good so far as they go, and to some slight extent efficacious. That is, a woman known to be a kind and sympathetic employer stands a better show of getting and keeping help than one who is known to be otherwise. But when a girl will leave the nicest, kindest mistress in the world and take a position where she is domineered over by a tyrannical floorwalker, or by an ill-tempered,



Who Pays for Our Advertising?

ANSWER:

Neither the dealer nor his customers

By the growth of our business through advertising we save enough in cost of salesmen, superintendence, rents, interest and use of our plant to cover most of, if not all, our advertising bills. This advertising makes it easy to sell

LOWNEY'S COCOA

AND

PREMIUM CHOCOLATE for BAKING

All LOWNEY'S products are superfine,
pay a good profit and are easy to sell.



FOOTE & JENKS' COLEMAN'S (BRAND)

Terpeneless

High Class

Lemon and Vanilla

Write for our "Promotion Offer" that combats "Factory to Family" schemes. Insist on getting Coleman's Extracts from your jobbing grocer, or mail order direct to

FOOTE & JENKS, Jackson, Mich.



Putnam's Menthol Cough Drops

Packed 40 five cent packages in carton. Price \$1.00.

Each carton contains a certificate, ten of which entitle the dealer to

One Full Size Carton
Free

when returned to us or your jobber properly endorsed

PUTNAM FACTORY, National Candy Co.
Makers
GRAND RAPIDS, MICH.

exacting forelady, it shows that housework as compared with other occupations is under a serious handicap, and that it is impracticable to try to hold a girl, who wants to leave, by petting her.

There are critics, female quite as often as male, who maintain that the servant difficulty is all caused by the lack of executive and organizing ability on the part of the women employers; in short, that women are not good bosses, and that if men had the doing of it the chaotic condition of household service that now prevails would speedily be reduced to system and order.

On the surface this idea looks plausible. A good manager will control an office force of a dozen or twenty-five or fifty persons, or several hundred employes in a factory, with less fuss and worry than his wife has with her one hired girl.

I do not say that the average housekeeping woman is specially capable as an employer. The life she has led and the tendencies she has inherited from her foremothers have not been such as to develop in her ability along this line. But if as capable a captain of industry as the male sex affords should go to his office or factory some morning and find that every one of his force of employes had become disaffected in a peculiar manner, so that not one of them cared a nickel about holding his or her job, I am of the opinion that our whilom capable manager would soon discover that he was "up against it." If he should become righteously indignant and "fire the whole bunch," replacing them with others equally indifferent as to their own efficiency and his approval, he would find he had not greatly bettered things. It would not be long before the pride in his executive ability, on which he previously had plumed himself, would suffer severe humbling, and in place of the smoothly-running industrial system to which he had been accustomed, he would be hitching along with his dozen or fifty or five hundred, precisely like his wife with her one girl, only on a larger scale. If a very astute man, he might before long reach the conclusion that his wife's industrial problem was not so simple nor her difficulties so trifling as he had imagined.

The story is told of Mrs. Lyman Abbott, that on one occasion, when the cook became rebellious, she went to her husband's study and laid the case before him.

Looking up from his work, the ever-ready Lyman whimsically asked: "Why do you bring this to me? Can't you see that I have the problems of the universe to solve?"

The witty wife quickly rejoined: "You fix the cook; I'll solve the problems of the universe."

Between the woman worker in other callings and the household servant there is this important difference: the stenographers, the shop girls, the factory workers, and all the others, while each one has faults and failings and inadequacies, still each, under normal conditions, is anxious

to hold her position, and will make an effort to maintain a tolerable standard of efficiency in order to do so; while the servant girl knows that if she exasperates her present employer beyond the point of retaining her, so scarce is household help that a dozen other women stand ready to try the experiment of hiring her.

The kind of girl who is capable of doing general housework in a way acceptable to a family in the least fastidious simply will not do it at all on account of the social stigma already spoken of; the incapable, who does it because nothing else is open to her, feels no necessity of doing even as well as she might do in order to hold her job. On the conditions thus briefly stated lies the root of the whole difficulty. Quillo.

How to Use a Broom.

"It makes me sad," said a broom-maker, "to see the way people use brooms. The life of a broom could be twice prolonged by proper usage, and used properly it would be vastly easier to use.

"You've seen people sweeping ahead of them, pushing stuff with a broom? Why, the best broom that ever was made, of the best and most perfectly seasoned broomcorn stock that ever was put into a broom, wouldn't stand such treatment as that.

"Then you know the majority of sweepers always sweep with the same side of the broom to the front, and in this way they soon get the broom lop-sided, so that they can't use it any other way. There couldn't be a worse way.

"Used in this manner, the points of the splints get bent all one way and then they meet together at their ends. They don't bite, they don't take hold of dust as they are meant to do, they don't sweep clean; and when a broom

has come to this condition the sweeper is less careful of it, for then it is not so good a broom. Such a broom the sweeper feels that he may push ahead of him; and when he does this with it the broom is finally and irretrievably ruined.

"Of course, the correct way to use a broom is with the handle, in its initial position, held vertically, so that all the splints in the face of the broom will take hold at the same time and evenly. In sweeping, the broom should be swung back and forth from a point back of the sweeper to a point at an equal distance in front. That is the proper way to use a broom, and then every day the sweeper should turn the broom around, so as to sweep with a different side daily. Used in this manner and turned daily the broom wears down evenly.

"I have seen—a delight to the professional eye and a comfort to everybody who likes to see an implement used to the best advantage, thoughtfully and considerably—I have seen brooms that had been so used that they had worn down almost to the binding threads, but bit beautifully. I am perfectly well aware that brooms carelessly used, as commonly they are, wear out faster, with a corresponding benefit to broom manufacturers; but still I do really hate to see anybody misuse a broom."

Owning Your Home.

I have always felt that upon properly appointed and becoming dwellings depends more than anything else the improvement of mankind. To sit in the evening in your comfortable armchair, to look around you and know that everything you see there is your very own and that you have obtained it all so that you practically do not feel the cost, to know also that if you, the breadwinner, were

suddenly called away, your home would still be your wife's or your family's—that is one of the pleasures of life, indeed. It is a pleasure which gives you a new heart in your work in the world. It sends you out every morning determined to get on and to earn more money, and because of that very determination you do become worth more money.

Benjamin Disraeli.

PERFECTION For \$1.90
FOLDING I will ship you complete Ironing Board and Clothes Rack. No better selling articles made. Address J. T. Brace, De Witt, Mich.

Sawyer's
CRYSTAL
See that Top **Blue.**
For the Laundry.
DOUBLE STRENGTH.
Sold in Sifting Top Boxes.
Sawyer's Crystal Blue gives a beautiful tint and restores the color to linen, laces and goods that are worn and faded.
It goes twice as far as other Blues.
Sawyer Crystal Blue Co.
88 Broad Street,
BOSTON - MASS.



The Trade can Trust any promise made in the name of SAPOLIO; and, therefore, there need be no hesitation about stocking

HAND SAPOLIO

It is boldly advertised, and will both sell and satisfy.

HAND SAPOLIO is a special toilet soap—superior to any other in countless ways—delicate enough for the baby's skin, and capable of removing any stain.

Costs the dealer the same as regular SAPOLIO, but should be sold at 10 cents per cake.



Corset Trade Will Be Helped by Attention To Detail.

All the energy of every department is concentrated upon selling goods. To this end advertising is done, special sales are offered from time to time, displays of goods are arranged and various devices for attracting the attention of customers are resorted to.

One of the most direct appeals to the intelligence of the possible purchaser, however, is made by the department which displays certain features of positive interest.

In this matter the finest discrimination is required. The location of the store, the character of its trade, together with their actual needs and the necessity of educating them to buy higher grade articles, are to be considered, both separately and collectively, in their bearing upon increasing the volume of business. A department that might attract and hold customers in one locality might frighten them away in another.

In a large city, on a fashionable street, where trade is drawn from among people of wealth and money is freely spent, the corset department can not be too luxurious. Customers who come from homes where elegance is the only known condition find the best-appointed shop mean in comparison; and in a department where they come into such close relations with salespeople and spend so much time as is the case with the corsets a careful study of things to delight their eyes and impart a sense of accustomed luxury will bring about most satisfactory results.

On the other hand, elaborate decorations and sumptuous appointments in a poorer location would drive customers away. The woman with two or three dollars to spend would come in, look around and admire the beautiful display, but, no matter how many low-priced goods were on the shelves, her few dollars would appear so small that she would lack courage to make her humble purchase. So she would go away, to leave her money in some less pretentious place.

For such a trade, therefore, an entirely different system must be worked out. The woman of small means is entitled to just the same courtesy and just as much consideration of her needs as the customer of the finer establishment, but she prefers plain and substantial surroundings—where she is not afraid to ask for a cheap corset, if she wants it.

In a department catering to this trade in medium-priced goods a very

limited display of fancy corsets and accessories is necessary. Just enough of variety to attract the attention of those who pass through the department to each particular line of standard goods is quite sufficient.

This eliminates the glass case almost entirely, for one case of medium size will accommodate an adequate display for a good-sized department.

A good form of each make, showing the latest model, is necessary and will be furnished by the manufacturer. Hose supporters should be displayed on racks, furnished for the purpose, showing the regular stock. With prices carefully and plainly marked on the goods, such displays will sell more merchandise than would a case full of ribbon and silk garters, which, although beautiful to look at, are not so useful or durable.

Standard makes at standard prices are expected, and must be kept in full lines. But here again one point of difference is observed between the department now under consideration and the fashionable shop.

In the fashionable shop fine, lightweight goods are in demand, in sizes from 28 to 36, but in the moderate priced department in sizes above 26 or 27 the trade is almost exclusively in corsets made of stout material and heavily boned, models with special reducing features being the most popular.

The careful and successful buyer will keep the stocks well balanced in this respect, selecting from different makes such models as will supplement each other. Instead of relegating sale tables to the basement or to some part of the shop set apart for bargains, it is good advertising to maintain them constantly in the department, offering special inducements on certain days of the week.

If advertising sales are conducted on the same day, or days, each week, the public will soon learn to watch the papers for them and will, incidentally, read the advertisements of regular stock as well.

Always bear in mind that the woman who must figure her personal expenses closely does not want to be confused by looking over a lot of expensive goods that she can not buy. She wants to see the best to be obtained at her price, and the more quickly she can make her selection the better she is satisfied.

Another feature which contributes materially to the popularity of the corset department is a carefully kept record of all fittings, with an accu-

The Man That Has Been Through the Mill

The woodsman—knows that the Mackinaw coat is superior to any other heavy garment for out door work, because it keeps the body warm and affords freedom of movement in every direction. This feature makes it desirable for all classes of out door workers.

Talk Empire Mackinaws

to make money as well as satisfied customers. We are showing good values at \$22.50, \$27, \$29, \$30, \$33, \$36, \$39 and \$42 per dozen.

Grand Rapids Dry Goods Co.

Exclusively Wholesale

Grand Rapids, Michigan



This scarf fits perfectly and is a splendid seller at 50 cents. This scarf, as well as our Rico to retail at 25 cents, is packed in attractive individual boxes—full line of colors and sizes.

Mercerized and silk auto veils, plain and fancy colors, some exceptionally good values at \$4, \$4.25, \$4.50, \$6, \$8.50, \$12, \$13.50. Mail your orders now while assortments are complete.

P. Steketee & Sons

Wholesale Dry Goods

Grand Rapids, Michigan

rate description of alterations. While the customer may not buy the same corset twice, it is more than probable that she will; and if on mentioning her name she is at once informed as to what her model is she will be convinced that an active interest is taken in her welfare. This naturally creates a bond between her and the department. When advised to try some other store she will say, "Oh! I always go to the same place; they have my measures there and know just what I want."

Such a record may be kept in one large index, or each fitter may have a record of her own fittings, where she can quickly find the required information.

Hosiery For Holidays.

Four weeks to Christmas! That does not leave any more time than necessary to prepare for holiday hosiery sales. Not enough, in fact, for merchants far distant from big markets, unless shipments are to be made by express. Even then, time is short because allowances must be made for delays in shipping by wholesalers who may not have all the wanted styles in stock, or who may be so rushed that prompt attention can not be given.

Then, of course, all people do not wait until the 24th of December to buy. Every line of holiday hosiery should be complete and ready for opening by December.

In no former year has so much thought, effort and expense been put into attractive boxing of Christmas hosiery. Innumerable color combinations are possible in any quantity or quality, to fit almost any purse or idea of beauty.

As the years roll on Christmas buying leads more and more to the practical rather than the purely ornamental, and there are few things that are more practical or acceptable than hosiery, because it is something for use and not to be stowed away in the attic or elsewhere.

This is a time of year when the store windows can be used liberally and profitably for color displays since old Sol has lost much of his power to do material damage through fading.

Good window displays, with newspaper advertising that breathes the holiday spirit first and price last, is a combination not to be beaten in boosting department sales and profits during December.

While making the preparations it is well to remember those who, although willing, may not be able to afford the more or less luxurious silks. The package is often more attractive than its contents, and there is no reason why due regard should not be given the near empty pocket by the packing of even 15-cent hosiery so attractively that it, too, may take its place in the line of holiday gifts.

A clerk can not distinguish himself doing "just as well" as his fellows. He must bring himself into notice by doing something unusual.

Not Dead But Possumming.

The retail merchants in the interior are very apt to believe that the long drawn out and persistent fight which they, through their trade papers and through their congressmen, have made against the proposed parcels post, has killed that pernicious measure. The parcels post advocates, however, are a clever lot of people. Instead of being wiped off the face of the earth and their pet measure buried forever, it has been merely covered over so as to hide it from sight for a period. They know that the average retail merchant gets excited about his rights only about twice or three times in a lifetime. They know that he did get excited over the possibility of a parcels post, and they are going to now let him drop back into the lull of security, in the belief that the parcels post agitation is no more.

In the meantime the advocates of a parcels post are about to bring forth an insidious measure, which is but the opening wedge to a wider parcels post, and which in itself promises to build up one of the greatest retail merchandise monopolies that was ever dreamed of in this or any other country's history. This measure is the local rural parcels post, which a bill, to be introduced in Congress at the coming session, aims to foist upon the rural districts.

This bill is innocent on its face. It proposes to operate a parcels post delivery only from the beginning of rural routes. That is to say, Chicago could not mail packages of merchandise to Spodunkville and have them delivered by carrier from there along the rural delivery routes radiating out from Spodunkville, but the merchants of Spodunkville, by paying the merchandise rate of postage, can have packages delivered from their town to the farmers along the adjacent rural free delivery routes.

What a magnificent boom this would be to the country retail merchant! Think how this measure would build up the business of the Spodunkville merchants and how it would eliminate the Chicago mail-order house from that territory!

Think again and you will see that it will do none of these things. What it will do will be to enable either of the two big Chicago or other mail order houses to ship a hundred or half hundred packages intended for the rural routes around Spodunkville, to that town by express, with instructions to the express agent there to deposit the whole lot in the post-office at Spodunkville, knowing full well that the rural free delivery carrier will load them into the back of his spring wagon and laboriously deliver them along the route. What show would the merchant of the small town have against competition of this kind?

There was never a time when active work against the parcels post was more needed than now, and any retail merchant in the smaller town who is looking to the future of his own business will address a letter

to the congressman of his district at once, setting forth the fact to him that the so-called local parcels post would be as great a menace to his business as a general parcels post, and urge him to vote against it when it is presented in Congress. If this is not done, the congressman, who is usually not a business man, but a politician par simple, will be misled by the fallacious arguments of the parcels postites into thinking that the limited or local parcels post is intended to benefit the local retail merchant.—Drygoodsman.

Sweater Coats.

A constantly increasing proportion of sweater coats is being made from all-wool and all-worsted yarn. This is as it should be, for sweaters and coat sweaters are garments whose prime objects should be warmth and the absorption of perspiration. In these respects, cotton, no matter how skilfully manipulated, can never take the place of wool. A small percentage of cotton, perhaps, does no great harm and may lend wear to the garment, but the trouble with the use of cotton in these goods is that it is liable to be carried too far when the price situation on worsted or wool yarn is unfavorable to the buyer. And even if the goods are represented by the manufacturer in their true light, they are quite likely to be sold by the retailer as "something just as good at a much reduced figure". This argument fools some buyers all the time, a few some of the time, but not by any means all of the buyers all of the time. In the end, it casts discredit on the entire industry concerned and often with disastrous results.—Wool and Cotton Reporter.

Push the Art Embroideries.

The art embroidery department offers an exceptionally wide choice of articles that are suitable for holiday presents, and the wide-awake merchant or head of this department will utilize every effort; first, to make a good selection of his wares; secondly, to display them most effectively and then to direct and attract the attention of the public to his department.

The housewife's affection for fine table linens is proverbial, and luncheon sets, centerpieces, etc., are always in excellent taste as gifts. Therefore, prominent showings of this class of goods should be made and little suggestive cardboard signs affixed to call the shoppers' attention to the fact that now is a good time to purchase new table linen and also to the possibilities of such goods as holiday gifts. In these sets, hand-embroidered effects are in great demand and can be sold at most reasonable figures.

Have Trained Salespeople.

Nowhere probably are experience, tact and capability more necessary than in the dress goods department's selling force. The minute the salesman begins to wait on her the customer instinctively knows whether he is a novice or an experienced hand. If he is unfamiliar with the handling

of dress goods the sale will be lost nine times out of ten.

The salespeople must be trained to this work. When they show the goods they must be masters of the situation right from the start. They must be thoroughly conversant with the names of the different fabrics, their construction, the character of the goods and their adaptability to the purpose required, must have an average degree of intelligence and education.

As the new goods arrive the buyer should, when possible, call the attention of the salespeople to them, explaining their merits, desirability, etc. This gives the selling force confidence and helps to familiarize them with the fabrics.

Every merchant should have some leaders in stock. He can make a big point in his advertising in so doing, make doubly attractive his show windows and draw customers to his store.

We are manufacturers of

Trimmed and Untrimmed Hats

For Ladies, Misses and Children

Corl, Knott & Co., Ltd.

20, 22, 24, 26 N. Division St.

Grand Rapids, Mich.

BAGS New and Second Hand

For Beans, Potatoes
Grain, Flour, Feed and
Other Purposes

ROY BAKER

Wm. Alden Smith Building
Grand Rapids, Mich.

H. A. Seinsheimer & Co.

CINCINNATI

Manufacturers of

"The Frat"

YOUNG MEN'S CLOTHES

"Graduate" and "Viking System" Clothes
for Young Men and "Viking" for Boys and
Little Fellows.

Made in Chicago by

BECKER, MAYER & CO.

The Man Who Knows

Wears "Miller-Made" Clothes

And merchants "who know" sell them. Will send swatches and models or a man will be sent to any merchant, anywhere, any time. No obligations.

Miller, Watt & Company

Fine Clothes for Men

Chicago

THE IDEAL CLOTHING CO.
TWO FACTORIES.
GRAND RAPIDS, MICH.

BEHIND THE COUNTER

TRAINING RETAIL SALESMEN.

Begin With the Rudiments and Give Concrete Examples.

Have a plan outlined. Begin with the simple rudiments. Go on to the more complicated affairs. Show the clerk what kinds of things happen in his work that call for special treatment. Give him concrete examples of the things he will be called upon to do. Teach him salesmanship by actual sales. If there is just one clerk, give him little talks on storekeeping, and if there are a dozen or a hundred, give them talks, too. The clerks want to learn to do their work better because they will in that way become worth more money to themselves. You want them to learn because they will then become more valuable to you.

Furnish your employees with all the good business literature that they will read. Keep a shelf full of books and trade journals where they can get at them and do all you can to interest them in reading such matter.

The man with few clerks can talk to them himself as occasion offers, teaching them his methods as they work together. The man with many clerks may well establish a system of some sort, having after-hours meetings with short talks by himself and by heads of departments or by outsiders, with a question box or any other method possible for exciting interest.

Each person in your employ has some particular fitness for a special branch of the work, and it is profitable as far as possible for the merchant to study the peculiarities of his men and try to fit each one into his own particular niche.

One man can dress windows best. Another has a knack for making show cards, while still another is a good stock-keeper. So it goes. If the window dresser is kept at work making show cards, which he does not like to make and can not make well, and if the man handy with the brush is never allowed to make a card, things will be at odds and the force will lack a good deal of getting the best results.

It sometimes happens that the whole force will be kept in a state of turmoil by some one belligerent spirit. If there is a trouble-maker in the force it is better to let him go, no matter what his ability may be in certain ways. Some clerks have the power of keeping their associates discontented, even while doing good work themselves. There must be harmony and a united purpose be-

hind the clerk force if it is to work together.

A cheerful man is a constant inspiration to his associates, and the man with a grouch gives every one he meets a mental downhill shove. If you are going to get the best out of your clerks or out of yourself you will have to be cheerful. Cheerful clerks do their work twice as easily and twice as well as clerks who are perpetually disgruntled.

Optimism will spread through a store if it gets a chance, just as gloom will spread. Either is "catching." The head of a store can to a large degree determine whether his store is to exhibit the optimistic or the pessimistic spirit. There is no doubt in any one's mind as to which is the more profitable or the more pleasant.

Treat clerks in the way that you would like to be treated if you yourself were a clerk—not in the way you might have chosen when you were a clerk, for at that time your judgment might have called for more leniency and easier times than would have been to your advantage—but in the way you would wish to be treated if you were a clerk now possessing a desire to get ahead in every way that would result to your permanent advantage. This kind of treatment can have but one result, and that will be the making of a more useful, valuable and contented force of employees.

Young Men the Moving Power.

The young man is the great moving power of this age. With the expansion of trade, the promotion of industries and the conservation of waste in natural and industrial resources, there never was a time when more golden opportunities were waiting for him. There is not now the lack of opportunity of our forefathers in an educational way for the larger pursuits, as compared with the special courses and preparation of to-day. Business is one continuous struggle for supremacy, demanding specialization. With specialization there is no lost time nor motion and the cost of production is minimized. Bright young men of brains who have learned mental concentration, and who have courage, genius and perseverance must furnish the initiative. They must evolve the new ways. They have the ambition essential for success. Many a young man becomes impatient, restless and shifting at a time when he is really past the experimental period and has, in fact, planned out a successful career for the one who follows in his

path. It is not easy for every man to decide what is his true vocation in life. Thackeray at first believed that his was as an illustrator, and had Dickens agreed with him and given him the work of drawing pictures for his books the world might never have had "Vanity Fair," "The Newcomes" and other masterpieces. But, in a general way, every person has in him a sense of the thing for which he is best fitted. With some this bent is shown early in childhood; with others the feeling is less distinct. It requires thought to reach a determination on the subject and the wise parent will give assistance toward that end. It has saved many young persons from comparative failure that fortunately they have stumbled suddenly upon their life work. It has been the misfortune of others that they have hunted aimlessly about without ever finding it. In very many of the latter cases versatility has been at the bottom of the failure. There are some persons who can do many things and do them almost equally well. Some musicians can play on a variety of instruments, and from each of them draw melody with a master hand. A few writers are as good artists as they are authors. A physician has been knighted for his contributions to the world of literature and Dr. S. Weir Mitchell, of Philadelphia, is as famous in the world of letters as in medicine. But the ordinary individual must concentrate his efforts in order to attain success. He must specialize upon some clear-cut line of endeavor, some carefully selected vocation. And no less care should be exercised in the selection if it be in the more modest walks of life, instead of in those which bring the greatest material returns. Not everybody can be a captain of industry or a great actor. Versatility may be an advantage if it does not lead to a habit of restlessness and of making changes, but it is too often abused in this way.

The Best Man.

Are you the best salesman in your store? If you are not, why? Being the best man is the thing that counts. The secret is work. If you are not the best man try to be just as good as the fellow who is, and then there will be two good men instead of one best; that will be better for you and the store, too. Sometimes the best fellow leaves for another place and then the next best steps in his shoes. Let that one be you. It is easy. A good definition of the boss would be to say that he is the man at the head of the store who appreciates this kind of effort on the part of the boys.

It is the employees of a store who are in position to discover the little leaks that are letting the profits slip away. When you want to find a leak inquire of the man most likely to know about it.

Every salesman in every store should understand that the goods in that store are no more his property than they would be if he were a customer instead of an employee.

The Quitter Will Not Make Good.

"If it were all simply coming forward in the store with a smile to greet a customer, show them the goods that they want and make a sale," said a retail man the other day, "the work of a clerk would be pretty near ideal. But the young fellow in the store who has to get down early, clean the windows perhaps and brush the floor, get stock straightened up and shoes put away that have been left over from a busy evening, and all of that sort of thing may think that he has a kick coming.

"I am speaking advisedly because I have been all through the same thing myself, and I know that I was inclined to regard these things as in a way beneath me, and I will admit of being sorry at times that I was in a shoe store instead of having taken up some other line of work.

"But the point I want to make is that most things that are unpleasant pass in time, for the man who is big enough to stand for them so long as they are necessary, and the chap who had to do the disagreeable things yesterday is the boss of the store or the head of his department tomorrow. In the scope of my observation there is no place in the business world for a quitter no matter what line he may desire to follow, and on the other hand the young fellow who has the grit to stay on the job and take the unpleasant along with the pleasant, will with even a moderate degree of ability accomplish a great deal more and be more certain of making good than his more brilliant fellow who is inclined to side-step the less desirable duties of his position."

Quality in Employees.

We have always found it the best policy to secure the services of the best help we could and pay the highest salary in order to have perfectly satisfied and loyal employees. When you have good goods to sell you should have correspondingly good help to sell them, for a cheap clerk can not sell quality goods and attract trade. When you have reliable help it is much easier to organize properly and install systems that are necessary.

We have apportioned off among our clerks different departments to care for, and each one is made responsible for goods in his charge. They report to the office, goods needed and any trouble with goods or quality is also reported at once. In this way things run smoothly and each one has his special work to do, and if any work is neglected the one in charge is known to be remiss, and you can be sure each one takes a pride in keeping up his end. There is no question as to who shall do certain work, for each one knows what has to be done. We insist that each man keep his department in perfect shape, or we want a reason why.

Geo. H. Filbert, Minneapolis.

Most fortunes are made by going into debt with good judgment and paying out by self-sacrifice.



Can be operated by electricity and is built to stand on floor or counter

Progressive Merchants Are Now Buying Our Most Up-to-date National Cash Register

WE build this register with from one to nine adding counters, and with from one to nine cash drawers, depending upon the number of clerks employed. The price depends upon the size of the register.

Gives you more protection and information about your business than any other business system that can be installed in your store.

Each clerk has a separate cash drawer and each clerk's sales are added on separate adding wheels. This tells you which clerk makes the most sales, so that you can reward him—or which clerk makes mistakes.

This National prints the amount of each sale on a strip of paper and also prints a receipt showing the amount paid by each customer, which guarantees to the proprietor that the proper amount of money is put into the register.

This Is The Detail Strip

EVERY time a clerk makes a cash sale or a "charge" sale, or receives money on account, or pays out money, the Register prints a record of it on this strip of paper.

In the meantime the Register is also adding on separate wheels the totals of these various things.

★ A	10.25
ChD	-1.00
★ H	21.00
PdA	-0.75
★ B	-0.32
★ E	-2.15
★ H	-0.10
★ A	-1.75
RcK	30.00
★ D	-2.31
★ E	-0.25
★ B	-1.75

Actual Size

This register tells you at night these four most important things:

- 1—Total cash sales made by each clerk.
- 2—Total of your credit sales.
- 3—Total amount of money received on account.
- 4—Total amount of money paid out.

Also the secret adding counter tells you the total amount of all cash taken in.

183 SEP 30

★ B - 1.75

MITCHELL & SEABURG
901 W. Second Street.
OTTUMWA, - IOWA.
Groceries and Meats.

This is your receipt for the correct amount of your purchase. See that you get it. (over)

Actual Size

This Is The Printed Check

OR customers' receipt that the Register prints every time a sale is made, or money is paid out, or received on account, guaranteeing to the proprietor that the proper amount of money is put into the register. This check makes a fine thing to print your advertisement on.

Write and tell us the number of clerks you employ and we will send you description and price of this register built to suit your business. This will place you under no obligation to buy.

The National Cash Register Company, Dayton, Ohio
Salesrooms, 16 N. Division St., Grand Rapids; 79 Woodward Ave., Detroit

THE GROWTH OF CITIES.

Development of Special Industries Has Helped Many Towns.

The growth of cities is one of the marvels of modern life.

It is easy to see why people in ancient times were forced to gather in cities, because government was poorly organized and the rural districts were constantly liable to invasion by barbarian tribes from the outside and by robber nobles and their gangs from the inside, and the people, therefore, found it necessary to assemble in walled or fortified towns, where they could defend themselves. Most of the agriculture was carried on in the neighborhood of such towns to which the people could flee on the advance of an enemy.

Most of the commerce was carried on rivers or other waterways, and it was along the banks of such waterways that most of the towns and cities were located. There were a few great caravan routes across the country, traveled by long processions of camels or horses, carrying packs of merchandise on their backs. They traversed deserts where there were springs or wells of water, supposed in many cases to be artesian borings made by armies marching to the conquest of nations. These roads or routes for the most part were impracticable for wheel carriages of any sort, and were nothing more than trails worn into the earth and winding their way through the mountain passes.

The lack of roads crossing the country in every direction, as we have them now, prevented the settlement of the rural regions and confined these settlements to the river valleys and the vicinity of the waterways.

There was another condition of the various countries in ancient times that is but little considered, and that was the sparseness of the population generally. There are no reliable statistics of the population of the countries of the ancient world, but according to careful estimates it is held that the population of the Roman Empire, in the time of Augustus, when it included a great part of Europe, parts of Asia Minor and Egypt, was not greater than 54,000,000, something over half that of the United States to-day.

At that time the bubonic plague, the pneumonic plague known as the "black death," cholera, measles and other diseases swept over the world periodically and decimated the population everywhere. Therefore, many of the conditions which obtained then are unknown now, nevertheless the people are animated everywhere to-day by an irresistible desire to crowd and herd together in cities, and it is, therefore, necessary that they should be able to find employment.

The Manufacturers' Record, in recent remarks upon the growth of the cities of the United States, and particularly the smaller ones, as shown by the new census, notes that in the

past decade 204 cities, each now having a population greater than 25,000, increased their aggregate population from 19,515,000 to 25,822,000, or by more than 6,307,000, equal to 32.3 per cent. About 100 of these cities had a rate of increase greater than the average rate.

The Record, having made a special study of the subject, learns that those where the increase of population is most marked have derived the greatest advantages from the establishment of manufacturing industries or the expansion of those which have been in operation for a number of years. In a number of instances a special industry is given the main credit. Akron, Ohio, estimates that 70 per cent. of automobile tires made in the United States come from its factories, while Detroit, counts 40 or 50 per cent. of all the automobiles made in the country among its products. New Bedford, Mass., a fine example of the ability of the New Englander to turn defeat into victory, has its textile industry, dating back to the decline of whaling in the North Atlantic. Pipe and tube plants and ship-building, added to the advantages of a magnificent harbor, have made Lorain, Ohio, what it is, and other particular industries have built up many other cities.

It should be possible to learn valuable lessons from these facts. Population must find employment and be able to earn living wages and people will go where they can find this, and they will leave localities where it is not to be had. Manufacturing takes raw material and by manipulating it converts it into articles of daily and constant use, while greatly increasing its value. Manufacturing, in order to accomplish its manifold purposes, employs more labor and intelligence than does the production of crude material or the buying and selling of the finished articles. It is necessary to the creation and maintenance of a great city and without it there can be none.—New Orleans Picayune.

Municipal Ownership in Vienna.

Municipal ownership and government control of private affairs, which is sometimes called paternalism, is carried to a greater degree in Vienna than in any other place in the world, writes Wm. E. Curtis in the Chicago Record-Herald. The city officials regulate the conduct of the citizens from the cradle to the grave. They fix the prices at which certain commodities are sold; they determine what wages shall be paid to certain classes of mechanics and laborers; they set the time when a man shall be in his apartments at night and appoint representatives of the public to serve on boards of directors of corporations. No one can open a boarding house without the permission of the police, who decide the prices that may be charged the patrons; no one can rent a room or a suite of rooms in an apartment house until it has been inspected by an official of the building department. All transactions are subject to the supervision of the State, and

there does not seem to be much complaint or dissatisfaction.

The municipal government of Vienna is also engaged in many business undertakings, both commercial and industrial, in which it comes directly into competition with private individuals and corporations for the benefit of the public, and in that way is able to keep down prices and prevent monopolies. That is the theory upon which the system is based, but there is a difference of opinion as to its practical success.

For example, the city officials regulate the prices that are paid for the manufacture of ready-made clothing, shirts, gowns, underwear, shoes and other articles of apparel, and dealers in such goods are prohibited from doing custom work or repairing. A merchant who deals in ready-made garments is not permitted to make them to measure. A tailor who makes goods to order is not permitted to sell them ready-made. The same rule applies to boot and shoe dealers, and the purpose is to protect the little shoemaker, the sewing girl and others who are earning their living without capital in a small way. The practical operation of this system is said to be an advantage to the working classes.

The law which authorizes the officials to fix the wages that are paid factory operatives and other employees is said to be an absolute preventive of lockouts and strikes. At the same time the rates of wages are so low that the cost of the products to the public has not been increased to any extent. It must not be understood that the price of every article that is offered for sale in a haberdasher's shop is fixed by city officials. They do not go so far as that, except in the sale of milk, bread, fuel and other absolute necessities of life. No milkman can charge more than the fixed price, and every loaf of bread must be of a certain weight.

The prices of meat are supposed to be regulated by a municipal slaughter-house, where the government kills cattle, hogs, sheep, geese, ducks, chickens and distributes the meat among twenty or thirty retail shops in different parts of the city, where it is sold at a profit of 10 per cent. The proceeds go into an insurance and sinking fund. These shops are located in those portions of the city which are occupied by the working classes. The rich people are supposed to be able to take care of themselves, and there is no interference with the prices charged by retail dealers. If their customers are not satisfied, they can go to the government shops and buy their beef and chickens.

I am told that nearly all the private dealers charge from 10 to 30 per cent. more for all kinds of meats than the same cut costs at the government shops.

There are no private slaughter houses. All animals intended for food must be killed at the government abattoirs.

The city government owns all cold storage and refrigerator plants, and

thus has control of the food supply. It sells butter and eggs, lard, bacon, ham, fish and all other forms of food, fresh and cured, at its butcher shops, the prices being 10 per cent. above actual cost.

Evidence

Is what the man from Missouri wanted when he said "SHOW ME."

He was just like the grocer who buys flour—only the grocer must protect himself as well as his customers and it is up to his trade to call for a certain brand before he will stock it.

"Purity Patent" Flour

Is sold under this guarantee: If in **any one** case "Purity Patent" does not give satisfaction in **all cases** you can return it and we will refund your money and buy your customer a supply of favorite flour. However, a single sack proves our claim about

"Purity Patent"

Made by
Grand Rapids Grain & Milling Co.
194 Canal St., Grand Rapids, Mich.



Are You a Troubled Man?

We want to get in touch with grocers who are having trouble in satisfying their flour customers.

To such we offer a proposition that will surely be welcome for its result is not only pleased customers, but a big reduction of the flour stock as well.

Ask us what we do in cases of this kind, and how we have won the approval and patronage of hundreds of additional dealers recently.

The more clearly you state your case, the more accurately we can outline our method of procedure. Write us today!

VOIGT MILLING CO.
GRAND RAPIDS, MICH.



WHERE WORDS COME FROM.

Study of Dictionary May Be Found Full of Interest.

Did you know that one of the most interesting books to read is the dictionary? I am not joking. Some-time when time hangs heavily take down the big unabridged, lay it on the table and ramble through its leaves.

For you will find in words more surprise and romance and history than in the latest "best seller." It is not to be wondered at that some men can devote their lives to philology, and that this study can grow into as absorbing a madness as chess or the collecting of antiques or the solving of riddles.

It is related of a certain German savant, to show how strong the ruling passion is in death, that as he was dying he exclaimed in French, in which language he was deeply learned, "Je meurs" (I die). Pretty soon he opened his eyes before passing away and added: "Man kann auch sagen, Je me meurs!" (one can also in French use the reflective form of the verb "to die.") His last flicker of interest was in the word more than in the fact of death.

Old Dr. Johnson, the great dictionary maker, said: "I am not so lost in lexicography as to forget that words are the daughter's of earth, while things are the sons of heaven." But these "daughters of earth" are captivating, nevertheless, and no one loved them more than the old doctor.

Let us ramble leisurely through the pages of the big dictionary and see what strange things we can find. Here is the word "generous" and we find it originally meant "well born." "Geranium" is a Greek word, signifying "crane," and the flowering plant gets its name from the resemblance of its seed pod to a crane's bill.

"Gas" is taken from the German word "geist," meaning a ghost or spirit, just as "spirit" at first meant breath.

"Gin" has nothing to do with the city Geneva, but is a contraction of the Dutch word "giniva," which is in turn derived from the French "genievre," juniper, since gin is made from juniper.

Among the F's I read the curious fact that "forestall" was originally to waylay a dealer and buy his goods before he reached his stall in the market; that "fond" is from "fon," an idiot, so used by Spencer, and once meant weak, silly and foolish, and that "florin" was so-called because this coin came from Florence.

This latter word suggests looking up some other terms derived from Italian cities and we find that "pistol" comes from Pistola, a "leghorn" hat is named from the city of Leghorn, and we have "mantuamakers" from Mantua.

"Finger," we are told, is derived from fang, that with which anything is seized; and in turn "figure" is a modification of the word finger, as people at first used their fingers in counting.

How do we get our meaning of failure into the Italian word "fiasco," which means simply a bottle or flash? The process is curious. Venice is noted for its glass workers, who for centuries have made all sorts of delicate things out of this substance. It used to be their custom when they spoiled a fine piece of work to make a bottle out of it; hence the term "fiasco," signifying that what one is doing is useless.

The word "fee," the sum of money paid for services, and the like, brings out the peculiar fact that many of our money terms came from cattle. Feoh, the Anglo-Saxon word from which fee comes, means either cattle or money; "pecuniary" comes from the Latin "pecunia," derived from "pecus," cattle; and "capital" we get from the counting of cattle by the head, "caput." The German word for cattle is "vieh," and is pronounced like our word "fee." Here we have in our common speech a bit of history showing the nature of our primitive money.

Let us give the leaves a flop for fear this should look like study. We land over in the H's. The word "husband" strikes our eye. He is the "house bond," the one who holds the household together. Let us look for the names of the other members of the family. There is history and poetry in each one.

"Wife" is she who "weaves" for the house! "son" is the "cleaner," "daughter" is the "milker" and "spinster" is an unmarried woman, such as the husband's or wife's sister, who "spins." We can see the primitive English family all at work.

We glance along and come to the word "humble;" and there is the phrase "humble pie." We have always wondered how such a saying arose; and now that we find it we find a bit of picturesque old times. For the word is properly "umble pie." The "umbles" of a deer correspond to the giblets of a goose. When the big venison pasties were made for the lord and lady and guests, pies made of the scraps and "umbles" were baked for the inferior folk, those who sat "below the salt," or at the foot of the table.

Wondering where we get our word "pie," we turn to it and discover that it is nothing but the word pastie, which, being commonly written pie, like ye for the, finally came to be called "pie."

Over on another page we strike a word whose origin is about as curious as any in the language, "pocket handkerchief." The French "couvre chef" meant head covering, and from it comes our word "kerchief." By prefixing "hand" we get "handkerchief," as the head covering was carried in the hand. Then "pocket" was added to signify it was carried in the pocket, and now the term meaning "head covering to be held in the hand and carried in the pocket" is not used for covering the head at all.

"Pocket," by the way, is a little "poke" or bag, "et" being a common diminutive, and the word "poke" still lingering in common use in the prov-

erb, "to buy a pig in a poke," and the term, "poke bonnet."

"Q" has always struck children learning their alphabet as a funny letter. It is derived, some say, from the French "queue," a tail, its form being that of the letter O with a tail.

"Quandary" is a word with an odd history. It is from the French, "Qu'en diraije?" meaning, "What shall I say of it?" and hence has come to signify puzzle or perplexity.

A great many other diverting and interesting things can be found in the big book, to which we usually go only in cases of doubt, to find the meaning of a strange word or the spelling of a familiar one. For lovers of rare and out of the way bits of information no volume compares with it.

Words are like coral, the dead houses of once living, fresh ideas. In them are preserved the history, romance and adventure of the human mind. They are full of old customs, imaginative conceits and trickery notions.

Dr. Frank Crane.

The Universal Hand Shake.

In this country a sentiment has developed against the promiscuous handshake. It has come to mean nothing to many people, who care less for ceremony than for sincerity. When two men meet in the prize ring prepared to maul each other into insensibility they shake hands. So do two friends who meet after a long separation. Then when these two gladiators have ended their com-

bat and one lies helpless on the floor the conqueror walks over and gallantly extends his right hand, whereupon they shake. As Mr. Jeffries observed to Mr. Johnson, who proposed this truce of war, "I shake, I'm whipped, but by a dog." In such circumstances the handshake comes to be an empty fashion. Too many men do not think otherwise when they practice it, and it is these who bring the custom into disrepute. It is urged that you can not squeeze real cordiality, or felicitation into a man; you can not do it by breaking the bones in his right hand. The fellow with the clammy, fishtail hand is no more exasperating than the one who tries to show you by a single grip how powerful he is or how much he loves you. Handshaking when practiced in a sensible, dignified manner is a significant symbol, but when it is made the means of many kinds of hypocrisy it is a question if it could not be dropped entirely without working any great misunderstanding.

When a customer buys on time there should be a distinct understanding as to just when the bill becomes due and payable, and such agreement be strictly adhered to. That is the next thing to a cash business.

TRACE YOUR DELAYED FREIGHT Easily and Quickly. We can tell you how **BARLOW BROS.,** Grand Rapids, Mich



Only those who have used CERESOTA FLOUR know how good it is. More than a million housekeepers use it, and the number increases every year. Would they buy CERESOTA if a cheaper kind were just as good?

JUDSON GROCER CO.

Distributors

Grand Rapids, Mich



COLLINS' MAIL ORDER FIASCO

Chain of Industry Is No Stronger Than Weakest Link.

Written for the Tradesman.

One day Collins was stung with the splendor of a new idea. And perhaps you know just how it feels when a big idea gets to buzzing vigorously under your panama. Well, Collins felt that way. It was evident he was walking on thin air, and if I remember aright he was saying something otoh errlsrdl dl nu nnn something or other about a blue bodied honk-honk wagon of some seventy-odd horse power which he hoped shortly to own. You see Collins was taking this idea seriously.

Collins had a five-cent cigar income and a ten-cent cigar taste. And perhaps you also know what that means. Nothing to it; Collins did love a good, clean Havana cigar; and his hobby was to discover the very best five-cent cigar, East or West, North or South, to be had in exchange for the coin mentioned. I have known Collins to order seven boxes of five-cent cigars from as many different manufacturers, in widely separated sections of the country, within a period of two months. Collins smoked about eight or ten cigars a day, so that his smoke bill, on a five-cent basis, ran something like \$110 per year.

Collins lived in a Southern town of some two thousand inhabitants; and he was, and still is, for that matter, a bank cashier in that city. So he has lots of time and opportunity for incubating ideas and trying out forthcoming brands of five-cent cigars. But the immediate inspiration of Collins' idea, above referred to, was the coming of a cigar manufacturer into our little town. This manufacturer was an itinerant, ne'er-do-weel, who blew in surreptitiously from the Lord knows where and opened up a shop in our town. He had some genuine Havana stock and an interesting line of molds, and with the assistance of a man and a boy whom he brought with him he turned out a pretty showy line of goods—principally five-cent cigars, although he did make a few to retail at ten cents.

It was a new thing for our townsfolk and it created quite a stir—especially among our smokers. Our two druggists and several grocers who carried cigars bought some of the home product; and he also had, in a short time, a fairly good box trade. And the cigars were good enough for the price. Collins, our cigar connoisseur, said they were the real thing, and as for him he would smoke no other. Collins was so prodigiously enthusiastic about this five-cent cigar—with a real Havana core—that I suppose one might say his luminous idea grew up out of the soil of this enthusiasm. His idea was to build up a colossal mail order business in the cigar line, and this is the way he figured the dope:

"You know, Bud," said Collins, as he cocked his feet up on the flat-top desk and blew fanciful smoke-rings,

"it's this way: Smokers who really know and appreciate a good five-cent smoke are everlastingly in the market for a good, substantial, fortifying smoke. They know the real thing when they try it. But what do they get for the most part? Punk. Every now and then a new brand comes out. It is advertised from Portland, Maine, to Puget Sound. For a while it is pretty good. They are putting value in the goods now and building up their reputation. By and by, when they get the demand built up, what do they do? Make it as cheap and rotten as they know how. The fellows that do not know keep on smoking it just the same; but the connoisseur, the fellow who really knows and loves a good smoke, he has to hunt up another brand. That is the trouble with nine thousand, nine hundred and ninety-nine five-cent cigars—they peter out, run down, get punk. Now my plan is just this: I am going to get this man Billings to make cigars according to my plans and specifications, put them in special boxes with my name on them and supply them to me, then I am going to build up a big mail order business; and I am going to cinch every smoker who knows when he has a good article."

A few questions on my part as to details elicited the following get-rich-quick scheme: Collins proposed to send out some real live circular letters, together with brief, succinct leaflets or folders, on cigars, tobacco and cigar making. This dope, he gave me to understand, was to be the real thing. He himself was going to concoct it. He was going to go after business in a frank, aggressive and intimately personal way and thereupon produced some copy that he proposed to turn over to the printer right away. The first circular letter was, I must confess, a corker. It was bright and fetching. There was wit, tragedy and downright good rhetoric in that letter. It recounted the struggles of the man who seeks to locate a really good five-cent cigar; suggested the desperation to which this will-o'-the-wisp pursuit sometimes drives a man—a man who is really sensitive to the smell of a good cigar. It suggested that he, Collins, had at last attained. Eureka! Collins had the goods. It was the long-sought five-cent cigar—the commodity de luxe. It went to the spot where all others failed. It superinduced golden dreams and was calculated to make a man forget his debts, his domestic asperities (if he happened to have any) and his business snarls. It acted like a cocktail, yet it was free from dope; it filled the soul with rare exhilaration and exuberant optimism, yet the price of it was only five cents, the twentieth part of one bone. The little folder was much in the same strain, only more so.

Collins guaranteed to keep the quality up. "No let down in this cigar," said he. "I am right back of it, and don't you forget that. I know what it is to smoke punk, and I have definitely made up my mind that no

customer of mine shall ever have cause to complain. This cigar is going to be good to the end of the chapter, and the longer you smoke them the better you will like them."

Being a bank cashier, Collins sought first to circularize the bankers, and he began on the bankers of a certain Western State. Using his bank record as a mailing order, he got busy. He sent out letters a hundred at a clip, and in them he proposed to send to any responsible smoker, anywhere in the United States, one box of fifty "Tony Collins Cigars." Mr. Smoker could open the box, smell the goods and sample them. He could smoke two, four, six of them—more if he were unconvinced—and if they did not burn better, smell sweeter and go to the spot more certainly than any other five-cent cigar the smoker had ever smoked, then Mr. Smoker could close the box and send the remaining cigars back—and no charges. Collins thought so highly of his cigars he was willing to take the risk. Out of every one hundred letters, so he informed me, he got about ten orders for cigars on the terms stipulated. The cigars cost him \$30. He sold them at \$50. That left a gross profit of \$20 per thousand. Collins figured that it would cost him not to exceed \$7 to secure twenty orders, and that it would cost him, at 25 cents per box for express, \$5 to ship the cigars. This would leave a net profit of \$8 per thousand; or, allowing 5 per cent. leeway for damaged goods, returned goods and non-pay, he saw at least \$6.50 per thousand in all the cigars sold. And Collins thought, after the thing got a-going, he could cut down the expenses considerably below that figure, and he saw no reason why he should not sell two or three or four thousand cigars a day.

So Collins and his stenographer worked over time and they circularized one state after another, and the orders came pouring in. Every mail brought orders. Collins' advertising dope was the real stuff and he uncovered more bankers in quest of good five-cent cigars than one would suppose there were in all creation. For a time the sky looked rosy with the tints of dawning success—and then the fall came. It was sudden, tragic, overwhelming. To this day Collins hasn't recovered from the slump. It happened thus:

In the evolution of his mail order theory Collins overlooked one important factor; he failed to keep an eye on the product, and that itinerant, ne'er-do-weel cigarmaker worked him for a sucker. Instead of putting in good clean filler, with a big, rich Havana core, that chap began to work in cabbage leaves, excelsior and manila paper. And the cigars began to come back; and they came back fast and furious. Say, but some of the letters poor, old Collins received were enough to make your hair stand on end. How they roasted him, flayed him and parboiled him. Boxes were partially empty, cigars were crushed, customers were furious and the brilliant mail order

scheme had received a solar plexus blow. Collins had unfortunately gotten in with a crook and the whole business went punk in no time. The very thing that Collins had vowed by the eternals would never happen, did happen. It was a thing that could not be satisfactorily explained. So poor, old Collins set him down and wrote a frank letter telling the boys that he was it; that he had been buncoed good and proper, and that now, after his preliminary fling at the big and juicy cigar proposition, he was done. In the future he proposed to stick strictly to banking. I felt mighty sorry for Collins; still he brought the trouble on himself. As a general thing the average man can find enough trouble in his own line without butting into the other fellow's line in search of it.

Eli Elkins.

Pointers for Merchants.

If you won't adopt modern business methods, don't sit back and claim that you never did have any luck anyway.

Don't allow yourself to be persuaded, bamboozled or inveigled into buying goods that you do not want. If the salesman insists upon larger quantities than you want, excuse yourself and go to work.

The final decision in all your buying rests with your judgment. If you allow that to become warped or prejudiced, or if you neglect to use it, you may expect to get "stuck."

If you take for your example nothing higher than yourself how can you hope to improve? You will not shoot any higher than you aim.

The man who never makes any mistakes is a man who never does anything. He is a stand-patter, and while a stand-patter may get somewhere in politics he will never get ahead in business.

When you get customers into the store with your advertising and then fail to live up to your advertisement in any particular you are committing business suicide.

Only by civility to employes can you command civility from employes. Like begets like.

Every user of your goods who goes by the store is a possible customer and amenable to the influence of your windows. Are you making your windows count?

If you have any trouble in getting enthusiastic get out and rub up against people who are not built on the cold storage plan. Enthusiasm is contagious and you might catch a little of it.

If you will hustle you will have no time to spend in idle wishing and you will have no need to spend time so.

Ideas are what count. If you can not evolve your own, make haste to adopt some good ones from another source. Ideas you must have.—Frank Farrington.

There is nothing clever in taking advantage of a person in your own place of business where you are at home and the customer is to a degree a stranger.

EXCESS BAGGAGE.

Many Business Men Are Carrying It in Store and in Mind.

Written for the Tradesman.

Enthusiasm, affection; the right quality of endurance, a natural disposition and a deep sense of earnestness, together with a profound feeling of justice for all concerned, will make any business a great success.

There is no use to even try to build a successful retail business or anything else if everybody connected with it is not hooked up with the same impressions and imbued with inspirations that are in sympathy with the management.

Too many of us err in thinking that we are so constituted that we can drive a business up to the highest point of success by and through our own mental energy and do not need the assistance of our employees. We can form, mold and temper iron by and through our own strength, but we need other forces to help us place each and every piece in its right position.

Our employees are the forces that put things either in the right or wrong place and through their energy the business is either a success or a failure. So if we wish our business to continue to succeed we must begin with the enthusiasm, affection and earnestness within ourselves.

The quick, strong and sharp sense of activity will penetrate the minds of every one around us if we will do the right thing concerning those in our employ.

The throbbing and bursting heart never fails to attract attention. The fullness of the inner man will respond to this influence if the equality is right.

We are always filled with courage. The protection we need is ever ready and wisdom flows through our brains when we move with Nature. What is Nature? I hear some one ask. It is that force which makes us move naturally. It is that force which comes from within our own bodies and brains. It is that force which shows us all the things we see without the suggestion coming from some one else.

How true it is that the world moves by suggestion. When we are filled with courage and are well protected and have original wisdom the suggestion is not second-hand—it comes from headquarters.

There is always a very valuable premium on loyalty to one's own intellect.

We read a great deal about forcing business up a notch or two each day; but there is no such thing as compelling things to move. All things move naturally if we only knew it and if we are getting tired fighting this battle of competition we ought to begin to attract the Force of Nature and let it work through us, and if we can do this we will pass over the hard rocks and build a business that all of the artificial forces in the world can not move.

Every strong man does his work easily. You know a few of them and you wonder at their power. But they have found something which they themselves can not explain but know how to use—that something is Nature.

Let us try to be natural by doing our work by and through our own energy and I believe—this within itself—will bring us in connection with Nature—the power that never fails.

We are all carrying excess baggage and the rate charged by our natural transportation company is more than some of us can afford.

Excess baggage in the way of bad accounts, over stock, left-overs from last season, are too large for some of us and we are very foolish to be paying the extra rate on these things year in and year out. We ought to cut down this load we are carrying to a point where there will not be any excess charges made against our physical and mental energy.

It is just as easy to travel in the business world without excess baggage as it is to load ourselves up with things where the extra charges eat up all our profits.

Let us try to build our business upon a cash basis and buy as we need the goods and perhaps the left-overs will not trouble us so much. Profits are never made until the goods are sold and the cash is in the bank.

Let us figure the amount of excess baggage we are carrying and see what we have to pay each year—in the way of unrest and mental energy for the load we allow ourselves to carry.

If we are working for profits, peace of mind—a little more time for ourselves and families—and success generally—why not cut out all of the excess baggage and travel in an airship.

Let us fly high and get away from all of the unnecessary things we know are holding us down to the idea of carrying excess baggage. It is easy to unload if you know how. Some find it easier to load up, but they have failed to put the baggage in a dumpcart.

There is nothing more profitable or powerful in any business than a good working system. We shall not advise just what kind of a system each one who reads this should have, for no man is capable of advising another just how he should manage his own affairs, still there are many good systems that can be made to apply to any retail business.

For the retail merchant, in my opinion, discipline and a good code of morals is the foundation of a system that is worth a great deal. We should have discipline in each department and we should let it be fully understood that it is considered dishonest for any of the employees or the manager, yes, and the proprietor himself to expect immunity from the rules laid down.

What right have I to ask any of my employees to be more strict in following discipline than I myself?

The strongest men and women around any business are the ones who should be most correct in action and discipline. If the strong do not help the weak in the business world all of us will fail.

None of us should be exempt from the moral codes or the laws of justice. If one man or woman is supposed to be on hand ready for duty at a given time, every one employed around the store should be as prompt—not excepting the merchant himself.

Victory is only another name for defeat when we succeed in getting our customer's attention by talking about our competitors. The only relief concerning what our competitors are doing is education, business education. War with our neighbor is hell. Some of us think that as long as we have money—more money than our neighbors—just so long we can put up this warfare or fighting our competitors. This warfare, as all others, is going to come to an end. The wise man is a peaceable citizen and he really hates war in all its phases. The wise man is so deeply interested in his business that he even forgets himself. Self-forgetfulness is something we all ought to develop. No man can really be successful, wise and happy unless he is so wrapped up in his business that he is never side-tracked on account of what some one else is doing.

The individual must be absorbed completely by and through his own intellectual powers if he hopes to be led successfully through his whole business career.

So it can be plainly seen that our successful campaign against our competitors is spelling defeat on all sides.

The public is never satisfied with what we are doing for them. If we are giving them the best we have to-day, to-morrow they are looking for something different and something better and this rule works the same in our ideas in talking about our competitors. If the public knows that we are fault finders, it will expect us to furnish something different and something better to-morrow.

Let us give the public the necessities of life—that is our business. Talking about our neighbors seems to be enjoyment for some women; "let the women do the work."

Edward Miller, Jr.

The first National Thanksgiving was the one offered up at St. Paul's Cathedral for the defeat of the Spanish armada, September, 1588. The English settlers in this country naturally adopted the custom of their native land, and at an early period in our Colonial history Thanksgiving became quite common. The institution may be considered as the natural outgrowth of human nature, and has existed, in some form or other, from the earliest times.

Middle Names.

Middle names, hard as it is to credit in this generation, were once illegal. The old English law was very definite as to the naming of children, and, according to Coke, "A man can not have two names of baptism." "It is requisite," this law goes on, "that the purchaser be named by the name of his baptism and his surname, and that special heed be taken to the name of baptism."

Royal personages have always been allowed to have more than one given name, but as late as 1600, it is said, there were only four persons in all England who had two given names. In 1620 the Mayflower sailed for America, and there was not a man or woman upon it who had a middle name.

Even a century and a half ago double names were very uncommon. The English used to dodge the law at times by ingeniously compounding names. Thus on old parish registers in England there is occasionally seen such combinations as Fannasabilia, which is Fanny and Sybil joined together, and Annameriar, made up of Anna and Maria. Maria is one of the earliest middle names of record for boys. It was given in honor of the Virgin Mary. As much as they dared, beginning along in the eighteenth century, parents evaded the "one-name law."

But even as late as 100 years ago custom was against the middle name. If the names of the signers of the Declaration of Independence be looked over it will be found that only three of them had middle names. The first five presidents of the United States had only one name each—George Washington, John Adams, Thomas Jefferson, James Madison and James Monroe. Before Grant, eighteenth of the line, there were only three double-named executives—John Quincy Adams, William Henry Harrison and James Knox Polk.

When middle names got going and became the fashion, the law having dropped into disuse, parents went to work combining names for their offspring enthusiastically. One custom was done away with in England in consequence of this, the plan of naming the eldest son for the estate, particularly when he succeeds to that estate through his mother. This old idea is still followed to some extent in this country by the mother's maiden name being given to the eldest son. It identifies the boy when he grows to manhood, and so has a positive value. During the time of the Civil War and just after hundreds of parents named sons simply Lincoln and Grant.

Such instances have, however, been uncommon for the past fifty years. The middle name has become well nigh universal. Sometimes the case arises of a man prominent in public life or literature leaving off his first name altogether and becoming known by his middle name. Grover Cleveland, whose baptismal name was Stephen Grover Cleveland, has been the most conspicuous example of this.—Harpers' Weekly.

IMPORTANCE OF RETAILERS.

As Distributors Their Rights Should Be Respected.

The distribution of merchandise to the consuming public is the business of the retailer. This doctrine has been repeatedly expounded that to a retail merchant belongs exclusively the function of supplying the needs of the people living in his territory. The prosperity of manufacturer or jobber, of capitalist or banker, depends upon the undisturbed conduct of merchandising and that it be left in the accepted and customary channels of trade. The tendency of all lines of commerce is to accentuate the importance of manufactured products being branded with the name or trade mark of the maker and to leave absolutely free to the dealer's exploitation that province covering the consumers' wants. The supreme importance of the retailer is recognized by all business periodicals. Iron Age says: "Retail merchants themselves frequently underestimate the importance of the class of trade to which they belong as a factor and a power in the commercial world. The same mistake is not infrequently made by those in other great departments, namely, those of the manufacturer and the jobber. Without detracting in any way from the recognized importance of manufacturers, it is well to bear in mind the large place filled, and most admirably filled, by retail distributors. The relative importance of retailers as compared with manufacturers and jobbers who solicit their business is shown in a few cold facts: The retail merchants of the country are many times more numerous than jobbers and manufacturers combined. This establishes their numerical superiority. The retail merchants of the country have a much larger investment of capital in their business than the aggregate capital of jobbers and manufacturers. This is significant of their importance financially. The retail merchants transact a larger volume of business than either manufacturers or the jobbers, and probably a larger volume than both of them together. The office of the retail merchant is peculiarly responsible and useful. He is in immediate contact with the public. Through him the goods fabricated by the enterprise and skill of manufacturers reach the open market and the people by whom they are to be used. They are brought out by him into the light. His store is where people can see them. Every merchant maintains all year around a permanent exhibition where a great variety of articles of merit used in the workshops, fields and homes of the people are displayed, with constant additions to the assortment as new appliances are put on the market and publicly advertised. The tens of thousands of stores of the retail merchants may be regarded as the warehouses in which the products of the factories are accumulated and kept for prompt delivery to all who purchase. The importance of the service thus rendered by retail merchants

as distributors it is difficult to overestimate. They render a useful and indispensable service to manufacturers and are obviously essential to the jobbers, who are dependent on them for their trade. Those retail stores, too, are the life of the towns and villages of the country. Local well-being depends on their prosperity. For this reason a measure like the parcels post is a blow not only at the retail merchants of the land, but at the communities which they have built up, and which, in turn, make it possible and profitable for them to do business. They have thus a large place in the economy of trade, contributing directly to the growth and well-being of countless cities, towns and hamlets in every state and territory. If retail distribution were abolished a commercial and social revolution would result, with the desolation of many a community whose existence and prosperity are essential to the highest well-being of the country. The manner in which this responsibility has been discharged is greatly to the credit of the retailers of the country."

A Greenback Story.

The other day in the Treasury building a heap of worn-out greenbacks lay awaiting Nirvana by the fire route when, in greenback lingo, of course, a bill suggested:

"Let's kill time by autobiographing a bit. Wake up there. Onebuck! Suppose you tell us upon what occasion in your opinion your purchasing power was greatest, or least?"

A lop-eared bill yawned and answered:

"I've bought some pretty nifty things in my day. Drinks for two boes who'd just hit town after 200 miles of imprisonment in an empty freight car, a photograph a girl had taken to send her soldier boy sick in the Philippines. Once I paid for a ticket out of Chicago to some Indiana town—"

"Pretty good as far as you went," cut in the interlocutor. "Now we will hear from Fiver."

"Well, I urged a messenger boy to walk a block in fifteen minutes—"

"Listen to the bromide!" Greek chorused the others. "Next!"

Another one-dollar bill responded. Judging by appearances he had the heart of the poet, for even in that tattered company his raggedness was noticeable. He spoke softly:

"I once paid for the pearl of greatest price. A woman, whom the world had bruised, took me to a drug store and converted me into a tiny vial of rest."

The interlocutor cleared his throat suddenly and called on Old Hundred.

"I've never bought anything worth much, I must confess," responded the hundred-dollar bill, "and I always got a grouch when I saw myself bring in so little of the real goods. Oftenest I've been spent in such fool ways that I blush at the remembrance, as for instance, when Reggie left me in a Broadway shop in exchange for a gift basketful of purple blossoms not to be named in the

same day with the common or garden flowers.

At one time I thought I had fallen into quiet quarters for good. That was the time when a horny-handed jay of the good old homestead species took me in payment for his crop of 'tators, and let me sleep out the spring and early summer in a red yarn sock, but one morning in August, before the dawn had flushed the faintest rose, even before Chanticleer had flapped his wings, I was yanked out of the sock and deep down within me I knew that it was me for the giddy whirl again.

"After all, it was refreshing to be back where things were doing and being done at the county fair. I longed to get out of Jay's trousers pocket, but Jay was foxy. The barkers barked strenuously before I got out of the pocket. However, come out I did, and—well, thinking it over dispassionately, I believe the privilege of seeing what was not under the walnut shell came higher to Jay than did the fool gilt basket of flowers to Reggie on Broadway."

Onebuck held up his hand, craving speech.

"Well, Onebuck, what is it?" asked the interlocutor.

"I once bought the blue chip with which a good but erring youth staked the last dollar of his employer's money which he had taken, meaning to pay it back—the chip with which the youth recouped and saved honor, good name, and—"

"Shut up, Onebuck! This experience meetin' is on the level. Twospot, what's the story of your biggest purchase?"

The two-dollar bill spoke, deliberately, soberly:

"Upon a certain May morning a young man with dreams in his eyes grasped me with trembling fingers and took me to the city hall. I could feel his heart beat as he went, and every rod or two I heard him say: 'Angel! Joy of my soul! Beautiful darling, soon to be my own!'"

"Arrived at the impressive stone building my young man, still trem-

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Michigan Pacific Lumber Co.
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Citizens 4367 Bell Main 424
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Capital . . . \$500,000
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Deposits
6 Million Dollars

HENRY IDEMA . . . President
J. A. COVODE . . . Vice President
J. A. S. VERDIER . . . Cashier

3½ %

Paid on Certificates

You can transact your banking business
with us easily by mail. Write us about
it if interested.

MERCHANTS at times have surplus money—

TRUSTEES have special funds—

TREASURERS have separate accounts.

If **YOU** have money waiting investment **why not** send **such** money to a **strong** central bank where it will draw **interest** and where you can **get it** any day if needed?

Any questions about **investments** or other financial affairs cheerfully and **promptly** replied to. Our long **experience** may be valuable in these matters.

National
City Bank

Grand Rapids
National Bank

In process of consolidation to become the

Grand Rapids National City Bank

Capital \$1,000,000

bling, said something in an inaudible voice to the party behind the desk. Evidently the party behind the desk was accustomed to mind reading. He understood what the young man wanted all right, and after a few preliminaries the young man handed me to the party behind the desk and received in exchange a slip of paper.

"You think a slip of paper an insignificant purchase? Well, you've got several things coming to you. That spring day when the young man carried me to the city hall my purchasing power was greater than it has ever been in a long lifetime. I bought more—"

"I know," butted in Onebuck. "What you bought for your young man was Happiness with a big H!"

Twospot looked at Onebuck sadly, pityingly.

"My boy, your innocence is positively refreshing. What I bought for my young man that May morning in the city hall begins with a big H all right all right, but it doesn't end with s."—New York Sun.

Telephone Trade.

The phone calls to your store should be received by someone who can answer questions intelligently. Stores are making much of the telephone nowadays, but they are doing it in a systematic, careful manner, not at haphazard. When a call is received it is answered by someone who knows what he is talking about and the person at the other end of the line receives the same courtesy she would if she were in the store. Every precaution is taken to avoid mistakes and orders are filled and delivered with accuracy and promptness. When there is a selection to be made it is looked after as carefully as it would be if the shopper were doing the buying herself. Handled with exact and scrupulous care, the telephone business can be developed into a big thing, but if handled in a haphazard manner it is sure to prove a delusion and a snare to merchant and customer alike.

Answering the Telephone.

The way telephones are answered has a great deal to do with getting business. It is possible to be gruff and short over a phone just as it is easy to give a quick answer in the store. A query over the phone may not indicate a coming order and in busy times the inclination may be to choke the querist off short, but it is not good business and you can not always tell how soon the man or woman at the other end of the wire may be looking for something in your line and a pleasant answer from you may mean the capture of the trade. It is just as good business to be polite and accommodating when talking over a telephone as when addressing a person individually. A good phone voice is getting to be an asset. It is certainly unwise to let business cares and troubles worry you so that you can not speak in your pleasantest voice over the telephone.

HOLIDAY REMINDERS.

Rush Season Suggestions That May be Helpful to Busy Retailers.

The oft-repeated advice to begin Christmas preparations immediately after Thanksgiving still holds good. The calendar this year shows five selling days between Thanksgiving and the end of November, and during such days many stores throughout the country will offer to bill on December account all purchases then made by charge customers, rendering bills January 1st. This idea can be carried out a little further, by way of encouraging early shopping, through offering to bill charge purchases during the early part of December on January accounts, rendered February 1st. Within a few days of Christmas the same idea can again be put into force, for the purpose of increasing the late December turn-over, by offering to charge on January accounts, rendered February 1st, all purchases made between the 20th and 25th of December.

In the absence of a regular branch postoffice within the store many concerns provide a stamp and mailing section during December. Some stores also provide an express office for the shipment of small parcels, and in some localities it is possible to make an arrangement with the express company whereby reduced rates can be offered to customers.

Avoid the employment of inflammable materials for decorative purposes, and see that electric or other lighting systems and demonstrations of electrical appliances, etc., are kept either within the latitude of insurance policies, or that the policies are endorsed with special permission covering any increased hazard that may be contemplated.

It is advisable to alter, as much as possible the appearances of all departments—this for the sake of creating an impression of newness in the merchandise. But it is not considered advisable to change department locations, except to aid the holiday selling. In cases where departments are changed to other locations, salespersons in all departments should be so informed.

Where a store advertises a Santa Claus to greet all visitors and the Santa Claus is absent during certain hours of the day the hours of his presence should be mentioned in the store's announcement. This will avoid disappointing children or grown-ups who might, otherwise, come to see him during his absence.

A good idea for pushing a specified item on which a store may be overstocked, or one which the store wishes to boost, is to give the article a number, and in the store's advertising suggest that the prospective customer ask the salesperson to show a special handbag, belt or what not, numbered, say, 446.

Just as soon as the holiday delivery schedule has been definitely decided upon, printed or written slips giving the stated hours at which delivery wagons leave the store for different parts of the city should be placed in the hands of every salesperson and floorman.

A large private bulletin board, on which instructions and information relative to the store's operation and the adoption of new rules or special holiday methods can be posted from time to time, will prove an aid for the store's employees.

Let it be known that your store is making a special point of quick wrapping on "take-with" parcels. With the inconvenience of waiting actually eliminated, there will be less work for the delivery department.

The best wrapping for "take-with" packages is a colored or water-marked paper, something by which the store can be identified, yet not so prominent as to give the purchaser the appearance of carrying an advertisement through the streets.

One dollar is a popular price for a gift doll. It would be advisable, therefore, for every store to feature at least one exceptionally strong leader at this price.

By encouraging children to write letters to Santa Claus and address them in care of the store, the juvenile interest in the toy department will be increased.

The window, shelf and counter exhibits should be so arranged as to attract attention, awaken desire and compel purchases.

Savings Invested In Realty

It pays better than a bank account. Well selected realty investments make enormous returns. It is the safest and most productive form of investment.

On Dec. 1st, to introduce ourselves we will offer 1000 building lots. This property is situated only thirty minutes ride by trolley from the business center of the City. We predict that these lots will increase 50 percent within three years. Buffalo has practically no vacant houses and a population of 450,000. Extension is the order of the day and with extension, values will increase wonderfully. The starting price will be \$25.00 cash, per lot, balance in thirty-six equal installments. The majority of lots face on street car line. The most outlying within 5 minutes walk. The property is already improved, cement sidewalks, sewerage, water works, gas main and electric light service. Price of lots will advance Jan. 1st. Get in now and reap the benefits. By depositing \$10.00 per lot, before Dec. 1st, we allow a credit of 10 percent on your purchase. Satisfaction guaranteed or your money refunded. Title to each lot will be conveyed to Trust Company to be delivered when payments are completed. If you die before you complete payments, a clear title is made to your heirs, at no further cost. This is better than life insurance.

We want agents in your locality. Send us the names and addresses of neighbors who you think may be interested. Do it now.

Enormous profits are being made by others. Join before it is too late. This is one of the best Realty investments ever offered. Write for further particulars.

Buffalo Land Security Co.

395 Ellicott Sq. Bldg.

Buffalo, N. Y.



Capital
\$800,000



Surplus
\$500,000

Our Savings Certificates

Are better than Government Bonds, because they are just as safe and give you a larger interest return. 3 1/2% if left one year.

53 DIVIDENDS

IN AN INVESTMENT THE MOST IMPORTANT, THE ESSENTIAL, ELEMENT IS THE UNDERLYING PRINCIPLE OF SAFETY.

Speculative features, as a rise in value, however desirable are secondary. A combination of the two is rare and one that only the shrewdest can see, and take advantage of. The officers of the CITIZENS' TELEPHONE CO. believe that its stock possesses the first element beyond question. There are no bonds, liens or mortgages on its property, no indebtedness except current obligations, and the ratio of assets to debts is more than twelve to one. A suspension of dividends for one year would practically pay every dollar of debts. Can any other public corporation say so much?

Every year, every quarterly period of its fifteen years' existence has been of steady uninterrupted progress. The business is NOT AFFECTED BY PANICS OR HARD TIMES. Dispensing with the telephone is almost the last thing thought of, and its discontinuance is rarely ordered as a matter of economy. The failure of a well established, well managed telephone company is yet to be recorded. THE CITIZENS' 53 DIVIDENDS have been paid with as UNFAILING REGULARITY as the interest on GOVERNMENT BONDS.

While the tremendous development of the telephone business the past fifteen years has necessitated the issue of large amounts of securities, as the time approaches when the demand for such service slackens, the necessity for the sale of stock will also decrease and stop. While past experience warrants nothing in the shape of a prophecy, the Citizens company believes that such a period is not far off. The territory served by it is fairly covered, there are few towns in it not now cared for, its larger exchanges have been rebuilt, its toll line system well developed. There is nothing in sight that calls for such large expenditures of money as in the past. It appears evident that the time is not far distant when the sale of stock can be curtailed, if not entirely ceased.

If these deductions are correct and are justified by the future, then the Citizens' stock possesses the second element of having a speculative feature as well as the MORE IMPORTANT ONE OF SAFETY. Full information and particulars can be obtained from the secretary at the company's office, Louis street and Grand River.



FALL AND WINTER SHOES.

Be Up To Date in Styles and in Advertising.

Written for the Tradesman.

Retail shoe dealers the country over are now out after the fall and winter shoe trade.

Judging from such indications as I have been able to light upon in my going to and fro among the dealers of my section, the volume of business so far this fall compares favorably with that of last fall up to this time.

Of course we have had an exceptionally mild fall; from the shoe dealers' point of view entirely too mild. It takes cold weather, cold rains and a little slush to make shoes sell merrily; and so it is probably the case, as many dealers believe and aver, that quite a sizable percentage of their customers is holding off, delaying the purchase of fall shoes as long as possible. This, of course, is natural—from the customer's standpoint. Therefore it is confidently believed by shoe dealers that their business is going to be considerably bunched this fall; that when our bad weather comes—as it may at any time now—urgent shoe needs will be everywhere apparent and many shoes will be sold.

A new "season" is always an event with shoe dealers. It suggests to well-dressed, well-bred people the idea of "seasonable footwear." The advertising shoe dealer, together with the advertising shoe manufacturer, has helped to create this popular (and profitable) idea.

So far as actual weight is concerned there may be very little difference between some summer shoes and some medium weight fall and winter shoes. But when you put the extremely light summer shoe alongside the heavy storm boot for outdoor winter wear, the difference is indeed striking. And here you have the key to the situation. In other words, the possibility of stressing in your advertising the seasonable modes, models, lasts, styles, or whatever it is you call them in your advertising. And this is a prodigiously fruitful motive to which the alert shoe advertiser of to-day is evermore appealing.

If there is one thing the fashionable man or the modishly inclined woman dreads above all things else it is the onus of being improperly (i. e. unseasonably) dressed in respect to some feature of their apparel. Therefore people with whom "style" is a desideratum—and their number is increasing—are more critical now than

they used to be in the selection of their footwear.

I have a perennial interest in shoe store advertisements. My wife says it is one of my most pronounced hobbies. She is probably right. But the reason is not far to seek; for I have a general interest in commercial advertising and a very particular interest in the shoe retailing branch of modern commercialism; therefore my interest in shoe advertisements. If I see an exceptionally good one I clip it and file it away. Within the last few days I have found several very strong, cleverly wrought out advertisements of the nature indicated.

Hitherto I have had occasion to observe that much of our shoe advertising could be vastly improved; that much of it is too vague and indefinite or too extravagant. For instance, there appears the picture of a woman's black suede button shoe, and in connection with the cut a broad claim is made of "ultra smartness," or something of the sort, conveying the idea that the shoe pictured is new, different, original—in other words, in some way conspicuous and individual. I look at the shoe through the eyes of the would-be buyer and I'll be switched if I can see anything so wonderfully startling about that shoe. Where is the style feature located? Is it congested in the heel? Is it deftly inserted in the high arch? Is it spread out along the sole? Is it concentrated in the toe? Does it inhere in the upper leather? Where in the mischief is it? It is always best in one's advertising to be specific, if one can possibly do it; and it is a pretty good stunt to call attention to the one outstanding style-setting feature of the given shoe. In your salesmanship you do that. Bless your life, I know you too well to think for a moment you would overlook one single detail of style in the shoe—when you are selling it. But when you come to write the shoe advertisement—well, I suspect you get addled. Therefore so much of this vague, never-hitting-the-bull's-eye advertising of shoes.

I received through the mail, not long ago, a very clever circular letter from a well known shoe company. The letter is so good, and is so suggestive of ideas to the shoe retailer who does anything at all in the way of circularizing his customers, actual and prospective, that I am going to reproduce it. It is well worth a careful perusal:

"Dear Sir—Have you ever been perfectly satisfied with your shoes?"



The Watson Shoe

Is a Shoe of Distinction and Merit

It is made and sold at the lowest possible prices to meet all demands. **Every** shoe in this line is a **winner**, made of solid, high grade leathers, guaranteed to give satisfaction in wear and fit.

We carry a large stock on the floor in Chicago at all times, thus insuring prompt shipments on immediate orders.

Send us a trial order. Catalogue sent upon request.

Watson-Plummer Shoe Company

Factories

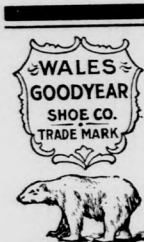
Dixon, Ill.

Michigan Representatives

Willard H. James, Sam D. Davenport

Offices and Sales Rooms

Market and Monroe Sts.
Chicago



Season After Season When the First Snow Falls

You have noticed that there is a shortage on Men's High Buckle Arctics—you've doubtless seen the good business go to your competitors. We are always willing to stay up nights to get your goods away on time when your late rush order comes in, but you can't loose out on the Bear Brand. you'll need the goods all right, then why not order now?

Let us send you another Bear Brand catalogue if you have mislaid yours so that you can get your order away on time.

Herold-Bertsch Shoe Co.

Grand Rapids, Mich.

Distributors of Wales Goodyear Rubbers

Makers of the Famous

"Bertsch" and "H B Hard Pan" Shoes

Most men have not. Therefore, I am writing you this letter because I know that I can please you better than you were ever pleased before.

"This is not an idle claim. There are convincing reasons for every word of it.

"First of all, you know, I make the shoe. I put into it the fifteen years' experience I gained while fitting shoes in a retail store. I design it with an eye to the shapes that you like best. I give it the fitting qualities necessary to make you comfortable no matter what the style.

"Then, more important still, my manufacturing facilities enable me to carry at my retail store a complete line of sizes in every style. No matter what the shape of your foot and no matter what style of shoe you prefer, I can fit you exactly and give you perfect comfort from the moment you try the shoe.

"So, you see, as far as style and comfort are concerned, my claims are not at all extravagant. Now as to the value or wearing quality:

"No matter what you have been paying, I know that my \$5 shoe will give you fully as much satisfaction as any shoe at any price. And if you want a less expensive shoe I can give you a good shoe at \$3.50 or \$4 that will make your heart glad.

"Now, you can realize the truth of all this only by calling at the store. So I am sending this letter as an invitation for you to come and let me demonstrate the shoe I handle. I won't ask you to buy. I only want to make you better acquainted with the shoe than you could possibly become through newspaper advertisements and window displays."

Cid McKay.

Gaining the Public's Confidence.

The matter of gaining and retaining the confidence of the public is one which extends back over a considerable period, and which depends largely upon the store's past history and present policy. If the public's confidence, and particularly that of the feminine portion of it, can be gained, it is worth a great deal of money to the business. Once gained, it should never be abused in any particular. Regard it with the greatest care.

The store's advertising, at the same time, will have much to do with gaining and also with retaining, the confidence of the people of the town and vicinity. If the advertising matter is written in a straightforward, simple, convincing way, with an absence of exaggeration and misrepresentation, your local public will quickly learn to trust your announcements, and if the store's policies are proper and rigidly adhered to, the time will come when a small amount of advertising on its part will be much more effective than a large amount by some other store which has not gained the confidence of the public to so great a degree as has yours.

The confidence of the people of your community is worth working your hardest for, because it will give you a tremendous advantage over every possible form of competition.

Trade Loyalty and Retailers.

No word appeals more strongly to the average retailer than loyalty. We all like to be spoken of as loyal to family, friends, country and to our ideals. We should also include our home city. There is no doubt of our sincerity in this and we would feel very much offended were it questioned, but is this loyalty always of the right sort; is it intelligent and active, or is it sometimes a sentimental and pleasing fancy with which we delude ourselves?

The happiness of the people of a city depends largely on the prosperity of the community as a whole; and this prosperity depends, in part, on the amount of money circulating there. The more money the people send away for things they can buy from their own merchants the poorer the community will become, and conversely, the more they spend at home the more the place will thrive.

Do those who patronize distant mail order houses ever think of the harm done? If all the good people of any city or town should ignore the local merchants and for one year buy all their supplies in Chicago and New York there would be "For Sale" signs on the city hall, the public library and other public buildings. The same principle applies to all communities.

Patronage of home merchants is the life of a city. The mail order houses by offering attractive(?) premiums with indifferent goods have drawn from numberless communities large amounts of money which, if spent at home, would have helped to pay for schools, paving, lighting and general civic improvement. Outside business houses do not pay any part of the city or town taxes.

But "business is business," some say. Yes; but business is more than that, it is reciprocity, and it should be apparent to every one that business dealings with those who are working for the same local interests will be far more productive of good than trading with people who are far away, who buy nothing from local houses and whose only interest in the community is the amount of money they can get out of it.

Do you recall when times have been hard that the mail order houses ever extended credit to help one over the hard places? Will they? Not in a thousand years—it's money down or no goods.

The local merchant who suffers from the competition of mail order houses must be alert, intelligent and progressive. He should always sell as good, or better, merchandise at the same, or lower, prices, that the mail order houses can, or will, and deliver the goods at once—no express charges, no long delays, no disappointments.

Let the local dealer do his part in educating his trade to support home industries. It can be done; it is being done in many communities, where dealers have awakened to the fact that the duty devolves upon them to make it known to their customers that what they buy from mail

order houses can be secured at home, where the goods may be seen before being purchased and exchanged if unsatisfactory, at the same, or lower, prices than those asked by the mail order houses; that there are no long delays waiting for the goods to be received, and, most important of all, that by loyalty to home retailers the people are contributing to the future prosperity of their community.

—Shoe Retailer.

Helps in Shoe Selling.

It is now time for merchants to prepare for the warm shoe and slipper business. This trade is increasing yearly and shrewd retailers have made good profits on felt footwear. In no small number of instances the warm shoe business is made a Fall feature by merchants. Some special style is advertised and very often an entire show window is given to the display of comfort and felt shoes and slippers.

The fact that felt footwear sells at comparatively low prices should not cause merchants to hold back and refuse to push the goods. To many consumers these shoes are little short

of an absolute necessity. There is a steady trade for warm shoes and a great many more people would wear felt footwear if merchants would feature them in season.

Get Rid of Slow Movers.

A few days before Christmas it is a good plan to go over your stock of holiday goods and pick out those that threaten to become stickers. If you don't get rid of these slow movers before Christmas eve, you are pretty sure to have them on your hands for another year or you will have to sacrifice them after the holidays are over. It is better to use the knife and get rid of them while there is a demand.

Surface work may fool some people for a time, but it takes genuine hard digging to accomplish results.

 **Martha Washington**
Comfort
Shoes
Trade Winners

MICHIGAN SHOE COMPANY

146-148 Jefferson Ave. **DETROIT**
Selling Agents BOSTON RUBBER SHOE CO.

Christmas

Is Only
Four Weeks Away

The best part of your season's business should
be during these few intervening weeks

Holiday Goods

in the line of warm shoes, slippers, leggings
spats, etc., will be in great demand

Are You Ready?

We have a large stock ready to take care
of your needs

Mail us your order today

Hirth-Krause Co.

Hide to Shoe Tanners and Shoe Manufacturers
Grand Rapids, Mich.

Shoes, Findings and Subsidiary Stock As Christmas Gifts.

Written for the Tradesman.

Just now the alert shoe dealer is in a position to render a double-barreled service by some timely hints (per newspaper advertisements) concerning the suitability for holiday gifts of the wares in his line. The two-foldness of the service lies in the fact that such suggestions may be of real value to the shopper who is genuinely perplexed over the question of what to give, while the business-building possibilities of such talk just now commend the proposition to the shoe dealer on other grounds.

With mingled hopes and fears the average shopper—more particularly if your average shopper happens to be a man—faces the problem of selecting his holiday wares. When the male citizen fares forth to choose, from the bewildering assortment of excellent and pseudo-excellent commodities everywhere proffered him, something appropriate and serviceable for his wife, his daughter—or, mayhap, his sweetheart—he goes forth with infinite misgivings. He is distraught with brilliant hopes and blighting fears; and he feels himself at one and the same time the hero and the serf. And the monotonous, rhythmic impact of heels on the concrete keeps time to the ever-recurrent, idiotic, maddening question which gyrates in his consciousness much after the fashion of a dog chasing his tail about some stationary object—

What shall I buy for Polly Anne?
What shall I buy for Dixy Lou?
What shall I buy for Katherine?
And what shall I buy for Sue?

Chorus.

What shall I buy?
What shall I buy?
What shall I buy?
What shall? What shall?
What shall I buy?

Shoe Dealers To the Rescue.

Now when a thing like that gets to singing itself in one's noggin the poor boy needs help. No wonder certain people who are somewhat copiously endowed with nerves look with gloomy forebodings upon the annual return of Christmas. It means that we shall wrestle and worry once again with our old enemy, the gift problem.

Any merchant, therefore, who can give a valid suggestion bearing upon the solution of this problem is a friend in one's day of need. And my contention is that the shoe merchant can, and ought to, prove himself such a friend; for, believe me, he has many things in his regular line as well as in shoe findings and subsidiary stock (if he happens to have that also) which make excellent and acceptable gifts.

We naturally want our gifts to be worth while—not mere tawdry gimcracks, embellished with tinsel and sprigs of holly; we want our gifts to have character—pleasure-giving, heart-cheering attributes, to be sure—and by all means we would have

them serviceable. Now, the retail shoe dealer has many commodities on his shelves and in his display cases that may very readily be featured as holiday gifts, possessing all of the various attributes which we associate with Christmas and New Year presents.

Wording Your Seasonable Suggestions.

Much depends upon the manner, as well as the matter, of your suggestions.

Permit me to suggest a few ideas for newspaper advertisements to be used during the three or four weeks prior to Christmas:

Run some small, single or double column newspaper advertisements, with display lines like these:

Good Things

For Christmas.

Why not give something practical—something combining utility with elegance, etc.?

Or again:

What Shall I Give?

Ever get addled trying to solve that question? Let us help you.

Or again:

For Christmas Day and Every Day.

There is no gift more acceptable to the average man or woman than a pair of modish shoes for street wear or for dress purposes, etc.

Or again:

Ready For Christmas?

Time flies. Delay complicates your problem. Visit our store at your earliest convenience. We have some suggestions that will interest you—also help you to a wise gift decision, etc.

A Welcome Gift.

We all want our gifts to be welcome.

Shoes, Slippers, dainty and elegant Silk and Lisle Hosiery—make welcome gifts.

We were thinking of you—and your friends when we bought these pleasure-giving, personality things—Shoes, Slippers, exquisite Handkerchiefs, modish leather bags, dainty Hosiery—and we want you to see how wisely we bought, etc.

A Christmas Pleasure, etc.

Timely Tips For Christmas Shoppers, etc.

Seasonable Hints For Gift Makers

Timely Hints For Christmas.

We have Gifts for every member of the family—Gifts that are practical and gratifying to the recipient:

A Gift for Mother.
A Gift for Father.
A Gift for Sister.
A Gift for Brother.

A Gift for the Baby.

And Gifts for All Your Loved Ones Far and Near, etc.

Holiday Spirit in Shoe Store.

It goes without saying that the holiday spirit ought to be rife in the shoe store. It ought to manifest itself in appropriate window trims, in the decorations on the interior of the store and in the quality of the salesmanship.

An ample supply of Christmas cards should be provided for the use of the shopper (who may not have suitable cards for this purpose—dainty white cards, 2 or 2½ inches by 3 or 3½ inches in length, with holly leaves and berries—upon which the purchaser can write his or her name. Then the carton in which the shoes are placed should be of the Christmas sort, as also the wrapping paper, and the parcel should be most tastefully done up. There are large possibilities in this Christmas trade for the shoe dealer who starts after it soon enough and goes after it in the right way. Cid McKay.

Keeping Open Evenings.

Christmas time is harvest time for the retailer. There is so much easy business that the ambitious merchant bends every effort to garner in as much of the crop as he can while the good days last. At best there are only a few weeks, and these must be made the most of. With this in view there are many stores that keep open nights during the holidays—some of them throughout the entire month of

December and others for ten days or so before Christmas.

Of course the matter of keeping open in the evening is governed largely by local conditions. In some instances it is practically a necessity to keep the store open after supper, but, on the other hand, there are many stores that remain open when there is no real reason for it. There is a growing tendency among the better class of stores in the large cities to close up not later than 6:30 in the evening. While a broad spirit of humanity has something to do with this course, it is also based on sound business principles. A sales force that has worked for ten hours in a holiday and is required to come back after supper and work for three or four hours more can not be expected to be at its best the next morning, and when this strain has been kept up for days, weeks perhaps, the salespeople are likely to become thoroughly worn out and demoralized. Then, too, the stock is likely to suffer because there is no time to straighten it up.

However, if it is necessary to keep open, arrangements should be made to relieve at least part of the force every evening. This can be done by working the salespeople in shifts. Those who work late at night should be given an opportunity to sleep later in the morning. And it should be unnecessary to work many of them two nights in succession. A bright, well-rested clerk can sell more goods in ten hours than a worn-out one can in twice that time.



The Genuine Hard Pan

Is a shoe that out-lasts all others where the conditions of wear are particularly hard on any sort of footwear.

Medium or heavy sole, also high cut. It is practical as well as comfortable

Our trade mark on the sole guarantees your customers the best shoe satisfaction, and then some.



Rindge, Kalmbach, Logie & Co., Ltd.
Grand Rapids, Mich.

YOUR LINE OF THOUGHT.

Is It the Kind That Inspires or Does It Lead to the Graveyard?

Written for the Tradesman.

The outbreak of our initiative business inspirations are always smothered by the thought of idleness.

The turning point of our business career is determined by no other influence than that of a sound, strong organization of either a good or bad line of thought.

We are in duty bound to be a good creator, organizer or builder if we expect our business to grow.

In this age of progression we must create something new each and every day. We must organize ourselves into a strong line of thought before we are enabled to build additions to our business.

Nature—if we comply with her request—will build a new body for us every seven years and she expects us to do likewise in all of our work. Each and every one of us can build a new business every seven years if we would only try. It is not necessary that we should hold on to the old business and build a new one each year and add to them from time to time and build a chain of stores. That is not the idea. We should do as Nature does with us, in giving us a new body every seven years—the old one goes back where it came from and so it should be with our business.

If we are not improving our environments, our store and our business in general, then we are sick and need a doctor.

Some of us treat our business as we treat ourselves. In childhood we grew up good and strong by following Nature, and in our earlier business career we followed the regular, uniform thought of activity, and this put the business on a sound foundation. But after a few years we became just a little careless and began to follow other thoughts—thoughts of carelessness and idleness and the business is either standing in a mud hole or it is going down hill.

None of us get too old to create new conditions. This idea of dying and being carted off to a graveyard is foolishness; it is only a habit; we do these things just because we see others doing them.

What is the use to create things, to make them beautiful, fine, grand and magnificent if they are not going to stand for many years?

The only reason we are taken to the "dump" is because we are not filled with the best of material or we have failed to take care of ourselves.

The graveyard idea kills too much enthusiasm and hope. The physical value of our own energy is throttled every time we let a thought of death enter our minds.

Some of us are dying inch by inch—physically and commercially—and we don't seem to realize it. Who ever heard of prosperity in a graveyard? Let us make a broad road for our own individuality and travel on it for eternity. To build such a

road one must not entertain thoughts of decay or sit around in idleness. Every moment we sit with our hands folded there is something made that causes a reaction in life. Let us be as the little child, if we can not do something useful—let us kick up the dust. There is life in action and expression. Public opinion has the same creative power over the welfare of the retail merchant that the opinion of the mother has over the child. The mother knows that if her child will keep on kicking that it will grow strong. So it is with the public in regard to the retailer. If he stops thinking about the graveyard and begins to show real life the public will begin to entertain hope of more life and energy and it will help rebuild his business so it can walk alone.

Too many merchants treat their business as many mothers treat their children. Too many mothers turn their children over to the public without educating them in the bad things they are apt to run up against. So it is with too many merchants. They, too, turn their business over to the public—thinking that it is going to get along all right—but the time soon arrives when many such a merchant finds there is something wrong and they wonder where it is. But few find the real cause. It is with them as it is with the mother. They have failed to educate themselves in the business world and their child (business) is running at large and going over "the bumps."

Let us take those good thoughts that came with our earlier business career, the same as those good thoughts we had when the babe was born, and be active with them and perhaps we ourselves can be born again and then rebuild our business on a more solid foundation.

It takes great courage and persistency to build a successful business. Naturally each day we are traveling onward and upward to better things and those who keep in line are the ones who will be carried along with the wave. Come on, boys, and let us feed the goose that lays the golden egg. You and I know where to find her. We have not forgotten where she lays her eggs.

Too many of us are destroyers instead of being builders. We want the easy job. We seem to think it is easier to destroy than it is to build—at the same time we do not intend to destroy—but things are tumbling all around us and we are going to be covered up if we do not begin to crawl out from under the falling timbers.

There are two great fundamental forces you and I must fully understand if we expect to rebuild our business every seven years—the inherent and external. We must be careful not to get crossed with too many foolish ideas. Too many varieties is a dangerous thing in the business world. It may be a good thing in plant life, but the human family must not get mixed up too much.

We must have definite plans, must be able to estimate correctly the action of our daily work, and are in

duty bound to have these based upon progressive principles.

The ordinary, uneducated, unpracticed person can not by any possibility discover progressive thoughts. Progression moves within its own workshop. It has its own motive power, its own machines, its own tools—these things are nothing other than the minds of men who think. No man is a thinker within the workshop of progression if he is not a machine, a tool backed up by Nature's Motive Power.

Our continued existence has been secured only by the inherent habits of these progressive thoughts we are thinking and talking about. We are allowed to continue our lives and our work only under certain special conditions. We all should be wise enough to take advantage of these natural things by taking just a few moments each day to study them. The accumulation of Natural Knowledge makes the individual as powerful as Nature itself. Why? Because such knowledge is a part of It. The five and ten cent stores are all right, but say, boys, let's try to go up higher.

Edward Miller, Jr.

Know Your Business.

Written for the Tradesman.

"You have got to know a business before you can make a success of it." These few lines of bright, intelligent and reasonable thoughts, which I read in the last issue of the Tradesman, made me take my night cap off and put on my thinking hood.

I have been in business over twenty-four years and I don't know my A, B, C's as yet. I see people all around me who are up-to-date and making lots of money and I guess that is what most of us would call success. I have a much larger business than most of my competitors, still I have failed to make a success because I do not know my business. Maybe you would like to learn why I say this. Well, every traveling man on the road knows more about my business than I do. That is, they think they do, and I guess they are right, for I took a look around over the store this morning to see if I really knew my own business, and I find that I am covered up with stuff that Mr. Traveling Man said I ought to have. Now, I am sure that I do not know my own business. I did not stop at this. I looked through my books and found them overflowing with bad accounts, and lots of them will never be paid at all.

I used to think I knew my business, but these few lines put my wits in a wise, sound, reasonable and sensible state of thinking and now I am going to study my business from an altogether different point of view. I am going to try to learn more about myself, and after I can control this human machine I believe that success will come of its own accord.

I Am That I Am.

Have a time for work and a time for play and when you borrow from one to accommodate the other, see that the loan is repaid.

Reynolds Asphalt Pliable Slate and Re-Ro-Co Asphalt Granite Shingles

Are gaining popularity. The SLATE are constructed on the same principle as the SHINGLES. They are surfaced with ground slate instead of granite and we make them in GRAY GREEN and RED, both very handsome and attractive. Write us for our proposition to dealers and samples of both SHINGLE and SLATE.

Manufactured by

H. M. Reynolds Roofing Co.

Grand Rapids, Mich.

Established 1868



More Money in Rope Than in Nails and Sells Year Round.

Give him enough rope and he will hang himself, is a common expression and a very true one.

Were you never talked into buying rope by the car, knowing quite well you could not use that quantity in three years? It sort of makes a fellow feel as frayed out at the ends as the apprentice boy who is forever opening a coil of rope on the tangle end. But we all pull occasionally without pushing the end back through the center, and the unthreading of tangles is what makes impressions that endure.

That rope is generally stocked in the store basement is usually taken to be an accident or a habit; but a second thought or a first experience tells us that it is a more pliable, salable article if kept in a cool, dark place, as is usually the cellar.

Rope is a commodity so commonly used that remnants or unsalable stock is the exception. If there is a piece of merchandise in which an inferior article is easier spotted than rope, I don't know it. Its off color is as plainly visible as its short strands are plainly feelable.

I pulled on such a sample not long ago, and next day as I picked at the festered little slivers I thought of the old cellar door I once slid down and remembered that I went against the grain. The manager of the store in which I found that sample told me that his rope purchase went against the grain also, but that if he were ever foolish enough to buy another carload until his demand doubled, he hoped some one would string him up with a piece of it. I told him that hanging to a resolve would beat the necktie party.

His competitor was doing an equal amount of rope business on one-tenth the capital, as he bought from a nearby jobber. Both stores were out red hot for the rope business. One used a window full of rope and a newspaper advertisement telling of an immense purchase and its effect on the cost and selling price.

The other man wrote personal letters to the great number of farmers whom he knew to be rope users. He told of the advantages of cellar storage, of fresh stock bought often, of a new extra length exceptionally strong fiber, and ended his quality talk with the brief pointed statement that sun-dried rope was harder to use than unsoaked stock fish was to eat.

He lived in a Swedish-Norwegian settlement where his customers knew

the value of both fish and rope, and by the personal follow-up system he "Did you get my rope lettered" them into placing advance orders and turned a small rope stock several times during the haying season. His competitor was by no means asleep, and will pull the same kind of ropes next year.

Lath, yarn, various sizes of cotton rope, clothes lines, binder twine, sash cord and a good stock of single, double and triple tackle blocks are good running mates for the various sizes of sisal and manila rope your customers may demand. Rope is as standard a seller as nails, and a more profitable one. Rope is a good seller the year round, although in certain sections it has seasons. For instance, the haying season of the Northwestern States sells hundreds of tons of $\frac{3}{4}$, $\frac{7}{8}$ and 1 inch rope, to say nothing of the thousands of feet of $\frac{3}{4}$ inch trip rope that go out with the larger sizes.

Trunk ropes are sold in your store every week, and the use of rope for decorative purposes is so common that a school boy recently wrote on examination day that "Rope was a long, slender article used to pull loads and to make Santa Claus whiskers." The boy was not wrong, nor was he wholly right, for we find many places where rope can be used for decorative purposes. An alcove or a doorway may be draped or a window background can be made of it.

Rope and tackle blocks can be used for a most effective window display. A background can be made by tacking $\frac{3}{8}$ or $\frac{1}{2}$ inch rope back and forth across a light frame made for that purpose. In front of this background a strong window display can be made by arranging tackle blocks threaded with rope. This window should prove to be something out of the ordinary and will not waste or dry out any large amount of stock.

There are many ways of bringing rope from the basement up into the salesroom, and in many stores we find valuable wall or counter space given exclusively to this use. A very good plan is to have a row of holes in the floor along the side wall or counter and to bring the rope up through them from the reels below. This saves space and is convenient. —Iron Age.

Hints for the Hardware Man.

From many sides there are complaints from manufacturers that retail hardware merchants do not pay enough attention to the sale of small goods. This is claimed to be espe-

cially true when the hardware dealer sells vehicles, implements, or stoves. Is it true that such dealers overlook the advantage of constant small, but profitable transactions as compared with an occasional large sale? Then it must be remembered that most of these small sales are for cash, while the larger are on time.

The catalogs of leading wholesale drug houses show many specialties and small lines that strictly belong to the hardware trade—razors, shears, scissors, pocket knives, strops, shaving soap, etc., etc.

Our friends care nothing about the channels of trade. A pair of shears in a dry goods store look just as good as the shears in the hardware store. It is the display and assortment that catches the eye. It is a simple mathematical proposition. The dealer who arranges to catch the eye of the greatest number of people in a given length of time with a certain display of shears will sell shears in just that proportion.

This is true of all selling displays. Therefore, in large cities the rent of retail store room is actually regulated by the number of people who pass a given store in a certain time.

Such things being true, how many shears do you expect a hardware dealer to sell who has six sizes in a flat top show case, each size lying on its side on top of a flat box?

Many dealers in good towns pay next to no attention to their show windows. A show window is the best of all "ads." Any department store man of experience will tell you that. There is no question about it.

When the busy days come, when the rush is on and everyone wants to be waited upon at once, is the very time when the successful employer or clerk is the coolest and fairly bubbling over with good nature and desire to accommodate. There are men who get peevish because they have too much to do, because they are taking

in money too rapidly, but that condition of affairs does not last long if they get irritable about it or cut customers off short.

When you run across a man who does not read the advertisements you are pretty sure to find one not up to the times.

Acorn Brass Mfg. Co.

Chicago

Makes Gasoline Lighting Systems and Everything of Metal



DON'T FAIL
To send for catalog showing our line of

**PEANUT ROASTERS,
CORN POPPERS, &c.**

LIBERAL TERMS.

KINGERY MFG. CO., 106-108 E. Pearl St., Cincinnati, O.

Established in 1873

Best Equipped
Firm in the State

**Steam and Water Heating
Iron Pipe
Fittings and Brass Goods
Electrical and Gas Fixtures
Galvanized Iron Work**

The Weatherly Co.
18 Pearl St. Grand Rapids, Mich.

SNAP YOUR FINGERS



At the Gas and Electric Trusts and their exorbitant charges. Put in an **American Lighting System** and be independent. Saving in operating expense will pay for system in short time. Nothing so brilliant as these lights and nothing so cheap to run.

American Gas Machine Co.
103 Clark St. Albert Lea, Minn.

Walter Shankland & Co.
Michigan State Agents
Grand Rapids, Mich.

66 N. Ottawa St.

If you buy anything bearing the brand

"OUR TRAVELERS"

Remember that it is GUARANTEED by

Clark=Weaver Co.

Wholesale Hardware

::

Grand Rapids, Michigan

Foster, Stevens & Co.

Wholesale Hardware



10 and 12 Monroe St.

::

31-33-35-37 Louis St.

Grand Rapids, Mich.

Make Paint Department Pay.

There are a number of ways in which a hardware dealer can put his paint department on a profitable basis. One of them is to take every possible advantage of the national magazine advertising done by the manufacturers. It is remarkable to note the progress made along this line by paint and varnish manufacturers, who just a few years ago would have gasped at the idea of a full page advertisement in the Saturday Evening Post or the Ladies' Home Journal or some of our other widely circulated publications. The general use of this effective advertising medium to-day is the means of stimulating a strong demand among the purchasing public for good paints and varnishes. It is evident that if properly followed up by the hardware dealer, who handles the manufacturer's paints and varnishes, a great deal of business is to be had on these profitable lines.

The problem is to have the hardware dealer co-operate with the manufacturer. It is not so much the advertising itself that counts as it is the effort which the hardware dealer puts behind the advertising. The interest of the magazine reader has been aroused by reading an advertisement, but the influence of the advertisement has been lost on account of the inability of the individual to purchase the goods in his town.

Another means of putting your paint and varnish department on a better basis is the special promoting in the way of personal letters and circulars which the manufacturer in most cases is willing to place at your disposal. If you are handling a reputable line of paints and varnishes the manufacturer of these goods should assist you in disposing of them and disposing of them at a profit. Personal letters help. Your part of this co-operative scheme is a very small one because all you are asked to do is to make out a list of possible purchasers of paints and varnishes in your vicinity, go over them carefully and send them in to the manufacturer who should be willing to send letters enclosing booklets and to pay the postage in his desire to build up your paint and varnish department.

Last of all, the hardware dealer who insists upon a fair price for his paints will in the long run be the one to make the biggest success of this department. A high quality product, a fair price and consumers' satisfaction always travel hand in hand. The lower price, the lower quality and dissatisfaction always travel together and multiply in proportion as the years go on.

The only manufacturing connection which the hardware dealer should make is the connection based on the very highest quality paints and varnishes, the very best advertising and selling propositions and the square deal first, last and always.

Ashamed of Your Town.

The average young fellow, living in a small town, is ashamed of the place. If you tell him you are from the big city, he will begin to sigh and

apologize for the shortcomings of his town. "It's an awfully quiet place. We have nowhere to go. There are no parks, theaters, boulevards, or anything like you folks in the city are used to."

That's the way he will talk until you shut him off and tell him it is for that very reason you like the little place, and you tell him that you are weary of the city's empty pleasures, and that you want quiet, rest, peace and the sanity of the town's simple life.

There is no earthly reason why the residents of a small town should be ashamed of it—that is, if they are making the town clean, sanitary, moral and progressive. If the town is all that it should be, if it is utilizing all its opportunities for social and business betterment, then the people should be proud of it.

Although I'm a denizen of a mighty metropolis, still I love the small town. Its life is saner. Conditions are not so artificial as in the large cities. The town affords better opportunities for the attainment of true happiness. If the town is within convenient access of the city, all the better. Then its inhabitants can have all the advantages of town life, and at the same time occasionally participate in the city's worth-while pleasures, such as good plays, noted lectures, etc.

Boost for your home town. Do all you can to help it along. Work for it. Take an interest in its affairs. It's to your advantage to do so. The greater prosperity near you, the more you are likely to have. If you are worthy, you'll grow with the town. To help to push your community forward is wise selfishness.

Don't spend your time in dreaming of the great things you would do if you were living in a big city. Thousands in the big cities are wishing they lived in the small town. Take advantage of your opportunities where you are, and you will find it isn't necessary to go to the city for a chance.—American Paint and Oil Dealer.

Modern Stove Selling.

Modern stove selling is an art which differs materially with the methods employed a few years back, and the change in methods is an illustration of the change in the times. A "road agent" writing for an exchange, says on this interesting and important subject: "The old plan of saying that all of these stoves are guaranteed to be first-class bakers and will operate anywhere, and the price is so much for this one and so much for that one, has been supplanted by an entertaining explanation of the many features of the construction which lend to the value of the stove and the convenience of its use, as well as to the superior service which it renders. This done in a perfunctory way by reading a catalog is not likely to be very effective, but where the stove salesman who makes his living by the art of salesmanship imparts to the stove dealer something of his art, the customer is impressed that the stove has something

more than the mere size of the fire box and the size of the oven and the price, and, as a result, is willing to pay for the additional value which he receives."

Pleasant Customers.

Don't overdo the welcome to the pleasant customer. That good looking Mrs. Jones comes into your store to get groceries. It's bad business to forget that. Treat her pleasantly, but don't do this at the expense of pleasant treatment to other customers. You know what I mean.

I have seen a good looking girl walk into a store and six clerks try to wait on her at once. Her money is no better than anybody's else money, and, when it figures down to brass tacks, she may not spend as much as some ugly old lady who is running a boarding house and has to buy for 15 or 20 people instead of just herself and husband.

This means don't talk to pleasant customers for a half hour while two or three other customers stand at the end of the counter tapping nervously

with their feet or strolling dangerously near the door and wondering when they are going to receive attention.

W. E. Sweeney.

A red sled that gave promise of being the best belly-buster in the neighborhood, used to delight the average boy along about Christmas time, while the lad who could reach a pair of "club" skates was a "king bee." To-day's lads are looking for miniature air ships, the kind that will fly sure enough, automobiles and high priced presents, all of which tends to prove that the "world do move," and that the merchant who wants to keep abreast of the times ought not to think of being satisfied with a store and a stock such as father used to run.

**Columbia Batteries, Spark Plugs
Gas Engine Accessories and
Electrical Toys**

**C. J. LITSCHER ELECTRIC CO.
Grand Rapids, Mich.**

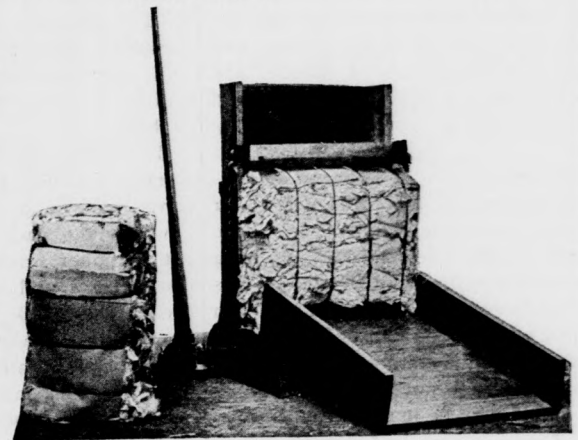
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These goods will satisfy your customers and increase your business. Ask for catalogue.

Brown & Sehler Co. Grand Rapids, Mich.

FOOTWEAR FOR WINTER.

Season Has Been Late and Salesmen Should Sell Two Pair.

The approach of winter is having its effect in forcing the demand for heavier footwear. Shoes do not show that hard and fast demarcation of seasons which is so noticeable in headwear and clothing. Fashion is not so tyrannical in its decrees, and the man who would scorn to wear his straw hat after September 15 will continue to clothe his feet with the comfortable oxfords which he has been wearing all summer, as long as they are weather-worthy, instead of casting them aside for an up-to-the-minute bal or button boot.

Comfort more than style is the general rule as regards common custom in footwear. And as a rule the purchase of new shoes depends more on the condition of those at present in use, and, further, the condition of the owner's pocketbook. But when the colder, wetter weather comes, pumps and oxfords, no matter how good, are likely to be laid aside and heavier, higher boots purchased.

In some sections of the country winter's advance agent has arrived, and each week from now on will show further march of the cold season. With this comes the call for higher patterns, heavier leathers and thicker soles, of all of which the dealers have a good stock on hand and are willing, yes, anxious, to supply.

One effect of the lateness of winter's arrival is that this trade for heavier goods is belated, and too many people are to-day wearing brand-new boots, who by good rights should have started on them a month or six weeks ago. One of the disadvantages of this state of affairs is that the shoes will not be worn out so soon, and may be in good shape when the heavy snows and severe thaws come, whereas, if they then showed signs of leakage, the wearers would hie themselves to the shoe department for new and still heavier footwear.

Therefore it must be the duty of every salesman at this time to use his best arguments to make each customer buy two pairs to-day. There are good arguments in favor. You have probably been told again and again that two pairs of shoes, worn alternate days, will wear more than twice as long as one pair worn day in, day out. The experiment has been tried by thousands, and in every case the longer wear has been proven. This habit, coupled with the use of proper shoe trees for the extra pair, has been adopted by careful as well as economical dressers. This is the argument for selling two pairs of a kind or similar kind. But another plan is to sell regular walking shoes, or the kind asked for, and then call attention to these oil-grain high cuts which are so useful—yes, almost indispensable in real wet or snowy weather. It may seem a little early, but the earnest salesman can undoubtedly secure some sales by these tactics.

And these high-cuts are now made up in such styles as commend themselves to many who in previous years were not particularly interested in them. Neater lasts, more stylish cuts and greater attention to trimmings and perforations have made these shoes not simply utilitarian, but specially attractive, and young men will wear them for style, while others will commend them for their real purpose, namely thorough waterproof protection for the feet and ankles in the snowiest, slushiest weather.

This brings to mind the rubber footwear needs which may be imperative and which must come—and come suddenly—without warning. Many people prefer to wear comparatively lightweight footwear and to encase this with rubber overshoes when the need comes. This is in one way a detriment to the shoe business, but in another it can not be called such because in the long run it evens up, or nearly so. What people save in shoe leather, they generally have to spend for rubbers. This is the reason.

The average person, old or young, male or female, is prone to consider that any old shoe is good enough to wear under a rubber. And so it is, from the standpoint of the shoe, for as the foot in its air-tight covering perspires, and as the perspiration is acid and rots the leather, it seems foolish to wear good shoes under rubbers.

But here's the other side of the story. An old shoe with cracks across the vamp, and with heel run down at the back or side will wear out a rubber three or four times as fast as a sound shoe with a good heel. The crack in the vamp sets up a wrinkle over it in the rubber, and sooner or later—usually sooner—the crack is duplicated in the rubber, and then the usefulness of the rubber is at an end. A run-down heel leaves an unfilled space in the heel of the rubber which promptly sets up with every step a bellows-like action with appropriate wrinkles which quickly crack and break, then sucks in moisture and mud as the wearer lifts and puts down his foot, and then the rubber manufacturer is blamed for poor quality, when nothing short of cast-iron would stand such usage.

Therefore it is six of one and half a dozen of the other for the shoe man. If the rubbers hold on well, they destroy the shoes. If the shoes are not good they smash the rubbers. However, it is well for the salesman to explain that a good shoe—good at least in shape—is necessary to insure good wear in rubbers.

No rubber will wear well unless it is of proper shape so there is no severe strain upon any part or at any particular point. The manufacturers of rubber footwear are well aware of this fact, and they follow very closely the prevailing styles of the leather shoe producers, and the department manager or buyer can find just the shapes he requires for his own trade.

The salesman who fits and sells a pair of shoes at this time can add materially to his sales if he suggests to the customer that he buy a pair of rubbers or overshoes now so as to have them when the necessity presents itself. This argument, coupled with the statement that you can give a proper, careful fit, and an offer to deliver them at the residence will undoubtedly result in many sales.

The fitting of rubbers is something worth care and perhaps study. Too tight a fit will cut and tear. Too loose will result in slipping at the heel, dissatisfaction of the customer because of discomfort, and perhaps loss. The present high box toes, some of them with a sharp central line like the ridgepole of a roof, will need room, for if the rubber is tightly stretched over it, a slight knock against any obstacle will result in almost immediate breakage, even as a bubble will burst when touched with the finger, or a toy balloon is destroyed by a pin prick.

Many a shoe man believes that there is no profit in rubbers, or so little as not to pay for the trouble, added to the dissatisfaction which is shown by customers because of these various causes of poor wear. The department manager may share these views, but he is likely to think twice before he decides to send his customers to his competitors for rubbers, for fear that later the seller of rubbers may become a rival seller of shoes to the customer.—Clothier and Furnisher.

Advice on Buying.

The most essential qualification of a successful retail buyer, is to be able to come somewhere near guessing the intrinsic value of any and everything. Unless you possess that particular gift all the knowledge to be gained from books and all the experience you may have will never make you a successful buyer.

You must get over that old foolish notion that you must beat or get the best of some one at all times in order to do shrewd buying. A satisfactory purchase must be beneficial both ways—buyer and seller must both be satisfied. Best results are obtained by pleasant relationship with the seller.

It is certainly desirable to establish the reputation of being a "ten day" man, and one who does not change his mind and return goods without just cause.

It is impossible to make a great deal of money nowadays by ordinary buying and selling. To be successful today in the retail business you must do out of the ordinary things continually. Every little while you should have a big sale on some particular item. The foundation of these sales is laid by the buyer and must often be laid months in advance of the date of the event.

Be content if you will with each step of your progress as a step, but do not accept any such step as a destination. Keep going.

For the Good of the Business.

Have you ever considered how much what you do both in and out of the store has a bearing on the business? It's a pretty good plan to give attention to these trifling details if you expect the returns you should get, the results you hope to attain.

This is for you, Mr. Merchant, as well as for your clerks. You remember the little party you had at your home last week. Of course, you couldn't invite every one. No one would expect that—but Mrs. Jones, that lived next door, while she wasn't a personal friend was a good customer at the store.

She couldn't understand why she was not among the invited guests, and came to the conclusion that you were getting "stuck up" and turned her patronage and her influence to your competitor. And the other day, in the barber shop, John Brown, whose wife is one of your steady patrons, wondered why you didn't speak to him.

True he hadn't been in the store often, and possibly you didn't recognize him as one of your customers, but he felt slighted to think you would overlook him, and when he went home, told his wife, "Never to spend a cent in Merchant's store again."

Then that little altercation you had with the plumber, who was putting in the heating plant at the residence. It didn't do any good, and probably if you had known what a large circle of friends he had, and how influential he was, you wouldn't have talked that way. Anyway that little quarrel cost you many dollars in patronage.

You can't afford to forget at any time that you are a servant of the public. You are certain to be imposed upon as all servants are at times. But if you would be truly successful you must ask yourself before almost every action, "How will it affect my business?"

And you Mr. or Miss Clerk, can you recall the funny old lady that you ridiculed at the theater last week? Certainly you wouldn't have done so if you had known that she was going to remember your face and deliberately refuse to buy at your department on that account. And the girl who aroused your envy at the last dancing party because of the fineness of her raiment, till you remarked to a friend that "Miss Codfish was awfully stuck on herself" really might have favored you with a purchase of a set of nice furs from your department, but your untimely remark was not forgotten, and she went across the street to the other store.

Of course, it's difficult to think quick enough at all times to do the thing that's for the good of the business, but by continually doing things that way, you'll soon get the habit, and will do them unconsciously. And in just such proportion as you get this habit, will you become valuable to your employer. And in proportion as your employer acquires the habit will he become prosperous.—James W. Fisk, Oshkosh, Wis.

The Pleasures of Fall.

Written for the Tradesman.

The author of the famous lines attendant the coming of "the melancholy days, the saddest of the year," must have been in a grouchy mood at the time those lines were indited.

Fall impresses me as being anything but sad.

I regard it as the best, or at least one of the best, seasons of the year.

Our temperature of extremes shuts us in a great deal more than we realize.

In extremely cold weather we house ourselves in walls—thus denying ourselves both sunshine and fresh air.

In hot weather we take all the fresh air we can get—but we deny ourselves sunshine.

It is only between seasons that we get out into the open.

Fresh air and sunshine oxygenate the blood.

Therefore it is good to interpolate our work-a-day tasks with liberal supplies of both.

Spring hath her devotees. Some of them take to poetry.

The transition from ice-bound winter to salubrious spring is a perennial source of song. Some of it is worth while. Some of it is punk.

But that's neither here nor there.

Aside from these lyrical effusions the season is all right.

But spring isn't one whit better than fall.

Fall is the real season of the year for getting out into God's out-of-doors.

Nature is now yielding her best. The air is purest and most life-giving. The rays of the sun are charged with recuperative properties, especially in the early morning when the frost-crystals sparkle in the sun.

How vast and fresh and good the world feels in these early morning hours!

It is grateful to the lungs to inhale deep drafts of life-giving air. It makes the blood sing merrily in one's veins. Also drives the cobwebs out of one's brain.

If he has any work to do he feels like buckling down to it. If he has any life-problems to solve he's in trim to tackle them. If he is a thinker now is the time par excellence for vigorous and resultful mental effort. If he is a salesman now is the time to sell; for every faculty should be nimble and alert. If he is a dealer the glorious season that is on has placed him under lasting obligations.

For now is also the time to sell goods.

People need furniture and fixtures for their homes. They also require food for their bodies. And they are also in the market for wearing apparel. Every merchant from the hardware dealer to the haberdasher comes in for his share of the business. And people have the money.

The year's work is practically at an end. The crops have been harvested. Much of it has already been sold—and moved. Take it all in all, it was a good crop, too. Some people missed it on corn; but hit it on wheat. Some people had a poor peach crop;

but oodlings of apples. If the yield was a trifle below an average yield, increased price evened it up. And our farmers the country over constitute a successful and happy class.

The prosperity of the country is solid, substantial, indisputable. Everybody seems to have plenty to eat. Most people have ready money for the necessities of life and a little left over for luxuries.

And this is a propitious fall. The weather has behaved itself pretty decently. Retailers report encouraging business. Hunters are speiling yarns about abundant game. Pumpkins are just as sweet and juicy as they ever were. Our Thanksgiving turkey was just as plump and tender as usual. The cranberry-sauce was not to be discounted.

The fall is just as full and rich as any other old fall. And you can't beat fall—all things considered.

Some people, of course, like extremes. If it has to rain, they want to see it rain pitchforks. If it has to snow, they like to see it banked fence-high. If it isn't sizzling hot, they want it sixteen below zero. Anything temperate and moderate gets on their nerves. They are barn-stormers.

But as for me, fall pleaseth me well. I like to see the frost rime in the early morning. I enjoy the bracing air, so crisp and pure and tonicful. I delight in autumn foliage—Nature's holiday attire. With what witchery she paints the leaves! How rich and warm and glorious those reds and browns and golden tints! And how variegated! And how jauntily they wave at you as you speed along! I fancy the leaves are happy for their hard summer's work is over. No more do they have to gather carbon from the air and pass it on to the twig, the branch, the limb and the sturdy stock! Their work is finished and they are suffused with the wine of happiness. They are celebrating the consummation of their labors.

What boots it that they are a trifle coquettish!

But by and by they will loosen their grasp and fall fluttering to the ground. If you are near enough—and happen to have an ear attuned to Nature's subdued melodies—you'll hear a slight, metallic "ping" when they let go—and you'll see them careening and gliding as they drop to join their companions below, and there'll be a faint, musical, sibilant sound. By and by some fitful gust of wind will send the rollicking leaves hither and yon. They'll scurry away as happy and care-free as school children when the afternoon session is ended.

If there's melody in your soul the sound of the sibilant leaves will inspire you.

If there's poetry in your heart the sights and sounds and joys of fall will thrill you.

If you are a dealer you'll see vast, merchandising possibilities in this glorious season.

You'll let your imagination get busy and you'll think of homes that need new furniture.

Of housewives who need new ranges and kitchen utensils.

Of homes that need new carpets and rugs.

Of people who need heavy winter underwear.

Of people who ought to have new suits and dresses and hats.

Of people who are now—or can readily be persuaded presently to be—in the market for the wares you happen to sell.

It isn't too hot to shop.

It isn't too cold to shop.

It isn't too wet to shop.

It isn't too dry to shop.

In other words, it is a blame good time to shop.

Since people need things to go with the season—and have the money to buy with—therefore it seems to be up to you what you get out of fall. But it looks mighty good to me. And if you'll get right down to hard work it'll look good to you, too.

Chas. L. Garrison.

The Song of the Tramp.

I gather here and there a pie,
And here and there a biscuit;
I snatch a spoon when no one's by,
It always pays to risk it.
I sleep at noon where waters flow
To soothe the weary comer,
For men may come and men may go,
But I go on all summer.

I ride beneath the rushing freight
From Boston to Chicago;
I watch each chance to desecrate
The box of Wells & Fargo,
I sing and whistle as I go—
November'll find me lonely.
For in November falls the snow—
I walk in summer only.

If you have the idea that little things are not worth troubling with, you will find that you will never be troubled with big things.

Swimming Taught in Rochester.

Rochester is one of the first American cities to introduce swimming in the public schools. Chicago has been discussing the subject for a year or two, and Mrs. Ella Young, the head of the Chicago schools, is known as a strong adherent of the plan to make swimming a compulsory part of the child's education. As to compulsory swimming in public schools, opinions differ. Many persons are old-fashioned enough to regard such instruction as a part of the duty of parents, and the fact that parents do not always interest themselves in their children's natatorial education in no wise injures the argument that in theory a school is to supply mental training that a child can not receive at home. The Rochester Board of Education has happily solved the problem by not making swimming a compulsory part of the curriculum. The course of instruction will be out of school hours, so that no time will be taken from study and so that children who may not want to go, or whose parents do not want them to go, need not attend. This is as it should be, and undoubtedly now that Rochester has solved the problem of introducing swimming in the public schools, other cities will follow our example.—Rochester Post-Express.

The salesman who can bring his friends to trade where he works is a help to the store, but he who brings them there to loaf can well be spared—or at least his friends can.

We are Expert Publishers of

Local View Post Cards

Our expert German color artist
always brings out true colors on our cards

No other merchandise pays better profits
Prompt delivery, close prices, a square deal



Write for booklet showing many styles
with prices and all needed information for ordering

The American News Company

Post Card department—Desk X

No. 9-15 Park Place

NEW YORK CITY



"There Are Reasons."

I can not buy, you are too high,
My Head-of-stock's away;
When are you coming around again?
We have a sale to-day.

I'm all bought up, don't like your line.
Besides, you substitute;
We're handling other merchandise,
Our trade we have to suit.

Sorry, but you're too early,
Your bills you never date;
Our merchandise man will not counter-
sign;
Next trip—you are too late.

We've never made money on your goods.
No space to show your line,
And then I'm going to New York,
Will see you some other time.

I am not open for any goods,
From New York I've just returned;
You never answer our letters,
Rush orders are always spurned.

Your goods are not like sample,
Just now I'm over-bought;
We have our regular houses,
With whom we've never fought.

The lines we carry are all right,
A poor time for your stuff,
You sell to every store in town
And your discount is not enough.

I'm going on my vacation,
Won't buy until I get back,
My figures are running away behind,
And business is very slack.

I'll take a look, but will not buy;
What number is your room?
How long will you be in town?
Why don't trade start a boom?

I like your house, I like your line,
And like you just as well,
But not to-day, I'm sorry to say,
I, too, have goods to sell.

Stock-taking time, you know, is here,
Won't buy until we're through,
On Saturdays we can not look;
Good-bye, good luck to you,
—"The Southern Traveler."

Lot of the Traveling Man Not All Roses and Pie.

A peculiar thing is the generally mistaken idea the young man, or even the uninformed elderly man, has of the position of a traveling salesman. To them it seems that the life is a path strewn with roses, and one to be sought after as a profession, there being enough vicissitude in it to make life spicy and interesting.

While there may be change and variety enough for a time, after a few trips over the same territory it becomes quite uninteresting and dull, and far more apt to be a burden than a pleasure.

Of course there are exceptions, and men are found who, once broken in and successful, would be harder to change than adamant; but they are the ones to whom a constant desire to be on the go is second nature, and it is simply a question whether they would travel in that capacity or as an adventurer, were circumstances different.

A man desirous of home life, or to be settled, at a certain age loses all desire to see the world, as it were, and you will find that if he has any money saved he enters some business to which he can devote his attention, and, from the experience

gained through traveling, usually makes a success. The oldest hands in the business have regretted their starting, or, once started, their sticking to it after tasting the experience.

Then again, all is not rosy in the treatment accorded them by some of the buyers whom they visit. It is hard on the salesman, as he is trying most of the time to do the merchant a good service, for, by his calling, he brings to the dealer's personal attention merchandise which the buyer would perhaps have to go to a distant market to see—maybe at a great expense and loss of valuable time—things which probably could be ill afforded. Were he forced to do without these offerings, the dealer would find his stock without variety, and, because of a poor or limited assortment, the merchant who could not travel would lose custom, to the benefit of the merchant who could travel to the market and choose his own merchandise. Thus one can readily see the position the traveling salesman holds towards the very ones who do not appreciate his efforts. He puts all merchants on an equal basis, as far as purchasing the newest merchandise is concerned, bringing to the customer's very door the pick of many manufacturers' efforts and labor, thus relieving the merchant of a great burden.

All the luster, like that of an actor's life, rubs off with close association, and if a young fellow were wise, a good, steady position in a fixed place and where his efforts are appreciated is far preferable to one where nothing is absolutely certain, and in which luck, courage and perseverance must be dominant factors to make a success.

Then, again, if the "crusty" buyers were farsighted they would realize that the salesman, as a rule, are a good class to know well, for oftentimes it is at the salesman's option to make offers which are exceptional values and which probably would enable the buyer to score a beat on competition.

It is an absolute certainty that the salesman remembers where this reception is cordial, and where he is ungraciously received; so the chances are that the friendly buyer gets the preferences at all times. By working mutually it is to the benefit of all concerned to treat a man as a man—even although you do not need his goods. —Joseph Matthews.

That which comes without effort is rarely worth having, in fact often proves a curse rather than a blessing.

The Modern Country Hotel.

Written for the Tradesman.

Naturally modern ideas in sanitation and comfortable living are more or less promptly reflected in the hostilities of the smaller towns and villages. It was the fortune of the writer of these lines to share the vicissitudes of the grip bearers through many of the Northwestern States something over a quarter of a century ago. Since that time a considerably interrupted experience in the same direction has perhaps enabled him to realize the degrees of improvement possibly better than those whose steady work has given them a more gradual change.

A midwinter trip "making" the towns of Iowa, Wisconsin and Minnesota, to say nothing of Michigan, was an experience to be remembered. Then, as now, in the first three states especially, twenty below zero was moderate winter weather. Then, more than now, train service was largely in the night. Well, to make a long story short, there was no steam heat or any other kind of heat in most of the Northwest hotels twenty-five years ago—one shivers at the recollection. Getting in at 2:30, climbing between cotton sheets in "the hard, dull bitterness of cold"—well, there was no other way. Traveling at that time was accounted healthful, but weaklings soon found other vocations.

In most of the towns of any importance the hotel managements early saw the need of heat and water pressure. It was early discovered that "fires extra" would not answer in hostilities ambitious for any considerable commercial trade. Indeed, modern sanitation in the country towns and villages received a decided impulse from the need of providing such comforts as would secure a moiety of the commercial patronage to such towns.

The life of the commercial traveler to-day is by no means a path of roses. But in most of the towns where he is compelled to spend some time the contrast with even a few years ago is very marked. Even in comparatively small towns to-day the landlord who would send his guest into an unwarmed room would stand a chance of meeting violence notwithstanding the increased tameness of the modern commercial pilgrim.

The country hotels to-day, then, show a marked contrast with even recent years. Of such importance is this factor in the growth of towns that the hotels generally represent a higher development than such towns would seem to warrant. This is not the case with all, however. Every traveler can point to examples not far from Grand Rapids where the hotel accommodations are technically modern—steam heat, etc.—yet the character of the service, the subordination of all interests to the saloon and pool rooms, is such as to practically eliminate all but the most imperative commercial trade. There are such towns, I say, not far from Grand Rapids where the lack of decent hotels seems to be rapidly driv-

ing their commercial, political and other interests elsewhere.

Ex-Pilgrim.

Where Firmness Won.

"Last month," said a cigar salesman, "I had a funny experience with a big jobber on the Pacific coast. There was a deal between us for a brand of my factory's cigars and a big order hung in the balance. We got along swimmingly until we struck a snag on a point which I insisted should be granted. I knew about what my firm would say and I stuck fast to my decision and finally when the deal began to look dubious, I said to the customer:

"I'll tell you what I'll do. I'll submit it to the factory by wire and if they are willing to accept, I am."

"No, sir," said the jobber, "it's now or never. You know how far you can go." "Very well, then," I said, "I refuse the order with your demand attached to it. The deal is off."

"The jobber looked me squarely in the face for a full minute and then rose from his chair. He came over to me and put his hand on my shoulder and said:

"If I had a lot of salesmen like you I would have the best and biggest business in the United States. The greatest courage and the best test of salesmanship a man can display are shown in his ability to refuse to take an order. I accept the proposition you have made and will gladly sign up the deal with you."

"Now, what do you think of that?" —Tobacco Leaf.

Don't hire a man of bad habits with the idea of reforming him. Like marrying a man to reform him, it is beginning at the wrong end. Reform him first.

Cross-Country Run

Knowing travelers take a cross-country run every Saturday. The race ends at the

Hotel Livingston Grand Rapids, Mich.

the ideal place to spend Sunday.

Hotel Cody

Grand Rapids, Mich.

A. B. GARDNER, Mgr.

Many improvements have been made in this popular hotel. Hot and cold water have been put in all the rooms. Twenty new rooms have been added, many with private bath.

The lobby has been enlarged and beautified, and the dining room moved to the ground floor.

The rates remain the same—\$2.00, \$2.50 and \$3.00. American plan. All meals 50c.

INDIANA ITEMS.

Business News From the Hoosier State.

Portland—Herbert Long has purchased the Lewis Whipple drug store and the business will be carried on by Mrs. Long, who is an experienced registered pharmacist.

Indianapolis — Captain Jesse T. Powers, identified with the retail grocery trade in this city since 1875, died a few days ago.

Kendallville — Seagley Bros., of Stroh, have purchased the Ammerman, formerly Sherwood, stock of hardware at Topeka.

Ft. Wayne—The old drug firm of Dreier & Bro, has incorporated as the Dreier Drug Co., capital \$30,000, with these officers: President, W. H. Dreier; Vice-President, C. F. Freese; Secretary, Martin Scheele; Treasurer, George F. Miller. The Dreiers have been in business here about fifty years.

Mishawaka—The stock of merchandise in the H. G. Beemer dry goods and furnishings store, which has been closed since the death of H. G. Beemer, its proprietor, will be disposed of at an executor's sale, commencing November 25. The stock inventories at about \$12,500.

Monroe—Z. O. Lewellen, who for twenty-four years owned and conducted the tile mill here, has sold it to Monroe and Berne men, who formed a stock company and took immediate possession.

Richmond—The grocery on South Fifth street, owned by the late Herman Schnoeing, and one of the oldest in the city, has been sold to Kayle & Snyder, of Springfield, Ohio.

Indianapolis — Hibben, Hollwig & Co. have purchased the property at 131-133 South Meridian street for \$30,000 as a site for the eight-story building they plan to erect in the spring.

Ft. Wayne—L. P. Scherer has purchased the J. M. Neuffer & Co. grocery at 1216 Maumee avenue and will assume immediate charge. He plans to make numerous additions to the store.

Kendallville—Roy Miller has purchased the grocery business of Joe Emerick and will carry on the business.

Decatur—Fred Tague, a former shoe dealer of this city, and Clayson Carroll, a young business man of this place, are preparing to open a shoe store in Ft. Wayne about Feb. 1.

Geneva—L. L. Mason and Frank Hale will soon open a grocery store in the Mann building.

What Other Michigan Towns Are Doing.

Written for the Tradesman.

Northport, in Leelanau county, has a fruit growers' association and is buying fruit trees and spraying compounds for its members.

Cadillac and surrounding country are greatly benefited through the turpentine plant. For many years the pine stumps have occupied the land, refusing to rot or to burn, grim reminders of the forest harvest, and now the farmers are getting an income of \$4 per ton from them, while

at the same time their land is being redeemed for the plow.

Big Rapids has a committee of twenty, with W. N. Ferris as chairman, appointed to consider ways and means to increase the population. The city has industrial advantages in the way of cheap water power and good transportation facilities that other towns might well covet.

Kalamazoo is talking grade separation since the terrible collision and loss of lives at the Main street crossing of the Michigan Central. This crossing will be watched day and night by flagmen hereafter.

The Saginaw & Flint railway refused to give a five-cent fare to the new city limits of Flint and now the city is asking the company to place steel poles for its trolley wires along the paved portion of Saginaw street within sixty days.

The industries at Flint are picking up again. The Weston-Mott company has taken on 200 additional men within the past month at its four factories, with an output for November more than double that of the preceding month.

Plucky Jerry Boynton, of Grand Rapids, the railroad builder, though bumped hard by fate, the state railway commission and seemingly all the powers that be, is not through fighting yet. As President of the Grand Rapids Electric Railway company he has filed at Marshall a mortgage for \$250,000 covering right of way between Battle Creek and Coldwater. He proposes to build an electric road from Grand Haven through eight counties of the State, connecting Grand Rapids, Battle Creek, Coldwater and other cities, and having its southern terminal in Ohio.

Prospects point to the success of the industrial exhibit to be made by the manufacturers at Port Huron, under auspices of the Young Men's Business Association. Nearly all the space in the Auditorium has already been taken and it is expected their show will be a great boost for the city.

The Oakland Motor Co.'s plant at Pontiac will be running to its full capacity within two weeks and it is planned to build 7,000 cars during the coming year, or double the output for 1910.

The sum of \$70,000 was raised towards a new hotel in a single evening by the Pontiac Commercial Association at the annual banquet held last week.

Jackson's method of buying its fuel is an example of how not to do it. Instead of asking for bids and securing its coal in early summer at minimum prices the city waits until early winter, when prices have reached the maximum, before buying.

Mayor Ryno has started a clean-up campaign in Benton Harbor and purposes to enforce the ordinance relative to the dumping of ashes and other refuse and dirt in the alleys and streets during the winter months.

The Jackson Chamber of Commerce has appointed a convention hall committee and hopes to secure a new auditorium for that city.

Pentwater business men are negotiating for a direct steamer line be-

tween that port and Milwaukee next season, with daily service.

Kalamazoo has only twenty men on its regular police force and the number will probably be increased in the spring.

The plan of the state highway commissioner, Governor Warner and others, to employ prison labor at Marquette in crushing trap rock for use on the highways of Michigan develops strong opposition at Marquette. It seems that there are private concerns engaged in the stone business there and it is urged that the State can not legally enter into competition with established industries within the State. Another point made is that the rock quarry can be operated only in summer in that climate, which would necessitate turning the men onto different employment during the rest of the year.

Almond Griffen.

Coldwater U. C. T. Festival.

Friday evening, Nov. 18, was a Red Letter festival for Coldwater Council, No. 452, United Commercial Travelers. Invitations sent out by the Council brought visiting brothers from Grand Rapids, Detroit, Marquette, Hillsdale, Kalamazoo, Battle Creek and Columbus, Ohio. A banquet supper was served in their dining hall, the tables being waited on by four young ladies, all dressed in white, daughters of members of Coldwater Council, and then the meeting was called to order by Senior Counselor J. A. Hatch, Jr., a large class of candidates being initiated. The Supreme Council sent a representative in the person of Riley N. Hull, Supreme Treasurer, and the Grand Council of Michigan was represented by Grand Counselor C. A. Wheeler, Grand Conductor John Quincy Adams and members of the Grand Executive Committee, John A. Hoffman and John D. Martin. The visiting brothers gave interesting and instructive talks, those of Grand Counselor C. A. Wheeler and Supreme Treasurer Riley N. Hull being especially full of suggestions for the good of the order and how best to gain results. Great praise is due Senior Counselor John A. Hatch, Jr., for the very efficient way he handles the business of his Council, and he was ably assisted by the other officers. It was remarked by the visitors that there would be more good councils in Michigan if every one had its John A. Hatch, Jr.

Behind the Counter.

Kalamazoo—C. B. Hill has resigned his position with the National Cash Register Co. to become general sales manager of the Shutts-Dewey-Sterling Co., arts and craft supplies.

Kalamazoo—L. E. Baxter, for twenty-one years connected with local dry goods stores, will leave soon for Jackson to take charge of the A. E. Fletcher store.

Hudson—Dolph Lawrence has taken a position at Lowe & Brown's store.

Holland—Gilbert Vanderwater has accepted a position with the City Grocery and Market on River street.

He was formerly employed with Molenaar & DeGoed.

Charlotte—Chas. M. Powers, for years a clerk in Lamb & Spencer's grocery store and who recently conducted a branch store for that firm in Brookfield township, has gone to Mantua, Ohio, where he will go into business for himself.

Wayland—E. R. Birchard has resigned his position at the Day grocery and will resume work with the Walter Cabinet Co.

Manton—Arthur O'Brien, of Traverse City, will take a position as salesman at the LaBonte & Ransom general store.

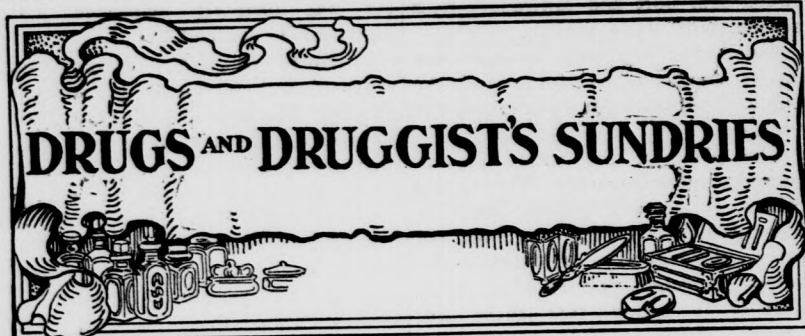
Kalamazoo—F. K. Clark has accepted a position at Collins & McDonald's shoe store.

Nashville—John Mahar, for several years with the O. G. Munroe clothing store, has gone to Grand Haven to accept a position with the Enterprise Clothing Co.

Shoe Wholesalers Annual.

The annual meeting of the Western Association of Shoe Wholesalers will be held at St. Louis Dec. 15 and 16, and the indications are good for a large attendance. The St. Louis Manufacturers' and Jobbers' Association will banquet the convention Friday evening, Dec. 16, and able speakers have been secured for the occasion. The constitution of the Association limits the membership to a single member or representative of a firm or house, but President I. H. Sawyer and Secretary S. W. Campbell, in their call, say that "while for convenience the voting power rests with one representative from each house, just as many will be welcome from each house as desire to attend, and they will be free to participate in the deliberations of the meeting. Already many have signified their intention to have more than one representative present. We voice the wish of the Executive Committee when we say it is hoped that every house will have two or more representatives present at the St. Louis meeting. Years ago some members brought their salesmen to our meetings. Would not that be a good thing to do now? The salesmen and junior partners of to-day will be the future heads of our houses; our Association work will help to educate them, broaden their views and make them self reliant. Bring them along. In behalf of the members we hereby tender a cordial invitation to every shoe manufacturer and wholesaler in the Central Western States, who is not now a member of our Association, to attend all the two days' sessions of our annual meeting, and with us be the guests of the St. Louis Association at the banquet they will give on Friday evening, Dec. 16.

Lyon Lake—The Lyon Lake Grocery & Provision Co. has engaged in business with an authorized capital stock of \$1,000, which has been subscribed and \$250 paid in in cash. The business office is at R. F. D. No. 5, Marshall. Albert L. Melvin is the chief share holder.



Michigan Board of Pharmacy.
 President—Wm. A. Dohany, Detroit.
 Secretary—Ed. J. Rodgers, Port Huron.
 Treasurer—John J. Campbell, Pigeon.
 Other Members—Will E. Collins, Owosso; John D. Muir, Grand Rapids.
 Next Meeting—Grand Rapids, Nov. 15, 16 and 17.

Michigan Retail Druggists' Association.
 President—C. A. Bugbee, Traverse City.
 First Vice-President—Fred Brundage, Muskegon.
 Second Vice-President—C. H. Jongejan, Grand Rapids.
 Secretary—H. R. McDonald, Traverse City.
 Treasurer—Henry Riechel, Grand Rapids.
 Executive Committee—W. C. Kirchgessner, Grand Rapids; R. A. Abbott, Muskegon; D. D. Alton, Fremont; S. T. Collins, Hart; Geo. L. Davis, Hamilton.

Michigan State Pharmaceutical Association.
 President—E. E. Calkins, Ann Arbor.
 First Vice-President—F. C. Cahow, Reading.
 Second Vice-President—W. A. Hyslop, Boyne City.
 Secretary—M. H. Goodale, Battle Creek.
 Treasurer—Willis Leisenring, Pontiac.
 Next Meeting—Battle Creek.

Grand Rapids Drug Club.
 President—Wm. C. Kirchgessner.
 Vice-President—O. A. Panckboner.
 Secretary—Wm. H. Tibbs.
 Treasurer—Rolland Clark.
 Executive Committee—Wm. Quigley, Chairman; Henry Riechel, Theron Forbes.

PROPOSED PHARMACY LAW.

Leading Features in Bill the Next Legislature May Pass.

The Pennsylvania pharmacists are getting ready to seek the enactment of a revised pharmacy law at the coming session of the State legislature. A debate over the principles of the proposed measure was the chief feature of the annual meeting of the State Association at Buena Vista Springs in June, and the purpose of the bill is to strengthen, supplement and generally bring up to date the acts already on the statute book. Some of the unique features of the draft are:

1. All physicians' prescriptions shall be kept and filed for a period of at least five years. This provision, borrowed from the Beal model approved by the A. Ph. A. several years ago, will answer the historic question: "Who owns the prescription?"
2. A second conviction of violation of this or any other statute relating to the practice of pharmacy will render a druggist subject to the conviction of his license.
3. Pennsylvania, of course, already has the graduation prerequisite, and in addition to the diploma of a recognized college of pharmacy the successful passing of the State examination, the attainment of 21 years of age, and four years' experience "in a retail drug store." In the original draft the committee simply provided for four years' experience, and did not add the words "in a retail drug store." Some of the members argued that experience in a hospital, for

instance, was just as useful as experience in a store, but the majority thought otherwise and store experience was therefore made mandatory.

4. Under the provisions of the proposed act there will be no exemption of patent or proprietary remedies from the restrictions imposed on the compounding and sale of drugs, medicines, and poisons.

This represents an attempt to prevent the sale of patent medicines by grocers and general merchants, and also to bring the operations of the itinerant vender under the control of the Board of Pharmacy.

5. The sale by unregistered and unlicensed persons in stores other than pharmacies, of commonly used drugs and medicines, will be permitted in towns and villages remote from a regular pharmacy, provided however, that all the drugs and medicines thus offered for sale are in original packages prepared and dispensed by licensed pharmacists, properly labeled with the dosage clearly stated, and provided also that the store has been properly registered with the Board as provided by the act.

6. Perhaps the most interesting feature of the proposed law, however, is that touching on the question of medical dispensing. In the original draft the committee recommended the following:

Nothing in the act shall be construed to interfere with the dispensing and compounding by any legally authorized practitioner of medicine necessary to enable them to supply bona fide patients with the medicines deemed necessary; provided, however, that all such drugs and medicines conform to the standards of the law of May 9, 1909, known as the Pure Drug Act, and are subject to the jurisdiction of the Board as provided by said Act.

This section caused the longest discussion of the meeting, and the general consensus of opinion seemed to be that it was time to curtail the active competition of the dispensing physician. The consequence was that on a vote the paragraph was changed to read as follows:

In places and villages of one thousand inhabitants or less that do not have within three miles thereof a pharmacy or drug store, physicians may compound medicines, fill prescriptions, and sell poisons as required by this article, provided, however, that all such drugs and medicines conform to the standards of the law

of May 9, 1909, known as the Pure Drug Act, and are subject to the jurisdiction of the Board as provided by said Act.

The meaning of the decision is plain. The committee which had drafted the principles of the law believed that physicians ought to be permitted to continue dispensing their own medicines if they desired, and that it was enough to provide that such medicines conform to the standards of the pure food law and be subject to the jurisdiction of the Board of Pharmacy. The association, however, felt in the mood to go farther and practically to prohibit medical dispensing except in villages of 1,000 inhabitants or less where there is no pharmacy within three miles. Pennsylvania pharmacists have thus decided to throw down the gauntlet to physicians, and we believe the pharmacists in Illinois have arrived at the same decision.

In addition to the proposed pharmacy law, the Pennsylvania Association also approved of the draft of a new anti-narcotic measure, and the statement is made on the cover of the Proceedings of the Association that "the passage of these bills would be the greatest step forward taken by any State in pharmaceutical legislation during the past generation." It is apparent that the main purpose of the pharmacy bill is to eliminate what the Association calls "the unfair competition of physicians, grocers, and medicine peddlers and vendors." A bill having a similar object, though presumably without the medical dispensing feature, is to be drawn up soon, by Attorney Errant of the N. A. R. D. for use in the different States.

The Pennsylvanians are aggressive and determined workers, and they are making every preparation to push their measures through the State legislature this winter or else know the reason why. Retiring president John C. Wallace of New Castle is chairman of the Committee on Legislation.

Druggists Unjustly Accused of Catering to Depraved Appetites.

There seems to be an impression among so-called reformers, the newspaper fraternity, boards of health, some physicians, government bureaucrats and the ill-informed generally that the mere handling of cocaine, morphine and allied products by a druggist constitutes him a criminal. It is apparently a difficult thing for these gentry to realize that it is the druggist's function as a medicine purveyor to the people to handle these articles. When any misuse is made of them by the people the above mentioned enthusiasts and theorists are quick to devise most outlandish measures for the detection of the druggist in evil doing and his rigorous punishment therefor.

We doubt if ill and suffering humanity has ever been the recipient of greater blessings than are afforded by the drugs named. Think of the relief from pain and suffering which countless thousands have received

through the proper employment of these narcotics. Surgery and disease have been robbed of their greatest terrors by their employment. It is the druggist's duty and his right to keep in his stock and to dispense appropriately these pain-relieving agents.

But, alas! there is occasionally a druggist of low motives and leather conscience who places gain above professional duty and responsibility. Alas, and also alack! there is sometimes a member of the great public, the dear "peepul," who misuses these substances. Therefore let us take away from all druggists their rights and deprive all the people. Let the many suffer for the crime of one.

Asking For Information.

One of the prominent physicians of the city is noted for his wretched penmanship. A druggist who frequently fills prescriptions for him, it is said, on one occasion glanced hurriedly at an order that a man presented to him, and without noticing the doctor's name on the piece of paper, sent the patron to a Chinese laundry around the corner, thinking it was a laundry check.

Several weeks ago the doctor attended a meeting of physicians in another city. He signed his name in the guests' book at a prominent hotel and waited until the clerk had assigned him to a room. Just as he was turning to follow the bell boy with the suitcase, the clerk leaned across the desk and said courteously:

"I beg your pardon, sir, but would you mind telling me what name?"

The doctor stopped.

"Why, it's there on the register," he said, testily.

"Yes, I know," responded the clerk suavely, "but would you mind telling me what it is?"

Lake of Epsom Salt.

An immense deposit of epsom salts has been found in a small lake in Okanogan County, Washington, and the lake is being drained to secure the salts. Laboratory tests made by a member of the company which owns the mineral right to the lake, are said to have shown the salts to be equal to the best German product which sells for 25 cents a pound. The lake in which the deposit was found is 1,000 feet long, about 180 feet wide and its depth has not yet been ascertained. The bed and banks are covered with a thick deposit and it is believed that there are thousands of tons of salts there suitable for commercial purposes.

Merchants, Attention

Just Opened

Alfred Halzman Co.

Wholesale Novelties, Post Cards

BERT RICKER, Manager

A complete line of Christmas, New Year, Birthday, Comics, etc. Our stock is not rusty—it is new. Fancy Christmas Cards from \$3.50 per M up. Write for samples or tell us to call on you anywhere in the state. We are located opposite Union Station and fill mail orders promptly. Our prices will interest you—ask for them.

Cit. Phone 6238
 Bell Phone 3690

42-44 South Ionia Street
 Grand Rapids, Mich.

WHOLESALE DRUG PRICE CURRENT

Aceticum	60	8	Copalba	1 75	1 8	Scilla	50	Lupulin	1 50	Rubia Tinctorum	12	Vanilla	9 00	10 00		
Benzolium, Ger.	70	75	Cubebae	4 80	5 00	Scilla Co.	50	Lycopodium	60	Macis	65	Sanguis Drac's	40	50		
Boric	10	12	Erigeron	2 35	2 50	Tolutan	50	Magnesia, Sulph.	3	5	Mannia S. F.	75	85	Sapo, G	15	18
Carbolicum	16	20	Evechthitos	1 00	1 1	Prunus virg	50	Mannia S. F.	75	85	Menthol	3 50	3 75	Sapo, M	10	12
Citricum	45	50	Gaultheria	4 80	5 00	Zingiber	50	Menthol	3 50	3 75	Morphia, SP&W	3 35	3 60	Sapo, W	15	18
Hydrochlor	3	5	Geranium	oz	7	Tinctures		Morphia, SP&W	3 35	3 60	Morphia, SNYQ	3 35	3 60	Seidnitz Mixture	20	22
Nitrosum	3	10	Gossypil Sem gal	70	7	Aloes	60	Morphia, Mal	3 35	3 60	Morphia, Mal	3 35	3 60	Sinapis	18	20
Oxalicum	14	15	Hedeoma	2 50	2 75	Aloes & Myrrh	60	Moschus Canton	40	40	Moschus Canton	40	40	Sinapis, opt.	30	30
Phosphorium, dil.	44	47	Junipera	40	1 20	Anconitum Nap'sF	50	Myristica, No. 1	25	40	Myristica, No. 1	25	40	Snuff, Maccaboy	40	40
Sulphuricum	13	15	Lavendula	90	3 00	Anconitum Nap'sR	50	Nux Vomica po 15	10	10	Nux Vomica po 15	10	10	De Voes	54	54
Tannicum	75	85	Lemons	1 15	1 25	Arnica	50	Os Sepia	30	35	Os Sepia	30	35	Snuff, S'h DeVos	54	54
Tartaricum	38	40	Mentha Piper	2 20	2 40	Asafoetida	50	Pepsin Saac, H & P D Co.	1 00	1 00	Pepsin Saac, H & P D Co.	1 00	1 00	Soda, Boras	5 1/2	5 1/2
Ammonia			Mentha Verid	3 40	3 50	Atropine Belladonna	60	Picis Liq N N 1/2	2 00	2 00	Picis Liq N N 1/2	2 00	2 00	Soda, Boras, po	5 1/2	5 1/2
Aqua, 18 deg.	4	6	Morrhuae, gal.	2 00	2 75	Auranti Cortex	50	Picis Liq qts	2 00	2 00	Picis Liq qts	2 00	2 00	Soda et Pot's Tart	25	28
Aqua, 20 deg.	6	8	Myrica	3 00	3 50	Barosma	50	Picis Liq pints	2 00	2 00	Picis Liq pints	2 00	2 00	Soda, Carb	1 1/2	2
Carbonas	13	15	Olive	1 00	3 00	Benzoin	50	Pil Hydrarg po 80	2 00	2 00	Pil Hydrarg po 80	2 00	2 00	Soda, Bi-Carb	3 1/2	4
Chloridum	12	14	Picis Liquida	10	12	Benzoin Co.	50	Piper Alba po 35	2 00	2 00	Piper Alba po 35	2 00	2 00	Soda, Ash	3 1/2	4
Aniline			Picis Liquida gal.	40	40	Cantharides	50	Piper Nigra po 22	13	13	Piper Nigra po 22	13	13	Soda, Sulphas	2	2
Black	2	00	Ricina	94	1 00	Capiscum	50	Pix Burgum	10	12	Pix Burgum	10	12	Spts. Cologne	30	30
Brown	80	1 00	Rosae oz.	8 00	8 50	Cardamon	50	Plumbi Acet	12	15	Plumbi Acet	12	15	Spts. Ether Co.	50	50
Red	45	50	Rosmarini	1 00	1 00	Cardamon Co.	50	Pulvis Ip'cet Opil 1 30	1 50	1 50	Pulvis Ip'cet Opil 1 30	1 50	1 50	Spts. Myrcia	2 50	2 50
Yellow	3	50	Sabina	90	1 00	Cassia Acutifol	50	Pyrethrum, bxs. H & P D Co. doz.	75	75	Pyrethrum, bxs. H & P D Co. doz.	75	75	Spts. Vini Rect bbl	2	2
Baccas			Santal	4 50	50	Cassia Acutifol Co	50	Pyrethrum, pv.	20	25	Pyrethrum, pv.	20	25	Spts. Vi'i Rect 1/2 b	2	2
Cubebae	70	75	Sassafras	90	1 00	Castor	50	Quassia	8	10	Quassia	8	10	Spts. Vi'i R't 10 gl	2	2
Junipers	6	8	Sinapis, ess. oz.	40	45	Catechu	50	Quina, N. Y.	17	27	Quina, N. Y.	17	27	Spts. Vi'i R't 5 gl	2	2
Xanthoxylum	1 00	1 10	Succini	40	45	Cinchona	50	Quina, S. Ger.	17	27	Quina, S. Ger.	17	27	Sulphur Subl.	2 1/2	3
Balsamum			Thyme	40	50	Cinchona Co.	50	Quina, S P & W	17	27	Quina, S P & W	17	27	Tamarinds	8	10
Copaiba	60	65	Thyme, opt.	15	20	Columba	50	Thebromae	42	47	Thebromae	42	47	Terebenth Venice	40	50
Peru	2 00	2 30	Theobromas	90	1 00	Cubebae	50	Miscellaneous			Miscellaneous			Extra Turp	1 60	1 70
Terabin, Canad	70	80	Tigill	90	1 00	Digitalis	50	Aether, Spts Nit 3f 30	35	35	Aether, Spts Nit 3f 30	35	35	No. 1 Turp Coach	1 10	1 20
Tolutan	40	45	Potassium			Ferri Chloridum	35	Aether, Spts Nit 4f 34	38	38	Aether, Spts Nit 4f 34	38	38			
Cortex			Bi-Carb	15	18	Gentian	50	Alumen, grd po 7	3 1/2	4	Alumen, grd po 7	3 1/2	4			
Abies, Canadian	18	20	Richromate	13	15	Gentian Co.	50	Annatto	40	50	Annatto	40	50			
Cassia	20	25	Bromide	30	35	Gulaca	50	Antimoni, po	40	50	Antimoni, po	40	50			
Cinchona Flava	18	20	Carb	12	15	Gulaca ammon	50	Antimoni et po T	40	50	Antimoni et po T	40	50			
Buonymus atro.	60	60	Chlorate	12	14	Hyoscyamus	50	Antifebrin	20	20	Antifebrin	20	20			
Myrica Cerifera	20	20	Cyanide	30	40	Iodine	75	Antipyrin	25	25	Antipyrin	25	25			
Prunus Virgini.	15	15	Iodide	2 25	2 30	Iodine, colorless	75	Argent Nitras oz	62	62	Argent Nitras oz	62	62			
Quillaja, gr'd.	15	15	Potassa, Bitart pr	30	32	Kino	50	Arsenicum	10	12	Arsenicum	10	12			
Sassafras, po 30.	26	26	Potass Nitras opt	7	10	Lobelia	50	Balm Gilead buds	60	65	Balm Gilead buds	60	65			
Ulmus	20	20	Potass Nitras	6	8	Myrrh	50	Bismuth S N	20	22	Bismuth S N	20	22			
Extractum			Prussiate	23	26	Nux Vomica	50	Calcium Chlor, 1s	9	9	Calcium Chlor, 1s	9	9			
Glycyrrhiza, Gla.	24	30	Sulphate po	15	18	Opil	1 50	Calcium Chlor, 1/2s	10	10	Opil	1 50	1 50			
Glycyrrhiza, po.	28	30	Radix			Opil, camphorated	1 00	Calcium Chlor, 1/4s	10	12	Opil, camphorated	1 00	1 00			
Haematox	11	12	Aconitum	20	25	Opil, deodorized	2 00	Cantharides, Rus.	12	12	Opil, deodorized	2 00	2 00			
Haematox, 1s	13	14	Althae	30	35	Quassia	50	Capsici Fruc's af	22	22	Quassia	50	50			
Haematox, 1/2s	14	15	Anchusa	10	12	Rhatany	50	Capsici Fruc's po	22	22	Rhatany	50	50			
Haematox, 1/4s	16	17	Arum po	20	25	Rhel	50	Cap'i Fruc's B po	15	15	Rhel	50	50			
Ferru			Calamus	20	40	Sanguinaria	50	Carminc No. 40	4 25	4 25	Sanguinaria	50	50			
Carbonate Precip.	15	15	Gentiana po 15.	12	15	Serpentaria	50	Carphylus	20	25	Serpentaria	50	50			
Citrate and Quina	2 00	2 00	Glycyrrhiza pv 15	16	18	Stromonium	50	Cassia ructus	30	35	Stromonium	50	50			
Citrate Soluble.	55	55	Hellebore, Alba	12	15	Tolutan	50	Catechu	35	35	Tolutan	50	50			
Ferrocyanidum S	40	40	Hydrastis, Canad	30	30	Valerian	50	Centraria	10	10	Valerian	50	50			
Solut. Chloride	15	15	Hydrastis, Can. po	2 25	2 35	Zingiber	60	Crocus	45	50	Zingiber	60	60			
Sulphate, com'l.	2	2	Inula, po	20	25	Miscellaneous		Chloroform	34	54	Miscellaneous					
Sulphate, com'l, by	70	70	Ipecac, po	2 25	2 35	Aether, Spts Nit 3f 30	35	Chloral Hyd Crss 1	25	1 45	Aether, Spts Nit 3f 30	35	35			
bbl. per cwt.	7	7	iris plox	30	40	Aether, Spts Nit 4f 34	38	Chloro'm Squibbs	90	90	Aether, Spts Nit 4f 34	38	38			
Sulphate, pure	7	7	Isalapa, pr.	70	75	Alumen, grd po 7	3 1/2	Chondrus	20	25	Alumen, grd po 7	3 1/2	3 1/2			
Flora			Maranta, 1/4s	30	35	Annatto	40	Cinchonid'e Germ	38	48	Annatto	40	40			
Arnica	20	25	Podophyllum po	15	18	Antimoni, po	40	Cinchonidine P-W	38	48	Antimoni, po	40	40			
Anthemis	50	60	Rhel	75	1 00	Antimoni et po T	40	Cocaine	3 05	3 25	Antimoni et po T	40	40			
Matricaria	30	35	Rhel, cut	1 00	1 25	Antifebrin	20	Corks list, less 70%	45	45	Antifebrin	20	20			
Folia			Rhel, pv.	75	1 00	Antipyrin	25	Creosotum	45	45	Antipyrin	25	25			
Barosma	1 80	1 90	Sanguinari, po 18	20	25	Argent Nitras oz	62	Creta	2	2	Argent Nitras oz	62	62			
Cassia Acutifol	15	20	Scilla, po 45	20	25	Arsenicum	10	Creta, prep.	5	5	Arsenicum	10	10			
Tinnevely	25	30	Senega	85	90	Balm Gilead buds	60	Creta, precip.	9	11	Balm Gilead buds	60	60			
Cassia, Acutifol	15	20	Serpentaria	50	55	Bismuth S N	20	Creta, Rubra	8	8	Bismuth S N	20	20			
Salvia officinalis,	18	20	Smilax, M	25	25	Calcium Chlor, 1s	9	Cudbear	24	24	Calcium Chlor, 1s	9	9			
1/4s and 1/2s	18	20	Smilax, off's	48	48	Calcium Chlor, 1/2s	10	Cupri Sulph	3	10	Calcium Chlor, 1/2s	10	10			
Uva Ursi	8	13	Spigella	45	1 50	Cantharides, Rus.	12	Dextrine	7	10	Cantharides, Rus.	12	12			
Gummi			Symplocarpus	25	25	Capsici Fruc's af	22	Emery, all Nos.	8	8	Capsici Fruc's af	22	22			
Acacia, 1st pkd.	45	65	Valeriana Eng.	25	25	Capsici Fruc's po	22	Emery, po	6	6	Capsici Fruc's po	22	22			
Acacia, 2nd pkd.	45	45	Valeriana, Ger.	15	20	Cap'i Fruc's B po	15	Ergota	60	65	Cap'i Fruc's B po	15	15			
Acacia, 3rd pkd.	45	45	Zingiber a	12	16	Carminc No. 40	4 25	Ether Sulph	35	40	Carminc No. 40	4 25	4 25			
Acacia, sifted sts.	45	65	Zingiber j	25	28	Carphylus	20	Flake White	12	15	Carphylus	20	20			
Acacia, po	45	65	Semen			Cassia ructus	30	Galla	30	30	Cassia ructus	30	30			
Aloe, Barb	22	25	Anisum po 22	18	18	Catechu	35	Gambler	3	9	Catechu	35	35			
Aloe, Cape	45	45	Apium (gravel's)	13	15	Centraria	10	Gelatin, Cooper	60	60	Centraria	10	10			
Aloe, Socotri	45	45	Bird, 1s	4	6	Crocus	45	Gelatin, French	35	60	Crocus	45	45			
Ammoniac	55	60	Cannabis Sativa	7	8	Chloroform	34	Glassware, fit boo 75%	75	75	Chloroform	34	34			
Asafoetida	2 00	2 20	Cardamon	70	90	Chloral Hyd Crss 1	25	Glue, brown	11	13	Chloral Hyd Crss 1	25	25			
Benzoinum	50	55	Carul po 15	12	15	Chloro'm Squibbs	90	Glue, white	15	25	Chloro'm Squibbs	90	90			
Catechu, 1s	50	55	Chenopodium	25	30	Chondrus	20	Glycerina	25	35	Chondrus	20	20			
Catechu, 1/2s	50	55	Coriandrum	12	14	Cinchonid'e Germ	38	Grana Paradisi	25	25	Cinchonid'e Germ	38	38			
Catechu, 1/4s	58	63	Cydonium	75	1 00	Cinchonidine P-W	38	Humulus	35	60	Cinchonidine P-W	38	38			
Camphorae	40	40	Dipterix Odorata	3 50	4 00	Cocaine	3 05	Hydrarg Ammo'l	10	10	Cocaine	3 05	3 05			
Sulphurium	40	40	Foeniculum	7	9	Corks list, less 70%	45	Hydrarg Ch. Mt.	85	85	Corks list, less 70%	45	45			
Galbanum	1 00	1 00	Foenicreek, po.	6	8	Creosotum	45	Hydrarg Ch Cor	85	85	Creosotum	45	45			
Gamboge	25	35	Lini	6	8	Creta	2	Hydrarg Ox Ru'm	95	95	Creta	2	2			
Gaulacum po 35	35	35	Lini, grd. bbl. 5 1/2	75	80	Creta, prep.	5	Hydrarg Ungue'm	45	50	Creta, prep.	5	5			
Kino	45	45	Lobelia	75	80	Creta, precip.	9	Hydrargyrum	80	80	Creta, precip.	9	9			
Mastic	45	45	Pharlaris Cana'n	9	10	Creta, Rubra	8	Icthyobolla, Am.	90	1 00	Creta, Rubra	8	8			
Myrrh	45	45	Rapa	5	6	Cudbear	24	Indigo	75	1 00	Cudbear	24	24			
Opium	5 50	5 60	Sinapis Alba	8	10	Cupri Sulph	3	Iodine	75							

GROCERY PRICE CURRENT

These quotations are carefully corrected weekly, within six hours of mailing, and are intended to be correct at time of going to press. Prices, however, are liable to change at any time, and country merchants will have their orders filled at market prices at date of purchase.

ADVANCED

DECLINED

Index to Markets

By Columns

Col	1	2
A	ARCTIC AMMONIA	Oysters
Ammonia	12 oz. ovals 2 doz. box .75	Cove, 1lb. 85@ 90
B	AXLE GREASE	Cove, 2lb. 1 65@1 75
Baked Beans	Frazer's	Plums
Bath Brick	1lb. wood boxes, 4 doz. 3 00	Plums 1 00@2 50
Bluing	1lb. tin boxes, 3 doz. 2 35	Peas
Brooms	3 1/2 lb. tin boxes, 2 doz. 4 25	Marrowfat 95@1 25
Brushes	10lb. pails, per doz. 6 00	Early June 95@1 25
Butter Color	15lb. pails, per doz. 7 20	Early June Sifted 1 15@1 80
	25lb. pails, per doz. 12 00	Peaches
C	BAKED BEANS	Pie 90@1 25
Candles	1lb. can, per doz. 90	No. 10 size can pie @3 00
Canned Goods	2lb. can, per doz. 1 40	Pineapple
Canned Meats	3lb. can, per doz. 1 80	Grated 85@2 50
Carbon Oils	BATH BRICK	Sliced 95@2 40
Catsup	English 95	Pumpkin
Cereals	BLUING	Fair 85
Cheese	Sawyer's Pepper Box	Good 85
Chewing Gum	No. 3, 3 doz. wood bxs 4 00	Fancy 1 00
Chicory	No. 5, 3 doz. wood bxs 7 00	Gallon 2 50
Chocolate	Sawyer Crystal Bag	Raspberries
Clothes Lines	Blue 4 00	Standard @
Cocoa	BROOMS	Salmon
Cocoa Nut	No. 1 Carpet 4 sew .4 75	Col'a River, talls 2 25
Cocoa Shells	No. 2 Carpet 4 sew .4 25	Col'a River, flats 2 40
Coffee	No. 3 Carpet 3 sew .4 00	Red Alaska 1 60@1 75
Confections	No. 4 Carpet 3 sew .3 75	Pink Alaska 1 20@1 30
Crackers	Parlor Gem 4 75	Sardines
Cream Tartar	Common Whisk 1 40	Domestic, 1/4s 3 75
	Fancy Whisk 1 50	Domestic, 1/2 Mus. 3 50
	Warehouse 5 00	Domestic, 3/4 Mus. 4 75
D	BRUSHES	French, 1/4s 7 00
Dried Fruits	Scrub	French, 1/2s 18 00
	Solid Back, 8 in. 75	Shrimps
	Solid Back, 11 in. 95	Standard 90@1 40
	Pointed Ends 85	Succotash
F	Stove	Fair 85
Farinaceous Goods	No. 3 90	Good 1 00
Feed	No. 2 1 25	Fancy 1 25@1 40
Fish and Oysters	No. 1 1 75	Strawberries
Fishing Tackle	Shoe	Standard 95@1 10
Flavoring Extracts	No. 8 1 00	Fancy 95@1 10
Flour	No. 7 1 30	Tomatoes
Fresh Meats	No. 4 1 70	Food 95@1 10
	No. 3 1 90	Fair 85@1 10
G	BUTTER COLOR	Fancy 95@1 10
Gelatine	Dandelion, 25c size 2 00	No. 10 3 00
Grain Bags	CANDLES	CARBON OILS
Grains	Paraffine, 6s 8	Barrels
	Paraffine, 12s 8 1/2	Perfection @ 9 1/2
	Wicking 2 1/2	D. S. Gasoline @ 15
H	CANNED GOODS	Gas Machine @ 24
Herbs	Apples	Deodor'd Nap'a @ 12 1/2
Hides and Pelts	3lb. Standards @ 1 00	Cylinder 29 @ 34 1/2
	Gallon 3 20@3 50	Engine 16 @ 22
J	Blackberries	Black, winter 8 1/2@10
Jelly	2 lb. 1 50@1 90	CEREALS
	Standards gallons @5 00	Breakfast Foods
L	Beans	Bear Food Pettijohns 1 90
Licorice	Baked 85@1 30	Cream of Wheat 36 2lb 4 50
	Red Kidney 85@1 30	
M	String 70@1 15	Post Toasties T No. 2
Matches	Wax 75@1 25	24 pkgs. 2 80
Meat Extracts	Blueberries	Post Toasties T No. 3
Mince Meat	Standard 1 35	35 pkgs. 2 80
Molasses	Gallon 6 50	Apetiao Biscuit, 24 pk 3 00
Mustard	Brook Trout	13 pkgs. 1 95
	2lb. cans, spiced 1 90	Clams
N	Ciams	Little Neck 1lb. 1 00@1 25
Nuts	Little Neck 2lb. @1 50	Clam Bouillon
	Clam Bouillon	Burnham's 1/2 pt. 2 25
O	Burnham's pts. 3 75	Burnham's qts. 7 50
Olives	Burnham's qts. 7 50	Cherries
P	Cherries	Red Standards @1 40
Pipes	White @1 40	Corn
Pickles	Fair 90@1 00	Good 1 00@1 15
Playing Cards	Good 1 00@1 15	Fancy 1 45
Potash	French Peas	Gooseberries
Provisions	Monbadon (Natural) 2 45	No. 10 6 00
	per doz. 2 45	Hominy
R	Gooseberries	Standard 8
Rice	No. 10 6 00	Lobster
Salad Dressing	Hominy	1/2 lb. 2 25
Saleratus	Standard 8	1 lb. 4 25
Sal Soda	Lobster	Plumie Tails 2 75
Salt	1/2 lb. 2 25	Mackerel
Salt Fish	per doz. 2 45	Mustard, 1lb. 1 80
Seeds	Gooseberries	Mustard, 2lb. 2 80
Shoe Blacking	No. 10 6 00	Soused, 1 1/2 lb. 1 80
Snuff	Hominy	Soused, 2lb. 2 75
Soap	Standard 8	Tomato, 1lb. 1 50
Soda	Lobster	Tomato, 2lb. 2 80
Spices	1/2 lb. 2 25	Mushrooms
Starch	1 lb. 4 25	Hotels @ 17
Syrups	Plumie Tails 2 75	Buttons, 1/2s @ 14
T	Mackerel	Buttons, 1s @ 23
Tea	Mustard, 1lb. 1 80	
Tobacco	Mustard, 2lb. 2 80	
Twine	Soused, 1 1/2 lb. 1 80	
	Soused, 2lb. 2 75	
V	Tomato, 1lb. 1 50	
Vinegar	Tomato, 2lb. 2 80	
W	Mushrooms	
Wicking	Hotels @ 17	
Woodenware	Buttons, 1/2s @ 14	
Wrapping Paper	Buttons, 1s @ 23	
Y		
Yeast Cake		

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Limburger	 @17
Pineapple	 40 @60
Sap Sago	 @20
Swiss, domestic	 @13
CHEWING GUM	
American Flag Spruce	55
Beeman's Pepsin	55
Adams' Pepsin	55
Best Pepsin	45
Best Pepsin, 5 boxes	2 00
Black Jack	55
Largest Gum Made	55
Sen Sen	55
Sen Sen Breath Perf	1 00
Yucatan	55
Spearmint	55
CHICORY	
Bulk	5
Red	7
Eagle	5
Frank's	7
Schener's	6
CHOCOLATE	
Walter Baker & Co.'s	22
German's Sweet	31
Premium	31
Caracas	31
Walter M. Lowney Co.	30
Premium, 1/4s	30
Premium, 1/2s	30
CIDER, SWEET	
"Morgan's"	
Regular barrel 50 gals	7 50
Trade barrel, 28 gals.	4 50
1/4 Trade barrel, 14 gals	2 75
Boiled, per gal.	50
Hard, per gal.	20
COCOA	
Baker's	37
Cleveland	41
Colonial, 1/4s	35
Colonial, 1/2s	33
Epps	42
Huyler	45
Lowney, 1/4s	36
Lowney, 1/2s	36
Lowney, 1s	36
Van Houten, 1/4s	40
Van Houten, 1/2s	20
Van Houten, 1s	40
Webb	72
Wilbur, 1/4s	33
Wilbur, 1/2s	33
Wilbur, 1s	32
COCOANUT	
Dunham's 1/4s & 1/2s	26 1/2
Dunham's 1/4s	27
Dunham's 1/2s	28
Bulk	13
COFFEE	
Rio	
Common	10@13 1/2
Fair	14 1/2
Choice	16 1/2
Fancy	20
Santos	
Common	12@13 1/2
Fair	14 1/2
Choice	16 1/2
Fancy	19
Peaberry	19
Maracalbo	
Fair	16
Choice	19
Mexican	
Choice	16 1/2
Fancy	19
Guatemala	
Choice	15
Java	
African	12
Fancy African	17
O. G.	25
P. G.	31
Mocha	
Arabian	21
Package	
New York Basis	
Arbuckle	17 25
Lion	16 75
McLaughlin's XXXX	
McLaughlin's XXXX sold	
to retailers only. Mail all	
orders direct to W. F.	
McLaughlin & Co., Chicag-	
o.	
Extract	
Holland, 1/2 gro boxes	95
Felix, 1/2 gross	1 15
Hummel's foil, 1/2 gro.	85
Hummel's tin, 1/2 gor.	1 43
CRACKERS	
National Biscuit Company	
Brand	
Butter	
N. B. C. Sq. bbl. 6 1/2 bx 6	
Seymour, Rd. bbl. 6 1/2 bx 6	
Soda	
N. B. C., boxes	6
Select	9
Saratoga Flakes	13
Zephyrette	13
Oyster	
N. B. C. Rd. bbl. 6 1/2 bx 6	
Gem, bbl. 6 1/2 boxes	6
Faust	8
Sweet Goods	
Animals	10
Atlantics	12
Atlantic, Assorted	12
Arrowroot Biscuit	16
Avena Fruit Cake	12
Brittle	11
Bumble Bee	10
Cadets	9
Cartwheels Assorted	9
Chocolate Drops	16
Choc. Honey Fingers	16
Circle Honey Cookies	12
Currant Fruit Biscuits	12
Cracknels	16

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Cocoanut Brittle Cake	12
Cocoanut Taffy Bar	12
Cocoanut Bar	10
Cocoanut Drops	12
Cocoanut Macaroons	18
Cocoanut Hon. Fingers	12
Cocoanut Hon Jumbles	12
Coffee Cake	10
Coffee Cake, iced	11
Crumpets	10
Dinner Biscuit	25
Dixie Sugar Cookie	9
Family Cookie	9
Fig Cake Assorted	12
Fig Newtons	12
Florabel Cake	12 1/2
Fluted Cocoanut Bar	10
Forsted Creams	8
Frosted Ginger Cookie	8
Frosted Honey Cake	12
Fruit Lunch Iced	10
Ginger Gems	8
Ginger Gems, Iced	9
Graham Crackers	8
Ginger Snaps Family	8
Ginger Snaps N. B. C.	7 1/2
Ginger Snaps N. B. C.	8
Square	8
Hippodrome Bar	12
Honey Cake, N. B. C.	12
Honey Fingers As. Ice	12
Honey Jumbles, Iced	12
Honey Flake	12 1/2
Household Cookies	8
Household Cookies Iced	9
Imperial	9
Jersey Lunch	9
Jubilee Mixed	10
Kream Klips	25
Laddie	9
Lemon Gems	10
Lemon Biscuit Square	8
Lemon Wafer	17
Lemona	9
Mary Ann	9
Marshmallow Walnuts	17
Molasses Cakes	8
Molasses Cakes, Iced	9
Molasses Fruit Cookies	11
Mottled Square	10
Oatmeal Crackers	8
Orange Gems	9
Penny Assorted	9
Peanut Gems	9
Pretzels, Hand Md.	9
Pretzettes, Hand Md.	9
Pretzettes, Mac. Md.	8
Raisin Cookies	10
Raisin Gems	11
Revere, Assorted	14
Rittenhouse Fruit	10
Biscuit	10
Rube	9
Scalloped Gems	10
Scotch Cookies	10
Spiced Currant Cake	10
Sugar Fingers	12
Sultana Fruit Biscuit	16
Spiced Ginger Cake	9
Spiced Ginger Cake Iced	10
Sugar Cakes	9
Sugar Squares, large or	9
small	9
Sunnyside Jumbles	10
Superba	8
Sponge Lady Fingers	25
Sugar Crimp	9
Vanilla Wafers	17
Waverly	10
In-er Seal Goods	
per doz.	
Albert Biscuit	1 00
Animals	1 00
Arrowroot Biscuit	1 00
Athens Lemon Cake	50
Baron Biscuit	1 00
Bremmer's Butter	1 00
Wafers	1 00
Cameo Biscuit	1 50
Cheese Sandwich	1 00
Chocolate Wafers	1 00
Cocoanut Dainties	1 00
Faust Oyster	1 00
Fig Newton	1 00
Five O'clock Tea	1 00
Frotana	1 00
Ginger Snaps, N. B. C.	1 00
Graham Crackers, Red	1 00
Label	1 00
Lemon Snaps	50
Oatmeal Crackers	1 00
Old Time Sugar Cook.	1 00
Oval Salt Biscuit	1 00
Oysterettes	50
Pretzettes, Hd. Md.	1 00
Royal Toast	1 00
Saltine Biscuit	1 00
Saratoga Flakes	1 50
Social Tea Biscuit	1 00
Soda Crackers N. B. C.	1 00
Soda Crackers Select	1 00
S. S. Butter Crackers	1 50
Uneeda Biscuit	50
Uneeda Jifler Waffer	1 00
Uneeda Lunch Biscuit	1 00
Vanilla Wafers	1 00
Water Thin Biscuit	1 00
Zu Zing Finger Snaps	50
Zwieback	1 00
In Special Tin Packages.	
Per doz.	
Festino	2 50
Nabisco, 25c	2 50
Nabisco, 10c	1 00

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Champagne Wafer	2 50
Per tin in bulk	
Sorbetto	1 00
Nabisco	1 75
Festino	1 50
Bent's Water Crackers	1 40
CREAM TARTAR	
Barrels or drums	33
Boxes	34
Square cans	32
Fancy caddies	41
DRIED FRUITS	
Apples	
Sundried	10 1/2@11 1/2
Evaporated	10 1/2@11 1/2
Apricots	
California	12@15
Citron	
Corsican	@15
Currants	
Imp'd 1 lb. pkg.	@ 9 1/2
Imported bulk	@ 9 1/2
Peel	
Lemon American	13
Orange American	13
Raisins	
Connosiar Cluster	3 25
Dessert Cluster	4 00
Loose Muscatels 3 cr.	6
Loose Muscatels 3 cr.	6
Loose Muscatels 4 cr.	6 1/2
L. M. Seeded 1 lb.	7 1/2@8
California Prunes	
L. M. Seeded, bulk	7 1/2
Sultanas, Bleached	12
100-125 25lb. boxes	@ 6 1/2
90-100 25lb. boxes	@ 7
80-90 25lb. boxes	@ 7 1/2
70-80 25lb. boxes	@ 8
60-70 25lb. boxes	@ 8 1/2
50-60 25lb. boxes	@ 9
30-40 25lb. boxes	@ 11
1/4c less in 50lb. cases	
FARINACEOUS GOODS	
Beans	
Dried Lima	6 1/2
Med. Hand Picked	2 40
Brown Holland	3 25
Farina	
25 1 lb. packages	1 50
Bulk, per 100 lbs.	3 50
Hominy	
Pearl, 100 lb. sack	1 75
Maccaroni and Vermicelli	
Domestic, 10 lb. box	60
Imported, 25 lb. box	2 50
Pearl Barley	
Chester	2 75
Empire	3 65
Peas	
Green, Wisconsin, bu.	
Green, Scotch, bu.	2 50
Split, lb.	04
Sage	
East India	5
German, sacks	5
German, broken pkg.	
Tapioca	
Flake, 10 0lb. sacks.	6
Pearl, 130 lb. sacks	4 1/2
Pearl, 24 lb. pkgs.	7 1/2
FLAVORING EXTRACTS	
Foote & Jenks	
Coleman Vanilla	
No. 2 size	14 00
No. 4 size	24 00
No. 3 size	36 00
No. 8 size	48 00
Coleman Terp. Lemon	
No. 2 size	9 60
No. 4 size	18 00
No. 3 size	21 00
No. 8 size	36 00
Jaxon Mexican Vanilla.	
1 oz. oval	15 00
2 oz. oval	28 20
4 oz. flat	55 20
8 oz. flat	108 00
Jaxon Terp. Lemon.	
1 oz. oval	10 20
2 oz. oval	16 80
4 oz. flat	33 00
8 oz. flat	63 00
Crescent Mfg. Co.	
Mapleine	
2 oz. per doz.	3 00
GRAIN BAGS	
Amoskeag, 100 in bale	19
Amoskeag, less than bl	19 1/2
GRAIN AND FLOUR	
Wheat	
Red	91
White	88
Winter Wheat Flour	
Local Brands	
Patents	5 40
Second Patents	5 20
Straight	4 80
Second Straight	4 60
Clear	4 00
Flour in barrels, 25c per	
barrel additional.	
Lemon & Wheeler Co.	
Big Wonder 1/2s cloth	5 25
Pic Wonder 1/2s cloth	5 25
Worden Grocer Co's Brand	
Quaker, paper	5 10
Quaker, cloth	5 20
Wykes & Co.	
Eclipse	4

6	7	8	9	10	11
Lemon & Wheeler Co. White Star, 1/8 cloth 6 10 White Star, 1/4 cloth 6 00 White Star, 1/2 cloth 5 90 Worden Grocer Co. American Eagle 1/4 ch 6 10 Grand Rapids Grain & Milling Co. Brands Purity, Patent 5 20 Seal of Minnesota 5 80 Wizard Flour 4 80 Wizard Graham 4 80 Wizard Gran. Meal 3 80 Wizard Buckwheat 3 60 Kye 4 50 Spring wheat Flour Roy Baker's Brand Golden Horn, family 5 90 Golden Horn, bakers 5 80 Wisconsin Rye 4 40 Judson Grocer Co.'s Brand Ceresota, 1/8 6 4 Ceresota, 1/4 6 30 Ceresota, 1/2 6 20 Lemon & Wheeler's Brand Wingold, 1/8 6 75 Wingold, 1/4 6 65 Wingold, 1/2 6 55 Worden Grocer Co.'s Brand Laurel, 1/8 cloth 6 20 Laurel, 1/4 cloth 6 10 Laurel, 1/2 cloth 6 00 Laurel, 3/4 cloth 6 00 Voigt Mining Co.'s Brand Voigt's Crescent 5 60 Voigt's Flouring 5 60 Voigt's Hygienic Graham 5 00 Voigt's Royal 5 80 Wykes & Co. Sleepy Eye, 1/8 cloth 6 50 Sleepy Eye, 1/4 cloth 6 40 Sleepy Eye, 1/2 cloth 6 30 Sleepy Eye, 3/4 paper 6 30 Sleepy Eye, 1/2 paper 6 30 Watson & Frost Co. Perfection Flour 5 60 Tip Top Flour 5 20 Golden Sheaf Flour 4 75 Marshall's Best Flour 5 90 Perfection Buckwheat 2 50 Tip Top Buckwheat 2 40 Badger Dairy Feed 24 00 Alfalfa Horse Feed 28 00 Kafir Corn 1 90 Hoyle Scratch Feed 1 65 Meat Bolted 3 60 Golden Granulated 3 30 St. Car Feed screened 23 00 No. 1 Corn and Oats 23 00 Corn, cracked 22 00 Corn Meal, coarse 22 00 Winter Wheat Bran 24 00 Middlings 26 00 Buffalo Gluten Feed 33 00 Dairy Feeds Wykes & Co. O P Linseed Meal 35 00 O P Laxo-Cake-Meal 33 00 Cottonseed Meal 34 50 Gluten Feed 28 50 Brewers' Grains 28 00 Hammond Dairy Feed 24 00 Alfalfa Meal 25 00 Oats Michigan carlots 36 1/2 Less than carlots 38 Corn Carlots 55 Less than carlots 57 Hay Carlots 16 Less than carlots 17 MAPLEINE 2 oz. bottles, per doz. 3 00 MOLASSES New Orleans Fancy Open Kettle 40 Choice 35 Good 22 Fair 20 Half barrels 2c extra MINCE MEAT Per case 2 85 MUSTARD 1/4 lb. 6 lb. box 18 OLIVES Bulk, 1 gal. kegs 1 10@1 20 Bulk, 2 gal. kegs 95@1 05 Bulk, 5 gal. kegs 90@1 00 Stuffed, 5 oz. 1 35 Stuffed, 8 oz. 1 35 Stuffed, 14 oz. 2 25 Pitted (not stuffed) 14 oz. 2 25 Manzanilla, 8 oz. 90 Lunch, 10 oz. 1 35 Lunch, 16 oz. 2 25 Queen, Mammoth, 19 3 75 Queen, Mammoth, 28 5 25 Olive Chow, 2 doz. cs. 2 25 per doz. 2 25 Hardwood Tooth Picks 2 00 Ideal 85 PICKLES Medium Barrels, 1,200 count 7 50 Half bbls., 600 count 4 50 5 gallon kegs 2 25 Small Barrels 9 00 Half barrels 5 25 5 gallon kegs 1 90 Gherkins Barrels 11 00 Half barrels 5 00 5 gallon kegs 2 75 Sweet Small Barrels 13 50 Half barrels 7 50 5 gallon kegs 3 00	POTASH Babbitt's 4 00 PROVISIONS Barreled Pork Clear Back 24 00 Short Cut 23 75 Short Cut Clear 23 75 Bean 23 00 Bisket, Clear 25 00 Pig 23 00 Clear Family 26 00 Dry Salt Meats S P Bellies 16 Lard Pure in tierces 13 1/4 Compound Lard 10 1/4 80 lb. tubs 1/2 advance 1/2 60 lb. tubs 1/2 advance 1/2 50 lb. tins 1/2 advance 1/2 20 lb. pails 1/2 advance 1/2 10 lb. pails 1/2 advance 1/2 5 lb. pails 1/2 advance 1/2 8 lb. pails 1/2 advance 1/2 Smoked Meats Hams, 12 lb. average 18 1/2 Hams, 14 lb. average 18 1/2 Hams, 16 lb. average 18 1/2 Hams, 18 lb. average 18 1/2 Skinned Hams 20 Ham, dried beef sets 16 1/2 California Boiled Hams 11 1/2 Picnic Boiled Hams 15 Boiled Ham 22 Berlin Ham, pressed 11 Minced Ham 11 Bacon 21 Sausages Bologna 9 Liver 5 Frankfort 10 1/2 Pork 11 Veal 11 Tongue 11 Headcheese 9 Beef Boneless 14 00 Rump, new 14 00 Pig's Feet 1/2 bbls., 40 lbs. 1 00 1/2 bbls., 40 lbs. 2 00 1/2 bbls., 40 lbs. 4 00 1 bbl. 9 00 Tripe Kits, 15 lbs. 80 1/2 bbls., 40 lbs. 1 60 1/2 bbls., 80 lbs. 3 00 Casings Hogs, per lb. 32 Beef, rounds, set 25 Beef, middles, set 25 Sheep, per bundle 80 Uncolored Butterine Solid dairy 10 1/2@12 Country Rolls 10 1/2@16 1/2 Canned Meats Corned beef, 2 lb. 3 40 Corned beef, 1 lb. 1 90 Roast beef, 2 lb. 3 40 Roast beef, 1 lb. 1 90 Potted Ham, 1/4 50 Potted Ham, 1/2 50 Deviled Ham, 1/4 50 Deviled Ham, 1/2 50 Potted tongue, 1/4 50 Potted tongue, 1/2 50 RICE Fancy 7 @ 7 1/2 Japan 5 1/2 @ 6 1/2 Broken 2 1/2 @ 3 1/2 SALAD DRESSING Columbia, 1/4 pint 2 25 Columbia, 1 pint 4 00 Durkee's, large, 1 doz. 5 25 Durkee's, small, 2 doz. 5 25 Snider's, large, 1 doz. 2 25 Snider's, small, 2 doz. 1 35 SALERATUS Packed 60 lbs. in box Arm and Hammer 3 00 Deland's 3 00 Dwight's Cow 3 00 L. P. 3 00 Standard 1 80 Wyandotte, 100 1/4 3 00 SAL SODA Granulated, bbls. 80 Granulated, 100 lbs. cs. 90 Lump, bbls. 90 Lump, 145 lb. kegs 95 SALT Common Grades 100 3 lb. sacks 2 40 60 5 lb. sacks 2 25 28 10 1/2 lb. sacks 2 10 56 lb. sacks 32 28 lb. sacks 17 Warsaw 56 lb. dairy in drill bags 40 28 lb. dairy in drill bags 20 Solar Rock 56 lb. sacks 24 Common Granulated, fine 90 Medium, fine 95 SALT FISH Cod Large whole 7 Small whole 6 1/2 Strips or bricks 7 1/2@10 1/2 Pollock 10 1/2 Halibut Strips 15 Chunks 16 Holland Herring Y. M. wh. hoop, bbls. 16 50 Y. M. wh. hoops 1/2 bbl 5 50 Y. M. wh. hoops, kegs 65 Y. M. wh. hoop Milchers 75 Queen, bbls. 9 00 Queen, 1/2 bbls. 4 75 Queen, kegs 55 Trout No. 1, 100 lbs. 7 50 No. 1, 40 lbs. 3 25 No. 1, 10 lbs. 90 No. 1, 8 lbs. 75	Mackerel Mess, 100 lbs. 16 50 Mess, 40 lbs. 7 00 Mess, 10 lbs. 1 85 Mess, 8 lbs. 1 50 No. 1, 100 lbs. 15 50 No. 1, 40 lbs. 6 60 No. 1, 10 lbs. 1 70 No. 1, 8 lbs. 1 40 Whitefish No. 1, No. 2 Fam. 100 lbs. 9 75 3 50 50 lbs. 5 25 1 90 10 lbs. 1 12 55 8 lbs. 92 48 SHOE BLACKING Handy Box, large 3 dz 2 50 Handy Box, small 1 25 Bixby's Royal Polish 85 Miller's Crown Polish 85 SNUFF Scotch, in bladders 37 Maccaboy, in jars 35 French Rattle in jars 43 SOAP J. S. Kirk & Co. American Family 4 00 Dusky Diamond, 50 8oz 2 80 Dusky Dnd 100 6 oz 3 80 Jap Rose, 50 bars 3 60 Savon Imperial 3 00 White Russian 3 60 Dome, oval bars 3 00 Satinet, oval 2 70 Snowberry, 100 cakes 4 00 Proctor & Gamble Co. Lenox 5 50 Ivory, 6 oz. 4 00 Ivory, 10 oz. 6 75 Star 3 50 Lautz Bros. & Co. Acme, 30 bars, 75 lbs. 4 00 Acme, 25 bars, 75 lbs. 4 00 Acme, 25 bars, 70 lbs. 3 80 Acme, 100 cakes 3 60 Big Master, 70 bars 2 85 German Mottled 3 35 German Mottled, 5 bxs 3 30 German Mottled, 10 bxs 3 25 German Mottled, 25 bxs 3 20 Marseilles, 100 cakes 6 00 Marseilles, 100 cks 5c 4 00 Marseilles, 100 ck toil 4 00 Marseilles, 1/2 bx toilet 2 10 A. B. Wisley Good Cheer 4 00 Old Country 3 40 Soap Powders Snow Boy, 24 lbs. 4 00 Snow Boy, 60 5c 2 40 Snow Boy, 30 10c 2 40 Gold Dust, 24 large 4 50 Gold Dust, 100-c 4 00 Kirkoline, 24 4lb. 3 80 Pearline 3 75 Soapine 4 10 Babbitt's 1776 3 75 Roseine 3 50 Armour's 3 70 Wisdom 3 80 Soap Compounds Johnson's Fine 5 10 Johnson's XXX 4 25 Nine O'clock 3 30 Rub-No-More 3 85 Scouring Enoch Morgan's Sons. Sapolio, gross lots 9 00 Sapolio, half gro. lots 4 50 Sapolio, single boxes 2 25 Sapolio, hand 2 25 Scourine Manufacturing Co. Scourine, 50 cakes 1 80 Scourine, 100 cakes 3 50 SODA Boxes 5 1/2 Kegs, English 4 1/2 SPICES Whole Spices Allspice, Jamaica 13 Allspice large Garden 11 Cloves, Zanzibar 16 Cassia, Canton 14 Cassia, 5c pkg. doz. 25 Ginger, African 9 1/2 Ginger, Cochlin 14 1/2 Mace, Penang 50 Mixed, No. 1 16 1/2 Mixed, No. 2 15 Mixed, 5c pkgs. doz. 45 Nutmegs, 75-80 25 Nutmegs, 105-110 20 Pepper, Black 14 Pepper, White 25 Pepper, Cayenne 22 Paprika, Hungarian 17 Pure Ground in Bulk Allspice, Jamaica 12 Cloves, Zanzibar 22 Cassia, Canton 22 Ginger, African 12 Mace, Penang 55 Nutmegs, 75-80 35 Pepper, Black 11 1/2 Pepper, White 18 Pepper, Cayenne 16 Paprika, Hungarian 33 STARCH Kingsford, 40 lbs. 7 1/2 Muzzy, 20 1lb. pkgs. 5 1/2 Muzzy, 40 1lb. pkgs. 5 1/2 Gloss Kingsford Silver Gloss, 40 1lbs. 7 1/2 Silver Gloss, 16 3lbs. 6 1/2 Silver Gloss, 12 6lbs. 8 1/2 Muzzy 48 1lb. packages 5 16 5lb. packages 4 1/2 12 6lb. packages 6 50lb. boxes 2 1/2 SYRUPS Corn Barrels 27 Half barrels 29 20lb. cans 1/4 dz. in cs. 1 75	10lb. cans, 1/2 dz. in cs. 1 65 5lb. cans, 2 dz. in cs. 1 75 2 1/2lb. cans, 2 dz. in cs. 1 80 Pure Cane Fair 15 Good 20 Choice 25 TEA Japan Sundried, medium 24@26 Sundried, choice 30@32 Sundried, fancy 36@40 Regular, medium 24@26 Regular, choice 30@32 Regular, fancy 36@40 Basket-fired, medium 30 Basket-fired, choice 35@37 Basket-fired, fancy 40@43 Nibs 26@30 Siftings 10@12 Fannings 14@15 Gunpowder Moyune, medium 28 Moyune, choice 32 Moyune, fancy 40@45 Pingsuey, medium 25@28 Pingsuey, choice 30@33 Pingsuey, fancy 40@45 Young Hyson Choice 30 Fancy 40@50 Oolong Formosa, fancy 45@60 Amoy, medium 32 Amoy, choice 35 English Breakfast Medium 25 Choice 30 Fancy 40@45 India Ceylon, choice 30@35 Fancy 45@50 TOBACCO Fine Cut Blot 1 45 Hiawatha, 16 oz. 60 Hiawatha, 1 oz. 56 No Limit, 7 oz. 1 65 No Limit, 14 oz. 3 15 Ojibwa, 16 oz. 40 Ojibwa, 5c pkg. 1 85 Ojibwa, 5c 47 Petoskey Chief, 7 oz. 1 85 Petoskey Chief, 14 oz. 3 70 Sterling Dark, 5c 5 70 Sweet Cuba, 5c 5 60 Sweet Cuba, 10c 11 10 Sweet Cuba, 1 lb. 5 00 Sweet Cuba, 16 oz. 4 20 Sweet Cuba, 1/2 lb. 2 10 Sweet Burley, 5c 5 75 Sweet Mist, 1/2 gr. 5 70 Sweet Burley, 24 lb. cs 4 90 Tiger, 1/2 gross 6 00 Tiger, 5c tins 5 50 Uncle Daniel, 1 lb. 5 22 Uncle Daniel, 1 oz. 5 22 Plug Am. Navy, 15 oz. 27 Drummond, Nat. Leaf, 2 & 5 lb. 60 Drummond Nat. Leaf, per doz. 95 Battle Ax 37 Bracer 37 Big Four 31 Boot Jack 36 Bullion, 16 oz. 48 Climax Golden Twins 43 Days Work 38 Derby 28 5 Bros. 63 Gilt Edge 48 Gold Rope, 7 to 1b. 58 Gold Rope, 14 to 1b. 58 G. O. P. 32 Granger Twist 46 G. T. W. 37 Horse Shoe 43 Honey Dip Twist 40 Jolly Tar 40 J. T. 8 oz. 35 Keystone Twist 46 Kismet 48 Nobby Spun Roll 58 Parrot 28 Peachee 28 Picnic Twist 45 Piper Heidsick 69 Redicut, 1 1/2 oz. 38 Red Lion 30 Sherry Cobbler, 10 oz. 26 Spear Head, 12 oz. 44 Spear Head, 14 1/2 oz. 44 Spear Head, 7 oz. 47 Square Deal 28 Star 43 Standard Navy 37 Ten Penny 28 Town Talk 14 oz. 30 Yankee Girl 32 I WINE Cotton, 3 ply 25 Cotton, 4 ply 25 Jute, 2 ply 14 diemp, 6 ply 13 clax, medium N 24 Wood, 1 lb. balls 8 VINEGAR Highland apple cider 18 Oakland apple cider 16 State Seal 13 40 grain pure white 10 Barrels free WICKING No. 0 per gross 30 No. 1 per gross 40 No. 2 per gross 50 No. 3 per gross 75 WOODENWARE Baskets Bushels 1 00 Bushels, wide band 1 15 Market 40 Splint, large 3 50 Splint, medium 3 00	Splint, small 2 75 Willow, Clothes, large 8 25 Willow, Clothes, small 6 25 Willow, Clothes, med m 7 25 Butter Plates Wire End or Ovals 4 lb., 250 in crate 30 1 lb., 250 in crate 30 1 lb., 250 in crate 30 3 lb., 250 in crate 50 Churns Barrel, 5 gal., each 2 40 Barrel, 10 gal., each 2 55 Clothes Pins Round Head 1 inch, 5 gross 50 1 1/2 inch, 5 gross 55 Cartons, 20 1/2 doz. bxs. 60 Egg Crates and Fillers Humpty Dumpty, 12 ds. 20 No. 1 complete 20 No. 2 complete 25 Case No. 2 fillers 15 sets 1 15 Case, mediums, 12 sets 1 15 Faucets York lined, 8 in. 74 York lined, 9 in. 80 York lined, 10 in. 94 Mop Sticks Trojan spring 90 Eclipse patent spring 85 No. 1 common 80 No. 2 pat. brush holder 85 12lb. cotton mop heads 1 40 Ideal No. 7 85 Pails 2-hoop Standard 2 00 3-hoop Standard 2 35 2-wire Cable 2 10 Cedar all red brass 1 25 3-wire Cable 2 30 Paper Eureka 2 25 Fibre 2 70 Toothpicks Hardwood 2 50 Softwood 2 75 Banquet 1 50 Ideal 1 50 Traps Mouse, wood, 2 holes 22 Mouse, wood, 4 holes 45 Mouse, wood, 6 holes 70 Mouse, tin, 3 holes 65 Rat, wood 80 Rat, spring 75 20-in. Standard, No. 1 7 50 18-in. Standard, No. 2 6 50 16-in. Standard, No. 3 5 50 20-in. Cable, No. 1 8 00 18-in. Cable, No. 2 7 00 16-in. Cable, No. 3 6 00 No. 1 Fibre 10 25 No. 2 Fibre 9 25 No. 3 Fibre 8 25 Washboards Bronze Globe 2 50 Dewey 1 75 Double Acme 3 75 Single Acme 3 15 Double Peerless 3 75 Single Peerless 3 25 Northern Queen 3 25 Double Duplex 3 00 Good Luck 2 75 Universal 3 00 Window Cleaners 12 in. 1 65 14 in. 1 85 16 in. 2 30 Wood Bowls 13 in. Butter 1 50 15 in. Butter 2 25 17 in. Butter 4 00 19 in. Butter 5 90 Assorted, 13-15-17 3 00 Assorted, 15-17-19 4 25 WRAPPING PAPER Common straw 2 Fibre Manila, white 3 Fibre Manila, colored 4 No. 1 Manila 4 Cream Manila 4 Butcher's Manila 2 1/2 Wax Butter, short cut 13 Wax Butter, full count 20 Wax Butter, rolls 19 YEAST CAKE Magic, 3 doz. 1 15 Sunlight, 3 doz. 1 10 Sunlight, 1 1/2 doz. 50 Least Foam, 3 doz. 1 15 Least Foam, 3 doz. 1 00 Least Foam, 1 1/2 doz. 58 FRESH FISH Per lb. Whitefish, Jumbo 16 Whitefish, No. 1 12 Trout 11 1/2 Halibut 10 Herring 7 Bluefish 14 1/2 Live Lobster 29 Boiled Lobster 29 Cod 10 Haddock 8 Pickerel 12 Pike 9 Perch 8 Smoked, White 12 1/2 Chinook Salmon 15 Mackerel Pinnan Haddie Roe Shad Shad Roe, each Speckled Bass 8 1/2 HIDES AND PELTS Hides Green No. 1 11 Green No. 2 10 Cured No. 1 12 Cured No. 2 12 Calfskin, green, No. 1 11 Calfskin, green, No. 2 11 Pelts Calfskin, cured No. 1 14 Calfskin, cured No. 2 12 1/2 Old Wool 30 Lamb's 50@75 Shearings 40@65 Tallow No. 1 5 No. 2 4 Wool Unwashed, med. 28 Unwashed, fine 23 Standard Twist 8 Cases Jumbo, 32 lb. 7 1/2 Extra H H 10 Boston Cream 12 Big stick, 30 lb. case 8 Mixed Candy Grocers 6 1/2 Competition 7 Special 8 Conserve 7 1/2 Royal 12 Ribon 10 Broken 8 Cut Leaf 8 1/2 Leader 8 Kindergarten 10 French Cream 9 Star 11 Hand Made Cream 16 Framo Cream mixed 14 Paris Cream Bon Bons 10 Fancy-In Pails Gypsy hearts 14 Coco Bon Bons 14 Ridge Squares 13 Peanut Squares 9 Sugared Peanuts 12 Sugared Peanuts 12 Starlight Kisses 11 San Bias Goodies 13 Lozenges, plain 10 Lozenges, printed 12 Champion Chocolate 12 Eclipse Chocolates 14 Eureka Chocolates 15 Quintette Chocolates 14 Champion Gum Drops 9 Moss Drops 10 Lemon Sours 10 Imperial 10 Ital. Cream Opera 12 Ital. Cream Bon Bons 12 Golden Wafers 13 Red Rose Gum Drops 10 Auto Bubbles 13 Fancy-In 5lb. Boxes Old Fashioned Molasses Kisses 10lb. bx. 1 30 Orange Jellies 50 Lemon Sours 60 Old Fashioned Horehound drops 60 Peppermint Drops 60 Champion Choc. Drps 65 H. M. Choc. Drops 1 10 H. M. Choc. Lt. and Dark No. 12 1 10 Bitter Sweets, as'd 1 25 Brilliant Gums, Crys. 60 A. A. Licorice Drops 90 Lozenges, printed 65 Lozenges, plain 60 Imperial 60 Mottos 65 Cream Bar 60 G. M. Peanut Bar 60 Hand Made Crms 80@90 Cream Wafers 65 String Rock 60 Wintergreen Berries 60 Old Time Assorted 2 75 Buster Brown Good 3 50 Up-to-date Asst'mt 3 75 Ten Strike No. 1 6 50 Ten Strike No. 2 6 00 Ten Strike, Summer assortment 6 75 Scientific Asst 18 00 Pop Corn Cracker Jack 3 25 Giggles, 5c pkg. cs. 3 50 Pop Corn Balls 20cs 1 35 Azulikit 100s 3 25 Oh My 100s 3 50 Cough Drops Putnam Menthol 1 00 Smith Bros. 1 25 NUTS-Whole Almonds, Tarragona 16 Almonds, Drake 15 Almonds, California soft shell 12@13 Brazil 12@13 Filberts 12@13 Cal. No. 1 12 Walnuts, soft shell 15@16 Walnuts, Marbot 15 Table nuts, fancy 13@13 1/2 Pecans, Med. 13 Pecans, ex. large 14 Pecans, Jumbos 16 Hickory Nuts, per bu. Ohio, new 60 Cocoanuts 60 Chestnuts, New York State, per bu. 60 Shelled Spanish Peanuts 9 Pecan Halves 55 Walnut Halves 36@38 Filbert Meats 27 Alcant Almonds 42 Jordan Almonds 47 Peanuts Fancy H P Suns 7 1/2 Roasted 7 1/2 Choice, H. P. Jumbo 8 bo 8	



FILL UP THOSE HOLES

The Holiday outlook was never brighter than right now—particularly for the merchant who is *prepared*.

A few days and Holiday stocks all over the country will be broken—then will come the nation-wide hurry-up call for goods to fill in the holes.

Foresight and better judgment should prompt the *thinking* merchant to *act now* before it is too late—before *disappointment* is inevitable.

Fortunately for you, Mr. Buyer, there is still one market where the goods can be had. That market is our December catalogue which, even at this late hour, represents a practically complete stock of Holiday goods.

Your task of re-ordering is *simple* and *easy*, for every item is illustrated, described and priced. The order can be made up without wandering through countless samples and tramping over unnecessary floor space. You can write the order at your own desk and depend upon getting your needs supplied *quickly* and *accurately*.

Turn to this book and use it **NOW**. If your copy is missing, write—or **WIRE**—your request. The number is F. F. 844.

BUTLER BROTHERS

Exclusive Wholesalers of General Merchandise

NEW YORK CHICAGO ST. LOUIS MINNEAPOLIS

Sample Houses: Baltimore Cincinnati Dallas Kansas City
Milwaukee Omaha San Francisco Seattle

Special Price Current

AXLE GREASE



Mica, tin boxes ..75 9 00
Paragon 55 6 00

BAKING POWDER



YOUR
OWN
PRIVATE
BRAND



Wabash Baking Powder
Co., Wabash, Ind.

80 oz. tin cans \$ 75
32 oz. tin cans 1 50
19 oz. tin cans 85
16 oz. tin cans 75
14 oz. tin cans 65
10 oz. tin cans 55
8 oz. tin cans 45
4 oz. tin cans 35
32 oz. tin milk pail 2 00
16 oz. tin bucket 90
11 oz. glass tumbler .. 85
6 oz. glass tumbler .. 75
16 oz. pint mason jar 85

CIGARS

Johnson Cigar Co.'s Brand



S. C. W., 1,000 lots \$31
El Portana 33
Evening Press 32
Exemplar 32
Worden Grocer Co. Brand

Ben Hur

Perfection 35
Perfection Extras 35
Londres 35
Londres Grand 35
Standard 35
Puritans 35
Panatellas, Finas 35
Panatellas, Book 35
Jockey Club 35

COCOANUT

Baker's Brazil Shredded



10 5c pkgs., per case .. 2 60
36 10c pkgs., per case 2 60
16 10c and 33 5c pkgs.,
per case 2 60

FRESH MEATS

Beef
Carcass 6 1/2 @ 9 1/2
Hindquarters 8 @ 10 1/2
Loins 9 @ 14
Rounds 7 1/2 @ 9
Chucks 7 @ 7 1/2
Plates 7 @ 5
Livers 7 @ 6

Pork
Loins @ 16
Dressed @ 11
Boston Butts @ 12 1/2
Shoulders @ 12 1/2
Leaf Lard @ 13
Pork Trimmings @ 14

Mutton
Carcass @ 10
Lambs @ 12
Spring Lambs @ 13

Veal
Carcass 6 @ 9

CLOTHES LINES

Sisal
60ft. 3 thread, extra.. 1 00
72ft. 3 thread, extra.. 1 40
90ft. 3 thread, extra.. 1 70
60ft. 6 thread, extra.. 1 29
72ft. 6 thread, extra.. 1 29

Jute
60ft. 75
72ft. 90
90ft. 1 05
120ft. 1 50

Cotton Victor
50ft. 1 10
60ft. 1 35
70ft. 1 60

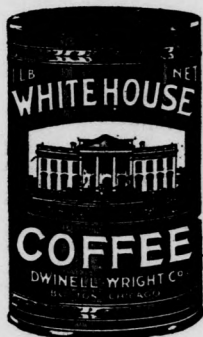
Cotton Windsor
50ft. 1 30
60ft. 1 44
70ft. 1 80
80ft. 2 00

Cotton Braided
50ft. 1 35
40ft. 95
60ft. 1 65

Galvanized Wire
No. 20, each 100ft. long 1 90
No. 19, each 100ft. long 2 10

COFFEE
Roasted

Dwinell-Wright Co.'s B'ds.



White House, 1lb.
White House, 2lb.
Excelsior, Blend, 1lb.
Excelsior, Blend, 2lb.
Tip Top, Blend, 1lb.
Royal Blend
Royal High Grade
Superior Blend
Boston Combination

Distributed by Judson
Grocer Co., Grand Rapids;
Lee & Cady, Detroit; Symons
Bros. & Co., Saginaw;
Brown, Davis & Warner,
Jackson; Goddard, Durand & Co.,
Battle Creek; Fiebach Co.,
Toledo.

FISHING TACKLE

1/4 to 1 in. 6
1 1/4 to 2 in. 7
1 1/2 to 2 in. 9
1 3/4 to 2 in. 11
2 in. 15
2 1/2 in. 15
3 in. 20

Cotton Lines

No. 1, 10 feet 5
No. 2, 15 feet 7
No. 3, 15 feet 9
No. 4, 15 feet 10
No. 5, 15 feet 11
No. 6, 15 feet 12
No. 7, 15 feet 15
No. 8, 15 feet 18
No. 9, 15 feet 20

Linen Lines

Small 20
Medium 26
Large 34

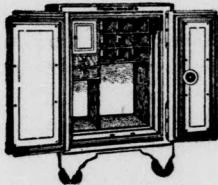
Poles

Bamboo, 14 ft., per doz. 55
Bamboo, 16 ft., per doz. 60
Bamboo, 18 ft., per doz. 80

GELATINE

Cox's, 1 doz. Large .. 1 80
Cox's, 1 doz. Small .. 1 00
Knox's Sparkling, doz. 1 25
Knox's Sparkling, gr. 14 00
Nelson's 1 50
Knox's Acidu'd. doz. 1 25
Oxford 1 75
Plymouth Rock 1 25

SAFES



Full line of fire and burglar proof safes kept in stock by the Tradesman Company. Thirty-five sizes and styles on hand at all times—twice as many safes as are carried by any other house in the State. If you are unable to visit Grand Rapids and inspect the line personally, write for quotations.

SOAP

Beaver Soap Co.'s Brand



100 cakes, large size.. 6 50
50 cakes, large size.. 3 25
100 cakes, small size.. 3 55
50 cakes, small size.. 1 95

Tradesman Co.'s Brand



Black Hawk, one box 2 50
Black Hawk, five bxs 2 40
Black Hawk, ten bxs 2 25

TABLE SAUCES

Halford, large 3 75
Halford, small 2 25

Use

Tradesman

Coupon

Books

Made by

Tradesman Company

Grand Rapids, Mich.

Business-Wants Department

Advertisements inserted under this head for two cents a word the first insertion and one cent a word for each subsequent continuous insertion. No charge less than 25 cents. Cash must accompany all orders.

BUSINESS CHANCES.

Excellent Business Opportunity. For Rent—A two-story store building, 22x60, also store room adjoining. Best location in town, Michigan's famous fruit belt. Long lease. Terms reasonable. Address No. 44, care Tradesman. 44

Special Sales—The oldest Sale Conductor in the business, bar no one. Best of references from wholesalers and retailers. Personally conduct all of my own sales. W. N. Harper, Port Huron, Mich. 43

For Sale—Drug store, doing a good business. Must be sold by Jan. 1; town 1,500. One other store. Address No. 41, care Michigan Tradesman. 41

For Sale—Grocery stock \$2,000. Best location in city. Established business doing at present \$25,000 per year. Thriving manufacturing town 14,000 population. Personal reason for selling. Price right if sold at once. B. G. Appleby Co., Saginaw, Mich. 40

To Trade—160 acres in Keith county, Nebraska. 320 acres in Ochiltree county, Texas, all choice land to trade for general merchandise store must have good business; will put in some cash if necessary. Address Box 789, Albion, Neb. 39

For Exchange For Merchandise—Two fine developed, rich, black soil Southern plantations. Describe stock fully. Address Box 686, Marion, Ind. 38

Absolutely Pure Country Sorghum

In 1/2 barrels and barrels @ 47c f. o. b. shipping station or 49c delivered. In 10 lb. friction top pails 6 in a case; 5 lb. pails 12 in a case; 2 1/2 lb. cans 24 in a case @ \$3.25 per case f. o. b. cars, or \$3.50 a case delivered. Can ship case goods from Chicago, barrel sorghum from Burlington, Ia., if in a hurry. All goods guaranteed to please you and to conform to all Pure Food Laws. My selling plan that is guaranteed to sell the goods; FREE with your first order. Address John Weiler, Olney, Ill.

For Sale—Old-established shoe stock, finest location in Michigan's best town of 30,000. Valuable lease and absolutely clean stock. Will invoice about \$12,000 easily, reduced to \$8,000. This is a cash proposition that will stand the most careful investigation. Owner obliged to make change of climate. Address No. 37, care Michigan Tradesman. 37

Big Holiday Offer—We send free the merchants friend, a reliable non-magnetic gold watch, splendid timer, adjusted to heat and cold, jewel lever movement, gold filled case warranted ten years, with an order of 500 Little Marvel Credit Coupons, at \$1.50 per hundred books, 30 days' credit given. Address Little Marvel Special, 310 South Hoynes Ave., Chicago, Ill. 36

If you want a half interest in a good live hardware business that will pay all expenses, including proprietors' salaries and double your money in two years, address Bargain, care Tradesman. 45

For Sale—Stock of general merchandise at Grant, Mich. H. T. Stanton, Trustee, 18 Market St., Grand Rapids, Mich. 35

Extraordinary opportunity for man with capital, with business experience or experience in textile or knit goods. Manufacturing in Middle West, over twenty years in the market, doing practically one hundred thousand dollar business, wishes new blood. Proper man can have salary and handle either the general management and the financial and selling end or the manufacturing and superintendent end. Will make the opportunity satisfactory to the right party. Address No. 32, care Tradesman. 32

For Sale—A doctor's practice and good office equipment in a thrifty town of 1,000 population, surrounded with a good farming community in Central Michigan. Address Mrs. C. E. Goodwin, St. Louis, Mich. 33

To sell and trade on account of health, my entire business, consisting of general merchandise, coal and grain. R. R. agent, postoffice and good creamery business, all paying about \$500 annually, no investment goes with this. Entire business, including buildings, invoices about \$7,000 or \$8,000. Part cash, balance in land or first mortgage on real estate. J. E. Hobbs, Halford, Kan. 30

For Sale—Drug and general stock for sale in thriving town in Central Michigan. Invoices about \$3,500. Rent very low. Address Dr. P., care Michigan Tradesman. 29

IMPORTANT

I can positively close out or reduce your stock of merchandise at a profit. I can positively prove by those who have used my methods that a failure is entirely out of the question. I positively have the best, the cheapest and most satisfactory sales plan of any salesman in the business. LET ME PROVE IT.

G. B. JOHNS, Auctioneer and Sale Specialist
1341 Warren Ave. West Detroit, Mich.

For Sale—Stock general merchandise, dry goods, groceries, boots, shoes, paints and oils, dandy line, small town 450 population; L. V. R. R.; good school and country; sales \$25,000; stock and fixtures, \$8,000; store, barn and house can be bought or rented; best reason for selling; do not come or write unless you have \$5,000 and mean business. Stock in good condition and will sell right, if sold at once. E. E. Cummings, New Woodstock, N. Y. 27

Dry goods and clothing stock for sale, located in best factory section of Detroit; always a money maker; stock in A1 condition; best store in this section. Best of reasons for selling. M. Rosenzweig, 2286 W. Jefferson Ave., Delray, Mich. 26

The Comstock-Grisier Co.

Merchandise Sale Specialists

Stocks reduced at a profit, or entirely closed out. Results that always please. Highest references as to character of work.

907 Ohio Building Toledo, Ohio

For Sale—Bakery, restaurant, ice cream and fancy grocery business in heart of sugar beet country. Doing fine business. Established 15 years, rent cheap. Have other business. E. J. Clark, Prop., St. Louis, Mich. 25

For Sale—Stock general merchandise about \$3,300, in live railroad town thirty miles north of Muskegon. In one of Michigan's finest farming and fruit belts. Low rent, with living rooms. Reason, have an opportunity in the West. Terms \$1,800 cash, balance on easy payments. Address General, care Tradesman. 21

For Sale—Grocer, meat and shoe business in a hustling county seat of 1,000 population, with a good farming country surrounding. This is an old-established business and entirely alive at present time, but must be sold at once for good reasons. This is a bargain for someone. Address No. 19, care Tradesman. 19

Bring Something to Pass

Mr. Merchant! Turn over your "left overs." Build up your business. Don't sacrifice the cream of your stock in a special sale. Use the plan that brings all the prospective buyers in face to face competition and gets results. I personally conduct my sales and guarantee my work. Write me. JOHN C. GIBBS, Auctioneer, Mt. Union, Ia.

For Sale—Stock of hardware and implements invoicing about \$4,000. Also one cement block, 30x70, two-story and one frame building 40x40, part two-story. Address No. 18, care Tradesman. 18

To Dealers—If you want first cost net to you for your stock of merchandise, address Ralph W. Johnson, Maiden Rock, Wis. 15

For Sale—Small stock of general merchandise located in the busiest little town in Southern Michigan. Will sell or rent my modern brick store building. Address No. 16, care Tradesman. 16

Want ads. continued on next page.

Industrial Enterprises.

Bay City—L. A. Greer, of Mayville, has succeeded in interesting over 100 farmers in a plan to organize a co-operative creamery, and they have also agreed to furnish milk from 500 cows.

Monroe—Construction work is now under way on a large new fire-proof plant for the Seitz Crucible Foundry Co., which is controlled by the Seitz Automobile & Transmission Co., of this city. The plant will comprise two main buildings, 50x140 feet, one wing 26x140 feet with an office building in front, 61x126 feet, and an engine house 42x48 feet. A complete line of new machinery will be installed and after completion of the plant the company will make all its own steel bars, iron and aluminum castings.

Lake Odessa—Henry Van Houten, Homer Pierce and Bert Lowe expect soon to have their glove factory in operation, with four power machines and other modern equipment.

Elk Rapids—The Elk Electric Co. has taken over the franchise and pole lines of the Elk Rapids Electric Lighting Co. and will put in new machinery throughout with increased capacity.

Portland—The last 160 acres of the Oliver Toan estate has been sold to the Dennis Lumber Co., of Grand Rapids. The tract is covered with virgin hardwood timber, estimated to cut 1,000,000 feet, and is the last piece of such timber in this section.

Manufacturing Matters.

Harbor Springs—A. Elliott has built a large lumber and feed mill at Five Mile Creek.

Muskegon—The Muskegon Iron Works has changed its name to the Eagle Iron Works.

Boyer City—The capital stock of the Boyer City Chemical Co. has been increased from \$125,000 to \$500,000.

Deford—Citizens are taking up a subscription to rebuild the Neeper & Son creamery and cheese factory, recently destroyed by fire.

Cadillac—The Water & Light Co. is installing a new 200 horse power engine and 200 k. dynamo, increasing its capacity 66 per cent.

Otsego—The Eady Shoe Co. is now doing business in its new three story factory. The company has been in business seven years and now has 150 employees.

St. Johns—The St. Johns Cement Tile Manufacturing Co. has moved into its new quarters on Lansing street and is making 1,000 tile a day, finding a ready market.

Saginaw—Deeds transferring the Jackson-Church-Wilcox Co. and the Marquette Motor Co. properties to the General Motors Co. for \$132,000 and \$475,000, respectively, have been filed.

Detroit—The Ross & Young Machine Co. has merged its business into a stock company under the same style, with an authorized capitalization of \$35,000, of which \$20,000 has been subscribed and paid in in property.

Schoolcraft—The Inter-Brace

Chair Co., \$100,000 capital, has purchased the unused factory building here to manufacture their patent chair. P. Van Dommelin, lately of the Limbert factory at Holland, is in charge.

Tecumseh—The Tecumseh Butter Co. has merged its business into a stock company under the same style, with an authorized capital stock of \$20,000, of which \$12,000 has been subscribed and \$10,000 paid in in property.

Kalamazoo—A new company has been organized under the style of the Kalamazoo Cast Stone Co., with an authorized capital stock of \$6,000, of which \$3,000 has been subscribed and paid in in property. Gustav and Chas. Riedel and Jos. Stohrer hold the shares.

Detroit—Walker & Frank, manufacturers of brick, have merged their business into a stock company under the style of the Walker & Frank Brick Co., with an authorized capital stock of \$50,000, of which \$30,000 has been subscribed, \$2,174.08 being paid in in cash and \$14,452 in property.

Lansing—Wagenvoort & Co., book binders, has merged its business into a stock company under the same style with an authorized capital stock of \$4,000, of which \$3,150 has been subscribed, \$1,050 being paid in in cash and \$2,100 in property. Those interested are J. William, Fred J. and Florence J. Wagenvoort.

"Uncle Remus" Thanksgiving.

When the late Joel Chandler Harris, on one of the last Thanksgiving days of his life, was asked to state his reasons for thankfulness he said: "When a man passes a little beyond middle life he is able to look at things with eyes that are somewhat different from those he employed in his youth; at least, this is so in my own case. He is able to be thankful even for the small troubles and vexations that are sure to beset him; they give him something to think about; they give to his mind a broader and a finer perspective in its daily view of things. And this is true of the real griefs and the deeper sorrows that overtake us now and again. If we are wise we are thankful for the results that follow in their train. For myself, if I have no great prosperity of my own—a thing I never wished for—I am thankful for the prosperity of my neighbors and for the prosperity of the country at large. I am thankful that the public conscience has awakened from its deep sleep; that sectional feeling has been dissipated, and that the people of all portions of the country are trying to know one another more familiarly; that all my thoughts are cheerful, and that all my dreams are peaceful; that benevolence is tending to more practical results, and that charity is more widespread—in short, for almost everything that happens, for I know that the remote result will be the uplifting of the spirits of men. I am somewhat old-fashioned, and I am thankful even for that, unimportant as it is."

DEMOCRATIC HOPES.

Democrats the country over feel greatly encouraged. In the returns from the recent elections they see signs of returning strength, and the more optimistic among them are anticipating a return of the party to power in the general election two years hence.

The Tradesman is not a partisan publication. The rise or the decline of political parties as such gives it little concern. The real issues are honesty in public places, wise principles of government, safe and sane policies and good citizenship, and these issues should win under whatever party label they may be presented.

Whether or not the elections this fall presage a Democratic victory in 1912 need not be discussed at this time. One thing is certain, however, and that is that these elections have brought forward a better and higher type of leadership than the Democratic party has been accustomed to in recent years. Wilson in New Jersey, Dix and Gaynor in New York, Harmon in Ohio, Baldwin in Connecticut, Plaisted in Maine and Foss in Massachusetts—with such men as these holding high places in the councils of the Democracy, and with the follies and breaks of Bryanism eliminated the party will once more be worthy of some respect and a degree of public confidence. The Democracy under such leadership may not win, but it will at least compel the Republicans to put forward their wisest and best men if they would hold their own. And this will be to the good of the entire country.

Against Fake Advertising.

The leading retail merchants of Kalamazoo have adopted a resolution and subscribed to it, as follows: "We are members of the Commercial Club and are subscribers to a fund controlled by the Advertising and Charities Committee, who are delegated to settle for the subscriber all calls made upon them for contributions or donations for any purpose or for advertising aside from that of the acknowledged regular publications."

This does not mean, it is stated, that all advertising for churches, societies or trades unions is to be abolished. Whatever manner of schemes is advanced it must first be submitted to the Committee, and if found worthy the necessary donation will be made. It is the plan of the Committee to assist all worthy projects, but to get away from purely fake propositions.

E. C. Bramble, of Muskegon Heights, whose store was closed three weeks ago upon the filing of an involuntary petition in bankruptcy, through Stephen H. Clink, his attorney, has made an offer to compromise at 40 cents. His own inventory showed assets of \$5,600.

BUSINESS CHANCES

For Sale—One Remington typewriter. Also a National Cash Register (gold finish), with five counters and ticket detail strip, one drawer. All in perfect order. Address Lock Box 80, Lake Odessa, Mich. 46

A combined grocery and meat market for sale; a money-maker; easy terms. Address Box 18, Ashley, Mich. 47

The Western Sales Plan—\$5 for complete plan, including outline copy for sales bill. Address Geo. Raveling, Rock Rapids, Ia.

For Sale—Circular saw mill made by Sinker-Davis Co. Atlas locomotive type fire box boiler, 85 H. P. Chandler & Taylor 60 H. P. engine. Will sell at sacrifice for immediate shipment. Davis Cooperage Co., Martinsville, Ind. 14

For Sale—Clean up-to-date jewelry stock and fixtures. In good lumbering and manufacturing town of 2,800. Good business. Will sell for \$2,400. Write for terms. Lowe's Jewelry Store, Onaway, Mich. 22

Good farm for exchange. 160 acres improved, with water and native timber and good dark soil; will take a mortgage back on the land for \$3,000 and \$5,000 in merchandise. Land is worth \$8,000. R. D. Winfield, Renfrow, Oklahoma. 12

For Sale—Grocery stock, \$1,800 to \$2,000 required; good location; old established firm; reason for selling, sickness. Address 413 North Jefferson, Huntington, Ind. 5

Shoe store, established 25 years, choicest location; main business center; thriving manufacturing, agricultural town 15,000; best reason for selling. Address Lock Box 304, Tiffin, Ohio. 4

Cash for your business or real estate. I bring buyer and seller together. No matter where located if you want to buy, sell or exchange any kind of business or property anywhere at any price, address Frank P. Cleveland, Real Estate Expert, 1261 Adams Express Building, Chicago, Illinois. 984

For Sale or Exchange—For real estate, first-class stock of general merchandise in up-to-date town. Address No. 988, care Tradesman. 988

For Sale—Half interest in an established shoe store in best city in the Northwest. Monthly payroll over \$1,000. Party purchasing to take the entire management of business. About \$6,500 required. Address No. 975, care Tradesman. 975

For Sale—Cash or part trade, finest millinery store. Best location in Denver, Colorado, for unimproved Detroit or Ann Arbor property. Box 109, Denver, Colo. 968

Safes Opened—W. L. Slocum, safe expert and locksmith. 62 Ottawa street, Grand Rapids, Mich. 104

For Sale—Stock of general merchandise in one of the best towns in Michigan, invoices \$8000. Can reduce stock to suit purchaser. Reason for selling, poor health and my son leaving. One competitor. Address Box H, care Tradesman. 864

For Sale—Well established drug stock in thrifty town tributary to rich farming community. Stock and fixtures inventory \$1,400. Will sell for \$1,200. No dead stock. Terms cash or its equivalent. Address No. 777, care Michigan Tradesman. 777

Wanted—Stock general merchandise, clothing or shoes. All correspondence confidential. R. W. Johnson, Minneapolis, Minn. 913

For Sale—My store, with dwelling attached. Stock of general merchandise, situated at Geneva, Mich. Ill health reason for selling. E. A. Clark, R. D. Townley, Mich. 871

For Sale—Two 8 foot plate glass, oak frame, electric lighted showcases. Three 8 foot, oak, wall hat cases, with sliding glass doors. One outside marble base, electric lighted display case. One triple mirror, one 20 foot oak counter. All in good condition. Will sell any one or all. Gannon-Paine Co., 84 Monroe St., Grand Rapids, Mich. 946

For Sale—One 300 account McCaskey register cheap. Address A. B., care Michigan Tradesman. 548

HELP WANTED.

Salesman with established trade to carry first-class line of brooms on commission. Central Broom Co., Jefferson City, Mo. 42

Local Representative Wanted—Splendid income assured right man to act as our representative after learning our business thoroughly by mail. Former experience unnecessary. All we require is honesty, ability, ambition and willingness to learn lucrative business. No soliciting or traveling. This is an exceptional opportunity for man in your section to get into big paying business without capital and become independent for life. Write at once for full particulars. Address E. R. Marden, Pres. The National Co-Operative Real Estate Company, Suite 371, Marden Bldg., Washington, D. C. 3

Wanted—Clerk for general store. Must be sober and industrious and have some previous experience. References required. Address Store, care Tradesman. 242

SITUATIONS WANTED.

Wanted—Position as manager of dry goods, clothing or shoe store. Young married man, 12 years' experience. Prefer town of 1,500 or 2,000. References furnished. Address No. 11, care Tradesman. 11

If Your Customers Find the Cut of Our "QUAKER"



on their packages of Coffee and Spices they will be Certain they bought the RIGHT KINDS.

WORDEN GROCER COMPANY

Grand Rapids

The "Right Kind" Wholesalers

WHAT OF 1911?

Will you keep books next year in the same manner as did your father and grandfather? Will you permit yourself to be subjected to the

losses, errors, dispute, delays, the thousand and one vexations arising from the antiquated methods of handling accounts? Or will you install

THE McCASKEY GRAVITY ACCOUNT REGISTER SYSTEM

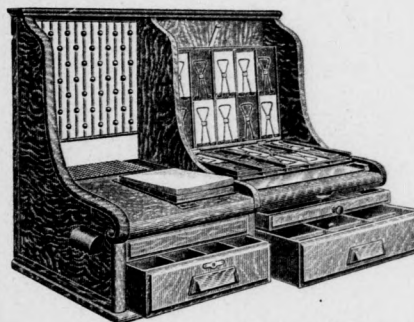
First and Still the Best

which with *ONE WRITING* will handle every detail of your business from the time the goods are purchased until the money for them is in the bank.

their accounts, draw new trade, improve your collections and intelligently and scientifically set credit limits on your patrons, write today for full and free information.

If, next year, you want to stop the leaks and losses in your business, prevent disputes with customers over

So you do not forget—we repeat—write that letter or postal card today.



The McCaskey Register Company
Alliance, Ohio

Agencies in all Principal Cities

Detroit Office
1014 Chamber of Commerce Bldg.

Grand Rapids Office
256 Sheldon St. Citz. Phone 9645

Manufacturers of Surety Non-Smut Duplicating and Triplicating Sales Books and Single Carbon Pads in all varieties

Here's The Proof Kellogg's "Square Deal" Policy Protects Both GROCER AND CONSUMER

*NO SQUARE DEAL POLICY

Some time ago I assisted in adjusting a fire loss for a grocer. Among the stuff set aside for adjustment of loss sustained was a lot of breakfast food supposed to be damaged by smoke. I opened several packages and found them not damaged by smoke—but decidedly stale, and refused to make any allowance whatever on these. We also found a lot of packages containing a biscuit—popular and well known. Upon examination I found these decidedly rancid and unfit for food. I learned later that all these goods had been bought in large quantities in order to get the price, and, as is often the case, the quantity could not be disposed of while fresh and saleable. Age does not improve anything edible. There is a limit even to ageing Limburger and Rocheford cheese—where loud smell gives some class in the nostril of the epicure, but I have yet to find the first cereal or package foods, or foods sold in any form, that improve by age, and the sooner manufacturers of food-stuffs change their system of quantity price and follow the "Square Deal" policy of a Battle Creek cereal the better for themselves, the reputation of their product, and the better for the grocer. I just want to add here that among the Cereals put out as damaged by smoke, none of which had the least trace of smoke, were "Kellogg's Toasted Corn Flakes," (and three other brands*) and others, not one of them crisp and fresh but Kellogg's Toasted Corn Flakes. Why? Kellogg's was the only cereal there not bought in quantity. Single case purchases kept it on the shelf fresh, crisp, wholesome and appetizing. From every standpoint, considering quality, capital or warehouse room, the square deal policy is the best and only policy for the Grocer.

*Names furnished on application.

*REPRINT FROM "UP-TO-DATE"

Edited by J. W. Rittenhouse, official organizer of the Retail Merchant's Association of Pennsylvania, is, according to its official title "Published in the Interest of the Retail Merchants of Pennsylvania for the purpose of Promoting Organization and Maintaining in Pennsylvania the largest Body of Organized Merchants in the United States."

IT PAYS EVERYONE TO STICK TO

Kellogg's



Price Protected—
Trade Profits
Assured

No "Free Deals"
to induce
Price-Cutting

No "Quantity
Price" to favor
big buyers

Nothing to
encourage over-
buying goods

No Coupon
or Premium
Schemes

Best advertised
and most popular
American Cereal

Quality and
Flavor always
the same

Goods never
Allowed to
Grow stale

Sold only in
the genuine
Kellogg package

Price the same
everywhere and
to everybody

Pays an honest
profit to the
grocer

Backed by the
Kellogg name
and reputation

Open Letter to the Merchants of Michigan

IN TRAVELING over the State our representatives occasionally find a busy merchant who has established himself in business through close application and economical figuring; who has equipped his store with many conveniences but has entirely overlooked one item of vital importance, the lack of which may put him back ten years, namely, a fire-proof safe.

We do not know whether you have a safe or not, but we want to talk to all those Michigan merchants who have none or may need a larger one.

A fire-proof safe protects against the loss of money by ordinary burglars and sneak thieves, but this is not its greatest value.

With most merchants the value of their accounts for goods sold on credit greatly exceeds the cash in hand. If you have no safe, just stop and think for a moment. How many of these accounts could you collect in full if your books were destroyed by fire? How many notes which you hold would ever be paid if the notes themselves were destroyed? How many times the cost of a safe would you lose? Where would you be, financially, if you lost these accounts? Only a very wealthy man can afford to take this chance and **he won't**. Ask the most successful merchants in your town, or any other town, if they have fire-proof safes.

Perhaps you say you carry your accounts home every night. Suppose your house should burn some night and you barely escape with your life. The loss of your accounts would be added to the loss of your home. Insurance may partly cover your home, but you can't buy fire insurance on your accounts any way in the world except by buying a fire-proof safe.

Perhaps you keep your books near the door or window and hope to get them out safely by breaking the glass after the midnight alarm has finally awakened you. Many have tried this, but few have succeeded. The fire does not wait while you jump into your clothes and run four blocks down town. It reaches out after you as well as your property.

Suppose you **are** successful in saving your accounts. Have you saved your inventory of stock on hand and your record of sales and purchases since the inventory was taken? If not, how are you going to show your insurance companies how much stock you had? The insurance contract requires that you furnish them a full statement of the sound value of your stock and the loss thereon, under oath. Can you do this after a fire?

If you were an insurance adjuster, would you pay your company's money out on a guess-so statement? A knowledge of human nature makes the insurance man guess that the other man would guess in his own favor. The insurance adjuster **must pay**, but he cuts off a large percentage for the uncertainty. And remember that, should you swell your statement to offset this apparent injustice, you are making a sworn statement and can be compelled to answer all questions about your stock under oath.

If you have kept and preserved the records of your business in a fire-proof safe, the adjustment of your insurance is an easy matter.

How much credit do you think a merchant is entitled to from the wholesale houses if he does not protect his creditors by protecting his own ability to pay?

We carry a large stock of safes here in Grand Rapids, which we would be glad to show you. We also ship direct from the factory with difference in freight allowed.

If a merchant has other uses for his ready money just now, we will furnish a safe for part cash and take small notes, payable monthly, with 6% per annum interest for the balance. If he has a safe and requires a larger one, we will take the old safe in part payment.

The above may not just fit your case, but if you have no safe, you don't need to have us tell you that you ought to have one. **You know it** but have probably been waiting for a more convenient time.

If you have no safe **tell us about the size** you need and **do it right now**. We will take great pleasure in mailing you illustrations and prices of several styles and sizes.

Kindly let us hear from you.

Grand Rapids Safe Co.