

❧ **Ballade of the Faded Field** ❧

Broad bars of sunset-stained gold,  
Are laid along the field, and here  
The silence sings, as if some old  
Refrain that once rang loud and clear,  
Came softly, stealing to the ear  
Without the aid of sound. The rill  
Is voiceless, and the grass is sere,  
But beauty's soul abideth still.

Trance-like, the mellow air doth hold  
The sorrow of the passing year;  
The heart of Nature groweth cold,  
The time of falling snow is near;  
On phantom feet, which none may hear,  
Creeps—with the shadow of the hill—  
The semblance of departed cheer,  
But beauty's soul abideth still.

The dead gray-clustered weeds enfold  
The well known summer path, and drear  
The dusking hills, like billows rolled  
Against the distant sky, appear  
From lonely haunts, where Night and Fear  
Keep ghostly tryst, when mists are chill,  
The dark pine lifts a jagged spear,  
But beauty's soul abideth still.

ENVOY

Dear love, the days that once were drear  
May come no more; life may fulfil  
Her fleeting dreams with many a tear,  
But beauty's soul abideth still.

*Robert Burns-Wilson.*



## 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 complete and most up-to-date system and  
balk all attempts of competitors to intimidate merchants who prefer our sys-  
tem because of its exclusive, money-making 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.

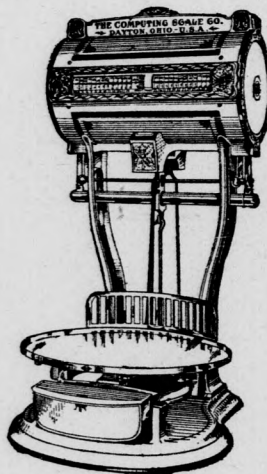
SALEM, OHIO

## 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 jobbers  
Salesman

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

# MICHIGAN TRADESMAN

Twenty-Eighth Year

GRAND RAPIDS, WEDNESDAY, NOVEMBER 30, 1910

Number 1419

## SPECIAL FEATURES.

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## A SQUARE DEAL FOR ALL.

From different parts of the United States come proofs of a disposition on the public's part to hold corporations to a stricter sense of responsibility. The private corporation is becoming less and less a law unto itself. Persons who feel that their rights have been infringed upon by such concerns are bringing suits upon various grounds that must seem strange to corporation managers so much engrossed in big interests that they seldom have time to consider the grievances of small property owners until they are forced upon them in some unusual manner. And what is more significant yet, judges are respecting and affirming the contentions of the complainants in a way that shows that the courts, despite the traditions and conservatism that surround them, feel the quickening impulse of popular government in the direction of a square deal for all.

A recent decision given in Illinois to the effect that a railroad corporation had no right under its franchise to use its right of way for the maintenance of advertising signs which, while increasing the company's revenue, destroyed the beauty of the scenery. In line with this position is a decision recently made by the United States circuit court of Colorado. In this case a certain town brought suit against an industrial concern that proposed to divert the waters of a stream for industrial purposes. Now it happened that this town, nestling in a valley, had as its peculiar landscape feature a waterfall and a grove of trees and flowers close by. The verdure of the grove and the blooming of the flowers depended on the waterfall. The main charm and advantage of the community was in its setting, the inhabitants urged, and the beauty of this would be sacrificed if the plan to use the stream for commercial purposes should prevail. The town ad-

mitted the legal right of a corporation to divert unappropriated waters for a beneficial use, but it contended that the stream in question had already been put to a beneficial use, and the court sustained this view, saying: "Public health is a beneficial use. Rest and recreation is a beneficial use, and for that purpose water is employed to make beautiful lawns, shady avenues, attractive homes, and public parks with lakelets and streams and artificial scenic beauty. Parks and playgrounds and grass are benefits and their uses beneficial, although there is no profit derived from them. The world delights in scenic beauty, but must scenic beauty disappear because it has no appraised cash value?" This decision has the force of justice and common sense. It does not follow that the utilitarian must always give way to the esthetic, but neither should the scenic side be ruthlessly sacrificed in all cases to the commercial. Each is entitled to fair and proper consideration.

In the same general category as the destruction of beautiful waterfalls in the interest of power plants and the desecration of the landscape by advertising signs is the maintenance of a smoke nuisance that pollutes the atmosphere, impairs the value of private property and makes the prospect squalid and ugly. It is of interest to note that a property owner in West Philadelphia, where the residents have suffered severely from this evil, has brought an action against the Pennsylvania Railroad Company, alleging that a certain house is made uninviting to tenants and has consequently declined in value because of dense clouds of smoke for which the company was responsible. If this complainant should succeed in getting a decision against the company it is safe to say that the company will get busy to abolish the nuisance and West Philadelphia, and other places like it, will soon become more habitable.

## THE PASSING OF TOLSTOI.

The announcement of the death of the Russian poet, novelist, philosopher and philanthropist comes with peculiar pathos in that his death was the result of disease contracted miles from home in a vain attempt to secure the solitude not accorded to him on his own estate.

Possessed of wealth and social rank of a high order, he relinquished the latter and gave most of the former toward helping humanity, living as simply as the peasant. His five great rules of faith as revealed in the Sermon on the Mount are thus summarized:

Live at peace with all men and do

not regard any one as your inferior. Do not make the beauty of the body an occasion for lust.

Every man should have only one wife and every woman only one husband and they should not be divorced for any reason.

Do not revenge yourself and do not punish because you think yourself insulted or hurt. Suffer all wrong and do not repay evil with evil; for you are all children of one Father.

Never break the peace in the name of patriotism.

His masterpieces of fiction are War and Peace, a tale of the Napoleonic campaigns; Anna Karenina, characterized by Matthew Arnold as "an admirable exhibition of knowledge of human nature, penetrating insight, fearless sincerity, wit, sarcasm, eloquence, style;" and Resurrection, a story of the rebirth of idealism and Christianity in the heart and life of a typical Russian aristocrat.

Let the last days of this old man fleeing from the moving picture shows, weary of being the central figure in them, be a lesson to the American people to draw the line between public acts and private rights. When an individual expresses his preference to be alone, we no longer show him homage when pressing our attention upon him, but disclose our own lack of courtesy and good breeding.

## THE HOLIDAY SOUVENIR.

This has come to be quite an essential to the trade world. And it is surprising how some little thing will be appreciated by the public. While one always likes to get something strictly new, the novelties may not in the end prove more profitable than some of the old-time articles.

The calendar still proves the most generally popular of any small article in general use. It is used every day in the year, and one of dainty design is sure to find a prominent place. Then in nearly every room in the house one is needed, besides in the office.

The post card fad allows of considerable variation and prominence; for the artistic card, even although it savors of advertising, is sure to find a permanent place in the album. Can you not present the boy of the family with a camera a little in advance of Christmas and then give him your order for post cards, to be worked up in time for the holiday trade? The scene may include several houses on your street, making your own the focal point. This will soften the impression that it is only an advertising scheme, and at the same time increase your own prominence. If you choose, give interior views also; this is especially desira-

ble if you have several departments which you wish to bring into prominence. Strive to make the pictures interesting as well as artistic, and have in them some phase which will invite special attention.

If you have some novelty in the line of goods, scatter the samples among your friends. A new kind of cake or candy, a penny sample of choice soap, a bit of lace or ribbon for the child's doll, each has a mission in establishing your good will. And do not forget to slip a sprig of holly into each package that goes to a home where such emblems are rare.

## SOCIAL BRAVERY.

Recently report has come from the young people of a high school in which a pie social was held for the purpose of raising money for the school, that one young man did not like the maker of the pie he drew and traded. The girl was aware of the circumstance and her feelings were hurt. Shortly a second social was held by the same class, this time a shadow social. By some ill fate her shadow went to the same source. The lad, instead of accepting the situation like a man, told her to go, "sell herself over again." This she did, being quite too indignant to wish otherwise. But again she was unfortunate, and the second purchaser of her shadow slipped off down town, leaving her to her own resources. The girl was respectable—only a bit peculiar. She was kind hearted, and had brought one of the best pies there, although a hard working girl.

How much better to make it a rule to make the best of anything that is decided by chance. What if it is absurd, incongruous? This makes half the fun. Certainly it is much better to pass the matter off as a joke than to hurt the feelings of some innocent person by "trading" or a still more sneaking way of dodging. The boy who can not stand a little joking will never amount to much in this world. The one who is not trained to consider the feelings of an innocent and well meaning person in preference to his own pleasure for a brief time has yet to learn the rudiments of courtesy and good behavior. If he is unwilling to stand by the bargain fairly made, let him remain at home next time. The thinking parent should readily perceive the unkind cuts which such a practice is sure to bring and discourage any but a straightforward method of conduct. It may take a little bravery at the time, but there is need of more of this social bravery, regard for the feelings of all well-meaning, even although not always agreeable, people.

**MOST DANGEROUS OF ALL.****Local Parcels Post Is Menace To the Local Trade.**

Joseph Baker, of Illinois, President of the National Federation of Retail Implement and Vehicle Dealers, addressed the Michigan Association at its recent annual convention at Jackson. In the course of his remarks he discussed the parcels post and the efforts that are being made to get some sort of law through Congress. What he said related particularly to the implement trade, but it will apply with equal force to all other lines of business. He said in part:

"The question of parcels post is another that I would like to say a few words on. Now a great many of you think that it is down and out, but it is not. It is for a time. I had the honor of being sent to Washington last spring to appear before the Parcels Post Committee or the Committee on Post Roads and Postoffices, where these bills were brought up. We, of course, put up as good a fight as we could and one sufficiently strong to be successful at the last term of Congress and probably will run through the short term without any further bother, but on the reorganization of the House there is likely again to come up bills of this kind; in fact, we almost know there will be fourteen of them; fourteen different bills introduced, and they are all detrimental to the best interests of the business men of this country; and it seems strange to me that the hardware dealers and implement dealers are the most prominent in the fight, but they are. We made the strongest fight of any people down there.

"Now then, I want to say that there are some bills, one in particular, that looks as though it were a harmless affair; it has the appearance of being in the interest of all local business men. It is called Bennett's local parcels post bill, No. 14. It is the bill which I think will be urged as the strongest because it will be claimed that it is a benefit to business men locally. It provides that any package originating and ending on a rural route may be delivered, a five-pound package at two cents, a ten-pound package at four cents, a fifteen-pound package at five cents, and that the mail carrier, if you please, the local mail carrier, receive all of the money, all of the compensation, all of the charge. Now, I expect there are a good many dealers here think that would be a good thing for the dealer, and yet, gentlemen, in the end it would be one of the worst measures of the whole lot that they introduced down there. It was the one that was given to me, and I am going to say to you as I did to them, and that is this: Suppose that Congress would provide that as a measure for your city here or for any city in Michigan, and that you had the privilege of sending out a repair or a package to any of your customers in the country, and that you could give the postman two cents and send out that repair. Now that looks very nice, but here is where the

trouble would come in. The large catalogue houses in Chicago, in Detroit, if you have them, or in New York, rely now entirely on their trade by getting their catalogues into the hands of the rural consumer. As they send them out now they will send some to the express companies. Some they mail out. In our post-office you can find them. At home in the express office you can find them, and they can not get delivery on them, and if they do get delivery on them they cost them seventeen cents if they send them by mail and costs them fifteen cents if they send them by express. They have a sort of inside understanding with the express companies whereby they get catalogues out for fifteen cents, but there is anywhere from half a dozen to a dozen in our express office most of the time.

"Now then, they would go to work and box these catalogues up in, say, 200 or 100 pound boxes, or two 100 pound boxes, ship them by freight to your local station, and there notify some man that has been a customer of theirs when on the farm, but who has retired and moved into town so as to get nearer the graveyard so that his expenses will be less at the funeral and who wants something to do. They will send that man 200 or 300 pounds of those catalogues already stamped and addressed, two cents on each book, self-addressed; he will take them and unbox them, take them over and put them into the mail wagon or in the postoffice and they go at a cost of only two cents. That man will take his list in three or four days and take along a catalogue that is sent to him as a Christmas present, go through the country, to each and every one of those people who have received a catalogue, take out his catalogue and ask them if they have examined it. They will say, 'No, we have not.' He will say, 'Now, I wish you would take these catalogues I had sent to you and I am doing it to keep the local merchants down here from robbing you, and I know there are some things in there you want.' 'Well, we have not unwrapped our catalogue.' 'Well, I have one just like it, and I want to show you something that is a bargain,' and with a nice soliciting letter that has been sent out by mail referring to these catalogues this man will get an order anywhere from five to twenty-five dollars from each one of the customers receiving those catalogues. Now he takes those orders and sends them all to Chicago at one time, and all that merchandise, be it little or large, is packed up in boxes, shipped down by freight, if it is a little package, a small order, it is properly stamped and for two cents it goes back to that consumer. That man would follow that up possibly every thirty days and do a good business, and in any town in the State of Michigan or State of Illinois where that practice was followed he could do a business of from fifty to seventy-five thousand dollars a year, which would be literally taken out of the retail dealer that lives in the community, and when the first

day of April comes around the time for the assessor to take the list of property to support the local institutions of that town, not one dollar's worth of property would that man have for taxation.

"Now, gentlemen, that would be the effect of that bill, and I regard that as the worst one of the lot and the most dangerous."

**What Other Michigan Cities Are Doing.**

Written for the Tradesman.

Port Huron grocers and butchers are preparing to entertain the State convention of Grocers and General Merchants, to be held in that city Feb. 7-9.

Lansing is asking the railroads entering that city for better protection of the crossings.

The Grand Trunk has plans for building a large freight house and sheds at Durand.

Roy P. Bollinger, of Detroit, has been engaged by the Kalamazoo Commercial Club as Traffic Manager.

Battle Creek is omitted as a stopping point in the new schedule of the "Wolverine," the Michigan Central fast train, and people at the Creek will make a stiff protest. Kalamazoo is awfully sorry, of course, for her poor sister town and asks Food Town people to come there to "get on."

Pontiac is getting busy on the new hotel proposition and the Commercial Association asks for sealed proposals for a site.

The new Commercial Club of Charlotte now has a membership of 210, which is a growth of nearly 150 in the past two weeks. The membership fee has been reduced to \$1 in the expectation that every resident of the city will join.

The Grand Trunk Railway is quietly acquiring property for the purpose of crossing the river at Bay City and establishing station terminals in the heart of the East Side business district.

Detroit has adopted a tree ordinance which places all trees outside of private property in the hands of the department of parks and boulevards. It specifies the kinds that shall be planted and forbids the planting of trees less than two and one-half inches in diameter and less than twenty-five feet apart. The public

service companies and others may not alter trees nor attach wires or other appliances to them without a permit, but citizens have the right to trim the trees in front of their own premises.

Secretary Clement, of the Kalamazoo Commercial Club, is boosting the plan to establish a city market there.

The new Transportation Committee of the Detroit Board of Commerce is enlarging its scope and it is expected that in time a State traffic association will be formed, with the Detroit Bureau as the head office.

Port Huron is a live city, having secured several new industries in the past few months. The adoption of the commission form of government is expected to produce fine results.

A Board of Commerce will be formally organized in Bay City December 5.

Over 600 new houses have been built in Lansing since Jan. 1 and more than eight miles of water mains have been laid.

Saginaw is discussing plans for a new consolidated water station, costing over \$400,000, to be located at Ezra Rust Park.

The Benton Harbor Development Company has elected officers for 1911 and is ready to begin the investment of the \$100,000 bond issue recently voted by citizens.

East Jordan aspires to be a city and first steps in that direction are being taken.

Ludington is promised a new passenger station by the Pere Marquette Railroad in the spring.

Almond Griffen.

**Bumper Orange Crop.**

Field agents of coast railway lines who are canvassing the orange groves of California, report to traffic officials that, owing to the increased acreage planted and the favorable condition of the groves since the first of the month, California will produce during the season, beginning in November, 50,000 carloads of oranges, the largest in the history of the industry, and the aggregate gross value of which will be not less than \$50,000,000.

Unless the customer is treated well when making the small purchase, he is not likely to come back for the large one.

**Prepare for Christmas Trade**

The high standard of our two brands of cigars has caused them to become very popular Christmas presents to those who "Know a Good Smoke." **Be sure that your supply is sufficient to take care of the trade that is bound to come Holiday Week.**

**Morton House Bouquet**

Made in Three Sizes

**The Best 10 Cent Cigar on the Market**

Is put up in nice, neat packages and makes a very suitable and appreciated gift for any gentleman who likes a quality smoke.

The valuable premiums given in exchange for bands add much to the popularity of these two brands. For sale by all jobbers.

**Green Cross**

Made in Three Sizes

**Is the Popular 5 Cent Cigar of Western Michigan**

The smoker who is looking for quality and quantity is always satisfied with a Green Cross Cigar.

**Geo. H. Seymour & Co. Grand Rapids, Mich.**

## INDIANA ITEMS.

## Business News From the Hoosier State.

Kendallville—Roy Miler has purchased the J. F. Emerick grocery.

Evansville—The Midland Furniture Company has been organized to manufacture davenport and couches and expects to begin operations by June 1. J. C. Stephens, Secretary of the Indiana Stove Works, will be Manager of the enterprise.

Indianapolis—The semi-centennial meeting of the Indiana Horticultural Society will be held here Dec. 7 and 8 and an interesting programme is being arranged.

Anderson—Ralph B. Clark, President of the Indiana Retail Merchants' Association, has been preparing the programme for the State convention of the Association, which will be held in this city Jan. 17, 18 and 19. John A. Green, of Peoria, Ill., Secretary of the Illinois Merchants' Association; State Senator Mason J. Niblack, of Vincennes, Samuel Ralston, of Lebanon and Charles Lane, of Fort Wayne, will be on the programme and it is hoped to secure Charles Gimble, of New York, for an address.

Portland—The stock of the Fulton Hardware Company has been sold to Charles Walker.

Berne—Eli C. Bierie and Lawrence Yager have purchased the furniture store of F. G. Eichenberger and will move it to the Miller building, doing business as Bierie & Yager.

## Man Who Keeps Things Moving Is Kind of Man To Have.

The moving picture theater is everywhere—and, wherever a moving picture theater is to be found, there the crowds flock also.

This reminds me of the merchant who kept a pile of a certain 10-cent preparation upon his counter, day in and day out, for nearly a year—and never sold a package.

Long jump from the Idle Hour Theaterium to my good friend, Jonathan Easygo, and his general store, eh? Nevertheless, here's the road of transit.

Crowds flock to the Idle Hour because the Idle Hour supplies them with action—lots of it—and never the same action twice. There's always something doing, and there's a new something for each nickel. Action spells accomplishment. Every success has a lot of action and axle-grease behind it. The groundwork of the nickel theater is action; and taking it by and large, the nickel theater is a success.

Jonathan Easygo's pile of 10-cent cartons stayed on Jonathan Easygo's counter for the same reason, only reversed. There wasn't any action about them; there wasn't anything about them to suggest action. They were just a pile of little packages—neat, pretty, modest little packages which looked so contented on Jonathan Easygo's counter that passers-by (who came for nails, sugar, paregoric and all the other commodities that Jonathan couldn't help but sell)

would have done anything rather than disturb their contentment.

Disturbance arrived in the eleventh month, however, in the person of Hiram Hustle, the new head clerk.

Before Hiram arrived Jonathan had been the sole directing influence in the general store. The advertising was changed thrice a year, the window displays varied about once in as many moons, and everything had its own set place in the store arrangements into which nothing else was permitted to intrude.

Among the first things Hiram hit was a pile of 10-cent packages. He studied the product for as much as twenty seconds, as explained on the label; then yanked out his sign-writing pen, ink and a supply of card-board, and proceeded to write some price tags and sign cards. Then he turned the box containing the packages upside down in the front window and piled the packages on top of it—the box made the pile look big—arranged his sign cards and price tags to good advantage, and—

Waited?

No—not by a jugful. Went on to the next tradition that needed to be pulled up by the roots.

That tradition was that, so far as possible, displays must be kept intact. If there were a box full of packets of silver polish on the counter and a reserve supply on the shelf, the reserve must be drawn upon first, and the counter package left untouched. Hiram the very first sale he made dislocated all precedent by plundering the counter display. Nay, further, he made a tour of the store and yanked two, three or half a dozen of each article out of every pile or box on counters or silent salesmen, and transferred them to the shelves.

"Makes people think our stuff is selling," he declared. "If they fancy other people are buying a new thing, they'll buy too."

A couple of days later he stirred a vastly diminished heap of packages out of the front window and piled them on a new section of counter.

"Don't you know," he commented in response to Jonathan Easygo's mild protest, "that each of your customers has a favorite counter? One man dives for the right hand side, another for the left. There are hundreds of people who come into this store who never saw those packages till I piled them in the window. Shift things about, and let everybody see everything."

With which he left to devise a couple of new window displays.

"What was the matter with those window displays you put in on Wednesday?" queried Jonathan Easygo on Friday as he saw the goods composing them being rapidly transported to the back of the store.

"Nothing," rejoined the head clerk. "They sold the goods like wild. I am putting in something new for Saturday. I've sent new advertising copy down to the papers for this evening, to boom the stuff I'm featuring for to-morrow."

The proprietor lifted his brows. "It's lots of work," he commented,

good humoredly, "but work's the thing that counts in this world." This last in an academic tone.

In the days that followed he never seemed to see the same window display twice. Advertising copy was changed regularly. Showcase and silent salesman displays were continually being shifted, interchanged and rearranged. The head clerk's fertile brain seemed to produce a rich and endless harvest of catchy legends wherewith to decorate a kaleidoscopic succession of show-cards. Jonathan's mind was in a whirl, which he resented a trifle, although at times the spirit of enthusiasm which permeated his head clerk seemed to catch hold of Jonathan himself.

On Saturday night he called the head clerk to him.

"You've done a lot of work here, Mr. Hustle," he remarked apologetically, "but at the same time, your—ah—methods seem a trifle advanced for a town like Carisford. You would, I think, be more at home in a large city where the public appreciate things of this sort. In fact, I am afraid—ah—well—you will have to leave."

Hiram nodded cheerfully.

"I certainly shall, unless I get a raise," he rejoined. "And," he added, coolly, "unless the sales this past month show a forty percent increase over the previous month, I don't want a raise. My theory of business is that it's action that counts. The people are going to look at and cheer for and vote for and buy from the man who does things. While I have been here I've tried to keep things moving, and if my theory proves wrong, I'm willing to move myself."

Jonathan Easygo, by this time deeply immersed in the book-keeper's abstract of the month's business, did not answer for many moments. For a long time after he had ceased to run his eyes over the papers before him and to figure upon the margin, he sat thinking.

"Ah—Hustle," he remarked at last, "I think I shall have to increase your salary."—Victor Lauriston.

## Trade Attracting Method.

It is a well-know fact that during the great rush of shoppers just previous to Christmas day the greater part of the purchases are made in the afternoon. To encourage morning shopping and to distribute the rush more evenly during the entire business day, a Washington, D. C., department store during the last holiday buying season gave a small discount on all purchases made prior to 12 o'clock noon.

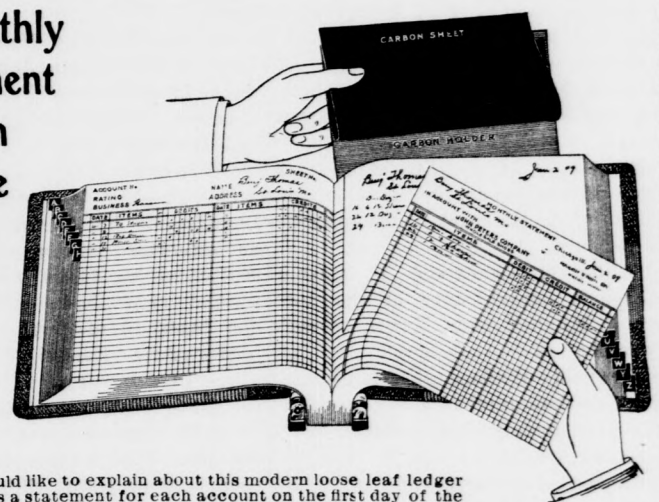
As Christmas is primarily a children's holiday the store that can interest the little folks during the holidays is going to win some of the trade of their parents. One store last season adopted the plan of giving prizes to the twelve boys and girls who wrote the best letters to Santa Claus addressed in care of their store. Any children who visited their store in company with their parents were presented with small gifts.

The rapid spread of telephone service through the homes in the suburbs and country has opened up a new field of telephone trade for the progressive merchant. Strawbridge & Clothier, of Philadelphia, have recently arranged for free telephone service for their customers in twenty nearby towns.

Care should be taken in arranging the window of Christmas goods. They should be articles that show up well, are really desirable gifts, and are bright and attractive. Your windows will constitute your best advertisements to get Christmas business.

A recent advertisement by a London furnisher offers a good suggestion to furnishers on this side of the water. This London merchant offers to press any scarf purchased in his shop as often as the purchaser desires it. The idea makes a good talking point in the sale of neckwear, and with a small electric iron which can be attached at any time to an electric light socket, it would be a comparatively easy offer to fulfil.

## A Monthly Statement System For the Retail Store



We would like to explain about this modern loose leaf ledger which insures a statement for each account on the first day of the month, and at a saving of 50 per cent. in labor.

Write us stating approximately the number of accounts on your books, and we will tell you just what this ledger can do, and what it will cost to install.

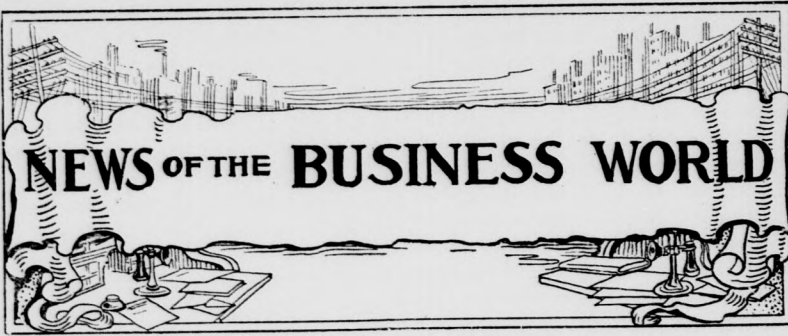
Each week we shall feature one of our labor saving systems. Watch for them. We have everything for the office, and will gladly quote you prices upon request.

The TISCH-HINE CO.

"Pioneer Loose Leaf House"

5-7 Pearl St.

Grand Rapids, Mich.



### Movements of Merchants.

Onaway—John McQuillin will open a bazaar store Dec. 1.

Boyne City — James Peters has opened a meat market.

Sturgeon Bay—Ralph Hackett has opened a meat market.

Freeland—A. D. McGuire has purchased the Love meat market.

St. Clair—Alleman & Whitman will open a meat market on Clinton avenue.

Cadillac—Montgomery & Smith, of Reed City have opened a meat market.

Battle Creek—C. E. Hillis will open a wall paper and paint store in the spring.

Albion—Joe Davis has sold a half interest in his piano business to Arthur Miller.

Owosso—Zimmerman & Salisbury have sold their music stock to Harry Moulton.

Ithaca—W. F. Walker, of Plainwell, will engage in the jewelry business here soon.

Detroit—The capital stock of the City Lumber Co. has been increased from \$50,000 to \$100,000.

Ravenna—W. H. Norton has closed out his stock of groceries and will engage in other business.

Engadine—C. Bretg, of Rudyard, has purchased A. W. Schofield's stock of general merchandise.

Saranac—The Farmers' and Merchants' Bank was formally opened for business November 26.

Battle Creek—The Gros Grocery Co. and the Austin Crockery Co. will exchange locations about Jan. 1.

Porter—S. D. Boyle & Son, dealers in general merchandise, have filed a voluntary petition in bankruptcy.

Hudson—George T. Nicholls, of Jackson, has leased the Ames building and will open a meat market soon.

Mendon — M. E. Strickland has made an assignment in behalf of his creditors, A. H. Estes being appointed receiver.

Cadillac—F. Grant and F. Cashin opened a bazaar store at the corner of Mitchell and North streets November 26.

Litchfield—Wallace J. Markham, of Berlin, has purchased the furniture stock and undertaking business of R. J. Shattuck & Co.

Monroe—The partnership of Harrington & Schmidt, general dry goods, is dissolved, the business to be continued by the latter.

Dowagiac—The White Front Dry Goods Store will be known in the future as the V. E. Haywood Co., the firm having just been reorganized.

Eaton Rapids—The grocery stock of Carlton & Slayton, bankrupts, has been sold to Stirling & Crawford, possession being given this week.

Bannister—John Letts, Jr., has installed a dry goods and grocery stock in the building owned by D. Campbell and will open for business soon.

Kingsley—Claude Moore, who has been in the employ of LaBonte & Ransom, grocers, of Manton, has engaged in the grocery business in this place.

Grand Haven—S. S. Smith, who is conducting a crockery and glassware store in the Vos building, on Fulton street, will establish a branch store at Belding.

Kalamazoo — The Post Hardware Co. has suspended and the establishment is now in the hands of the Edwards & Chamberlain Co., under a chattel mortgage.

Homer—F. Mount & Son have sold their vehicle and implement stock to Dan F. McFadden, of Marshall, who will have his brother Will, of Chicago, associated with him.

Trufant—The Trufant Produce Co., Ltd., has been incorporated with an authorized capitalization of \$5,000, of which \$2,500 has been subscribed and \$1,250 paid in in cash.

Big Rapids—Mrs. F. F. Peterson, of North State street, has sold her grocery stock to G. N. Hall, of Woodville, immediate possession being given. Mr. Hall will enlarge the stock.

Kalamazoo—Articles of incorporation for the F. A. Cowlbeck Co. have been filed. The company is capitalized at \$20,000 and will carry on a retail business in clothing, boots and shoes.

Belding—Thomas Welch and E. R. Spencer have acquired the Ritter interest in the firm of Foster & Ritter, furniture dealers and undertakers, and the firm name is now the Foster-Welch Co.

Detroit—The Imperial Wet Wash Laundry Co. has been organized with an authorized capital stock of \$10,000, of which \$6,000 has been subscribed, \$1,500 being paid in in cash and \$4,500 in property.

Marquette—Lammi & Rytkonen, grocers, have dissolved partnership, the Marquette store being taken over by John Lammi, senior member of the firm. The Negaumee branch has been sold to John Ollila.

Honor—S. O. Barber has bought an interest in the furniture stock and undertaking business of B. G. Bennett, the firm name to be Bennett & Barber. They have leased the building formerly occupied by the Hotel Eagle.

Detroit—The Smith Drug Co. has merged its business into a stock company under the same style with an authorized capital stock of \$4,200, all of which has been subscribed, \$200 being paid in in cash and \$4,000 in property.

Augusta—Jacob Weickgenant, of Battle Creek, has purchased the grocery stock of Fred Z. Tobbins, on North Jefferson avenue, and will take possession Dec. 15. He will merge this with the stock of goods recently purchased.

Jackson—The Twin Buttes Fruit Co. has engaged in business with an authorized capital stock of \$30,000, of which \$15,500 has been subscribed and \$11,000 paid in in property. Operations will be carried on at Visalia, Cali.

Kalamazoo—A new company has been organized under the style of the F. A. Cowlbeck Co. to engage in the retail men's furnishings goods business, with an authorized capital stock of \$20,000, all of which has been subscribed and paid in in cash. Frank A. Cowlbeck is the chief stockholder.

### Manufacturing Matters.

Adrian—The Wing & Parsons toy factory will be sold on mortgage January 11.

Detroit—The Detroit Show Case Co. has increased its capital stock from \$50,000 to \$75,000.

Detroit—The capital stock of the Detroit Garment Manufacturing Co. has been increased from \$10,000 to \$25,000.

Deford—Wm. M. Neep & Son will rebuild their cheese and butter factory, destroyed by fire Nov. 13, as soon as possible.

Wyandotte—The capital stock of the Campbell-Kingsley Manufacturing Co. has been increased from \$110,000 to \$150,000.

Cheboygan — The Cheboygan Chemical Co. has been reorganized, increasing its capital to \$50,000. The plant will be greatly enlarged.

Detroit—The Standard Gas Mantel Co. has engaged in business with an authorized capital stock of \$15,000, of which \$10,000 has been subscribed and paid in in cash.

Detroit—The Crowe Motor Car Co. has been organized with an authorized capitalization of \$100,000, of which \$50,000 has been subscribed and paid in in property.

Holland—After Dec. 1 the New Century Rod and Bait Co. will be known as the Holland Rod and Bait Co. The capital stock will be increased from \$25,000 to \$45,000.

Tecumseh — The Tecumseh Butter Co., incorporated under the new State law, has added four new stockholders and increased its capital stock from \$10,000 to \$20,000.

Detroit — The Concrete Lumber Co. has engaged in business with an authorized capital stock of \$25,000, of which \$12,840 has been subscribed and \$8,334 paid in in property.

Detroit—A new company has been organized under the style of the S. P. C. Motor Truck Co., with an authorized capital stock of \$50,000, of which \$25,000 has been subscribed and \$5,000 paid in in cash.

Cheboygan — The Cheboygan Chemical Co. has merged its business into a stock company under the same style, with an authorized capital stock of \$50,000, of which \$25,000 has been subscribed and \$12,000 paid in in property.

Kalamazoo—A new company has been incorporated under the style of the Golden Rule Hay Press Co., with an authorized capital stock of \$5,000, of which \$3,800 has been subscribed, \$1,300 being paid in in cash and \$2,500 in property.

Niles—The National Wire Cloth Co. is soon to lose its identity and go into a big merger embracing five of the largest makers of wire screen cloth in the United States Fabric Co. The combined capitalization is to be about \$1,500,000. The combine becomes effective February 1, provided the stockholders ratify the merger.

Fenton—A new company has been incorporated under the style of the Imperial Garment Co., with an authorized capital stock of \$5,500, of which \$4,780 has been subscribed, \$445 being paid in in cash and \$3,000 in property. Those interested are Geo. M. Taylor, Detroit, W. B. Phillips and Leonard Freeman, Fenton, and others.

### Michigan Potatoes.

La Grange—Walter Dillman, who owns ninety acres of the William Fiero farm in this township, had an eight acre potato field this year which gave a yield of 1,775 bushels of marketable potatoes.

Fremont—Local buyers declare the potato crop in this section is the heaviest it has been in years. The yield in many cases has been over 200 bushels to the acre. It is estimated that over 200 carloads will be shipped out of this place before spring.

Charlevoix — The schooner Alice sailed Saturday with 16,000 bushels of potatoes for Milwaukee from Horton's Bay and the schooner Jura is here, or due here, for a cargo of tubers of about the same proportions.

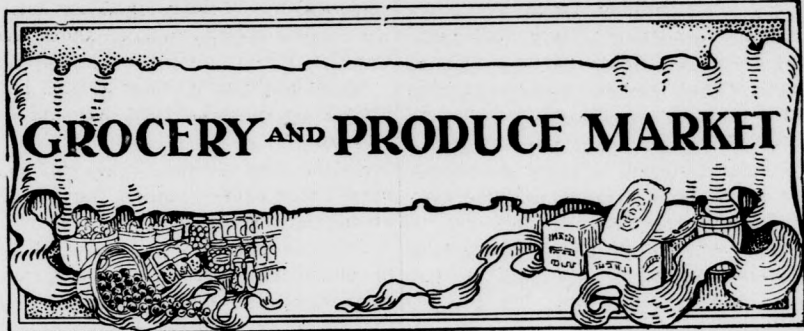
Lansing—The Michigan November crop report says of potatoes: "The estimated average yield per acre in bushels is 99 in the State, 92 in the southern counties, 94 in the central counties, 111 in the northern counties and 153 in the Upper Peninsula.

Northport—The schooner Minerva of Milwaukee is loading potatoes at Kehl Bros.' dock. She will carry 13,000 bushels.

Mancelona—9,000 bushels of potatoes were shipped from Alba in three days last week.

Boyne City—Over \$10,000 has been paid the farmers living in the neighborhood of Hortons Bay for potatoes during the fall season just closing. The prices paid have been 20@22 cents. Most of the shipments have been to Milwaukee.

Genius is all right. But after all it is persistence that keeps men in the lead. This simple quality will do more toward putting men in the lead and keeping them there than all the genius that ever flamed. It is the steady pace, never changing, that counts.



**The Produce Market.**

On account of the arrival of the winter stock, oranges and lemons are cheaper. From \$6@6.25 California lemons have dropped to from \$5@5.50 per box, and Florida oranges have dropped from \$3.50@3.50 for 126s to 316s. Drawing their whole supply of the smaller vegetables from hot houses, prices have advanced. Radishes have jumped from 18c to 30c for rounds and a raise in lettuce is expected this week.

As is usual just before the holidays, cranberries have taken a big advance. During the last week Late Reds from Cape Cod have gone from \$6.75 to from \$7.50@8 and Cape Cod Howe's are quoted at \$8.50@9, which is an increase of \$1 over last week. An advance of 1c in springs is the only change in the poultry market. The supply is sufficient to meet current demands.

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, \$7.50@8; Cape Cod Howe's, \$8.50@9 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, \$5@5.50 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, \$3.25.

Pineapples—\$4 per case.

Pop Corn—90c per bu. for ear; ¾@¾c per lb. for shelled.

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

Poultry—Local dealers pay 9c for hens, 10c for springs; 7c for old roosters; 12c for ducks; 11c for geese and 17c for turkeys.

Radishes—30c per doz.

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.

**Answering the Telephone.**

In the Tradesman of November 23 I noticed a couple of short articles on Telephone Trade and Answering the Telephone which are excellent. I believe with the average business man time is a considerable object, and anything that can be done to expedite the work or render a more efficient service is appreciated. I notice that many large concerns and up-to-date houses are now invariably answering their telephones by giving the name of their company. This, I believe, is an excellent feature and one that can be well imitated by all telephone users.

If a housewife calls a store and the proprietor or clerk answers the telephone by giving the name of the store, all doubt as to who they may have disappears because they instantly know they have the desired party and can proceed to tell them who it is talking and what is wanted, and thus in the course of a day, on a busy telephone, save considerable time.

W. S. Vivian,

Secretary Michigan Independent Telephone and Traffic Association.

**The Drug Market.**

Opium—Continues strong and is tending higher.

Quinine—Is steady.

Ergot—Is advancing.

Dandelion and Elecampane Roots—Are very firm and advancing.

Short Buchu Leaves—Are declining.

Anise Seed—Is very firm and has advanced.

F. J. McElwee, Cashier of the Grandville State Bank since its organization four years ago, has resigned to engage in other business, and will be succeeded by John Vander Hagen, for several years book-keeper in the Grand Rapids National Bank.

The Rathbone & Panigot Co., manufacturer of grates and mantels, has changed its name to the Rathbone Fireplace Manufacturing Company.

**The Grocery Market.**

Sugar—The market has held pretty steady during the last week. The New York basis quotes it at 4.60 for Eastern and 4.50 for Michigan, while the local basis is 5.09 and 4.99 for Eastern and Michigan, respectively.

Canned Fruits—It is thought that with the demand of as large a proportion as it has been all fall, stocks of berries will be small by the time the demand increases in the spring and prices will be much higher than they are now. Gallon apples are still on the climb and stocks are said to be quite small with most packers. California packers made short deliveries on plums this year, but some very good New Year pack is being offered. The demand is good on the large fruits, as well as berries, and prices are the same as quoted a week ago.

Canned Vegetables — The market on corn continues about the same as during October, but it is thought that with the increased demand in the spring prices are sure to advance. Stocks of succotash are not so large as usual and it will be impossible for retailers who buy their stock now to retail it at the old price of 10 cents. Tomatoes are firm and packers are asking a shade more than a week ago.

Dried Fruits—The markets are well supplied with figs and dates in all style packages for the holiday trad and the demand has been all that could be expected. The market on raisins has not been as firm as was expected at the opening of the season and prices are very little above prices of a year ago. The demand, as usual, is good now, as many raisins are used for the holiday baking. There is no change in the high price of prunes, but the only thing which causes comment is the fact that the small sizes are held at a premium. The rest of the line is about the same as last week, both in demand and price.

Rice—The market on all grades of rice continues about the same as during the last week. There is just a fair demand from the retail trade, as most of their efforts are being put forth on goods that are especially in demand at this season of the year. However, rice is still cheap.

Salmon—The market on all grades is firmer. "The Alaska Packers' Association has had a uniformly successful season, and has just declared a dividend of \$1.50 per share, payable November 10, 1910," says a report from the Coast. Coast statisticians are at work figuring up the pack of salmon for this season, and estimate that the pack will total about 3,750,000 cases, a decrease of about a million and a half cases as compared with the season of 1909. Although large quantities of canned salmon are being brought down from the canneries of Southeastern Alaska, the season is at an end there and the output has been practically disposed of. Advances of from 5c to 7c a dozen over opening prices are being made in the hopes of securing a few individual lots. The Fall run of salmon on the Columbia River is

still on and a heavy pack is being put up. One firm has packed 25,000 cases of silver sides to date, and has sold all it can possibly put up. With the advent of the season of 1911 a number of Alaskan packing concerns will be operating new plants, and sanitary cans will be used extensively.

Provisions—Very poor cash demand for meats and lard materially changed the speculative position of the provision market during the last week in Chicago. Packers started the manufacture of contract product and January longs began to liquidate. Meanwhile the demand for May property was much improved and the losses in the distant delivery values were less than in the near. There was further liquidation of November and December lard, the echo of the October lard deal. Hog receipts are not increasing as fast as expected, but severe weather would undoubtedly make a big difference. Pork prices declined 15@67½c last week, lard lost 80c for November, 42½c for December, 35c for January and 12½c for May. Ribs lost 27½c for January and 7½c for May. Last week's range of prices of the principal articles on the Chicago Board of Trade, with comparisons, were:

	High	Low	1910
<b>Wheat—</b>			
Dec. ....	\$.92	\$.89¼	\$.89¼
May ....	.98	.95½	.95½s
July ....	.94¼	.92¼	.92¾
<b>Corn—</b>			
Dec. ....	.44¾	.43¾	.44¼s
May ....	.47¾	.46	.467½s
July ....	.48¼	.467½	.47¾
<b>Oats—</b>			
Dec. ....	.31¾	.30¼	.305½s
May ....	.34¼	.33½	.337½s
July ....	.34¼	.33½	.337½s
<b>Pork—</b>			
Jan. ....	17.32½	16.57½	16.65
May ....	16.27½	16.00	16.12½
<b>Lard—</b>			
Jan. ....	10.40	9.55	9.62½
May ....	9.65	9.40	9.45
<b>Ribs—</b>			
Jan. ....	9.17½	8.90	8.92½
May ....	8.95	8.75	8.82½

The Zoroline Co. has been organized to manufacture and sell Zoroline and other remedies, with an authorized capital stock of \$100,000 common and \$50,000 preferred, of which \$102,000 has been subscribed and paid in in property. Those interested are Dr. A. L. Ruffe, Chas. D. Sharrow and E. G. Gearhart. The company will take over the business heretofore conducted by Dr. Ruffe and will build a plant on South Fuller street.

The Thomas Canning Company, of this city, is planning to double its capacity for next season. A two-story addition will be built to the plant on Fifth avenue and much new equipment will be put in. The company has materially increased its acreage under contract of small fruits, and is urging farmers to go more extensively into crops that will pay \$200 to \$300 an acre.

How we dislike the dentist who spares no pain!

## NEW YORK MARKET.

## Special Features of the Grocery and Produce Trade.

Special Correspondence.

New York, Nov. 28—Notwithstanding the fact that dealers in spot coffees are advising customers that higher prices seem inevitable right along, buyers are not apparently purchasing much ahead of current requirements. But the market is very firm and concessions are not made in any direction, while it seems inevitable that next week—or any day this week—will see advancing rates. In store and afloat there are 2,948,819 bags, against 4,443,859 bags at the same time last year. The receipts at Rio and Santos from July 1 to Nov. 25 aggregated 7,872,000 bags, against 11,614,000 bags at the same time last year. At the close Rio No. 7 is quoted in an invoice way at 13¼c. Milds show no change of note in quotations and the demand is of an every-day character. Good Cucuta is quoted at 14¼c.

Teas of every sort are very well sustained and the month gives promise of being a satisfactory one to dealers. In fact, the situation is said to be stronger—in favor of sellers—than for several years. Coffee has been so prominent for a few weeks that teas have been rather in the shadow, but there is something doing all the time.

Granulated sugar is quoted generally at 4.60c less 1 per cent. The market is rather quiet, although possibly all the business is being done that could be looked for at this time of year.

Rice is meeting with a pretty fair call for so late in the year and prices are well held. Stocks are not large, although there seems plenty for the demand. Prime domestic, 4⅞c.

Spices are moving slowly. Orders are of the smallest dimensions and neither buyer nor seller seems to be much interested. Prices are firm, although pepper is not as strong as previously quoted.

Molasses is firm. There has been a fair run of orders and the week opens favorably for the seller. Good to prime centrifugal, 25@32c. Syrups are quiet and without change.

Canned goods are giving place to hobby horses and other holiday attractions and the market generally at this writing is rather dull. Of course, there is a sale for the very finest goods at the retailers', but, on the other hand, the average article moves in a hand-to-mouth manner. Prices, however, are generally firm save for standard 3's tomatoes, which show some variation. It is not likely that any large quantity, however, could be found at less than 72½c. Corn is in rather moderate supply and buyers apparently think the rates too elevated as they are purchasing only for current requirements. Other goods are without change, but the market generally can be said to be in sellers' favor.

Top grades of butter are steady, but general trade is moderate. Creamery specials show a slight advance and are quoted at 31½@32c; extras,

30½c; firsts, 27@29c; process, 26@26½c; imitation creamery, 24½@25½c; factory, 23½@24@24½c, the latter for June firsts.

Cheese is quiet and is unchanged. Full cream is quoted at 15¼@17c.

Best Western eggs are still held at 42c. The warmer weather has given us more ample supplies and upon the whole the market is lower. Firsts, 34@36c, and so on down to 29@30c.

## Christmas Next.

Christmas is now very near. Less than four weeks more and it will be actually upon us. Already, in fact, we are in the great active season of the year. Hence now of all times is the time to push sales, to make effective displays and to issue strong advertising, the kind that will get people to visit your store. Also, from now until you close up on Christmas Eve see that everybody connected with the store, from proprietor down to delivery boy, is "on the job" from morning until night. Do this in order to make this Christmas trade the biggest and most profitable you have ever had.

Put your store in order. Give it a thorough cleaning up. All shelf and other goods should be brightened up, and everything should be so arranged that the strictly seasonable lines will be shown most conspicuously—where they will be most certain to attract the notice of every customer entering the store. This is an important point. Do not neglect it.

Plan your advertising carefully. Put all your power into it, for you want it to count, to be forceful, persuasive, profitable. Do not, therefore, write it carelessly. Get your clerks all tuned up, too. Give them a little talk and get them interested in your effort to make this Christmas a record-breaker. A little friendly talk of the heart-to-heart variety will help a whole lot. Anyway, try it.

A great deal depends upon the next four weeks. What you do or fail to do will greatly affect December profits. Every merchant should see that he makes the most of this opportunity and bear in mind that you want not only larger sales and good profits but also to increase the standing and popularity of your store during 1911.

Christmas affords more than one kind of an opportunity. Be sure that you take advantage of all of them.

If it happens that you never make mistakes you are ready for translation. You are more than human. But if you do make them there is no reason why you should be put out if they are corrected. Perfection does not lie in not making mistakes, but in not making the same one twice.

To exaggerate the least bit about the quality of goods is to ride for a fall. Someone will come back and make you trouble, and that will mean a customer lost.

The man who trusts no one may never be disappointed but he will be very miserable. The basis of business, of life itself, is trust in others.

## Holiday Dolls.

Many novelties in dolls are offered for this season that are entirely new in their external appearance and also in their construction. A good deal of ingenuity has been displayed by manufacturers in their production to make them more life-like than dolls have ever been before.

The "doll-face" is no longer a characteristic of their appearance, but the effort is apparent to make them more life-like in feature and in action. For example, one doll is shown in a sitting position with knee joints formed in such a manner that they allow the legs to be turned in any position desired. The face of this doll has a particularly life-like expression. A most important development is the introduction of dolls representing all nations with features and dresses characteristic of the country to which they belong. This is not an entirely new feature, but has been developed to a greater extent this season than ever before.

Dolls dressed and featured as representatives of practically all the trades and professions are also introduced and are very successful sellers. For example, dolls are dressed up as nurses, as house maids, as cooks and mechanics of all kinds, and the extraordinary thing about them is that they act the part perfectly to which they belong.

A most remarkable thing about these character dolls is the lifelike appearance of their faces, denoting as they do, the intelligence of the people which they are meant to represent. The garments which they wear are exact reproductions of the styles used in their country, and they represent practically every country on the globe.

The value of this idea as an educational factor can hardly be overestimated. The child can get a clear idea of the characteristics and dress of the various nationalities through playing with these dolls.

There are a number of working dolls which have proved successful in the selling and the beauty of it is that so many of these unusual dolls are produced at comparatively low prices, running from 25 cents up, according to size. The working dolls start at 50 cents for an 8-inch size and run from 8 inches to 14 inches.

Dolls of this character have been introduced before, which worked, or seemed to work, through the medium of concealed wheels. These new dolls are jointed throughout and walk on their own feet and legs. Their feet are large in proportion to their bodies so that they will not easily topple over. The faces are made of bisque. Some of them are very prettily dressed.

A remarkably good mechanical doll which is shown heretofore is run by clock machinery which when wound up makes the doll do several different stunts in a very graceful manner. These dolls make excellent show pieces for the window, as they attract a great deal of attention.

The new Esquimo dolls are particularly attractive this year, showing

improvement in their general make-up over anything heretofore introduced.

Merchants will do well to pay particular attention to their doll stocks this season, as there should be a big business done on these lines for the reason that never before were they so attractively gotten up.

The old favorites are very much in evidence, notably sunbonnet babies, Rosebud and Baby Blue, and these are, as usual very attractively dressed.

## Once a Year Enough.

There has already been a big bunch of school sales wherein all the articles supposed to be needful to start a youngster in school for the year have been laid forth and expanded upon and largely sold because of the activity. These school sales have been more or less satisfactory and have gained something for the stores where they have been held. About a year hence we'll hear of some more school sales—there will be another epidemic of them—but in the interim we are not liable to hear anything in particular about the goods a kid needs to wear to school. The most of us—at least every one of us who has ever been a kid—knows that the stuff bought in August or September to wear until next June won't meet the expectations a little bit. There'll be holes in those shoes and in those trousers and in those elbows before very much of the next calendar year gets this way and the need of stockings is not to be reckoned. Why should we wait until nearly a year hence before we have another school sale?

In the big city where there are many big department stores and where rents are enormous, to compel a careful use of floor space, one store devotes a large portion of its basement to toys, games and amusement articles for children. This space is never curtailed during the months when there is no so-called holiday trade and the stock is always kept very full. The management declares it to be one of its best drawing cards and a money-making proposition. Other stores curtail space devoted to such purposes excepting for possibly two months in the year and pack away great quantities of such goods where they cannot be sold. This store keeps the public informed of its toy stock and has a constant trade in the goods. The illustration is good for the example of any stock but it now applies to the school clothes very forcibly. Why should we have but one great sale of school clothing in the year and forget all about it for the rest of the school year unless some parent comes in and asks for the goods? Should we expect opportunities to always come, or should we dig up one occasionally?—The Drygoodsman.

Intensive farming is bringing every foot of your land to a point where it produces its full capacity. Intensive storekeeping should bring the available public up to the highest purchasing capacity.



## A WONDERFUL BARK.

## Had No Medicinal Virtues, But It Proved a Great Life Saver.

"There's more'n one kind of bark in the world," said the root doctor. "I have saved many lives by using roots and barks in medicines of my own concoction. I know what I am talking about; have pulled patients through when they had been given up by several regulars."

"I suppose, I suppose," agreed one of the group gathered under the porch roof at Springdale farm. "These root doctorin' fellers do make some wonderful cures; but 'tain't scientific you know, 'tain't scientific."

"I don't know what you mean by scientific," answered the root doctor, "but I reckon you refer to these men who hold a license from the state to kill or cure as the case may be, cutting out all nature doctors 'cause they hain't got no papers to show for it. Now, there's the case of the widow Nichols, I pulled her through after some of the licensed doctors gave her up; you heard of that I reckon?" gazing around the group with an air of triumph.

"Yes," agreed Tim Tiddler, the ditcher, "we heard on't all right."

"And, too, we heard that you didn't get your pay either," chuckled another.

"That was true—"

"You might a sued the widow—she's rich enough—"

"Sue nothing!" ejaculated the root doctor with an angry sneer. "Couldn't collect a cent if I did."

"But why? She being a woman hadn't ought to make any difference."

"It wouldn't if I had a license," explained the doctor of barks and herbs. "The reg'lars have shut us fellows out; we have no right according to the laws of this state to cure anybody; to cure a person of disease except by due process of law is strictly forbidden. I had no right to cure the Widow Nichols; she had been booked to die by the profesh; I cured her and am subject to fine and imprisonment for doing it. When I suggested payment for my services she threatened to have me arrested for breaking the law, so there you are."

"Nice woman that!"

"Nice as lots of 'em. She has the law on her side and I am down and out. No, I'm not barking it any more; can't do it without getting into trouble. I might study up for a license, but I'm too old for that now, with a sigh. "I think some of going to the far West where laws licensing men to kill or cure are not in force."

"Speaking about barks," drawled a voice, "reminds me that there are different kinds, barks and barks. The bark I am just now thinking of saved a nice property once upon a time, also saved a life, and was very much in evidence for many years of a long life."

The speaker was none other than our old friend, Tanner, the schoolmaster, who had been listening to the talk in silence up to this moment.

"Good for you, Tom. Let's hear about your kind of bark."

"It's the best kind I know of, a bark that the good doctor here never

used in any of his ministrations to the sick and suffering—"

"Don't know about that," broke in the root doctor quickly. "There ain't many barks in the woods hereabout I haven't used at one time or another. Is this wonderful bark you speak of of foreign habitat; or—"

"Oh, no, you'll find it in every part of our country, from Maine to California, from the Lakes to the Gulf. It is confined to no state, country or nation; it is the most common sort of bark in the world."

"And yet you have the audacity to say that I have never used it in medicine?" The speaker swelled with injured pride. "I think you are quite off your nut, Mr. Tanner. Let me tell you—"

"Pshaw!" broke in the schoolmaster; "don't get excited, my dear man. With your permission I will prove what I say to be true. Did you ever, during your long practice, mix the juices of a dog's bark with any of your medicines?"

"Why—er—er—no," stammered the crestfallen herbalist amid the laughter of those assembled. Old Tom did not crack a smile as he proceeded: "Ponto, a big Newfoundland, was the owner of the bark in question; he passed through many vicissitudes during his seventeen years of life; came near to death on several occasions; was saved nearly every time by that wonderful bark of his."

"Tell us about it, Tom."

The root doctor retired to the rear, angry at the covert grins of the crowd. The schoolmaster produced his knife and whittled while he talked.

"It is not a wonder tale, only the ups and downs of a magnanimous, great-hearted dog. As a puppy, big one way as the other, he came into the home of lumberman Ben Brandow as the property of Ben Jr., a lad of ten, who had coaxed for a dog until the elder Ben sent one of his men into the country to look for one. As a puppy Ponto enjoyed a fair measure of happiness, as much as a mischievous small dog ought in fairness to expect.

"His first escapade was the killing of the housewife's pet tabby. Caught in the act Brandow gave the half grown puppy a sound thrashing—this to break him of his cat-killing propensity. While in the act of administering punishment the lumberman felt a crashing blow over his head and shoulders. Turning in astonishment, there stood sturdy Ben Jr. assailing his parent with a hickory pole. The boy was very red in the face, greatly excited.

"After that Ponto sailed along for several months until one day the baby who was creeping near Ponto while the dog was eating, uttered a sharp scream. The mother ran quickly and snatched up the child to find the soft little arm bleeding from the bite of a tooth. Naturally the mother was wroth at the dog. The father, learning of Ponto's iniquity, said at once the dog must be killed. He took down his rifle, whistled to the dog, started for the field.

"A tug at his coat tail caused the angry lumberman to turn to meet the

pleading gaze of Ben Jr. 'Don't shoot him, pa,' begged the boy, 'he didn't bite baby a purpose.' The father was stern and inexorable. 'I'll give Ponto away if you won't kill him, pa.' The pleading of the boy at length prevailed. With the understanding that the dog was to be given away Ponto was spared. Ben Jr. was a shrewd lad. To the hired girl he went and made her a present of Ponto. He was careful to keep the dog in seclusion for a while, stealing bread and meat from the pantry to feed him.

"Time wore on, the dog came back finally, without protest from the family."

"The dog deserved killing for biting a child," avowed the root doctor.

"It would seem so at a first glance, but it was afterward demonstrated that Ponto's bite was not meant for baby, rather for the chickens that annoyed him by trying to steal his victuals. Not to make a long story of Ponto's life I will briefly say that Ben Jr., did a good turn for the Brandows when he resorted to strategy to save the life of the dog.

"A big flood inundated the valley one night. The storm was a real cloud burst far up the creek on which the Brandow mill stood. While all were sleeping quietly in their beds a great flood came down, threatening destruction to the milldam, to the mill itself in fact. The high water set the big waterwheel going; the noise roused Ponto who set up a terrific barking. Nothing would satisfy him till he had roused the household. Springing up Brandow heard the roar of the flood, called out the mill crew with teams and shovels. Raising every flood-gate, with forty men and several teams working like beavers all the remainder of that night and the next day, the property was saved, the destruction of which would have spelled ruin to Brandow.

"After that Ponto was in no danger of sudden death at the hands of his ought-to-be friends. He lived to a green old age, dying peacefully in his warm kennel at the last. Once, when very old and decrepit, Ponto was caught in a mire in a thick clump of timber. He remained here four days without food or drink, keeping up however, a constant, though feeble, barking. It was through this that he was finally found and rescued."

"Wonderful dog."

"Yes, and a wonderful bark," said

another. "Beats our root-doctoring friend's bark all to pieces." At which there followed a general laugh.

Old Timer.

## The National Census.

The census of this year will show a population of more than 100,000,000 in the United States and its possessions, near and remote. Applying the percentage basis indicated by the returns to date from eighteen states, it is shown that, including the Philippine Islands and Puerto Rico, but not including Guam and part of the islands of the Samoan group, the American flag floats over a population of 103,942,757. Exclusive of the Philippine Islands, Puerto Rico, Guam and Samoa, but including Alaska and Hawaii, the population of the United States, on the same basis of calculation, is 93,471,648. Ten years ago the population of the same territory was 76,303,387.

The official figures will not be announced for several weeks. Eighteen states and territories show a total gain in the last ten years of 5,151,425, or 21.8 per cent.

Three of the ten largest cities of the world are in the United States—namely, New York, Chicago and Philadelphia. New York is the second city, Chicago is the fifth and Philadelphia is the ninth.

Eight American cities have a population exceeding 500,000. In the order of their rank they are New York, Chicago, Philadelphia, St. Louis, Boston, Cleveland, Baltimore and Pittsburgh.

Forty-seven American cities have a population exceeding 100,000. The aggregate population given to these forty-seven cities is 19,754,237. Ten years ago these same cities had an aggregate population of 14,991,430.

With only Portland, Oregon; Seattle and Spokane, Wash.; Duluth, Minn., and Superior, Wis., missing, the cities of 25,000 and upward have an aggregate population of 27,809,835. The final figures probably will show more than 200 cities with a population between 25,000 and 100,000.

Gimp is an old Saxon word which means determination. It expresses that quality which keeps people everlastingly at it. And over again we have been told that keeping everlastingly at it brings success. Therefore, cultivate gimp.

**WORDEN GROCER COMPANY**

**The Prompt Shippers**

**Grand Rapids, Mich.**

# MICHIGAN TRADESMAN

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OF BUSINESS MEN.

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E. A. STOWE, Editor.

November 30, 1910

### THE SMOOTH STRANGER.

It seems to be the easiest thing on earth for strangers to cheat the American people out of their money.

The smooth swindler, provided he be a stranger, can go into any community and raise large sums of money to manufacture self-propelling perpetual motion generators or to promote even impossible enterprises, when some person of honest reputation and correct business habits, well known in the community, could not raise a dollar of stock subscription to some entirely practical and fairly promising undertaking.

The success of such strangers is to be attributed to a sort of hypnotic or mesmeric influence they are able to exert upon their dupes, but on what basis can be explained the success of the enormous swindles perpetrated through advertising and the sending of circular letters and prospectuses through the United States mails?

It seems only necessary to flood the country through the mails with flaming offers to make everybody rich at a mere trivial cost to the subscribers to draw cash subscriptions out of almost everybody's pocket. The idea of being able to get ten or one hundred dollars for each single dollar invested is so seductive that few can resist it. Whether the get-rich scheme is a tropical banana plantation or a gold or silver or copper or diamond mine in some far-off foreign country or a proposition to manufacture gauze undershirts for the inhabitants of Alaska and Siberia and fur overcoats for the Hindoos and the negroes of equatorial Africa, there is no difficulty in securing plenty of subscribers, provided the proposed percentage of the profits is sufficiently great. It is the hope of getting much for a little, a big something for almost nothing, that inflames so many of the American people to hand out their money to strange swindlers.

The only check on these robberies, for that is what they are, is the United States postal authorities. They are vested with power to prevent the circulation of matter advertising such schemes through the mails, but,

unfortunately, the criminal scheme is not discovered until it has grown into enormous proportions and people begin to complain that they have been cheated.

The latest discovery of the sort is of a scheme under which parties have sold from \$40,000,000 to \$50,000,000 of mining stocks which are probably worth nothing. If the swindlers got one dollar in cash for each \$100 of stock, they made big money.

It seems useless to warn the people of these robber schemes, because a "sucker" is born into the world each minute of time, and so the swindles will go on to the end of the world. When it is so easy for the smooth rascals to make fortunes, while it is so difficult for hard working, honest men to make a living, the wonder is that there are not ten times as many of the slick swindlers as there are.

### HOW YOU THINK.

The son of the richest woman in America says that Hetty Green always makes it a rule to think over night regarding any important transaction. There is no undue haste in her work. The pros and cons are carefully turned over. There is no little point overlooked which may make or mar the matter for her. If there is a catch, an undue advantage being taken on the other side, she is almost certain to discover it in the time taken.

This is a good rule, yet one which in many instances would not work for the simple reason that the secret of success lies often in thinking and acting quickly. The story is told of a man who made a list of several important topics and handed it to each of three prominent men with a request for their opinion. The business man to whom he submitted the list answered each at once, as it appeared to him. The banker was more deliberate, giving his answers only in part. The judge merely read the list over and remarked that he would give his opinion in a day or two.

This well illustrates the different methods of thinking. The business man was accustomed to weighing matters at once, and disposing of them as at the time seemed best. It was a part of his life. The everyday transactions in his own sphere required this, and to it he had been schooled. Perhaps if he had had more time, some of his decisions might have been reversed. But according to his method he gave.

The banker was more conservative in his work there was more chance for looking into matters; more necessity for it. While the judge, accustomed to weighing evidence against freedom and life—it was his to think slowly and surely.

And thus we may each school ourselves, according to our needs. But whatever the method, the more accurate and concise our work the more surely will our perceptive powers become strengthened. It is ours to grow, in thought as well as in action.

Many a man who looks like 30 cents can't even raise a nickel.

### SELF PROTECTION.

Most of us can recall instances in which certain diseases, especially pulmonary complaints, "run in the family," a number of whom, one after another fell victims. A friend was recently recalling a few such instances, and at the same time pointing out the true source of infection.

A lady who had had consumption for years finally left the home of her invalid son in the West and came back to die amid the scenes of her childhood. During her last days she remarked: "I always kissed Tom 'Good night,' but shortly before I left," she added almost bitterly, "I noticed that he turned his cheek toward me instead of his lips."

Poor boy! He had become a martyr rather than seem unappreciative of a mother's ill-directed affection. And he, too, is now a victim of the disease which we now know is transmissible rather than hereditary.

Said the lady who was speaking of the incident: "We took care of that mother during her last days. But we also took care of the living at the same time. Friends remonstrated that we might 'hurt her feelings' in using the precautions now known to be sanitary. Was not our duty to those in health greater than to one on the verge of the grave? No sane person should object to the destruction of expectorations before they have a chance to scatter the deadly germs. Disinfectants should not and will not wound even the supersensitive if they have been properly educated."

It is the duty of every person to guard against disease. In the home, the school and the public place self protection is not only a right but a duty. Even a common cold is contagious, and those having it should strive to keep away from the well. The sooner we learn to think of the health of others and how we may save them from disease the better physically and morally we shall become. Tuberculosis is but one of many diseases carelessly and needlessly scattered broadcast.

### A GOOD PLACE TO GROW.

We are apt to think that there is no longer the chance to rise in the world which was offered one, two, or three generations ago. There are too many trying for every prize. Competition is so brisk. The best bushes have all been stripped. These and a hundred other apologies readily suggest themselves to the average boy as an excuse for not struggling to a place at the front.

Down in Tennessee the other day they elected a Governor who was a foundling, without even so much as a name for an inheritance. Few of us are set into the world so destitute. Yet having a name given to you amounts to very little unless you add to the cold type the impress of a good character. We readily, involuntarily, it may be unconsciously, pick up a name of some sort. Be it a good or a bad one, it clings, materially influencing our relations with our fellowmen.

There was never a better chance to

grow than the present. The climate is salubrious, the atmosphere invigorating. Every neighborhood offers some stepping-stone to a higher eminence; every community contains some member who will gladly give directions and encouragement; every locality offers some possibility. If we do not grasp it, the fault is ours, and not with our stars.

An education stands waiting at the door of every healthy boy and girl. In one of its numerous forms it is so close that one must either accept or dodge it. Where the boy a generation or two ago literally chopped his way through college—if he went—the child of the present may earn the money in one of many ways. Books, tools, everything is more easily procured. The pine knot has been superseded by the electric light. The horizon line is broadening. Even the wide domain of the sky is opening up to us. Surely there was never a better growing age!

### THE PARK A MORAL AGENT.

As a place for amusement, a place for learning of beauty and nature, no one can doubt the mission of the park. But did you ever think how much the morals of a community are centered in its parks? With a well arranged police force little harm comes from them in comparison with the good. And they do save a wondrous amount of harm at other points.

Time was when the country man thought himself honored when the city man stopped on his premises. But he has already learned the nuisance of having his fences overthrown, his choice nuts and apples gathered and looks with distrust upon the uninvited picnic party, fearing that the innocent cigar may be left to smolder among the dry leaves, and finally set his woods on fire. In short, the visitor becomes a trespasser. He must either refrain from the walks in the country woods or be treated accordingly.

The park has grown to be the only legitimate resort for the town people. There they may enjoy the flowers, and trees, and grass, the quiet of rural life, the joys of the country scene without the feeling that they are on forbidden ground. It gradually develops into a part of the once-a-week life which can not be cut out without sending countless persons back into the rural districts in search of life, health and enjoyment.

It furnishes to a class who requires some out-door life during the recreation hours an elevating source of enjoyment. There is music in the birds and streams, poetry in the swaying branches, art in the exquisitely painted flower, and God is everywhere. Every time we can bring one soul into a nobler thought, a purer atmosphere, we are raising the standard of our citizens that much. The park teaches them to stay on their own ground, to love the beautiful and to protect it.

Let a man sit down and size himself up as others see him and the result is apt to be more or less discouraging.

**ADVERTISING PERSONALITY.****The Lack of It Makes Your Friends Doubt Its Realty.**

Written for the Tradesman.

In writing advertisements one must not lose sight of the fact that there is no uniform or regular principle to be followed. Every merchant is a magnet, with a drawing, pulling or creative force which must be used by him individually.

Too much money is spent in advertising that is not attractive. We must try through our advertising to interest the buyer in the things we are interested in.

There are thousands of merchants who claim that advertising is a failure. They have reasons to believe so on account of the inactivity of their customers after the advertisement appears in print.

To make our advertising profitable we will have to convert, remold, naturalize and re-organize our magnet by trying to talk to our trade through our own individual mental forces.

All of our customers have faith in us or they would not be doing business with us, but just as soon as they read the matter manufactured in an outside brain box, just that soon they know it is a sort of a substitute we are giving them.

Substitution may be a good thing in some cases, but it will do more harm in advertising than in anything else. We should talk in our advertising with just as much individual expression as when we talk to our customers in person. When we fail to insert our individuality in all of our advertising it causes confusion, uncertainty and mystification that create doubt and fear in the minds of our friends. If we regard our customers as our friends we should deal in realities and not substitution.

Almost every progressive retail merchant is looking for an ideal system of illumination. He has tried all kinds of combinations, installed artistic fixtures, and so on, still there has not been satisfaction in the result, knowing that he ought to receive more illumination according to the amount of energy that shows up in the bill rendered. Why do we spend so much time and money to get more artificial light when we have done nothing, simply nothing, to brighten up our minds?

Let us be wise and try to realize that we are using the current running through our brains day in and day out, year in and year out and have not even tried to install a system that could and would furnish us more power at a much less cost—in worry and trouble of all kinds. We ought to throw away all of our old mental fixtures and install a "Tungsten system" so the amount of mental current consumed would be so small that the cost would be almost nothing.

Imperfect reflectors are the cause of most all the failures in store illumination, and if one would take a little time to reason for himself he would find that all of his trouble comes from imperfect reflection, un-

derstanding, apprehension and calculations.

There are few people who really know themselves. In fact, none of us can realize the heights of wisdom to which we may attain any more than we can foresee the energy that can be improved in the electric light.

Every retail merchant has a meditative, speculative and deliberative line of thought running through his mind and the success or failure of his business depends upon just how much he knows about the real value of these thoughts. The constructive intellect produces designs and systems and when we keep our minds busy every hour of the day by entertaining thoughts of determination and ambition we are speculating, meditating and working along the right lines. The conditions essential to a constructive mind must be harmony, unison and conformity with our business relations.

The adjustment and graduation of our business interests must be thought over every day so that our progressive ideas may be put in working order. The right man in the right place is the fellow who is alive to the thoughts concerning his business. If our business is not improving along with the progress of the times—and the city in which we live—we are not the right men in the right places. We have allowed our minds to be filled with thoughts that are not productive.

The disagreements, jostlings and rattling of loose screws in and around the store is due to the manager nine times out of ten. People are like pianos—they get in and out of tune. It makes no difference how many instruments there are in the orchestra if there be one out of tune the whole set of instruments fail to deliver the goods.

However, the leader of the band may be able to carry out the tune and play the piece through successfully and the assembly never know that one or two of the other instruments were out of tune.

So it is with a good manager of a retail business. If he is really and truly a good leader and a good manager he can carry the business up to the successful round of the ladder if some of the clerks are out of tune.

But let the manager get out of tune and you will find disagreements, jostlings and rattlings of loose screws all over the store. And the customers will attend the show down the street.

In reviewing the last few years and looking into the near future we find politics mixing with business so closely and the blending so complete that we have a hard time knowing which is which.

The financial world has complete control of business. Its plans are almost perfect. But there are things in politics that the commercial world must overcome or the business world will have to suffer. Knowing this to be true it behooves the financial institutions to go into politics, and they

are now so closely related that we hardly know one influence from the other.

At this moment the big interests are on the fence, waiting to see how things are going to drift politically. We mean in 1912. Each month from now until after November, 1912, we will find capital hunting its hole. There are reasons for this and the men on the inside of large interests know more about it than we do.

It behooves the retailer to keep a sharp eye on the actions of the men who control the political and financial world. If we can foresee things as some of our large business men can—we will profit thereby.

We make a great error in thinking that we need not trouble ourselves concerning politics. If politics and business are blending then it is up to the retailer to get posted.

I have heard good, honest merchants say, "I am never going to get mixed up in politics." Well, we may continue to say and think such thoughts, but the time has arrived where politics and business are united, in harmony, in sympathy and in unity as a happy family.

Edward Miller, Jr.

**Brevity.**

Brevity is often the bond between effort and success.

The use of too many words is waste of double time—your own and the man who reads.

A long letter says: "Read me later on." A short, pithy one: "Read me now, and note what I say."

Busy men live every minute in the day—reading superfluous matter is not living; it is trifling.

Men who won't trifle won't be trifled with.

Get to the point at once when you have a point to emphasize; if you have several, keep them close company.

You must be concise to be understood; you must be brief to get a hearing. This is just what it means; brevity gets a hearing. Many words get passed by.

**Don't Take Chances.**

Sometimes it happens that a merchant who has built up a big business by aggressive advertising thinks that he is in a position to take some chances with his trade. He feels so sure of his customers that he believes that it will not be noticed if he skimps a little in the values he gives. He is so assured of his position that he gets careless in his advertising and makes statements that are not justified by facts. Such a merchant is riding for a fall. Any really successful store has succeeded through public confidence. Whenever that confidence is shaken the merchant may as well send in his application to the "Down and Out Club," for he will soon be eligible to membership.

The merchant who lives and does business simply to make money will ultimately find that while he may make plenty of money he will get mighty little enjoyment out of it.

**The Business Letter.**

Two essentials of business correspondence are that every letter shall be carefully scrutinized by its writer before mailing and that it shall be intelligible to its recipient without demanding of him any unusual effort. Great risk of failure in both these respects comes with closely spaced typewriting. Single spacing brings the lines no nearly together that, unless the eyes are concentrated to an unusual degree, the words above and below merge more confusingly with those that are being read, especially with men whose eyesight is not normal.

When a letter contains only a few lines the practice does not matter so much, but many houses, happily in decreasing numbers, employ the concentrated method on all of their correspondence. Even quotations of prices are run into the lines of a paragraph, instead of being paragraphed individually. Nothing is more confusing and to most people more annoying than to try to separate numerals that are jammed closely together. Business men are even compelled to have their own operators rewrite such correspondence that it may be easily digested.

The evil is removed by the setting of all typewriters of an office for double spacing. Possibly this means a slightly increased cost for stationery, and letter books may fill more rapidly. In a great majority of cases, however, business letters cover only a single sheet with double spacing. Letter books are rapidly giving place to carbon letter copies. But, whatever the economy of single spacing, it is small enough compared with the results that may follow the necessarily rapid reading of letters. It is very important that the meaning be clear, visually as well as in the wording. Otherwise, complications may ensue in succeeding correspondence, until the outcome of the original misunderstanding may be serious. Such cases are by no means unknown, and the blindness of close spacing is an important contributory cause.

**Instructions To Salesforce.**

One of the big New York shoe stores has these instructions to its salesforce regarding customers:

Be polite!

It costs nothing.

Make each customer feel you have a personal interest in them. In other words, give them individual attention.

Always endeavor to get what a customer wants. If they have their minds made up on a certain style or shape—see that they get a correct fit in it.

Under no circumstances influence a customer to purchase a shoe they do not want. If undecided, show different models, pointing out the merits of each and let them choose.

Please them so they will come again.

It is on the "come-backs" we make money—not first sales.

## ELEGANT MR. SCROGGINS.

## He Was Smooth—Lesson He Taught Was Worth the Money.

Written for the Tradesman.

It was a crisp morning in mid-winter. During the night previous to this eventful day, some snow had fallen. Out of the north a stiff, cold breeze was blowing; and the fine, wind-blown snow crystals were metamorphosed by the newly risen rays of the morning sun until they sparkled like diamonds and diamond dust.

I slept late that morning; for it was a holiday, and Mr. Browning, the leading dry goods merchant of L—, for who I was then clerking always observed our national holidays by closing. And when Mr. Browning closed his store on account of a holiday, depend upon it the store was closed. He didn't instruct "the boys" to come down for an hour or two in the morning, thus doing a surreptitious business behind lowered blinds. Nixy. If you neglected buying a new shirt, a couple of collars and a new four-in-hand the night before, trusting to dodge into Mr. Browning's store the next morning and equip yourself, that's where you missed it. You could rattle the front door to your heart's content then go around to the side door and rattle that until your hands became numb and your teeth chattered; but no voice from within bade you enter, and no sound of guarded footsteps could be heard in response to your appeals. Mr. Browning had his faults, as most men do for the matter of that; but seeking a name for virtues which he did not possess was alien to his nature.

How we clerks hailed with delight the approach of these holidays! As the coveted time approached our stock went up. And as the long afternoon of the day preceding the holiday drew to an end our spirits mounted higher and higher. And you may be sure we exerted our utmost efforts to please "the boss;" for we were not insensible to the wholeheartedness with which the concession was made. Some merchants grant a leave of absence from the store upon these holiday occasions in such a grudging manner as to humiliate or peeve their salespeople. They act as if they were thinking within themselves: "Well, I suppose I'll have to; but it hurts like sin to do it." And permit me, as one who has come up through a clerkship, to say that the merchant who acts that way is hurting himself and his own business infinitely more than he is the people who work for him. I know what it is to stand at the other end of this bi-polar proposition; and will you take it from me, the merchant who is big and broad and square, gets more, dollar for dollar, both in the quantity and the quality of the service he buys than your narrow, parsimonious, short-sighted employer.

This, then, was to be a great day for me. I could enjoy the luxury of lying in bed rather later than usual. (I was boarding at the "best" hotel in the town, a village of some two thousand people.) I could wait, if I

so desired, until "the last call" to breakfast. Lee, the colored porter, made the call with a bell whose tinnabulations I can hear now in my waking dreams, and the various effects produced upon me by the tones of the bell on different occasions lead me to think back upon that bell with mingled feelings of pleasure and regret. There were times when the tones of it were as musical and sweet as cathedral chimes; and those were the times when I did not necessarily have to respond thereto, but might turn over in bed and have another nap before rising, and there were times when the notes of that bell were harsh and peremptory, summoning me to arise forthwith and betake me to my work.

After breakfast—for, of course, I did eventually get up and regale myself—while I sat in my room n-diting a letter to my mother a thousand miles away, I had a visitor. He was tall and distinguished. He wore a long overcoat with a military cape and he carried an ebony cane with a beautifully chased gold head. He had a most ingratiating smile and a certain dignity of bearing suggestive of the days "when knighthood was in flower." His linen was immaculate. He was a veritable Lord Chesterfield in manners. He was distinguished and elegant. Also the fiber of his voice was rich and musical. He produced a card bearing these equally impressive words:

U. Vincent Scroggins,  
President Producers' and  
Consumers' Supply Association.  
New York. Chicago.

and then he asked, in the most polite manner imaginable, if I had the leisure to listen to an interesting proposition. And, of course, being then somewhat younger than I am now, I had the leisure. So, with the manner of one who confers a favor, he sat down in the proffered chair and drew out of one of those capacious pockets in that military overcoat a large leather wallet. I can see that wallet now. It was not less distinguished looking than its owner. Now the elegant Mr. Scroggins was in his glory. If eloquence requires but two elements, as one of our great American orators averred, the elegant Mr. Scroggins assuredly had both on this occasion; he had his theme and he had the occasion—to wit, an unsophisticated youth.

Will you now please shut your eyes and behold the elegant Mr. Scroggins? His great coat is unbuttoned, the tails of it touching the carpet. In his hand reposes the wallet, fairly bulging with credentials, testimonials, statistics, etc. In a chair directly opposite sits the writer at the age of 20. The elegant Mr. Scroggins, with the deep, musical voice, is unfolding to the very young man, a clerk in Mr. Browning's dry goods store, the modus operandi of a new idea. According to Mr. Scroggins this idea is destined to revolutionize the trend and scope of modern commercialism. Mr. Scroggins, the speaker, originated the idea. It came to him in one of those rare, fruitful moods, concerning the coming and

going of which no man knoweth. But one thing is dead sure, it came. It not only came but it came to conquer. Already it had met with tremendous and instantaneous popularity, as witnessed the testimonials, newspaper clippings and the great and impressive list of men—lawyers, doctors, presidents and professors of colleges and universities, clergymen, prominent politicians, etc.—who had investigated the proposition and promptly gone into divers sundry paroxysms of enthusiasm thereupon.

The proposition, briefly stated, was this: Don't pay the dealer's profit—what's the use?—buy direct from the manufacturer and save the difference. But can you? Sure, you can—provided you are a member of the Producers' and Consumers' Association. Will manufacturers recognize this Association? Sure, they will; haven't we over one million members already? and there was the list. Where do these people—the members of the Association—live? Everywhere throughout the United States; and lo, the membership is increasing to beat the band. How do I proceed to get, say, a pair of Hanon shoes or a Fred Macey revolving chair at this appreciable discount?—and the discounts ranged, said Mr. Scroggins, from 10 to 50 per cent. Oh, that is simple. Write for a catalogue; order what you want; pay the price stipulated; then send a statement of the transaction to the main office (either in Chicago or New York) and the discount will be forthcoming. But are these firms in sympathy with the movement? That is, do they stipulate that they will stand for the reduction? To be sure. Here is the contract they agree to sign—as a matter of fact, have signed; and here is a list of manufacturers from all over the country who have entered into this agreement, and are now selling direct to the consumer, per the Association. It was an impressive list. Now, that you may know that Mr. Scroggins is fair and square and masterful in a business way, here are letters from prominent educators, letters from ministers of the gospel, letters from mayors of cities, letters from everywhere and letters from conspicuous people in all sorts of walks in life. The evidence is overwhelming. Mr. Scroggins has convinced his youthful party. And now, upon the payment of a very nominal fee of ten dollars, the writer, at the age of 20, became a member of the Producers' and Consumers' Supply Association. The certificate of membership was a beautiful and impressive piece of work. For many years I kept it as a memento of the occasion; although right now I do not seem to be able to locate it. This is the only regret I have—the fact that I can not find my certificate of membership. No, I'll take that back; I have one other regret, and that is that I have not a cabinet photograph of the elegant Mr. Scroggins. If I had, take it from me, I would have it framed and hang it over my desk.

Of course the reader of the Tradesman will smile at my guilelessness. I was dead easy. And the

reader of the Tradesman does not have to be told at any length why this proposition of Mr. Scroggins' would not work. No bona fide manufacturer who sold to retail dealers would consider the proposition for a moment; and retailing producers would sell to anybody else just as cheaply as they would to "members" of the Producers' and Consumers' Supply Association. I found that out in due time. But one thing Mr. Scroggins told me would come about did actually come to pass: He told me—and I think now there was infinite merriment in the soul of him when he said it—that I would receive during the following weeks and months many catalogues and booklets. And, believe me, I did. Lee brought them to my room by the armful. After a while they came so thick and fast Lee had to get a basket. I used to get from twenty to fifty catalogues in a single mail. They came from the East and West; from the North and South. Some of them were an inch and a half thick—and masterpieces of the printers' art. It required twelve and fifteen cents in postage to send some of them. They were printed in colors on the finest paper stock. They exploited all manner of commodities; things to eat and things to wear; books for the intellect and pink pills for that tired feeling, hardware, farm implements, blasting powder, dynamite, sporting goods, shoes, hosiery, furnishing goods, furniture, household wares, go-carts, rubber goods, roofing, groceries, sea food, bicycles, traction engines, cut glass, china, crockery, stoves, rugs, lace curtains, etc., etc.

To be sure the absence of that ten dollar note which I so generously passed over to Mr. Scroggins created an appreciable vacancy in my pocketbook at the time. And I am frank to admit that I was so ungrateful to Mr. Scroggins as to feel a trifle sore. That I regret; for Mr. Scroggins has been of immense benefit to me during these intervening years. The memory of him has saved me hundreds of dollars. When your wily book agent comes to my door with some marvelous new work in fifty-six volumes I see in my mind's eye the elegant Mr. Scroggins. When I am importuned to buy stock in some gold mine or get-rich-quick lumber scheme there appears in the foreground the impressive presence of the elegant Mr. Scroggins. Thus I am saved from the ill consequences of exuberant enthusiasm. I mentally compare these lesser satellites with the real luminary. The contrast is vast. What chance has your ordinary swindler got to rope me in? None whatever. I have been up against the real thing; for one blissful half hour I have listened to the musical tones of the elegant Mr. Scroggins; and I'm proof. In vain does the buncoest essay to bunco me; I'm on. To my pleasure and profit, it was mine, in the early and impressionable years of my youth, to meet a man who taught me much—the elegant Mr. Scroggins.

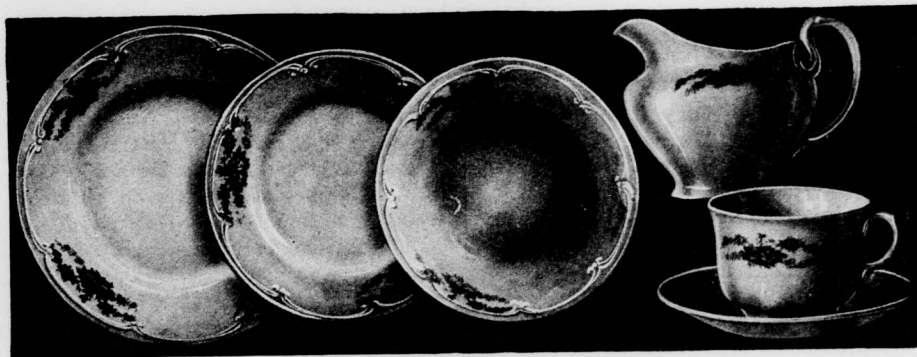
Eli Elkins.

We have enlarged our assortment of dishes in

# Quaker Oats

(Family Size)

And are now packing all of these articles



If large family packages are popular with your trade we urge you to **push Quaker Oats family** with this assortment of dishes.

You make the most money—cheap packages are sold cheap **at the expense of your profit.**

You give your customers the greatest possible value.

You get the benefit of the Quaker Oats advertising.

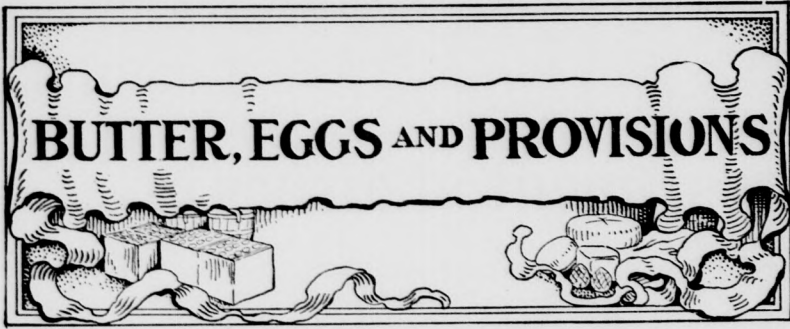
Stick to Quaker Oats—display it—push it—you will make the most money that can be made on oatmeal.

**Order today** and co-operate with us.

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**The Quaker Oats Company**



### Cold Storage and High Prices.

Of the causes that go to increase the cost of living the effect of cold storage is the one least understood, and one concerning which misleading and mischief-working beliefs are most common. Cold storage, under free competition, raises the price of the product stored, for storage extends the season of consumption, and hence increases the total demand. For illustration, the American turkey crop is just about sufficient to supply one or two birds a year to each household in the land. Now, turkey flesh is good food only for a month or two around Christmas, but since the perfection of cold storage December turkeys are carried over and served throughout the spring and summer to the first cabin steamship passengers and the patrons of swell hotels. In like manner spring eggs, summer chickens, fall apples and other varieties of produce, which formerly had a season of cheapness and a season when they could hardly be had at any price, are now available

all the year round, but, because of the large demand that this continuous availability creates, at no time do such products reach their former low prices. But such effects of cold storage can not be considered a leading cause for the rise in the general cost of living, for out-of-season products should replace other food on the bill of fare, and in such cases cut down the price of the replaced articles, a thing the consumer seems to have difficulty in tracing when he consults his bills. Cold storage has extended into the field of perishable products the opportunity for speculation long practiced in the case of wheat, cotton and other non-perishables. But the fact that speculators can make money by storing eggs is no reason why anyone should oppose cold storage, any more than we should restrict the use of wheat products to the season of wheat harvest, thus hoping to put a damper upon the activities of the wheat pit. The cold store is, in fact, a parallel of the railroad. The "freezer" raises the

price of December turkeys by shipping them into May, just as the railroad raises the price of Florida oranges by shipping them into New York. Coal storage is the railroad of time. On the northwest coast of Japan are built immense mounds of snow covered with straw matting. The purpose of these mounds is to keep in cold storage for consumption in summer fish caught in the winter time. Cold storage may be a hardship on poor folks who used to eat all the eggs they wanted to in April and have turkey for Thanksgiving, but it is also hard on Georgia negroes to have a progressive watermelon buyer enter the neighborhood. Everybody knows that we would be cutting off our own noses to spite our own faces if we abolished the railroad, and when cold storage is properly understood it will be placed in the same class. In fact, New Zealand places it so now, for the government practically owns both the cold storage industry and the railroads.

### Rotten Egg Abuse Must End.

Dr. Harvey W. Wiley, of the Department of Agriculture at Washington, gave an interesting lecture in Cooper Union in New York recently on "The Importance of a Fresh, Clean Food Supply in Cities." After dwelling at some length on what constituted the proper food for city people and urging on those of limited income the necessity of economy in regard to expenditures for meat, he

said with reference to perishable food-stuffs:

"City people can not realize the joy and pleasure of going into the garden and picking vegetables fresh from the vine or stalk and then preparing them for food. That is something which is impossible for you. Therefore I will talk on the perishable foods that come into your market.

"One of the most important foods is eggs, fresh eggs. I understand you have a great many of the other kind here. There is only one way to tell a bad egg, and that is by breaking it gently.

"Eggs, as you all know, are more abundant in the spring than at any other time of the year, and they should be cheapest at that time. But it has got to be that the egg merchants corner the supply in the spring, and store them so that the market may not become flooded and the price decrease. Eggs are a fragile article, and naturally in handling some become cracked. But eggs are eggs, and they are named according to their state of evolution. The cracked egg if stored too long becomes decayed and is called a rot, and the good egg if kept too long under proper atmospheric conditions commences to evolve into an animal being and is called a spot.

"Now rots and spots are a regular article of commerce. I have no objection to a man eating a passe egg. I am not a prohibitionist in that respect, but there are hundreds of thousands of these rots and spots. Where

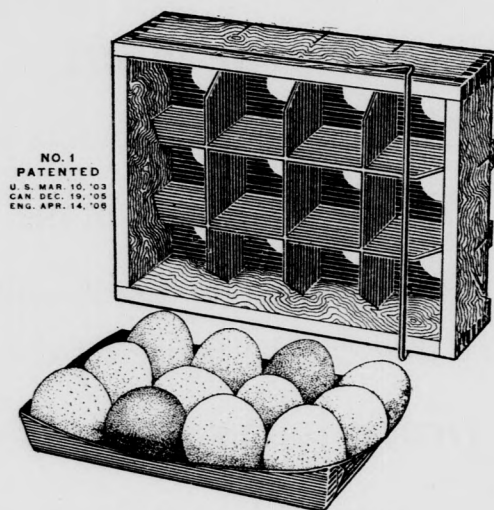
## You Can't Boil a Cracked Egg

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.**

do they go? They can not be sold directly to be boiled and fried and scrambled. You would taste them. Again I repeat, Where do they go? They go to the baker and are made into the cakes you eat. These are abuses which must come to an end. The Federal Department has seized tons that have been shipped from one state to another, but we can do nothing to prevent the industry within your own state and city. That is for you to do.

"There is no reason for this industry in rots and spots. The leakers and checkers—fresh eggs that are cracked and from which rots and spots evolve—can be preserved in a perfectly wholesome state if taken in time. They can be broken and frozen and so transported that when thawed they will be in a perfectly wholesome state, or they can be dried into powder. Frozen and dried eggs are a legitimate article of commerce. But you can not make a good egg out of a rot or spot. All perishable food can be shipped in a proper and wholesome form if the right precautions are taken."

**Crops and Prices.**

Bradstreet's has issued a statement giving statistics of the indicated crop this year of wheat, corn, oats and other farm products, with comparisons with other years, and adds:

"High record yields are shown in the case of corn, oats and tobacco, while yields of flaxseed (which is an important element in the cost of paint), of hay and of potatoes are apparently short. The estimated yield of cotton is about an average of the past three years.

"The commodity price situation is full of interest this year. Record yields of two of the three leading animal feeding stuffs hold promise of, and in fact are already credited with, reducing the prices of food-producing animals and ultimately of most meat products, but notably, beef, mutton and pork. If this proves correct, a sharp contrast is likely to be afforded to the food-price situation one year ago, when prices were fast advancing to the record heights reached by commodities, and especially foods, at the opening of the present year.

"In other products there are, however, still some sharp contrasts between estimates of production and prices. Thus wheat is a shorter crop this year as compared with last, here and in the world at large, but the price is lower, owing apparently to large stocks in all countries and the supplanting of this country by others in the world's markets. Potatoes, although a short crop, sell lower than a year ago. Despite increased yields, cotton is higher than a year ago. Hay, butter, eggs, chickens and flaxseed are all higher than a year ago America's markets as a rule, but especially for foods, are out of line with the rest of the world, and our export trade in grain and meats shows a decrease from a year ago. In fact, were it not for larger exports of manufactured products and the higher price of cotton, our total export trade would show a decrease in-

stead of having reached, as it did in October, the largest monthly total ever recorded."

**France Wants Our Potatoes.**

In reference to the admission of potatoes from the United States into France by decree of October 15, 1910, the following statement of the American Chamber of Commerce in Paris, transmitted by Ambassador Bacon, is of interest:

The presidential decree of March 27, 1875, which prohibited the importation of potatoes from the United States, was based upon a report of the Minister of Agriculture and Commerce, and also upon the advice of the Academy of Sciences and of the Central Agricultural Society of France. It was a measure of protection deemed to be necessary at the time, because of the potato disease said to be prevalent in the United States.

The production of potatoes in France is generally sufficient for its own consumption, and the importations when made were from Belgium and Holland and occasionally from Germany. Thus, during the thirty-five years that the decree of 1875 remained in force, nothing arose to awaken an interest in its removal. The circumstances of the present year, however, are quite different. The potato crop in France is very much below its average, and as a consequence the price has rapidly increased. It became evident that imports would be necessary to supply the demands and to arrest the great advance in price of an article of food so important to the people.

Representations were made to the Department of Agriculture that the reasons for the prohibitive decree, justifiable as they may have been, had long since passed away; that the existence of the decree, therefore, had ceased to be a protection to France, and now threatened to become an undue discrimination against the United States. Emphasis was laid upon the fact that since imports of potatoes were really necessary for the needs of the country it seemed to be the proper moment to remove this prohibition. The argument received attention and after scientific examination and approval the ban on American potatoes was lifted.

**Omnipotence of Lemons.**

The lemon is the standby of existence, the basis of the happy home, the sovereign remedy, the thirst-asuager, the ingredient of a thousand-and-one delirious concoctions Who says hock-cup? Who says lemon squash? Who says gin-sling? Who says hot toddy? Who whispers barley water? He says lemon also. Benefit of lemons, what are these valuable and necessary things? An empty nothing, a false deception, a vile and unsatisfying fraud. When it is hot, then we want lemons. When it is cold, we want lemons more. Lemons for influenza, lemons for bilious attacks, lemons, and more lemons, and still more lemons. Imprudent boys suck them, grown men make them the foundation of some perfect pota-

ble. They will wipe away stains, and, squirted carefully into the eyeball, they will at once display the power that resides within their resilient skin.—San Francisco Argonaut.

Riches may not get a man into heaven after death, but poverty can get him into the other place during life.

**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.

**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**

For Dealers in  
**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

Established 1876

**Wanted** White Beans Clover Seed  
Red Kidney Beans Brown Swedish Beans  
Potatoes Onions, Eggs

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

**Moseley Bros.** 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

**Clover Seed and Beans**  
If any to offer write us  
**ALFRED J. BROWN SEED CO., GRAND RAPIDS, MICH**  
OTTAWA AND LOUIS STREETS

### The U. S. A.

There's them that wants to get us skeered  
By tellin' us o' things they've feared.  
They say we're goin' to th' dogs,  
Th' government has skipped some cogs  
An' that ef we don't trust to them  
Our futur' won't be wuth a dem!  
But I want to say  
Th' U. S. A.  
Ain't figgerin' to run that way.

I've noticed things fer many years;  
I've seen these men arousin' cheers—  
These plug hat men with long-tail' coats  
That tells us how to cast our votes,  
I've noticed, too, their ideas is  
That votin's all th' people's biz.  
But I want to say  
Th' U. S. A.  
Ain't only jest election day.

I've seen 'em lift their trimblin' arm  
An' do their p'intin' with alarm—  
Afore election! An' I've seen  
How they don't do much work between  
Elections! Seem to save their brains  
For workin' durin' th' campaigns.  
An' I want to say  
Th' U. S. A.  
Don't give them fellers its O. K.

There's one or two that I won't name  
That keeps a firm hand-holt on Fame  
By stormin' up an' down th' road  
A-tellin' us what long we've knowed—  
That is, they rise to heights sublime  
Along about election time.  
Yit I want to say  
Th' U. S. A.  
Ain't figgered yit to turn their way.

It ain't th' men that tells our sins  
That almost al'ays sometimes wins—  
It's them that rolls their sleeves an'  
helps  
While these yere talkin' humans yelps.  
That makes us know our native land  
Has got a craw that's full o' sand,  
An' makes us say  
Th' U. S. A.  
Is settin' tight an' here to stay!  
—Wilbur D. Nesbit in the Chicago Post.

### Advertising the Crossroads Store.

Suppose you owned a store 25x50 feet in size at the junction of two important roads ten miles out in the country, with nothing else near except the school house and church, would you advertise?

That is the question which was put to a hustling merchant in a Kansas town the other day. The merchant is himself an aggressive advertiser. In reply to the question, he said:

"Yes, I would advertise. In the first place, I presume that the crossroads store is located in a typical Kansas farming country. Well, I would start in with the intention of making my store the center for the butter, poultry and egg trade for the whole surrounding country.

"I would put a sign board at every conspicuous place along all the roads leading to my store, for five miles or more. On that sign board I would say, 'Bring your poultry, butter and eggs to the Crossroads store. Highest cash or trade.'

"That would start people coming my way, and I would arrange to handle the butter, chickens and eggs direct to Kansas City, when things commenced to get started right.

"I would lay in as good a stock as I could afford. I would aim to have a little of everything that farmers most need. I would try to turn the stock rapidly. I would have a list with the postoffice address of every farmer within five or ten miles. I would have the job printer in town issue a little circular for me about once a month, calling attention to my store, boosting the chicken, butter and egg business and quoting some of my prices on goods.

"If things went right with me, I would double the size of my store within two years. I would also get a blacksmith shop to locate at the crossroads. By the end of three

years I would have a doctor located there, and a drug store. It would be a matter of only a few years more until we would have a nice little farming community town at the crossroads, and sooner or later we would get a railroad.

"There is no idle dream about this. A man who knows how and has the right hustle can do just about this sort of a thing by advertising the crossroads store. We ought to have more country towns. I believe the tendency is going to be toward more country towns, and if I were a young man with a knowledge of the merchandising business, and a determination to make a place for myself, I wouldn't ask anything better than a good crossroads location, with plenty of room to grow."—The Merchants' Journal.

### The World Hates a Quitter.

So long as you won't acknowledge it, you haven't failed. Suppose one thing has gone wrong—make something else go right. This is such a busy world that we haven't time to recall unimportant things, and if you don't keep reminding us we'll forget all about the incident. But if you walk around with the badge of despair in your face and reference to the past in your talk, how can we help remembering? Your greatest trouble is your egotism. You overestimate your status in the scheme of life. You imagine that your misfortunes are just as fresh in every one's else thoughts, but if you want the truth, we don't know that you are living except when you force us to realize that you are alive. The fact that all creation has made up its mind that you are done for does not settle your fate one jot. You are the only man who can decide. The world does not condemn you when you fail trying, so long as you don't fail crying. It does hate a quitter.

A prize fight is not a pretty thing, but it is a man's lesson. No matter how many knockdowns a pugilist gets he has not lost so long as he is not knocked out. If you want to see how your fellows judge you watch them hiss the man who throws up the sponge while he had a chance.

We all fail, even those of us whose careers have seemed to be unbroken successes, but we kept the secret tightly locked in our own bosoms and managed to laugh to the world until we had it laughing with us instead of at us.—Sidney Arnold.

If you can not tell at night whether or not the money that belongs to you is all in the money drawer, there is something radically wrong with the way your cash is handled.

What kind of a store do the women like best to patronize? That is the question you should ask yourself. It is the store that is the most accommodating in its treatment of them.

"Eternal vigilance is the price of safety" and eternal vigilance is also the price of success in the store. There are a thousand things for you to watch. How can you find any time to loaf?

### Philosophic Comment.

Written for the Tradesman.

I am a dealer in ideas. I do not care much about your troubles in selling goods. I do not deal in dollars and cents. Yet the ideas I carry in stock are money makers for those who will entertain them.

I was pleased to meet these few words, "The energy we use in getting even might be used in getting ahead," which appeared in the issue of the Tradesman of November 16. I could not well help it; I had to say something about these very valuable words. They are worth money to you retailers.

I know every one of the readers of the Tradesman loves power, personal power, and I know that too many of you use your energy in the wrong way.

Forget the little thing, such as revenge, jealousy and anger and look for the bright ideas in all things.

In dealing in ideas we must cull out all of the bad ones the same as you retailers do in other things.

Begin at once to use your energy in things that are productive. If you read the Tradesman as carefully as I do you will find lots of things that will keep your mind busy and you will get so interested that you will kill the thought of "getting even."

I am a butcher. I kill all of the "back numbers" in my stock of ideas by not feeding them. Every time you act on an idea that is not desirable—you give it more life.

In reading a very interesting article in the Tradesman of November 16 I noticed the following quotation, "Earth to earth, ashes to ashes, dust to dust." How many times have you hard working merchants heard these words read at the grave-side? How do they affect you? Do you really believe that after you have earnestly and honestly worked hard all the days of your life that your individuality is going down to earth, ashes and dust? Are all of your good thoughts going to die with your body?

Cheer up, my friends, there is no earth, no ashes nor dust for the man who is living a truthful and useful life.

You and your business are going to live forever if you build it upon the foundation of truth.

You can destroy dishonesty and indecency, but neither you nor any other person or power can destroy truth and beauty.

Let us cease our fear of death and attract eternal thought. Let us build our bodies with that indestructible force which will live forever. If our bodies contain everlasting life our business will continue to live many years after we have passed on.

I Am That I Am.

### Take the Next Step.

Do not be too anxious to see all the way ahead of you. It may not be best for you. The man who carries a lantern on a dark night can see perfectly to take the next step. He does not need to see all the

steps, for he can take only one at a time, and when he takes that step the light moves forward for the next one.

The trouble with most of us is that we want to see too far ahead. We want to be sure that we are going to do some great thing. Then we will not be afraid to make a great effort.

But keep "pegging away," as Lincoln did. Keep your trust in the Great Unseen Power which somehow brings things out infinitely better than you expected.

How many times in our past lives the way has seemed so dark that we could not see a gleam of light! How many times failure has seemed absolutely inevitable, and yet we kept hoping, working, doing our best and the Unseen Power which makes things good for those who do their level best came to our rescue and brought us our heart's desire!

Never mind if you can not at once obtain the thing you long for. No matter how far away or how impossible it may seem to you, just keep your mind, your purpose, fixed on it. There is magnetic power in focusing the mind on the thing we long for. Ways we never dreamed of before will open up in a marvelous manner.

Just keep trying, keep pushing, keep thinking—thinking hard all along the line of your ambition, and doing your level best to attain your desire and you will be surprised to find how the way will open of itself as you advance.—Orison Swett Marden.

### Trade Paper Teaches.

The grocer who knows how teas, coffees, sugar, rice, wheat and all the myriad other food stuffs the cultivated and prepared for the market makes a much better salesman than the grocer who has degenerated into a mere slot machine and who knows little or nothing about the goods he handles. The well-edited trade paper will tell him all he needs to know concerning any product on his shelves—that is its business. And it will not only tell him where all the food stuffs come from but it will also tell how to move the goods from off his shelves; in other words, it will teach him all he needs to know about practical salesmanship. This, again, is peculiarly the trade paper's province, and if it lives up to its opportunities there will be fewer complaints about specialty salesmen in the future.

Employees should not be allowed to turn down the customer with a complaint to be adjusted. Unless it is something that can be settled agreeably to the visitor, let it come to the proprietor.

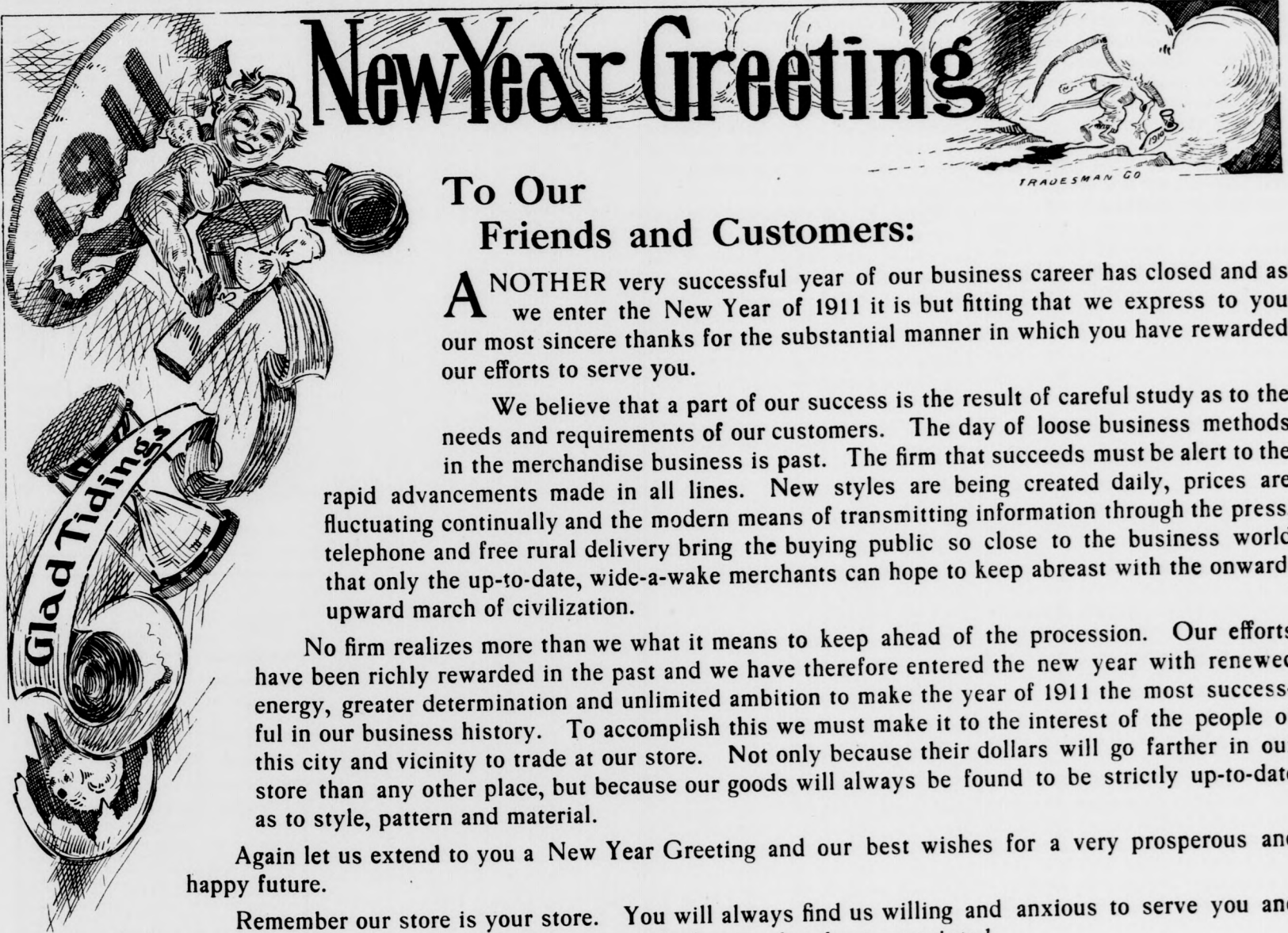
The man who is always hunting trouble never has to borrow any.

Polite salespeople attract customers as molasses attracts flies, and politeness is cheaper than molasses, and customers are more profitable than flies.

It is well to be useful, but don't let people use you.



**Mr. Advertiser:** Here is another suggestion how this special New Year Greeting cut can be used in connection with an effective New Year Announcement to your customers:



**To Our Friends and Customers:**

**A**NOTHER very successful year of our business career has closed and as we enter the New Year of 1911 it is but fitting that we express to you our most sincere thanks for the substantial manner in which you have rewarded our efforts to serve you.

We believe that a part of our success is the result of careful study as to the needs and requirements of our customers. The day of loose business methods in the merchandise business is past. The firm that succeeds must be alert to the rapid advancements made in all lines. New styles are being created daily, prices are fluctuating continually and the modern means of transmitting information through the press, telephone and free rural delivery bring the buying public so close to the business world that only the up-to-date, wide-a-wake merchants can hope to keep abreast with the onward, upward march of civilization.

No firm realizes more than we what it means to keep ahead of the procession. Our efforts have been richly rewarded in the past and we have therefore entered the new year with renewed energy, greater determination and unlimited ambition to make the year of 1911 the most successful in our business history. To accomplish this we must make it to the interest of the people of this city and vicinity to trade at our store. Not only because their dollars will go farther in our store than any other place, but because our goods will always be found to be strictly up-to-date as to style, pattern and material.

Again let us extend to you a New Year Greeting and our best wishes for a very prosperous and happy future.

Remember our store is your store. You will always find us willing and anxious to serve you and make you feel welcome, whether you come to buy or come to look around and get acquainted.

Yours very truly, .....

This cut will be sold to but one merchant in a town  
 Price:—One four column cut \$1.50. One six column cut \$2.75.

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.**

### PROFIT FOR THE GROCER.

#### How To Increase It Is an Old Problem.

The question of how to increase profits is a very old one. Ever since man first went into business this has been the all-important question. It was this same question which caused the servants of Abraham and Lot, as told in sacred writ, to contend over the better pasturage lands. Abraham was wiser than many men of this generation, especially the majority of those in the grocery business. He said, "Why this contention and bitter feeling? Let us get together, talk this matter over in a friendly way," and instead of destroying the possibility of either making a profit they came to an understanding which made it possible for both to live and let live. Moral—Join the grocers' association if there is one in your town, and if none, get busy and organize one. Then as you meet you will find that the fellow on the other corner is not so bad after all.

This question is not confined to the grocery business, but it is, and ever will be, the all-important question in every line of trade from the Standard Oil Company of New York to the fellow who conducts a peanut stand on the corner.

We are told that over 90 per cent. of those going into the grocery business fail. That condition exists now, and in my opinion ever will. You say that is a pessimistic view. Be that as it may, I am not a pessimist but an out-and-out optimist.

People go into the grocery business because it requires but a small capital to stock a front room or a cellar kitchen. They think it does not require any brains, or else they are deluded into thinking that in the attic of their mortal frame they have sufficient of the gray matter to carry them through successfully. About 7 per cent. have the necessary brains and push. The rest are mistaken, hence the failures. It is a case of the survival of the fittest.

The fixed price plan is a good one; I believe in it, but that will not lessen the number of failures. It will give the few who are bound to succeed a better fighting chance.

It is not only how large a per cent. of profit we can make on a given article, but it is equally important that we find out how much it will cost us to handle the goods in order to get that per cent. If we pay 80 cents for an article and sell it for \$1 the novice would say we were making 20 cents. The man of brains and experience would probably say we were making about 2 cents or possibly doing business at a loss. The great question is not how much margin there is between cost and selling price, but how much can we manage to keep of this margin?

How many people in the grocery business know what their daily or weekly expenses are, or what it costs them to do business?

There are expenses such as rent, wages, lighting, insurance, horse keep, etc., which are called fixed

charges and are easily accounted for, but are these all? What about the general depreciation of horses, wagons, harness, etc. And what about the shrinkage in weights, the goods that are broken, the cereals that have gone by and the goods which you do not charge for, besides hundreds of other things too numerous to mention. Have you thought of and made allowances for all this? "Count the cost" is a scriptural admonition, and like all advice found in the Good Book it is good. Sit down and consider if you, with your limited means, can compete with the big store on the corner, with the mail order houses and the chain stores.

Make a careful estimate of your expenses, allowing for yourself at least as much wages as you could command working for some one else, and allowing liberally for depreciation and other incidentals mentioned above. When this is done you are in a position to begin to figure profits and not until then. If you find it will cost you \$10 per day for expenses to run your establishment, supposing the difference between cost and selling price is 20 per cent., you must do at least \$50 worth of business per day before you have any profit. This is on the supposition that you are doing a cash business only. If you are doing a credit business you must make an additional allowance for bad bills.

Now for the question, How can we increase our profits? Increase the volume of business without increasing the expense account, or reduce the expenses and still do as much business or get a larger per cent. of profit. How can we do it? There is where brains come in. Every man must figure it out for himself according to the conditions he is up against. A few suggestions might be helpful. Manage your own business. Do not trust too much to some one else. If you have a "fresh" clerk, let him go. "Familiarity breeds contempt." Most men prefer to be called Mister instead of Bill, Jack or Tom, as the case may be, especially by a clerk in a grocery store. A clerk of this kind will drive away more customers in one month than you can win back in six. Think twice before you speak once when dealing with an unreasonable customer; it is his trade you are after, not him.

One great question of expense today is the delivery of goods. More so with the grocer than with any other trade. The people who are making the most money are those who sell for cash and do not deliver at all, or have their regular times for delivering and do not make extra trips. In some places the co-operative plan of delivering has greatly reduced expenses. Have regular times for delivery of goods and educate your customers accordingly, but you can not afford to be too arbitrary, neither can you afford to spend ten cents to get five and do it all the time. A few people are unreasonable, but the majority are not. We are indeed the servants of the public, and as such "The laborer is worthy of his

hire," and we shall reap as we sow.

Dennis Green,  
President New Hampshire Retail Grocers' and General Merchants' Association.

#### Season Specialties.

"I guess our regular stock is good enough for anybody. What's the use in carrying a lot of fussy merchandise for holiday trade which does not pay much profit and is generally left on your hands as a dead loss?"

Such was the comment of a certain grocer when his clerk told him that there had been several calls for cider from those getting up hallowe'en spreads.

It does pay, however, to carry the season specialties.

For example, one of the women who called up this grocer and asked for cider was planning a big dinner party. She wanted some cider to go with her menu. After calling up the above mentioned grocery and asking for cider without success, she tried another grocery, and found what she wanted and ordered it. Then she proceeded to give the same grocer an order for supplies for the whole dinner, amounting to a number of dollars.

There may not have been much profit on the cider, but it served to pull trade.

Furthermore, it showed that woman that when she wanted something especially nice, or a little out of the ordinary, she could not get it from the grocer who declined to be bothered with specialties.

The Christmas trade is now about to open up. As a trade winning proposition, it certainly pays to get ready for that period with seasonable specialties. And the grocer should advertise and let people know that he is offering such inducements. At this time of the year a personal letter to a selected list of people in your town, calling attention to your special offers, and quoting some attractive prices, will turn a lot of Christmas buying in your direction. —Merchants' Journal.

Because you have never heard of the article for which you have a call, it is not indisputable evidence that it does not exist. Better never deny the existence of anything a customer asks for. Rather say you will get it for him if it is to be had.

It's difficult for a woman to open her heart to a knocker.

#### 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.

#### 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 Hiller 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!



**THE NICEST BUTCHER SHOP.****What It Means to Gain This Reputation.**

"That is the best butcher shop in this neighborhood, if not in the whole city," said one lady in conversation with another one day last week. She was referring to a moderately-sized market which was well equipped and which presented a clean and inviting appearance. In the same neighborhood were markets which seemed to be on a par with it as far as external appearances went, naturally then the question arises, Why was this particular market designated the "nicest?" The words of the lady as she continued her conversation explained the mystery and showed that her words were applicable more to the butcher himself than to the market. "He takes more pains in filling orders than any butcher with whom I have ever dealt," said the lady, "and his clerks follow his example so closely that there is but little to choose between them." "No matter whether it is a roast, a steak, chicken, or other piece of meat, you are always sure to get something good in his market, and if you will give him a trial I am sure you will be more than pleased," she added. The reply of her friend was lost, but the object lesson afforded by the conversation recorded should be learned by all butchers who are working to increase their business and who are catering to a good class of customers. They should realize what it means to gain the reputation of conducting the "nicest market." A fine market equipped with the latest and most expensive fixtures will not of itself gain this much-desired reputation. The butcher himself is the animating spirit which sows the seed of gratification in the minds of those who are patrons of the market, and in time this seed will produce a harvest of approval and praise. Try to do some one thing better than the other butchers are doing it. Your customers will soon note it, and your skill and care will speedily be noised about. The mistake common to butchers is to suppose that the people who come into the market do not take much notice of what is going on. The butchers on their part size up their trade, and are confident that they have a good line on all. Yet they fail to see that they in turn are sized up by the customers, and they do not know that these mental judgments will later on be expressed in words and will be important factors in gaining or destroying a butcher's reputation. Pick up any of the big magazines and see the large number of companies which are spending thousands of dollars every year just to tell the people that their goods are the best in their line. Would they do that unless it was worth while to gain such a reputation? Surely they would not, and the extremes to which they go to gain prominence shows how valuable this reputation really is. This value is not confined to any one line of goods. It includes meat markets as well as other stores. The butcher who

prides himself upon his business ability knows that the more prominent his market becomes the larger trade he will enjoy and the greater profits will be his. This should be the aim of every butcher who is in business. He is entitled to all the profits he can make, and he is not doing himself justice if he is not working at his fullest capacity. Let him stop then and ask himself what he is doing to gain a reputation for himself and for his market. Very few will find that they are doing all they can to make their market popular. They do not take sufficient care in filling orders, in keeping the market up to date, in stimulating their clerks, in making their deliveries promptly and in the many other details which will suggest themselves. Excellence in some one of these details is the first thing to be sought. Do something better than the other butchers are doing it. A beginning along this line will put you on the right track, and will be the first stepping stone to a high reputation. There is scarcely a butcher who cannot achieve good results if he will make the effort. These qualities are not given to a few to the exclusion of all others. The trouble is that sufficient thought and reflection are not given to these matters. For many a suggestion will be sufficient to get them started. They know they should do something, but don't know just how to get started, and a word of advice is all they require. The beginning for them, as for others, is to study their trade and pick out some point in which they will strive to excel their competitors. This improvement will mean the establishment of a system which will work out in many ways and will ultimately result in gaining the reputation of the "nicest market."

**Rest Room For Husbands.**

An Omaha firm has introduced an innovation which, it is said, has proved fairly successful from the start, and which possibly might be worth consideration by other retailers. This is the installation of an attractive smoking and lounging room for men accompanying their wives or other feminine relations or friends on a shopping tour. The room has all the appointments of a modern club.

Of course, the lady could not hunt her husband up in the smoking room; so, to obviate this difficulty, the firm have adopted a suitable checking system. Checks are obtained from a floorman, the lady receiving the original and the gentleman the duplicate. When the lady has completed her purchases she gives her check to a page, who goes to the smoking room, quietly informs the holder of the duplicate and conducts him to the holder of the original.

For some time a system of checking babies and children in the nursery and playroom at this store has been in operation and has proved very successful.

**Overweight Nor Underweight.**

The old preceptor who gave me my first lessons in storekeeping used to say that "It is a fool who gives overweight and a scoundrel who gives underweight." This is more than a mere platitude. It is a principle. The man who gives overweight or overmeasure or allows his clerks to do so, is throwing away good money, absolutely throwing it away. A customer may be made to feel pleased by having a little extra thrown in sometimes—if he knows it, but where there is simply a giving of extra weight or measure through carelessness, it redounds in no possible advantage for the store in the

way of pleased customers, and it does produce an actual and palpable money loss. Cut it out!—Clothier and Furnisher.

**Not a Cheap Cow.**

"Seventy-five dollars cash—not a cent less!" thundered the farmer.

"Seventy-five dollars?" repeated the automobilist. "Do you think it was a cow I ran over?"

"No, it wasn't a cow," said the farmer firmly; "it was a hen, and a layin' hen at that."—Buffalo Express.

The man who wants to write things well must himself read things that others have written well and this applies to nothing more than to advertising.

We have recently purchased a large amount of machinery for the improvement and betterment of our Electrotype 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 Electrotype Co.

H. L. Adzit, Manager

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**

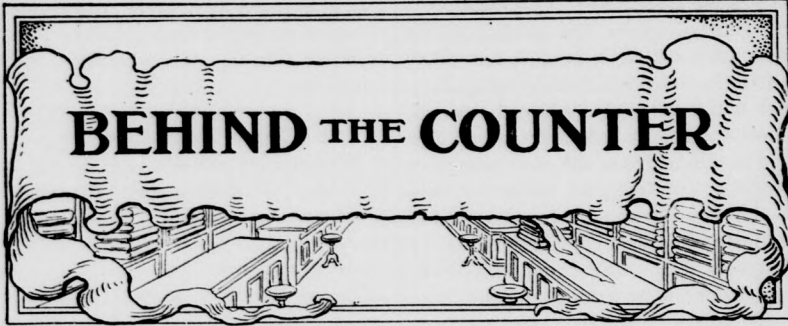
Is free from gum and is anti-rust and anti-corrosive. Put up in 1/2, 1 and 5 gallon cans.

STANDARD OIL CO.  
Grand Rapids, Mich.

## You have had calls for HAND SAPOLIO

If you filled them, all's well; if you didn't, your rival got the order, and may get the customer's entire trade.

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.



### Bright Side of Clerking Is Chance to Study People.

There are always two sides to the retail business as well as anything else—the bright side and the dark side.

The other evening while musing over the events of the day's business my thoughts ran something like this: Now just suppose you could put together all the cranks, kickers and bad debit customers, wouldn't that be a mess to wade into, especially early in the morning if you had happened to get up with a grouch and felt as if you could pick the first person who hove in sight? Wouldn't that be a real cloudy side? It certainly would and quite a number of our retail merchants would be ready to quit the business before they got a good start if they forgot to look at the other side.

Now on the other hand. Just take a look at the bright side and suppose all the customers that came in your store were people easily satisfied, good pay and all had lovely dispositions. Wouldn't that be great? No trouble at all. Just simply go down, sell almost anything you wanted and wear a broad smile all the time.

It certainly would be great, but do you not think that it would become somewhat monotonous and be pretty tame? Everybody loves sport and it certainly is great sport to take people as they come, the one with the grouch as well as the one with the smile if you only look at it that way.

Almost every customer that comes to your store has to be treated differently. Some people you can "josh" a little to get them in good humor while the next you have to come right down to business to have any chance at all.

It is a great help to any salesman to study the customers that come into the store by giving them undivided attention while waiting upon them and keeping your eyes and ears open. Study each individual and find out the best way to sell him the most goods without imposing upon him. Just stop and think for a minute. Sum up the customers you waited on during the day and you will find that the general run is something like this:

There's Mrs. S—. She comes into the store always in a hurry and the sooner you wait on her the better it will please. Perhaps you can sell her a few articles she didn't call for by mentioning a few things such as new goods, bargains, etc., while you wrap up her goods.

Next comes Mrs. J—. She is just the opposite from Mrs. S—. She

wants to look around a while before she makes up her mind what she wants. Let her alone for a few minutes, but not too long as she might take a notion to leave the store if she thinks you don't take any interest in her. Now here's your chance to sell a good-sized bill by showing her a few things not on display and by letting her know that you take interest in her. These lookers are usually pretty good customers if handled in the right way.

Now comes Mrs. L—. She's a crank and kicks on the price, the quality of the goods, the weather and everybody in the city in general. About the best thing you can do in this case is to agree with her in most things. Try and convince her that your prices are right and above all try to convince her on the quality of the goods. If you put up a good selling talk you will generally sell her the goods before she leaves the store.

Next comes Mrs. B—. Now she's a jolly farmer woman and enjoys a little "joshing." If you are not rushed, talk to her awhile and get her to thinking that you are interested in her affairs. If you do not overdo it, you are sure to land her for a good bill of goods before she leaves the place and you are pretty sure to sell her all the goods she needs that she can buy at your store.

Hello, here comes Mrs. M—. She's a woman who will buy your whole stock if you urge her a little but alas, her credit is no good and you have to go slow and perhaps insist upon her paying for the goods she has already bought. It's hard luck but these things are sure to step in your way.

The next woman is a stranger and informs you that she hails from a neighboring town and has just noticed some goods in the window advertised at a cut price for the next day. She explains that she certainly would like some of those goods at cut price but cannot come the next day, but being an out-of-town customer perhaps she could induce you to sell her some of the goods today. You tell her to wait a minute while you see the Boss. He says "yes, sell her some if she lives out of town." You go up and tell her she may have some at the cut price to which she replies, "My train leaves at 4:20 and I'll be back and get some before I leave," but alas she does not return.

And so it goes, each one differs from the other. The different characters described were picked from the actual run of customers during the

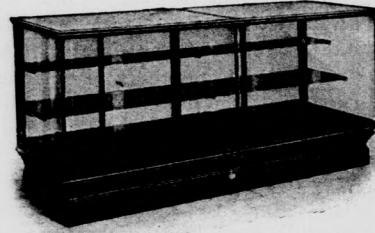
day and shows that the same methods will not land them all. Where the clerk takes interest in the people he waits upon, and studies them he will find it interesting as well as profitable for himself as well as for his employer. Always try to find the right side of things and you will find a great deal of enjoyment in the day's work. Geo. Raveling.

The chief may get down to business as late as he pleases. That is not your affair. It is your place to be there at the time specified and see that the place is ready to do business with the earliest customers.

Never overlook the fact that the store belongs to the proprietor and that he is entitled to have his wishes respected, no matter if he wants what seems to you to be absurd.

The customer is your guest, and no merchant should tolerate any of his employes making fun of the customer while in the store, or at any other time.

You may rate yourself according to the things you think you are going to do, but the public will rate you by what you have already accomplished.



## 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.

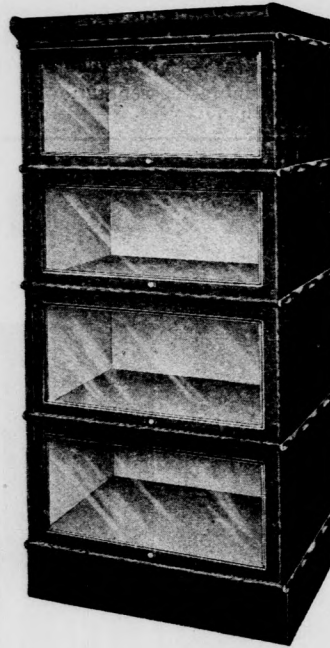
Coldbrook and Ottawa Sts.

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



## Sectional Glass Front Shelving

This illustration shows the

**Wilmarth**  
THE CASE WITH A CONSCIENCE

sectional shelving.

This shelving is one of the most convenient fixtures ever offered the merchant for displaying and storing laces, embroideries, infants' wear, muslin underwear, hosiery, etc.

These sections are built on the same general plan as sectional bookcases, and all the different styles illustrated above are carried in stock ready for immediate shipment.

Our new catalog of department store equipment gives complete information in regard to it. Copy of it will be mailed on application.

### WILMARTH SHOW CASE CO.

936 Jefferson Ave.

Grand Rapids, Mich.

Downtown show room in Grand Rapids—58 S. Ionia St.

40 Broadway—Detroit, Mich.

**Be Willing to Learn.**

There is a certain period, which has no relation to the number of years lived, when many people have reached, or found, the stage of existence during which it is impossible for them to learn anything. Putting it another way, they consider themselves wonderfully observant while at the same time denying the right of anybody to tell them anything that may add to their information on any subject, especially that which concerns their occupation.

Nor are these people always so very young in years, although the vast majority are on the lower side of thirty. Clerks not yet able to set their ages in the twenties have been known to be so all-fired smart as to be unable to obtain information concerning the business from other people—unwilling to be told anything—and there have been clerks on the shady side of fifty and beyond who resented the inference that they might be glad to have somebody afford them a little assistance in a mental way.

It is always up to the clerk to learn wherever and whatever they can from any source that will add to their strength as a business person. The simple gentle courtesy of good breeding is often forgotten by clerks who should have the sense to accord a listening ear to whatever may assist them and not bring to the surface the rudeness that tells a fellow he is of a lesser degree of intelligence. The brightest of them have still a heap to learn. Those who are not only observant but who are also ready with a listening ear to learn anything that may come their way to help about doing the business of the store are those who get ahead the fastest and who eventually reach the farthest, to say nothing about the superiority of agreeableness which has an immense influence on progress.

Decent behavior is a virtue always.

**Keep the Store Clean.**

Dirt, just plain, every-day dirt is productive of more store leaks of all kinds and of all sizes. It causes depreciation of stock and of trade. It prevents sales by spoiling the goods and by spoiling people's appetites for them.

Customers are averse to dirt on the goods they buy. They like them to be bright and clean. They like them that way and buy more freely when they have come for the express purpose of buying one thing. And they are more often attracted to goods they did not come to buy if those goods are clean. Sales on sight are rarely made of goods that are dirty.

Dirt reduces the actual intrinsic value of much stock, aside from the mere matter of its making it unsalable. It depreciates the value of fixtures and it makes painting a more frequent necessity. Keep out the dirt and let in the profits. Dirt and profits are sworn enemies.

The wrong way of sweeping, stirring the dust up and letting it settle all over the stock, only to be stirred up again soon with a feather duster, causes loss by making it im-

possible to pick up white or light-colored stock of any kind without making a finger mark. Sweeping should be done with a preparation to keep the dust down. You can use one of the advertised preparations of this sort and pay a fancy price for it or you can make up a sweeping compound from some such formula as the following: Sawdust, two bushels; salt, five pounds; lardine oil, one gallon.

Moistened sawdust does very well. Snow is first class when available. Keep the dust on the floor and sweep it out and it will not cause you loss. Then don't use a feather duster. Wipe the dust off from things and it is disposed of for good.

**If I were Boss.**

If you were boss you'd do a whole lot of things that you think would be a good thing for the business. You'd fire certain men whose ability may be known only by the boss himself. You'd put on more delivery wagons and you'd hire more help so the firm would about break even at the end of the year. You'd have on hand at all times everything that people called for so that thousands of dollars of dead stock might be included in the inventory next January. You'd open an account with lots of "nice" people who buy big and whose bill would be placed on the "N. G." list at the end of the financial year. You'd cut prices right and left and swell the volume of business so beautifully that the little rubber stamp that reads "2 per cent. ten days" on all bills would be put out of business. These are some of the things that some of you boys think you'd do—if you were Boss. Better go on your way, do your duty faithfully and follow the leader. He knows where he's at. He's doing a respectable business, paying you respectable wages and expects you to follow out his "safe and sane" policy. Do it.

W. E. Sweeney.

**Salesmanship.**

Advertising to the shopping public is a much more complicated proposition than is generally realized. Printers' ink is only the beginning of it and if the announcements of a merchant are not backed up by the intelligent co-operation of the sales-force much of the effort is wasted, progress is retarded and many sales are lost.

In these days of close competition the salesperson is one of the leading factors in commercial success. Upon his or her abilities the merchant must depend to a large extent.

What constitutes a good salesman or saleswoman is a very broad question and its solution depends in some degree upon the nature of the merchandise to be sold. Probably the strongest attribute of a good salesperson lies in the personality of the man or woman referred to. Capability carries with it a strong persistency in pushing goods which have not sold well, a knowledge of the goods themselves and their construction, and an ever-present remembrance of the fact that it is quite as

important to suit the customer as it is to bring a given number of dollars to the cash drawer.

**Only a Kid.**

Whatever you do, don't slight the boys and girls. It is the surest and most direct way to make somebody mad.

When children go into a store, either to buy a stick of candy or something more important from the merchant's standpoint, be sure and treat them right. Don't be fresh with the "kids." Treat them with consideration. Make them feel at home, and make them want to come again. It is the smoothest and easiest way to open the road to the parents' pocket books.

A good many mothers entrust some of their shopping to their children. The ten year old son or daughter is sent to the store to buy something, or to find out something about certain merchandise. Possibly the child may not be able to transact its business with quite as much skill as an older person, but don't forget that there is going to be a report made at home of what takes place. Don't say, "Oh, it's only a kid," and allow the young patron to feel that he or she doesn't deserve much consideration.

We have stood in a store, and watched clerks pass by the boys and girls who seemed to be waiting to buy something, or to get some information "for mother." The clerk has attended to the wants of the adults first. The little folks have been crowded out of their turn. They have been made to stand aside. Do not imagine that such things are unnoticed by the "kids." Most of the youngsters are even a little super-sensitive about such things, simply because they have been up against similar slights before, and they are not going to have much use for the clerk or the store which fails to give them a square deal, even if they are not over four feet six inches tall.

Get the "kids" coming your way, and your success as a storekeeper is assured.—Merchants' Journal.

Place all the responsibility you can on the clerks. Give them a chance to show what they are made of. Some of them may surprise you, and above all don't be afraid to show your appreciation when an employee does do a particularly commendable piece of work for fear he will "get on," and ask for more wages.

Our idea of a salesman is one who can persuade people to want what he wants them to want.

**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.



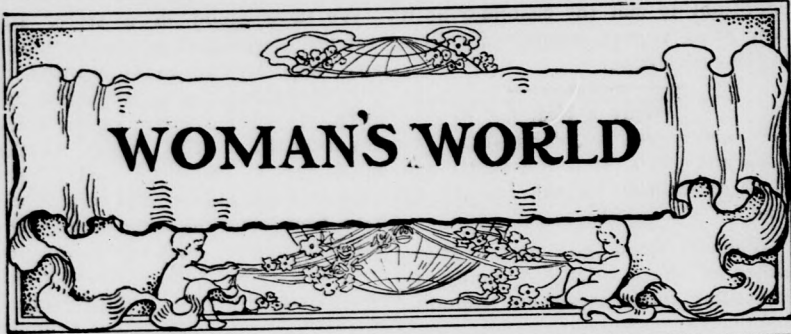
CHICAGO, ILL.

GRAND RAPIDS

NEW YORK

BOSTON

PHILADELPHIA



### Possible Elimination of the Hired Girl.

Written for the Tradesman.

Household help of any kind daily is becoming scarcer, less competent (owing to the preference of capable workers for other occupations), harder to find and harder to keep and is demanding higher wages. In the face of this situation is the fact that a great number of American families have adopted a style of living that seems imperatively to demand at least one capable servant. Inasmuch as the capable servant is rarely to be had, and as the species is rapidly becoming extinct, certainly it stands us in hand to prepare for the fast approaching day when she will have disappeared entirely.

We do not want to become a nation of boarders or hotel dwellers. Is it possible then to devise a scheme of living with the hired girl eliminated that will allow each family to retain its separate home?

One plan that is suggested may be called the simplified living system. It seems to me this is the correct solution, in fact, the only solution of the problem, for families in moderate circumstances. The wages of even a slovenly and unsatisfactory girl can not well be spared from the family purse. Then adopt a style of living in keeping with the actual means, cut out non-essentials, shear off from the housekeeping all elaborate and unnecessary frills, and let the wife and daughters (if there are daughters not engaged in outside avocations) do the work, or the greater part of it, themselves.

Another proposed remedy for the existing condition is the taking of certain kinds of work outside the household entirely. It is held that the family washing could be done with far less labor in a well-managed laundry than at home; and at reasonable prices and without any rotting of the fabrics with chemicals and washing powders, as we now may expect when the wash is put out; that bread, not the regulation baker's product, which we all know to our sorrow, but bread having the substance, delicious flavor and nutritious qualities of the best of the home-made article, could be made in baking establishments with the aid of machinery and appliances far more economically (counting the cost of work) than in the private kitchen; cake, pies and other pastry likewise.

That these things are not done now outside the home in the manner described does not prevent the sturdy advocates of this remedy from asserting hopefully that they could

be done so, and would be done so, if housekeepers would create a general and steady demand in place of the present spasmodic and occasional demand. Much of the canning and preserving of fruits and vegetables now is done in factories; all of it could be removed from the kitchen. The selling of foods ready-prepared has already greatly lightened the labor of cooking. Our mothers and grandmothers prepared their soups by the slow and laborious process of boiling shank pieces or vegetables; the housekeeper of to-day opens a can of bouillon and has it ready to serve in three minutes. It is held that meat orders could be delivered cooked, and that meals hot and ready for the table could be taken to families at their homes from central cooking establishments.

We are not accustomed to these things; still, in a few years' time we may see many kinds of labor at present commonly performed in the household as completely removed from it as is now the spinning of yarn and the weaving of cloth. This change would work in nicely with the plan first suggested, since it would greatly lighten all housekeeping and make it entirely practicable for many women who now require help, to do their work alone.

Still another plan is broached, that of having household helpers live in their own homes and come in to work by the day or hour. This, of course, is for families maintaining a style of living demanding such assistance and who are financially able to pay for it.

At first glance this does not seem so sweeping an innovation as the one just spoken of, but if this last plan is to be carried out in a way to do any good, and so as to attract to household service a capable class of workers, it must involve some very radical changes. For one thing, the status of household labor must be raised to a level with factory and store work.

Consider for a moment the ideas that commonly prevail among employers as to what a servant girl should be and do. Nowhere else in our whole industrial system can we find such relics of past ages as in our notions regarding domestic service. The average family looking for a girl, really is wanting a vassal, perhaps even a slave to do their bidding.

A servant girl should be respectful, deferential, even obsequious; she should "know her place;" if she objects to doing certain things, or to doing them at certain hours—in

short, exercises the rights and privileges of any free laborer in other lines of work—then she is "uppish" and guilty of "servant-girl-ism," which, in the estimation of most employers, is a heinous and deadly sin.

I confess to holding some of these ideas myself. Nothing would suit me so well as to have a number of servants swift of hand and light of foot and obedient of soul who would carry out my every wish without cavil or question, and do me fealty and homage in all kinds of ways; who would be glad to perform these services for whatever stipends I could allow them, which recompense I can assure the reader would not be munificent.

Regarding the pay of servants, our ideas are medieval. Ask the average housekeeper what she thinks a quick, capable servant ought to receive (provided such a one could be had), and she will not base her estimate on what such a worker would be paid in a factory or other place of employment, but will begin to talk about what she as an employer can afford to give.

Women who are wanting help al-

most without exception seem to feel abused and think there is something wrong in the constitution of things, because they can not find the kind of girls they want ready to work for what they are willing to pay. There ought somewhere to be an inexhaustible supply of such helpers.

Would the complainants turn to household service if thrown upon their own resources? No, indeed. Would they consent to their daughters going into other people's kitchens to bake and scrub? A thousand times, No! Then let them disabuse their minds of the idea that any girl or woman is under the slightest obligation to do their work, unless, as a business arrangement, she chooses to do so.

To return to the plan of having household helpers live in their own homes and come in to work by the day or hour, a writer in a June number of the Outlook (Mrs. W. O. Robb in "Our House in Order") says she has made this system work successfully, and recommends it to sister housekeepers. She holds, and certainly there is logic in her contentions, that workers are better suited

### 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.



### 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.



to be out of the house when work is done; not to have their evenings and time off under the surveillance of the employer; and that performing the same tasks under these changed conditions does not lower them in their own estimation and that of their associates like ordinary "working out."

The plan certainly is worth a trial. We can not have the vassal of our dreams, so we had best abandon that idea and see what can be done with domestic service on a changed basis.

In point of hours this outside helper plan presents some objections. Still, in a working day of from, say, 8 o'clock in the morning until 8 o'clock at night, with time off for meals and two or three hours intermission in the afternoon (as advocated by the writer referred to), it ought to be possible to compass the great bulk of the work of a household. Dependable assistance during these hours certainly would be far preferable to the "off-again, on again" that prevails in many homes now, the trial of six or seven or a dozen girls in a year, and half the time without any help at all.

Whether this plan can be made a success generally depends upon whether women in general can rise to the occasion and accept present-day industrial conditions and ideas as they are; and whether they can "take the curse off" from housework and give it a standing that will attract to it more intelligent and efficient workers than those now engaged in it. Will women do this, or will they persist in clinging to the ideas of feudal times and keep up the plaintive whine that it seems as if one ought to be able to get a good girl (for what one can afford to pay)?

In presenting these ideas I must in candor state that no plan thus far suggested, or that is likely to be devised, can, in my opinion, bring about, by its adoption, an entirely Utopian state of affairs. David Harum held that it is a good thing for a dog to have a reasonable number of fleas. There is little danger that, under any system, the woman who keeps house will escape her reasonable number of difficulties. But it seems to me that the intelligent adoption of these plans by large numbers of homemakers might bring about great improvement; that a state of society in which no woman would be a hired girl, and no woman would have a hired girl—the term hired girl being considered in the sense of a menial as we now use it—might not be intolerable; in short, that the time when the household servant, as we now know her, is gone entirely, may be vastly better than these, the last days of her going. Quillo.

Do not search for the easiest way to do things. Spend your time investigating the best way. That is more important than mere easiness.

Remember, girls, that pinning a \$17 hat on a 17-cent head doesn't increase the value of the head.

### Steadily Preach the Good Gospel of Shopping Early.

The old Portuguese axiom, "Never do to-day that which may be done to-morrow" is evidently the guiding rule of the average Christmas shopper. No matter how much the advantages of early buying may be dinned into their ears, there will always be a lot of people who will put it off until the last possible moment. With some of the people procrastination is chronic, and there is no use trying to wean them to better ways. On the other hand, most people would much rather do their buying early when they can do it in a leisurely way and when stocks are complete. But they forget about it. The days go by and they do not realize how late it is getting until Christmas is upon them. It is therefore necessary to persistently jog the public memory if we expect people to do their buying before the last few days.

This can be done to a certain extent through advertisements, but much more effectively through the editorial columns of the newspapers. As early shopping is a practical benefit to everyone concerned most newspaper publishers willingly devote a generous amount of space to this cause. They are all the more willing to help since in doing so they are giving practical assistance to a considerable number of their best advertisers. If left to themselves, however, the editors are likely to give but little space to the matter of early shopping—it is necessary for the merchants to keep jogging them up from time to time. Where there is a retail merchants' association there should be some sort of notice sent the newspapers by the secretary. Many of the editorials on early shopping that appear in the metropolitan papers are written by the advertising man of the various stores. A clever advertising man can usually do this better and more convincingly than the average editor because he is in closer touch with the matter. In addition to editorials, many newspapers publish small display notices. These are scattered about the paper among the reading matter and usually read: "Only Twenty-Two Days Until Christmas—Do Your Shopping Now!" or something to that effect.

Credit customers can be induced to shop early by charging all purchases made before a certain time in December to the January account. One of the big Chicago stores annually sends out a circular letter setting forth the advantages of early buying, which contains a statement something like this: "In order to relieve the Christmas rush and induce early trading, we will charge all merchandise purchased up to December 15 on your January bill, payable February 1. All goods purchased after the 15th of December will be charged on the December account payable January 1." For cash customers an offer is made to lay aside purchases until they are wanted. When this is done a small deposit is required. This offer is a consideration to many who would like to do their shopping early

but are not prepared to pay at once.

Most stores will begin hammering away on the "Do it Now" tune right after Thanksgiving. Almost every advertisement will contain a reminder that the time is growing shorter—"Only twenty days more"—and so on. The following are some of the arguments for early shopping that were used by metropolitan stores during the last Christmas season:

#### Only Twenty-Seven Shopping Days Before Christmas.

Gift buying has begun in earnest. Early selling activity promises an extremely successful season. Each day's delay means less of the pleasure that attends Christmas shopping.

Now there is more time for leisurely selections, now assortments are at their best, now the individual preferences of those to be remembered may be more thoughtfully considered, now there is ample time to choose from the exclusive novelties that seldom last beyond the first few weeks of the selling season.

This one positive assurance we wish to leave with everyone buying or receiving a gift from our lines of Christmas merchandise—the quality standard of this store has been so rigidly maintained that every article stands forth as the best of its kind—distinctive, exclusive and notably excelling in intrinsic merit.

#### Two Weeks

from to-day we peep into our stockings! Two weeks of great activity everywhere! The busiest time of the whole year—and the happiest time! Thus far our holiday business has been vastly greater than in any former December.

Can you come early? During the next two weeks our splendid organization, greatly augmented although it is, will be taxed to the limit in the afternoons. We have added hundreds to our force of salespeople, but we need more in several departments. This store will not be open at night at any time—our employes require rest at night. But you can help wonderfully by shopping early in the day—and get more enjoyment out of it yourself. To finish right you must start right.

#### Pleasure in Gift-Giving Lies in Making Right Selection.

Shopping now offers this advantage. Delay means the hurried, tiresome and frequently disappointing experiences that are inevitable in the days immediately preceding Christmas.

Gift purchasers will find nothing lacking in their requirements from any of our Christmas stocks. In every article there is that which makes the gift from this store highly appreciated.

The early morning hours are ideal for shopping. All our sections are in readiness for business from the opening hour—8 o'clock. Salespersons are less occupied, stocks are in more orderly arrangement and conditions generally are more conducive to the comfort and convenience of shoppers.

Kindred lines of Christmas merchandise are assembled within immediate proximity of each other in all sections of this store, making each division a thoroughly complete specialty store in itself, showing wonderfully diversified assortments in a way that will enable customers to decide quickly in their purchases.

Again we would emphasize the wisdom of shopping now and early in the day.

#### Much Remains To Be Done in Next Nine Shopping Days.

From now until Christmas the hours of this store will be from 8 in the morning until 6:30 in the evening. All customers in the store at closing time will be waited upon. We shall not be open nights.

Please carry small parcels now, if you wish. It means finer care and attention to your larger ones.

The thousands of people who have adopted the new plan of shopping the very first thing in the morning, many of them beginning at 8 o'clock sharp, must find that it pays well and is pleasant, for the number is increasing with astonishing rapidity.

A dollar goes much farther at half past 8 in the morning than it does at half past 3 in the afternoon, because one has more time to consider carefully the spending of that dollar.

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

FOLDING  
IRONINGBOARD

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

**Sawyer's** 50 Years the People's Choice.  
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.



### HIS CHRISTMAS PRESENT.

#### It Just Suited Because He Bought It Himself.

Written for the Tradesman.

A store is a good place to get ideas, for the reason that there are all classes of customers and therefore all classes of ideas. The merchant or clerk who will listen to the talk of customers will receive benefit therefrom. There are buyers, of course, whose conversation is not valuable, men and women who just complain, and growl, and draw a veil as blue as indigo over the bright world. But you don't have to listen to these. You can have business in another part of the store when the kick begins.

Clement was one of the clerks who listened for ideas, and he garnered many of them from the people who bought clothing and furnishing goods of him. Clement was a pretty good sort of a young man, clean, honest and prompt in matters of business. The great trouble with him was that he was always asking himself this question:

"What shall I spend this extra ten for?"

It was said of him that if by any strange chance he went to bed and remembered that he had a dollar in his pocket, he would get up, dress himself and go out and spend it. That is what the boys said, but it was probably exaggeration. Still, there are such people. You remember about their existence when they come to touch you up for a ten.

Clement was selling ties to two prosperous young men, just before Christmas, one year, when he got the Great Idea. The customers were evidently chums, for they were talking very frankly with each other—and Clement listened.

"What's doing Christmas?" Charley asked.

"Nothing doing," replied Ralph. "Nothing whatever."

"Say," laughed Charley, "if you let the holiday season go by without sending Mame a \$3 bouquet, and Sally a \$2 box of bonbons, and Clara a \$2 book, you'll not be in the running with the other boys."

"Then the other boys can do all the buying for them," replied Ralph. "Tell you what, Charley," he added, "I'm going to make myself a Christmas present this year that will take all my money."

"Yourself a Christmas present!"

"Sure! I'm going to give myself a building lot."

"And then you'll be building a house, and buying furniture on the

uneasy payment plan, and that will be your finish!" Charley warned.

"Not yet," was the reply. "I'm going to increase my salary \$10 a week, and that will pay for the lot in a year."

"You going to get a \$10 increase?"

"That's what."

"Get me a job in your shop, will you?"

"But I'm going to raise my own salary. The boss will have nothing to do with it. That will make it a sure thing."

"What's the answer?" asked Charley.

"Well, I'm getting \$20 and spending \$20. I've got twenty-five to the good for the whole year. That means that I'm worth \$25 above my keep. What would you say to an employer who made such a proposition to you? If your boss should say he'd pay your board and clothe you, and give you \$25 a year, you'd call the patrol wagon."

"Yes, I think I would."

"Well, that is all I've been worth to myself this year. Now, I'm going to raise my pay \$10 a week by not spending it. I'm going to do business with myself the next year and you see how it will come out."

"I'll be watching you live on \$10 a week."

"Look here," said Ralph, "I get a good room for \$10 a month, and good meals for \$3.50 a week. My laundry costs half a dollar a week. That is \$6 a week for actual living expenses. Why should I spend more than \$4 a week for clothing and amusements?"

"Yes, that sounds all right, but you surely will."

"But I won't," was the reply. "I'm going to buy a nice pipe and some good tobacco, and cut out this cigar store loafing. It isn't the cigars one buys that makes these cigar store evenings expensive. It is the dice box, and the little game in the back room."

"My, but you will be the lonesome man!"

"Not! I've got a library card, and I'm going to buy a ticket for the lecture course, and I've got a few friends who don't consider me merely as a spender for them. I'll have the lot, all right, in a year."

"By paying \$10 a week on it?"

"That's the idea."

"All right," said Charley, "but you won't. You'll be back with the bunch about the second week, and lose all you pay on the lot."

The two customers went out, and Clement fell to meditating on the talk he had listened to. If Ralph could do it, why couldn't he? He

thought of the proposition all the rest of the day, and took it to bed with him.

He had been thinking of making a lot of presents; in fact, had his list all written out. In the morning he took out the sheet and went over it.

"Edith," he mused. "She is a good girl, but why should I buy her a fancy handbag? Let her father buy her the bag. And here is Anna. She is down for a seal purse. Not for mine. And here is a pipe for Bruce, and a box of cigars for Sam, and a scarf pin for Denton. If I buy these things for them they will buy something of equal value for me—something I do not need. I wonder where Ralph is buying that lot?"

This might have been selfish of Clement. It would have seemed so

to the friends he was cutting off the list.

"Well," Clement thought, as he cut out a ring for Fern Eastman, "I'm not buying friends. If they give me the stony eye when I met them after the holidays, I'll know how to size them up."

You see, Clement was determined to make himself a Christmas present that would amount to something. That evening he found a real estate office open and laid \$30 down on the desk.

"If you were going to buy a lot on the installment plan," he asked, "where would you buy it?"

"Going to build on it?" the agent asked.

"No. It is for an investment."

"There are lots out here on West



## Dolls! Dolls!

### All Kinds—All Prices

Bisque Dolls, 40 and 75 cents dozen.  
China head Dolls, 40 and 75 cents dozen.  
Kid body Dolls, \$2, \$4.25, \$6, \$8.50 dozen.  
Dressed Dolls, 85 cents, \$2, \$4.25, \$8.50 dozen.  
Unbreakable Dolls, \$4.25 dozen.  
Jointed penny Dolls, 90 cents gross.

**P. STEKETEE & SONS**

Wholesale Dry Goods

Grand Rapids, Mich.

## Sweater Coats

Infants' white, red trimmed, per dozen, \$4.50.  
Infants' red, oxford trimmed, per dozen, \$4.50 and \$9.  
Infants' oxford, red trimmed, per dozen, \$4.50.  
Infants' white, per dozen, \$9.  
Infants' red, per dozen, \$9.  
Infants' military style, belt, close collar, per dozen, \$9.

Boys' grey, per dozen, \$4.25, \$9, \$13.50.  
Boys' cardinal, per dozen, \$9.  
Boys' white, per dozen, \$13.50.

Women's grey, per dozen, \$18 and \$24.  
Women's cardinal, per dozen, \$18 and \$24.  
Women's white, per dozen, \$18 and \$24.

Men's grey, per dozen, \$4.50, \$12, \$13.50 and \$22.50.  
Men's tan, per dozen, \$9 and \$22.50.  
Men's navy, per dozen, \$22.50.

We give prompt and careful attention to all mail orders.

**Grand Rapids Dry Goods Co.**

Exclusively Wholesale

Grand Rapids, Michigan



street," the agent said, "that will double in value in two years, but you will have to pay for sewers and paving, and walks and all that within a year."

"That is the kind of an investment I want," was the reply. "I don't want to buy a lot that is back in a swamp. How much are these lots?"

"Five hundred dollars. Can you make your payments and also pay for the improvements?"

"I am willing to try."

"You'll have to pay \$50 down," said the agent.

Clement looked at his \$30 on the desk, and it looked pretty small to him.

"Is that all you have?" asked the agent.

"That is every cent I have saved out of the wreck of the year," was the disheartened reply.

"Well, can you pay \$10 a week on it for two weeks?"

"Yes, for fifty-two weeks."

"Then I'll take the \$30 and give you a land contract when you pay \$70 more."

"Why not when I pay \$20 more?"

"Because a land contract is about as good as a deed, and if you fail in your payments it will take an action in the courts to dispossess you so the land can be sold again. When you pay half of the purchase price I will give you a deed and take a mortgage."

"I don't want to start in on any Christmas present with a mortgage on it," laughed Clement, "and so I'll keep on paying the \$10 a week."

"Making yourself a Christmas present, are you?"

"That is what I am doing. I want one Christmas present that is just what I need, and the only way I can get it is to buy it for myself."

Clement went on his way rejoicing, leaving the \$30 with the real estate man, the \$30 he had calculated on spreading among his friends. The friends who had expected something from him looked sour when he called, but most of his time was occupied in the evening reading and attending lectures.

He took pleasure in the shows he saved money, ten cents at a time, for, and enjoyed the books he bought with his cigar store money. He dressed better than ever before, and had just as good times. He had not pinched himself, and was happy in the thought that his Christmas present was growing in value every day.

It pinched him to pay for the improvements, but he paid for them, and at the end of the year, the day before the next Christmas, when he went to make his last payment and get his deed, the real estate agent had a proposition for him.

"I'll give you \$800 for that lot," he said. "I have a customer for it."

Clement sold and bought three more. I don't dare tell you how many he has now. Anyway, that Christmas present he made himself has earned a lot of money for him. Try it yourself. Alfred B. Tozer.

### Everyday Recreation.

There is more fun and recreation in the everyday business life than ninety out of a hundred people who are selling goods understand. The humdrum and monotony of doing the same thing day after day does not belong to the store, if the people who are doing the store work are able to distinguish the amusing and the ludicrous things that come up to them every day. No two customers are to be handled alike and no two people have the same topic of conversation. The clerk, or the boss, who comes in contact with the customers may drill himself into a student of observation and obtain vast stores of information on all sorts of subjects and get all sorts of entertainment, if he be so minded.

Not only is there a mine of information in the conversation of customers, but the well-studied effort to draw out a customer in conversation has an influence on their purchasing inclinations that counts not only for the present sales but for the doing of business on the future visits of the customers to the store. A merchant who was able to draw to his store a great many people of considerable means living in the surrounding rich country explained his ability to attract certain people through his studied efforts to be able to exchange a few sentences of conversation with them at any time on subjects that interested them.

In small communities, when a fad for doing anything hits hard, everybody has to be up and doing. Such was the case in this instance. One year a dozen families went to Florida for periods during the winter, and this merchant took his glad rags and also went to Florida. For two years he was able to dish up something in conversation interesting and attractive to these people when they came into the store. Another year, many of them went to the northern lakes in the summer, and he spent his vacation in the same locality, thus being able to talk for a year on these things. Somebody suggested that the town go in a body to the big circus in a nearby city. The town didn't quite all go, but this merchant went with the crowd and had his fun with them. A new mill was opened in town and several families were brought in from a New England community to get the business started right. This merchant made a trip to that New England locality and spent a week among the mills and the surrounding country. When he came back, he could talk with those people about the homes they had left a thousand miles back among the granite hills. Of course he got their trade.

With this man, and the clerks that he trained to his ways of doing business, the first thing to do in getting acquainted with a stranger customer was to find out that customer's mental inclinations and be able to make good conversation with him or her whenever in the store. By such means, vast amounts of general information were gained and the cus-

tomers rightly felt that more than passing interest was being taken in the things that interested him.

The store is a pleasant place in which to work. The possible humdrum and monotony is relieved because so many customers come in as they might enter a friend's home for a call. It may be true that more time is often spent with a customer than is necessary to simply sell the goods wanted, but the end obtained is the loyal and constant trade of a class of people whose business is worth having and the cheerfulness of the place is an incentive to better work on the part of the entire force.

The entire object of business is not the passing out of goods and the taking in of money; to allow that sentiment to prevail makes a store a dull and uninteresting place with solemn employes and a more solemn business.—The Drygoodsman.

### Reasonable Opportunities.

To grasp reasonable opportunities is a well-known factor in good methods of advertising, and no less is it true for the window trimmer. Window trimming being another method of advertising, it follows that what adds interest to an advertisement will help a window display.

Advertisements are read and window displays are inspected. People are led to both by motive, prompted by the desire to have something new and beautiful. These promptings and motives seek satisfaction, and every window should show something to meet the desires the motives bring forth.

No means of decoration will be able to make good goods out of poor goods, and hence the window should contain the best in stock. Having placed the goods in the window so as to present them to the public in the best manner possible, their effect may be enhanced by a liberal distribution of seasonable flowers. A few pot plants or bunches of cut flowers properly distributed in the display will give a fine effect. Remember that the beauties of nature attract attention.—Clothier and Furnisher.

### Willie and the Hobble Skirt.

Since ma's put on a hobble skirt life ain't so sad no more; I needn't give up playin' when she hollers from the door; I hear her callin' "Willie!" now, but I don't care at all. Because if she took after me she'd trip herself and fall; I'm glad the hobble skirt's in style, I hope that it will stay, For now I never have to mind when pa has went away.

It used to be whenever I would get a chance to bat She'd always think of something which I should be workin' at; I had to mind the baby or I'd have to rake the yard; It seemed to make her gladdest when she seen me workin' hard; But since she's got her hobble skirt I needn't care at all. Because if she took after me she'd trip herself and fall.

S. E. Kjaer.

The road to success is not short, and it is not easy, but it certainly is well worth traveling.

### Your Important Work.

Back of all good stock keeping, back of the nicest kind of counter display and the neatest and cleanest of departments, is the important work of selling goods. That work comes first. That work has to support the whole business. So everything should become subservient to it. No salesman is worthy the name who is guilty of "taking an order" without trying to sell something. Customers like men who are interested in their work—they hold a certain admiration for a man that tries legally to get their money. Who wants an automaton to wait upon him? Who wants to do business with a dummy? People want to be sold to—they want to be considered capable of buying more and much more than their list calls for. They want to deal with a man that takes it for granted that they can buy more. Don't you see it?

A genius is a man who tries to borrow money—and gets it.

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.

"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  
Chicago  
Fine Clothes for Men

**THE IDEAL CLOTHING CO.**  
TWO FACTORIES.  
GRAND RAPIDS, MICH.

**H. A. SEINSHEIMER & CO.**  
CINCINNATI  
MANUFACTURERS OF

**Perfection**  
COPYRIGHTED

**BOYS' CLOTHES**

### FAITH IN ONE'S BUSINESS.

#### It Is the Moving Force in All Great Enterprises.\*

"In actual life every great enterprise begins with and takes its first forward step in faith."

Faith in what? First, in the character of the enterprise itself, and next in the honesty and ability of its promoters to carry the project through to a successful culmination.

Look back over the world's great achievements and see what an element in their success was faith. Leaving out all of the great events in history, due in part or altogether to faith in one's religion, and confining ourselves strictly to those events in which faith in one's business was paramount, let us see what we find. Go back, if you please, to Columbus. His business was that of a navigator and explorer, and faith in his business led him to believe that the world was round and that Asia could be reached by sailing due west. Being a man without means, it was necessary for him to have what we moderns call "backing," and his efforts to secure backing is not only an example of faith but of sublime patience. For ten years he traveled from court to court, being rebuffed time and again, until finally Isabella, impressed with the faith that was in him, came to his assistance. Think of his life during this period of waiting. What struggles and privations he must have endured. With a family on his hands, his business, that of a maker of charts and maps, could not have provided them with more than a fair living. In fact, history tells us that on his return from one of his unsuccessful journeys he had actually to beg his food along his way.

As one writer very aptly says, "What I admire in Columbus is not his having discovered a world, but his having gone to search for it on the faith of an opinion."

Among other examples of "faith in one's business" may be mentioned, Whitney, Morse, Howe, McCormack, Fulton and the Wright brothers. Cyrus W. Field is another example. At the age of 34 he retired from the paper business a rich man. He could have spent the rest of his days in ease and luxury, but he had an idea and that idea was, that if a message could be transmitted over a slender wire above ground that one could also be sent over a wire under the ocean, and with this idea in mind he, in 1856, organized the first cable company. After spending two years in preparation he laid the first Atlantic cable. It worked for two weeks and then suddenly broke. Nothing daunted, he spent seven years in making and perfecting another cable, of which he laid 1,300 miles when it broke. Even this did not shatter his faith in his business and the next year he tried it again and was successful.

What has all of this to do with a meeting of a horticultural society? Absolutely nothing, except to show that success in any undertaking de-

pends largely upon faith and stick-to-it-iveness.

If Mr. Wilde did not have the faith that he could raise in Kent county the best apples in the country he would not have had the success that he has had. It takes a lot of faith in one's business to tear out a bearing orchard, replant it and wait six or seven years for a crop; still the Grahams have done this and are among our most successful growers. It takes a lot of faith to spend several years in crossing and recrossing various varieties of lettuce to get a variety that can be successfully grown under glass in this climate; but that one success of Eugene Davis' has added millions to the agricultural products of the Middle West.

How does all of this interest you as horticulturists? Simply this, that if you have faith in your business in this locality tell some other fellow and get him interested. You need not fear over-production, for with our canning factories and our improved refrigerator car service over-production of fruit in Western Michigan is a thing of the past. The only place where there is any over-production is the section that raises too much for local consumption and too little to attract buyers. A fruit buyer will not go to a small market where he has to spend several days getting together a car of fruit when he can come to Grand Rapids and get as many cars as he wants in a day.

You will remember that a few years ago we were confronted with an enormous peach crop, and it was thought that prices would be so low that growers would get nothing for their crop; but your Fruit Growers' Association took hold of the matter, advertised the fact all over the country that we had an enormous crop and buyers flocked in from markets which we had never before sold, with the result that every peach was sold and at a good price.

It seems a peculiar anomaly of fate that, while farmers and fruit growers are complaining of a shortage of help, there are hundreds of thousands of people eking out a bare existence in the tenements and sweat-shops of New York and other large cities of the East. It seems to me that if a united effort on the part of the agricultural interests of the country were made this inequality in the distribution of the population could be remedied.

The United States census of 1910 shows that the nine cities of Michigan having a population of over 25,000 each have increased their population 30 per cent. since 1900, while the remainder of the State increased but 3½ per cent.

How can this matter be remedied? When a city wants more people they do not run a liner in the daily papers reading, "Men wanted to work in the factories in Grand Rapids," or Memphis, or Detroit, as the case may be; but they get out attractive literature showing the advantages they offer in the way of good schools, pure water, parks and playgrounds, sewerage, good roads, transportation, etc., etc.

Then they send their best men out to talk up these points.

For instance, Memphis, Tenn., gets out large cards reading, "Magnificent Park System of Memphis. Memphis has more parks in proportion to its total area than any other city in the nation. More than 18 per cent. of the territory embraced in the corporate limits of this city is devoted to Pleasure Grounds for the people." "The sewerage system of Memphis has been declared the most perfect of any in the country." "Memphis has an abundant supply of the very best artesian water." "The transportation facilities of Memphis are ideal for the manufacturer or jobber."

How would it be if Grand Rapids township should advertise:

"Grand Rapids Township is the Park Township of Kent County. Its two lakes on the east, with the magnificent country homes adjacent, the River for its western boundary, with the Michigan Soldiers' Home and North Park, added to the natural beautiful rolling country, make this Township the ideal one for those who want country air with city conveniences.

"Water, gas and electricity have been extended beyond Grand Rapids' city limits in both directions, so that with rural free delivery and telephone service the country resident has city conveniences with country pleasures."

Walker township could say:

We have two north and south steam roads, two east and west steam roads, one east and west electric road, with numerous excellent gravel roads, making the northern half of this township an ideal section in which to live or raise fruit.

Rural free delivery.

Good water.

Good schools.

Prosperous farmers and fruit growers who make good neighbors.

Six thousand dollar crops from forty acres are not uncommon.

Good fruit land can be had for \$75 to \$100 per acre.

Compare these prices for land and the yield with Western fruit lands and come to Michigan.

This could well be said of Paris township:

"Large areas in this township, on account of its warm, sandy soil, are particularly well adapted to the raising of early vegetables.

"Pure water in abundance is found at from fifteen to thirty feet.

"Good macadam highways and short distances from a large market make farming profitable.

"There are more glass farmers in this township than in any township in the United States."

One of the best movements along this line that has been started in recent years is the West Michigan Development Bureau, and strange as it may seem this Bureau was started and maintained at first by city men. The \$600 subscription of Kent county for the first two years of the Bureau's existence was raised by the Board of Trade by private subscription among its members; but I am very glad to say that next year's sub-

scription to the Bureau will not have to be raised in this way as the County Board of Supervisors has put \$1,000 into the budget for the Bureau's work.

This Bureau is doing a magnificent work in demonstrating what we can do in Michigan. What is being done to settle the farming and fruit lands more than all other agencies combined. And why not? We have in Michigan a climate admirably adapted to the raising of "fruits of quality" and have a market of 25,000,000 people within forty-eight hours.

Mr. Rowe has just told you that the first expense of the apple grower in California is a freight charge of \$1 per box, while we can reach 25,000,000 people with less than half of this freight charge. This is a good profit in itself, yet California and Washington fruit lands sell for several times what equally as good lands can be bought for in Michigan simply because they have been exploited.

Therefore I say that if you believe in your business you can do nothing that will be of more value than to organize yourselves into little local development bureaus and advertise your advantages to the outside world.

#### We Need Real Friends.

"A friend indeed is a man who never tells us his troubles." I read these few words in the last issue of the Tradesman and their real meaning ran so deeply into my mind that now I am wondering if I am any one's real friend.

Friendship is what we need. We need it in business more than in the home. We need men who can tell us the right and the bright side of things

We want men who will do all the good they can for us. We want men who will forget our bad deeds and tell us how to produce good ones. When men continue to talk about their troubles they add the misfortunate things that happen to others.

I want to be everybody's friend. I want to do good. I want to see everybody happy, wise and successful. I want a better class of people in every community. I want every community to be friendly toward each other. I want every editor in the world to be friends. The editors of trade journals as well as all of our newspapers are moulders of public opinion and they ought to be friends.

We have troubles of our own and we are making more of them every time we think and talk about them. Thoughts are born in the minds of men. Think bright and friendly thoughts and you will create others of like character. Talk about your troubles and likewise you will create more of them.

I want everybody to be a Living God. There are enough devils running around now. "Do your duty to-day and don't worry about tomorrow." I Am That I Am.

The public has confidence in the man who has confidence in himself. They will soon discover if he lacks it.

\*Address by Chas. N. Remington at the Grand River Valley Horticultural Society meeting at Vinecroft.



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

**W**E 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

**E**VERY 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

**O**R 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

## TREES AND FORESTS.

## Noted Landscape Artist Speaks of Our Forest Growth.\*

Not long ago I was on a farm in Wisconsin located three or four miles from the center of a thriving city. This farm was somewhat hilly and upon the hills there were Indian mounds. The surroundings were very beautiful. Toward the south lay a valley, and to the north a lake several miles in length. Some of the Indian mounds were circular, others in the shape of birds with outstretched wings. Upon the side of one hill there was a mound in the shape of a bear, and I was informed that this shape was peculiar to Wisconsin. The owner of the farm had in mind dividing it into many smaller areas for homes for people who lived in the city. He hesitated in regard to the disposition he would make of the mounds, some of which were quite extensive. A member of the State Archaeological Society, who happened to be on the farm the day I was there, thought it very important that the mounds should be preserved. Fortunately this view was shared by the owner of the property. The mounds were built about 500 years ago. Probably nine people out of ten would approve of their preservation. There is a little mystery concerning them. They link us with the past. If they are carefully preserved they will remain objects of interest for many generations to come. I speak of them because I believe that it would be generally acknowledged that they should not be destroyed. I wish by comparison to impress upon you the wisdom of preserving certain areas of native forest near our large cities. There is more of history and more of interest in a forest than in an Indian mound. It seems to me that it is our duty to preserve samples of the primeval forest. I remember when nearly all the State of Michigan was covered with woods. Recently a man, whose home was formerly in one of the cities of Michigan, thought of making a gift to his native town of a tract of woods. He wished to know where there was a desirable tree-covered area. I talked with some of the people who lived in that city, and they could not direct me to even forty acres of original forest. The forests of Michigan have been almost destroyed. Let us, whenever possible, preserve something of the remnant, something to remind us of prehistoric times, and connect us and succeeding generations with what we are pleased to call "the early days of Michigan."

I am to speak to you to-night about trees and forests as features in the landscape. If we examine landscape paintings we find that nearly all contain trees and a certain amount of forest growth. We will note that some show us wood interiors. In these the objects which help to make the picture beautiful are the trunks of the trees, the ground-covering of fallen leaves, the branches of the

more distant trees and the quiet light with here and there bright spots where the rays of the sun find an opening in the roof of foliage. Other pictures show stretches of fields with possibly lakes, rivers, distant hills or mountains. In these we nearly always see some tree or forest growth. Often there are trees near at hand which help to frame in the more distant objects. The sky-line is often formed by the delicate outlines of the upper branches. When we think of the forest in landscape we usually have in mind its appearance as seen from the outside. The edge of a piece of woods is one of the most beautiful things in Nature. I am sorry that I have not pictures of some such margins as they appear in Michigan, but I can name some of the trees and other growths which will recall them. I remember forests of oak of large size, upon the outskirts of which grew oaks of smaller size, with here and there a Juneberry tree and sometimes a great mass of sumac and hazels continuing the foliage to the ground. Again the body of the forest would be made up of sugar maples, and it might be bordered with sassafras and dogwoods. The name "forest" brings to mind not alone the large trees like the oaks, pines, maples, hemlocks, beeches, lindens, ashes and tulip-trees, but it makes us think of the smaller growth, like the thornapples, Judas trees, cornels, viburnums, sumacs, elderberries and hazels. The latter have quite as much to do with the beauty of a typical country landscape as have the trees themselves. They not only add to the beauty of the forest, but they help to retain its supply of moisture by checking the drying winds. We lose some of our respect for a forest when we can look through it horizontally and see the sky or open country beyond. If, however, the young trees and the various shrubs which I have mentioned form an undergrowth so thick that we are unable to discover the farther boundary, the forest seems of unlimited extent and retains the air of mystery which seems to belong to it.

It is generally acknowledged that trees form the chief beauty of a city, but when they occur along the country roadsides or in the farm wood-lot they form as well the most pleasing feature of rural scenery. How much they add to its beauty may be appreciated by one who travels through Montana, Dakota, New Mexico, or some of the other Western States. If the traveler through these treeless regions were born in Michigan he is sure to be anxious to get back where he can see some green leaves. Even when going through Spain, Italy and some of the other countries of Europe one wishes that some of their native forests might have been preserved and thinks with longing of the beauty of the forests of New England and the Middle States. Here in the United States we have an opportunity to develop a country that shall be more beautiful than any other in the temperate regions if we are wise enough

to retain the growth which at present forms its distinguishing feature.

If we could but retain the tree and shrub growth along our rivers and brooks, the oaks, maples, lindens, elms and beeches that grow upon our hillsides and the farm wood-lots we should not interfere with farming operations, we should keep our streams clear and we should have a country so beautiful that it would be worthy of one's affection. When a country is beautiful, when its scenery is delightful, the people who live in it will be patriotic.

Trees as features of the landscape become more interesting to me every year. I like to see them even in wintertime. At that season of the year the elms show their gracefulness more distinctly than in summer. The sugar maples are distinct from other trees in their coloring and their manner of branching. The oaks, hickories, wild-cherries, tulip-trees, sycamores and honey-locusts each have some peculiar characteristic that enables one to tell them even at a long distance. The birches are generally known for the color of their bark, which is more noticeable in winter than in summer on account of the absence of foliage. The leaves of the white oak often cling to the trees until spring, giving a distinct warmth to the winter scenery. But of all deciduous trees, perhaps none is more interesting from December until April than the American beech. Its bark is characteristic and pleasing and the delicacy of its persistent leaves in color and shape is most delightful. In the winter time the evergreens are especially valuable in the landscape. Their deep greens make pleasing contrasts with the grays and browns of other trees.

As spring comes on the willows, soft maples, elms, Juneberries, sugar maples, redbuds, dogwoods and oaks mark the increasing warmth of the season by spreading tints of delicate yellow, brown, pink, white and gray along the borders of woods and highways. The grays and yellows of the bur oak and the pink and white young leaves of the white oak are not the least interesting of spring colors. As summer comes on the spring coloring changes to rich green foliage with a wonderful variety of tone and texture. A few of the trees blossom late. Most of them have interesting autumn coloring and many have attractive fruits. Even at the present time the witch-hazels, which sometimes grow to be twenty feet in height, are covered with blossoms giving the effect of a yellow mist. It would be interesting to note the effects of the trees in a landscape during the various hours of the day, but I will not have time to do so.

You will find it more profitable to lay in a big holiday line and have a few pieces left over than to buy a skimpy line and find yourself sold out a week before Christmas. The more you have the more you are likely to sell and the added profits will more than make up for what is left the day after Christmas.

**TRACE** YOUR DELAYED FREIGHT Easily and Quickly. We can tell you how. **BARLOW BROS.,** Grand Rapids, Mich

## 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.



\*Address by O. C. Simonds at the State Forestry Convention, Kalamazoo.

### The Succulent Lead Pencil.

J. D. Dillenback, once a well known Grand Rapids newspaper man, now of Denver, in 1879, during the prevalence of a typhoid fever epidemic, wrote an article for the Denver Times on the danger lurking in the lead pencil. The article was widely copied, without credit, and periodically has come to light again and made the rounds. As a matter of interest Mr. Dillenback recently resurrected the original article, and as it is as pertinent to-day as when written, thirty-one years ago, it is given herewith:

"A lead pencil should never be wet. It hardens the lead and ruins the pencil. This fact is known to newspaper men and stenographers. But nearly every one else does wet a pencil before using it. This was definitely settled by a newspaper clerk 'way Down East.

"Being of a mathematical turn of mind, he ascertained by actual count that of fifty persons who came into an office to write an advertisement or church notice, forty-nine wet a pencil in their mouths before using it. Now this clerk always uses the best pencils that can be procured—in fact, is a connoisseur in lead pencils, cherishing a good one with something of the pride a soldier feels in his gun or sword; and it hurts his feelings to have his pencil spoiled. But politeness and business considerations required him to lend his pencil scores of times every day. Often, after it had been wet until it was hard and brittle, and refused to mark, his feelings would overpower him, and he would go into a back room and say over his Sunday school lesson for five minutes at a time.

"After he came out, it was frequently noticed that the room was full of blue smoke and smelled of sulphur. Finally he got some cheap pencils and sharpened them and kept them to lend.

"The first person who took up the stock pencil was a drayman, whose breath smelled of onions and whisky. He held the point in his mouth and soaked it for several minutes while he was torturing himself in the effort to write an advertisement for a missing bulldog.

"The next was a granger, whose mouth overflowed with tobacco juice, in streaks down each side, and who wet the pencil every time he wrote a word.

"Then a sweet-looking young lady came into the office, with kid gloves that buttoned the whole length of her arms. She picked up the same old pencil and pressed it to her dainty lips preparatory to writing an advertisement for a lost bracelet.

"The clerk would have stayed her hand, even at the risk of a box of the best pencils ever fabricated, but he was too late.

"And thus that pencil passed from mouth to mouth for a week. It was sucked by people of all ranks and stations, and all degrees of cleanliness and uncleanness. Finally the clerk, who had now learned always to keep a lending pencil with him, went to see a friend who was just re-

covering from typhoid fever, and who borrowed a pencil to write his acknowledgments to kind neighbors who had watched with him.

"Next day that pencil went upon the counter, attached to a pad of paper by a string, and was in turn admitted to the mouth of every caller. Alas, it had absorbed the fatal typhoid germs, and one by one those who sucked its poisoned point were brought low by the epidemic.

"But we forbear. Surely no one who reads this will ever again wet a lead pencil. Let it be a terrible warning."

### Making Lead Pencils.

The United States is now making the bulk of its own lead pencils. The industry started in England in 1565, when the Cumberland graphite mine was discovered. So pure was this graphite that it could be used in pencils without any change other than to glue it between strips of wood. A century or more later the industry got its best footing in Germany, which to this day leads the world in the production of pencils. About half a century ago American manufacturers took up the business, and to-day they are among the world's heaviest producers. The leads of pencils are made of graphite and clay. The average person is familiar with graphite in the form of stove blacking and bicycle lubricants. The present supply of this product, which is really the diamond in another form, comes from Mexico, Eastern Siberia, Bohemia and Ceylon. The more clay used in combination with the graphite, the harder will be the lead.

In the manufacture of the lead pencil the graphite is first treated by a number of processes, then mixed with the desired quantity of clay, and after this forced through dies under heavy hydraulic pressure. These dies are cut from emeralds and sapphires. The lead as it comes through the dies resembles long strings of black spaghetti. It is then placed in furnaces and baked to a proper degree, after which it is cut into lead pencil lengths.

The wood from which lead pencils are made is mostly Virginia cedar, although the heavy demand upon this wood has made it necessary to resort, in the cheaper pencils, to certain kinds of pine. The wood is first sawed into slats a quarter of an inch thick by two and a half inches wide by seven inches long. These slats are then passed through a grooving machine, which cuts a groove for every half inch. The prepared leads are next placed in these grooves, and another grooved slat glued over it. The resulting block is then passed through another machine which cuts it into five half inch squares, seven inches long. Another process makes the pencil round or such shape as may be desired. After this it is fed through a mechanical varnishing machine and then placed away to dry. The more valuable kinds of pencils are varnished by hand, polished, and stamped with gold lettering.

About nine-tenths of the pencils manufactured in the United States are provided with rubber tips. Those without metal caps are put into the

pencil by a machine from which the inventor is said to have made \$100,000. The erasers are made of a good quality of rubber, which is thoroughly masticated by a machine, cured, mixed with sulphur and other materials to improve the erasing qualities, and then molded into shape.

It is said that few lines of stationery yield a greater profit to the dealer than lead pencils. In the Government departments at Washington one of the principal efforts of economy is the saving of lead pencils. So great was the tendency of the clerks to carry pencils away and supply their families with them at Government expense that an official interdiction to the practice became necessary. The Government ordered that pencils should be used only in the offices, and even then should be used down to the lowest possible size. This economy has resulted in the saving of thousands of dollars in Uncle Sam's annual pencil bill.

### Nomenclature of the Future.

To him who thinks he understands the names of boards of every nature, can count our hardwoods on two hands and glibly use their nomenclature, a word of warning we would sound and earnestly we would advise him to be less certain of his ground—for things are coming to surprise him.

We talk of birch and oak and beech, of gum, mahogany and maple, all words of common daily speech in lumber conversation staple; but other times and other days will find us floundering and fussing when we

must use some other phrase in our dimension stock discussing. The birch and oak and beech will go, the maple fast is disappearing, but other woods are coming, though, and other nomenclature nearing; and we who talk of gum and birch, mahogany and poplar yellow, through dictionaries soon must search when speaking to the other fellow.

When from antipodes we draw our woods and measure 'em and pile 'em, the things that we will have to say will land us in some brick abylum. Some man will want some rabugem, marupa, xixi, paparauba, or maybe it is an angelim or possibly some paracauba. Now, with these terms that break the jaw how will you set about to figure on taboril from Panama or other words as big, or bigger? When someone happens in the yard to buy a car of cuyumary, you'll yell, "Just wait a minute, pard, until I get the dictionary." When someone wants some gitahy don't take advantage of the fellow, don't try to make him cravo buy or string him with some amarello.

Oh, there are merry times to come for us who speculate in timber. The chap who makes the biggest sum will be the one whose tongue is limber. We'll have to study Latin, Greek, Bisaya, Spanish—get a jawful of twenty-seven tongues to speak, with accent strange and spelling awful. At present it is mighty hard to understand the grades they serve us, but when these new ones hit the yard—oh! then may Providence preserve us! —American Lumberman.



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





### Make the December Window Bring in Trade.

This is the harvest season for retail merchants. Every effort should be concentrated upon the holiday trade. Generally from December 1 to 10 the selling is low. Stimulate it with logical advertising urging trade to buy before the rush. Special sales of the popular lines put on during this month will be wonderfully resultful. Use illustrations freely. Santa Claus must be the feature of the toy advertisements for the benefit of the children. During the week between Christmas and New Year gather up all remaining toys and holiday goods and close them out at bargain prices.

Arrange for as much overhead display as possible.

Give the toy department plenty of space, also Christmas goods, gloves, handkerchiefs and furs. Conduct special events in dress goods and silks. Put heavy efforts on Christmas goods. Watch very closely the lines that are lagging, and during the week

before Christmas reduce the prices of the slow-selling lines and push them out while the buying spirit is high.

Special efforts in window display should be made in preparing for the great holiday rush. The time is short and a great deal must be done to move a mountain of merchandise. In the windows and on the interior the window decorator should be bending every effort to construct business-bringing exhibits, designed to add to the prestige of the representative concern by whom he is employed. Christmas certainly means strenuous times for all store workers. It is the season of extra night work and again it is the season of all seasons in which the trimmer must "make good," both by his artistic ability and results as to trade pulling powers of his displays. In short, it is the final test of the trimmer's year's progress. It is advisable to place your heavy efforts on Christmas goods that are slow sellers after this big buying season.

Early in the month begin to push the regular lines at reduced prices. Later in the month begin to feature garments as practical holiday goods. Children's wear of every description, lingerie, silk petticoats, negligees and house garments, aprons, corset accessories, women's waists and dresses and furs may be specially featured. Neither should coats, suits and separate skirts be left to take care of themselves, but should be pushed most vigorously.

Begin next month by closing out sales of all winter millinery. Force out all trimmed goods very early in the month. Feathers and novelties should be given some prominence before the holiday rush. Ribbons, veiling and novelties made of millinery materials can, by good management, be easily featured as good holiday sellers.

December is no time for the retailer to lie back on his oars and take things easy. Take advantage of the early part of the month, before the real rush begins on essentially holiday goods, and work hard to clean up the lines. Keep after the sellers and make the reductions tell. Put P. M.'s on everything that shows a disposition to be slow. Make preparations for the holidays by putting up skirt and dress lengths in fancy boxes and display these in the windows and around the counters.

December is the month to be careful about re-orders. Buy only such shoes as you can not get along without and buy them sparingly, so that

the Clearance Sale will not be necessary in January. It is sometimes a good policy to replace a line of \$3.50 shoes, which has become depleted with a similar line of \$4 shoes which has not been selling well. Show slippers and warm lined shoes. Hold special sales on cheap house slippers the first of next month, so that the public will become familiar with them if you have a complete line of holiday slippers.

### The Grocer's Show Window.

All the argument and invective that fixed prices are responsible for and all of the discussion of quantity prices might far better be transferred to show window talk, for the window is not only under each grocer's own control, which the other matters are not, but can be made a great factor in bringing success to any dealer.

At this time of year the window "good" should be good to eat. It can be dressed any old way so long as it makes us hungry for the nice things.

As it is hard to grow hungry over a label, it is best to show goods rather than just cans or cartons. A single box of sardines, if open, will make a greater impression than a case of sardines as ordinarily shown. A saucer of canned peaches will hit us where we live quicker than a dozen cases. Even the contents of a tin of mince meat are more appetizing than the label on the can.

The preference given to bottled goods by grocers' window dressers



## Make a Window Display of Beardsley's Shredded Codfish

That's how to get the benefit of our heavy advertising—to pull into your store the sales we are creating, we'll send you the sign if you'll write us. Your wholesale man has BEARDSLEY'S SHREDDED CODFISH. All your customers have an appetite for it now—the rest is easy.

Push the Package with the Red Band

J W. Beardsley's Sons, New York

shows how the goods always beat their containers as window attractions.

If we are right in the foregoing argument the mixed window should pay better than the exhibit of only one article, because it appeals to a variety of tastes.

It is a mistake to make the design or the accessories so striking that attention is drawn from the goods. We often see this in show windows. The goods, the goods, always the goods, should be the main feature of each window if the grocer is out for business.

The dried fruit department can furnish a fine seasonable display during the early part of the winter, and yet for a good "eating" display the fruit should be eked out with a few other things.

One or two rows of glass dishes are suitable for the display of dried fruit, and only a small quantity need be shown in each dish. Nuts can be displayed in the same way, also the contents of tins of canned goods.

Coffee and tea and spices do not appeal to the appetite through the eyes, and therefore are not suitable for an "eating" window. Candied peel and citron are attractive when shown in the glass dishes, and so also is confectionery.

Window placards are of great value in a display intended to sell goods. Here are a few examples for the text of window placards:

We want to please you. We are here for that.

All roads lead to this store.

Better buy now—not by and by.

A pleased customer wears out no shoe-leather in kicking.

Lots of "goods" in these goods.

You need not buy, but you ought to try.

The better the goods the better the satisfaction. These goods satisfy.

What's the use? You can't beat this quality at the price.

Buy this coffee and be suited.

Consumers find in this tea a true felicity.

These are dainty, delicious, delightful.

Our bargains include the entire stock.

These stuffed olives are most ingratiating—the more you eat the more you want.

If you have company at the house give them a cup of this tea.

Your wish is our law. Let us prove it.

Prepared with care and sold with confidence.

Supplies for satisfaction-seeking shoppers.

The customer is paramount in this store. Give your order.

Some goods are sellers and some are stickers. These are sellers.

These taste even better than they look.

People who like superior tea like our tea.

Good coffee tastes good, does good, is good. This is good Coffee.

Fancy Canned Corn — milk-white and tender.

Spiced Mackerel that gives the right spice to a meal.

Jams and Jellies that earn the blue ribbon.

Olive Oil that pleases the epicure. Treat the inner man well. He can be well treated here.

It is up to us to satisfy you. It is up to you to give us the chance.

Palate-pleasers and labor-savers at low prices.

This Bacon for breakfast will enable you to start the day right.

These goods "never come back," but the buyers do—for more.

The freshness is in the goods—not in the attendance.

We please the public. It is a habit we have.

#### What Show Windows Can Do.

A merchant in a small Ohio city visited New York and was attracted by a unique display in the show window of a hat store. When he got home he stood outside of his own store and scrutinized his dingy little window. After five years of drifting he had suddenly awakened to the possibilities that lay in that window space. He walked up and down the streets of the city, surveying the windows, and was astonished to discover how unattractive they were.

That evening he sketched the window he had seen in New York as well as he could remember it. He took the rough drawing to his landlord the next day and asked to have the window remodeled so as to give him every inch of available glass space. After considerable negotiation the landlord consented to stand half the expense on condition of a long-term renewal of the lease.

The old window was torn out and the front of the store entirely changed by the massive plate glass of the new. Meanwhile, the merchant had been studying everything he could find bearing on window displays. He went to Cincinnati, Chicago and Indianapolis, but he went home under the conviction that store windows were largely neglected even in the big cities. The New York hat window had impressed him more than anything he had ever seen because it was absolutely original. He determined to make his own window just as unique.

His business was hardware. He put a curtain in his window to hide it from the street and set to work on his first display. When the curtain was drawn the public saw a battleship. It was built of his goods and surrounded by them. The design was somewhat crude, but it was striking and novel. Nothing like it had ever been done in the town. Within a few days most of the population of the surrounding country had stopped to see it.

The window was the entering wedge for a business that doubled itself within two years. Its displays brought it fame and the people.—Farm Machinery.

Did you ever go into a store and ask for goods of a kind shown in a window and find that the clerk did not know what you were talking about? How did that impress you?

THE biscuit form of **Shredded Wheat**, combined with its fine flavor and *nutritiousness* made it an instantaneous success. Our advertising has been unique—besides magazines, newspapers, car cards, sampling and demonstration,

**We've Used Niagara Falls to Advertise**

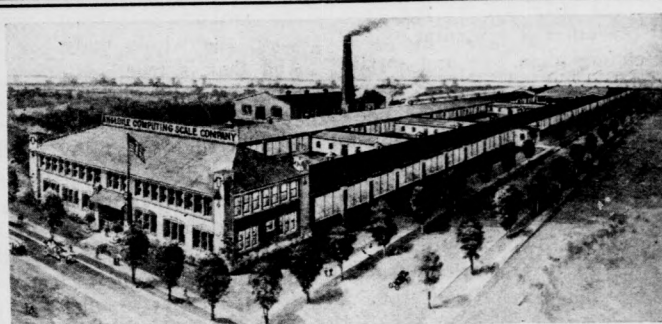
*Shredded Wheat*  
IT'S ALL IN THE SHREDS

Each year, thousands of visitors to the Falls have gone through our factory. They've seen every detail in the process of manufacture from the golden grain to the finished biscuit. Our sanitary methods have given them confidence in its purity and wholesomeness. They have gone home and told their friends about **Shredded Wheat**, and as a result **Shredded Wheat** is *better known* and therefore *easier to sell* than any other cereal food. Take advantage of this and keep **Shredded Wheat** prominently displayed—you'll have lots of sales, and every sale means good profit to you. **Shredded Wheat pays.**

The  
**Shredded Wheat Company**  
Niagara Falls, N. Y.



### The New Home of The Scale that buys itself



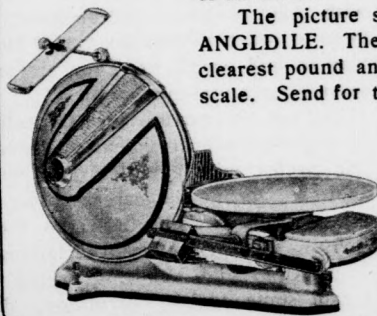
The construction of this handsome building eloquently proves the extraordinary demand for *Angldile Computing Scales*. Our present plant outgrown in thirty-three months, we are now erecting the largest and most modern computing scale factory in all the world.

The reason for this advertisement is to be found in the ANGLDILE'S marvelous accuracy and its superior computation chart.

*It is the only scale which shows a plain figure for every penny's value. The merchant reads the price—he doesn't count hair lines or guess at dots.*

The ANGLDILE is *springless*, thus requiring no adjustment for weather changes, and is sensitive to one sixty-fourth of an ounce.

The picture shows the merchant's side of the ANGLDILE. The customer's side has the largest and clearest pound and ounce dial used on any counter scale. Send for the free ANGLDILE book and learn about both sides of this marvelous appliance.



**Angldile Computing Scale Company**

110 Franklin St. Elkhart, Ind.

**BLUNTNESS OF SPEECH.****Some People Pride Themselves on Capacity To Inflict Pain.**

Written for the Tradesman.

Some people pride themselves on their bluntness. They mean by bluntness their capacity to inflict pain. In other words, to say withering, blighting, sarcastic things and they think it is smart.

But it isn't.

They think it is an indication of superior mentality. But the truth is it is a sure sign of ignorance and ill-breeding. Refined people control their emotions and they respect the feelings of other people. The principal merit in education lies in the circumstance that it gives one mental poise. If bluntness be a virtue, then the savage has civilized man beaten to a frazzle. The savage is nothing if not blunt. Peeve him in the slightest degree and he seizes a cudgel and gets busy. That is because the savage is uneducated. He is devoid of refinement. He can not sympathize with the other fellow's point of view. In him elemental passions and impulses dominate.

Your self-confessed blunt person, who is proud of his bluntness, is an anomaly. Scientifically speaking, he is an example of atavism. That is, he is a reversion to an ancestral type. Among civilized men he is partially civilized. Among educated, refined people he is a brusque, boorish fellow. In other words, there is a yellow streak in him. He parades his essential yellowness—and thinks it is smart. I had just as soon attempt to win applause by exhibiting a cancer. Both are defects, only one is a bodily defect, for the existence of which one may not be responsible. But the other is a mental limitation which any man can and should overcome.

I have an old, leather-bound book in which this remarkable statement is made:

"If any man offend not in word, the same is a perfect man, and able also to bridle the whole body."

And you say: "Oh, that is in James."

So it is.

"But that is a religious book."

Yes; James is what you call "a religious" book. But that proposition is scientific as well as religious. You can verify it by reference to experience and observation.

Who is the most perfect man you know?

I'll tell you: He is the man who, of all the men you know, has the most perfect mastery of himself—and his words. He does not go off half-cocked. He does not wound the feelings of other people unnecessarily. He does not criticize and censure and lay on Macbeth with cutting words. He is kind and considerate. He respects the feelings of other people. He is eminently sympathetic in his point of view. Also he is lacking not in the saving sense of humor. He is able to make allowances. He is quick to find excuses—for other people's follies and foibles, and he does not forget that he happens to have a few

peccadillies of his own. Therefore he is patient. He has learned in a measure—not perfectly, to be sure—how to "bridle" his tongue.

You can not do much with a wild, unruly horse without a bridle. You have to pull him back—guide him—master him.

Well, the tongue of native, unrefined man is just as headstrong as a young, unbroken horse. This writer goes on to say:

"Every kind of beasts, and of birds, and of serpents, and of things in the sea, is tamed and hath been tamed of mankind; but the tongue can no man tame."

An absolutely "tamed" tongue would indicate a perfect character. We are all too modest (I trust) to claim perfection. But educated people are on this tongue-taming job, and people of refinement show their gentility chiefly in this: that they try to guard their utterances.

My author goes on to say that the tongue is "full of deadly poison." He must have known human nature like a book, for a single tongue can sometimes inoculate a whole community. It can poison a city and destroy the people's health like a deadly contagion. It can start feuds, alienate friends, embitter happy hearts, shatter domestic tranquility and ruin homes. It can precipitate trouble without end. It can inaugurate hell on earth.

Also my writer says: "The tongue is a fire." And it is even so.

I have known it to burn up a man's good name even as the flames lick up combustible material. I have seen it fill the fairest sky as if with the smoke and fumes of the infernal pit.

My author furthermore says: "It defileth the whole body."

And that is true.

Some people talk so much filth they become filthy, filthy in body and habits as they are filthy in thought and words. They say so many dirty things about other people they come to live in an atmosphere of mental filth. They become so morally unsound themselves they suspect everybody else. They finally get to the point where they can not think well of any one. They can not pass an unqualified compliment to save their miserable little souls. It hurts them inside to hear anybody wholesomely commended. They fairly itch with a desire to butt in and obliterate the good impression being made. They can not contemplate a bit of canvas unless it has a streak of black upon it. Therefore they are lavish with their lamp-black. They daub promiscuously. They are ever ready to jibe with their tongues. And in order to keep in practice they go out of their way to find occasions. They are professional scandal-mongers.

Just as the carrion bird, wheeling in and out on ever-widening, concentric circles, with eye alert and sense acute, to locate the carcass, that he may fly thither and feast; so these carrions of society are everlastingly dogging in and out, trying to locate some social corruption that they may fly thither and feast.

A foul heart and a blunt tongue are intimately related. A brutal heart and a brutal tongue go together. Blunt speech has sent many a fair woman and noble man to a premature grave. Bluntness of speech can mar the fairest day. A blunt, brutal reprimand can chill ambition. A single blunt word has cost many a dealer some customer's trade. A blunt, brutal, un-called-for reproval has lost many a dealer a valuable clerk.

Bluntness of speech is indicative of narrowness of vision, reveals an unsympathetic, provincial soul, shows that a man is uneducated, no matter where, or how long, he went to college.

Bluntness of speech forever stamps one as callous, boorish, unrefined, manifests a lack of poise and proclaims a self-centered heart.

Bluntness of speech is savagery and is uncouth.

Great men are kind and considerate and forbearing. Big men are broad in their sympathies. Big-brained, big-hearted men guard their words. Educated people think before speaking. People of refinement and culture measure their words. People of good judgment and true gentility avoid bluntness.

Yet some people cultivate the gentle art of wounding with their tongues. They esteem it a thing of merit to be able to say cutting things. They pride themselves on their bluntness. Thus do they advertise their ignorance, and publish abroad their infirmities, and proclaim their limitations, and exploit their follies.

They are to be pitied.

Chas. L. Garrison.

Old frayed out shelf boxes will give a black eye to any stock. They give the impression that the goods contained in them are as old as they are. Shelf boxes can not be expected to last forever, and they do not cost so much but that the merchant can afford to buy new ones when they are needed.

The chief end of man is his finish.

**We will Quote, Sell or Buy  
Michigan Pacific Lumber Co.  
Stock**

**E. B. CADWELL & COMPANY**  
Penobscot Bldg. Detroit, Mich.

**GRAND RAPIDS  
FIRE INSURANCE AGENCY**

**THE McBAIN AGENCY**

Grand Rapids, Mich. The Leading Agency

**Child, Hulswit & Company  
BANKERS**

**Municipal and Corporation  
Bonds**

City, County, Township, School  
and Irrigation Issues

**Special Department**  
Dealing in Bank Stocks and  
Industrial Securities of Western  
Michigan.

Long Distance Telephones:  
Citizens 4367 Bell Main 424  
Ground Floor Ottawa Street Entrance

**Michigan Trust Building  
Grand Rapids**

**Kent State Bank**

Main Office Fountain St.  
Facing Monroe

Capital . . . \$500,000  
Surplus and Profits . . . 225,000

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 finan-  
cial 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**



**Sorrows of a Coupon Cutter.**

"My only occupation now," said a man who after many years of strenuous labor suddenly found himself very rich, "is cutting coupons and drawing checks, and my shears get dull and every now and then I have to send down to the bank to get a new check book. I have all sorts of bothers, and then the whole business gets pretty monotonous.

"Yes, sir; when I was working I worked hard, but I had the satisfaction of seeing things, of seeing things that I was at work on grow.

"When I was working I used to get dead, dog tired, and I used to sleep like a log, delightfully and refreshingly, and get up feeling like a giant. As to appetite, I could eat anything and lots of it, and I enjoyed every mouthful. Life was a constant satisfaction to me then, and often now when I lay down the shears or drop the pen I sigh for the old days when I was really doing something, before I came to have for my sole occupation the cutting of coupons and drawing of checks.

"Am I thinking of giving up my wealth now and going back to the old ways? Well—er—hm—hah—I wouldn't exactly say that, because there are undoubtedly certain advantages about wealth, you know.

"With no end of money you can, for instance, choose where you'll live and you can have a house with comfortable and charming fittings and you can minister, as you would like to do to the wants of those you love and you can travel and that sort of thing; you can do just about as you please.

"On the other hand, privileged to do as we please we are very likely to do nothing, and then life may become irksome to us and we are likely to become irritated over little things that once never would have disturbed us at all—as I am now, for example, when my coupon shears get dull or I have to bother about sending for another check book. At such times I am likely to think of the old days when I worked hard and I'd like to go back; but then I recall that even in those days I did have some worries about the rent and so on which I don't have now. There you are.

"Life depends a good deal on how you look at it, and a man can be happy in almost any situation if he will, and I think on the whole that I shall try to find something light and easy to keep me occupied, something that I'd like to do, and worry along with the money for a little longer anyway. I suppose I could find somebody to keep my coupon shears in order or even to cut the coupons and see that I was kept always supplied with check books."—New York Sun.

**Robbing the Business.**

"Don't try to get rich quick at the expense of your business," said a very successful banker the other day to a merchant who was seeking to borrow money with which to do a little speculating. The advice is sound, and the sentence might well be committed to memory by every merchant.

What the banker meant was that

there are many merchants who starve their businesses and really rob them of the capital which they need. They start from a small beginning, with little capital, and the business grows and prospers until it is making quite a little money for them. They are not satisfied with the returns upon the little capital which they are steadily accumulating, and they begin to look around for something into which they can put this capital and which will, they hope and believe, pay them a very high rate of interest. Sometimes they forget that as a general proposition the safety of the principal bears an inverse ratio to the rate of interest. Or else they get to experimenting with a business about which they know little or nothing—real estate, or something else. Too often they become interested in the wheat market or the stock market.

That is the danger point. Instead of keeping their money in the business which has made them, and devoting their sole attention and best efforts and abilities to that, they scatter their capital, their efforts and their abilities. Sometimes there comes a sudden squeeze which necessitates a frantic scrambling around after ready capital and maybe a sacrificing of some of their holdings or properties. Sometimes they simply get so interested and enthusiastic over new adventures that they neglect the business by which they made their money, and it wastes away from dry rot.

**Are You Sure of Your Profits?**

Many a merchant who fails in business didn't realize for a long time, or maybe just a short while before the crash came, that he was not doing a profitable business. Usually such a merchant is surprised as well as shocked to find out that he has not been making money. He and his family had had a living and the daily bills had been paid, so the retailer naturally supposed he was prospering.

It is a fact that no merchant can tell whether he is making money or not unless he inventories from time to time, or has a checking system that answers the purpose. It has been said, and we believe truthfully, that "no shopkeeper can tell even approximately what his year's business has netted him unless he knows how much stock he had at the beginning and at the end of the year."

One thing is certain, it is dangerous, if not positively fatal, to go along from year to year merely guessing. You can not afford to take it for granted that you are doing a profitable business; you must know beyond all question, else you are in danger of "going broke."

Cost of conducting the business must be figured carefully and accurately. The merchant can not, nowadays, sell goods at a margin wide enough to make it safe to go ahead without knowing how much it is costing to sell them. And he must average his selling prices on the high-profit slow sellers and the low-profit fast sellers to make it come out right. Divide your total year's

sales by the total annual expense and you will then know what your cost of doing business is.

**Environment and Mood.**

This idea that one is a victim of his environment is a poor doctrine. It ought to be laid away in the attic with the doctrine of original sin and total depravity. Of course man must have some kind of environment. But it is given him to work with, not to lie down under. If you don't like your miserable old environment, get up and mend it or make another. If you are troubled with dark moods, go deliberately to work to cut out a new pattern. If the weather gets onto your nerves, get onto the weather. That is the way Sue and I have done. We have built a sunshine room for the sunless weather, with three glass sides and a tight roof, and a register in it to keep out the chill. Here are flowers, and potted green things, cheerful domestic pets, the smells and sounds of summer; and flooding it all, human sunshine, manufactured deliberately for the purpose. I would rather have one small spoonful of factory-made sunshine than a whole bucketful of natural gloom. Just because it rains one doesn't have to go out and lie under the down spout—The Commercial West.

**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 per cent. 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 per cent. 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.

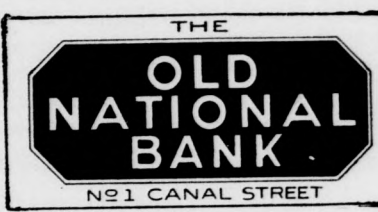
We want agents in your locality. Send us the names and addresses of neighbors who you think may be interested. Do it now.

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 Ellcott Sq. Bldg. Buffalo, N. Y.



<p><b>Capital</b> \$800,000</p>		<p><b>Surplus</b> \$500,000</p>
<p><b>Our Savings Certificates</b></p> <p>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.</p>		

## 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.



### Children's Trade Can Be Made Good Business Builder.

A young man took charge of the shoe department in a store which had the reputation of being a cheap place where shoddy and inferior merchandise was sold. One of the first things he did in his process of up-building his department was to buy a complete line of children's shoes from some of the best manufacturers. Shortly after receiving his new stock he made a display of the new goods in the shoe case near one of the entrances to the department.

Two women came into the store one day with a child about 7 years old. While they were purchasing a paper pattern for which this store was exclusive agent, the child wandered over to the showcase and discovered a red kid top, broad toe, patent leather shoe which attracted its fancy. Without further ceremony the child walked into the department and climbed on the seat and began to take off its shoe. The young shoe man thinking the parents had sent the child to the shoe department asked the little one what kind of a shoe it wanted to have. The child climbed down and running to the showcase pointed out the red top shoe, which was a welt selling at \$2.50.

The shoe man had hardly finished buttoning the shoe when the two women, one of whom was the child's mother, came over to find the little one. With a laugh she tried to convince the child that it did not need any shoes, but there was trouble in an instant. The child, accustomed to being humored, refused to leave the store without the shoes, and when the shoe man attempted to remove the shoe it screamed at the top of its voice. The mother becoming angry made the remark to her companion that she never bought anything at this store and only came in because she could not get the patterns anywhere else. The shoe man explained the circumstances of the child's coming to the department and that he was in no way to blame. Finally the mother looked at the mate to the shoe and rather than carry the child out of the store screaming bought the shoes.

This incident was the beginning of a steady trade from the family. The child's shoe proved to be so satisfactory that the mother came for the second pair, which were equally as good. Then she tried a pair for herself, and it was not long before all members of the family and a good many friends were buying shoes from the department, which was

gaining the reputation as a good place to buy shoes.

Many successful shoe men attribute their good trade in all departments to business which has been built up from the soft sole period. One store which had a good business on men's and women's shoes but where it was customary for the clerks to side step the woman with the baby, built up their children's business by starting with soft soles. They bought nearly eighty-five styles to sell at 50 cents and by constructing a special sales and display case, with a section for each size, containing one pair of every style, they made it possible for mothers to wait upon themselves. All of one size being in a certain cabinet the clerk could find the size the child wore and then open the cabinet of that size and leave the mother to choose the color or pattern she desired. It soon became known that this store carried a bigger variety of soft soles than any other store in town and as soft soles have to be bought often mothers were frequent visitors at the store.

As the children grew older the mothers found that they could also get the best assortment of little leather soles and by their continual going to the store they soon became accustomed to buying their own shoes there. This store can point out hundreds of youngsters, some of them are now young men and women, who have never bought a pair of shoes at any other store.

In both of the stores which we have used as illustrations of how a successful children's trade can be built by special attention given to the children's department it is evident that there is good profit in selling children's shoes because the youngsters wear out more pairs than grown folks.

In men's and women's shoes there is a constant changing of toe shapes, a constant shortening or lengthening or narrowing or widening or raising or lowering of that part of the shoe forward of the ball of the foot. One style may be a good seller during two seasons, then some other one will supplant it and unless the pairs of the preceding season are sold almost immediately as the new style makes its appearance there is a loss in profits. But in children's shoes, especially during the last five years, there has been a growing tendency toward one single style—the broad nature shaped toe.

This particular broad nature shaped last is more popular to-day than it was five years ago and many mer-



## You Said Last Year

That you wouldn't get caught short on rubbers when the first storm came. The time is getting short and the last minute snow storm orders keep us hustling to keep ahead.

Re-orders have nearly doubled up on Sandow Boots. Duck Vamps and Pure Gum Rubber is the combination. If you've any customers that need a rubber boot that's got service in it, just introduce them to Sandow.

Good business ahead on Bear Brand. Mr. Shoe Dealer, are you with us?

**Herold-Bertsch Shoe Co.**

Grand Rapids, Mich.

Distributors of Wales Goodyear Rubbers

Makers of the Famous

"Bertsch" and "H B Hard Pan" 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.

Offices and Sales Rooms  
Market and Monroe Sts.  
Chicago

Michigan Representatives  
Willard H. James, Sam D. Davenport

chants who bought the last then find that the identical last of that time is a better seller now than it was when they put it in. It seems to be the only sensible shoe for children and owing to the wide-spread publicity which has been given this particular style by shoe manufacturers and by retailers, mothers have come to look upon this shoe as the only thing for their children to wear.

No doubt the men and women of the next generation will have more perfect feet than we have to-day because the children are now starting right and are being fitted with shoes which are the shape of their feet. Nature never intended the human foot to be anything but normal and misshapen feet and feet covered with bunions, corns and other blemishes are the usual result of narrow pointed toe shoes.

It is evident then that the children's business is of a much more staple character and offers less chance for the merchant to lose money in the children's department on account of changing styles than any other part of his stock. When he buys one of these broad toe shoes he can feel sure that the style will always be good and that it is simply a question of sizing up from time to time in order to make a success in selling it.

He is always sure of the same fair profit from year to year.

Judging from these facts it seems that if the proper attention is given to the children's department there can be more actual money made there and also a better influence created toward the business as a whole than in any other part of the stock. It is simply a question of the retailer supplying the needs of the children and giving them a little special attention which will hold their trade through all the years of their young life. Many of the larger merchants have set aside a certain section of their store which is devoted exclusively to children's trade. Here all the children's shoes are carried and are sold by clerks who are experienced in selling little folks shoes. They know how to please youngsters, what to say to them to get their attention and what to do to hold the trade.

Some stores have built sections with swings, slides, and all sorts of play devices which will amuse children while in the store and cause them to want to come again. Other merchants make a practice of giving some sort of a premium with every pair of children's shoes sold. The success in this plan lies in the constant changing of the premium so that the child never gets the same thing upon the second or third visit. In selling shoes for children there is less investment in most cases for the business done than in any other line and less risk of loss is taken. If merchants will stick to the broad toe shoe, size up their stocks frequently, give the child's shoe section its share of the window space and advertising and give special attention in fitting and selling they will make more actual profit in this part of the

stock than in any other.—Drygoodsman.

#### A Side Line of Leather and Other Goods Profitable.

Written for the Tradesman

The question of subsidiary stock is an important one for the shoe dealer to look into. What it shall be—whether hosiery, leather bags, dressing cases, hand-bags, or any other staples and novelties in the leather goods line; or whether one shall steer clear of subsidiary stock entirely and stick to shoes alone—these are questions that can be answered intelligently only in the light of local conditions. If you should ask me, "Shall I put in a line of subsidiary stock?" I would answer: "Blessed if I know! It's up to you." Of course it all depends.

I have this to remark, however: Many alert and aggressive shoe retailers in various sections of the country are putting in such lines and making money out of them. And, as the breakfast food advertisements say, there's a reason. There are certain commodities which are related, more or less intimately, with footwear, as hosiery, for example. And why shouldn't one buy one's hose at the same store in which he buys his shoes? And why can't milady buy her pretty hosiery there, too? (Of course, where hosiery is sold salesladies will wait on the lady shoppers.) And is there any reason why the shoe dealer shouldn't also carry other commodities in the leather line—traveling bags, dressing cases, etc., ad libitum? Shoes are made of leather. Ditto traveling bags. The shoe man is supposed to have a veritable nose for leather. He is supposed to be an authority. And generally popular belief is not so far wrong. He has had a varied experience with all sorts of leather. He knows its strength and its weakness. He knows its capacities and adaptabilities. He ought, therefore, to be a good buyer of articles of all sorts in the leather line. And the profits on leather goods are attractive.

It would, perhaps, make you open your eyes if you knew the profits on many of the commodities in this line. Subsidiary stock is not carried for the mere fun of it, believe me. The percentage of profits on articles of this nature is much greater than your average profits on your regular footwear lines. And when you consider that your actual operating expenses are not materially enhanced by putting in such a stock, you have another argument in favor of such a venture. Your present salesforce can attend to this stock also; for it is only on occasional emergencies that they are taxed to their utmost capacity. And there are many, many hours during the week when their duties are extremely light.

Now if you had some new, up-to-date lines of subsidiary stock in one or more of the articles mentioned above, your salespeople would certainly add a little more sales' experience to their daily records—and you would enjoy the profits accruing therefrom. In all probability you

# 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.



## Corn Cure

This shoe has cured  
the foot ills of a host  
of our patrons.

It is a Goodyear welt  
made from the best vici  
kid.

No pains are spared  
to make it thoroughly  
comfortable for tender  
feet as well as service-  
able for hard every day  
wear.



Rindge, Kalmbach, Logie & Co., Ltd.  
Grand Rapids, Mich.

have the space—or might without serious inconvenience, or very little initial expense—for such wares. It is wonderful how much we can compress in small compass when we make the effort! And, do you know, I like compactness in a shoe store. I like to see every available inch of the shelving occupied with goods. If you have more shelving than you have goods, take some of it out. Do not have the shelving punctuated here and there with gaping spaces. It looks bad; somehow suggests the idea that things are going to pot—or else the stock is being depleted. And you do not want to create the impression that you are petering out, or that there isn't anything much left in your stock but odds and ends. Create and perpetuate the semblance of amplitude with respect to your stock.

And so, instead of being an encumbrance, this subsidiary stock might fill up unused niches, thus giving your store a "spruced up" appearance.

And, for another thing, many of these articles in the leather goods line have a more or less constant demand, while your shoe-calls are rather "sporadic" in that they synchronize with the distinct "seasons." For instance, there will necessarily be a dull period in the regular line after people have bought their winter shoes. Nothing special doing, then, until the new spring modes begin to move. In the meantime you might be bridging over the dull spots by some very encouraging sales in these other collateral lines.

And, yet again, by carrying such stock and advertising it and putting out flyers in these lines (as you would want to do from time to time) you will thereby attract many people to your store who would not otherwise come. And that is good advertising always. No matter what brought them; no matter whether they bought much or little or nothing in the line to which they were originally attracted—once in your store you have a "fling" at them. You can diplomatically get their attention to some shoe or other after they have had their original want satisfied, or their initial curiosity gratified.

And so, you see, there are several good arguments in favor of the subsidiary stock proposition, looking at it broadly and with no particular store in mind. But, of course, that question, Shall I or shall I not? can be answered most intelligently by the man who knows your environment best. And that man is yourself. It is therefore up to you.

Goods of this subsidiary nature can be featured strongly in one's advertising. And it is doubtful if it is worth while to install it in the first place unless one intends to make a good deal of it in his newspaper talk.

If it is not kept to the fore the impression is apt to get abroad that it is a sort of sideshow; therefore hardly worth while.

The Smith-Kasson shoe store, corner Fifth and Race streets, Cincinnati,

lays a great deal of stress upon the completeness of its subsidiary lines. And their lines are unusually full and rich. They sell hosiery for men's, women's and children's wear; ladies' undergarments, including a well assorted line of handsome silk petticoats; ladies' vests and lingerie galore; belts, leather bags, and divers sundry other staples and novelties in the leather line. All of which they advertise. Not that they advertise all of the things in these lines in all of their advertisements. But a few at a time are featured until eventually they all get before the public. They also appear in their window trim and they accentuate the appeal of footwear modes. Mere shoes do limit the window trimmer's art; for just shoes, and nothing more, can with difficulty be wrought into an effective trim. But give your trimmer some dainty lisle and silk stockings—some of those exquisitely dainty creations which smite the attention center and appeal to every person of refined taste—give him these and then watch him work! If he doesn't get up something foxy he's a dead one.

Cid McKay.

#### Opportunities for Ambitious Clerks.

The time is not so far distant when the public considered that anybody possessing average sense could sell merchandise. To be a shop keeper was to be on a plane somewhat lower than the professions and but one or two grades above the laborer. These were the days when goods sold simply because people came to buy and there was very little "retail merchandising." To-day this is all changed and all classes realize that the real essential in trade is reaching the public.

The manufacturer may make excellent goods, but they will not sell by themselves. It is found that manufacturing has but one problem, while merchandising has its hundred. The public which has become so cosmopolitan makes general retailing a complex art. Every clerk solves daily many individual conditions that effect the sale of the article to meet the needs of the buyer.

When we realize the importance of merchandising young men become more content to be retail salesmen, for eventually they will become merchants themselves if they cultivate the art of selling, trimming windows, writing newspaper displays and circulars, studying the arrangement of stores, policies of sales and credits, and the many other details of the modern store which are very little understood by those outside of the merchandising field, but which make positive success if conducted along a thorough and scientific system. There are merchants whose love of work and analysis of human nature and sales system have made their stores landmarks of progress.—Boot and Shoe Recorder.

If you have been playing in hard luck and think you are about to the end of your rope, just bear in mind that plenty of other men have been worse off and have yet made good.

#### SHOE STORE GOSSIP.

##### Fitting Odd Foot Customer—Men's Styles Are Conservative.

Written for the Tradesman.

Bud Williams, head of the men's department in a certain metropolitan shoe store, told me this one on himself:

In a rather quiet afternoon not so very long ago Bud noticed that Billings was having a lot of trouble with his customer. Billings had tried not less than two dozen different shoes on his customer's foot. But nothing seemed to please him, for nothing seemed to fit; and yet this particular emporium for modish footwear is noted for the amplitude of its stock. Billings had apparently reached the end of his tether—and that's going some, for Billings is dead game; also he knows the anatomy of the human foot.

The customer had shoes to right of him, shoes to left of him, shoes in front of him; and they ran in divers sundry leathers and lasts and sizes. He had tried on everything from an old man's cozy shoe in vici to the college boy's swagger last with the ultra smart swing, the jauntily perforated wing tip and the high military heel; and the college boy's shoe came just as near filling the bill as the old man's vici—all of which indicates that there was either something wrong with the customer's feet or that he had funny ideas in his noddle.

The customer was not satisfied with just a snug fit on his right foot; he insisted on having his left foot fitted along with the right, and as Billings soon observed, when he applied the stick first to one foot and then the other—and as he frankly told his customer—the feet were not mates. The right foot was fully half an inch longer than the left; while the left was broader.

Hoping to be of some help to Billings in his time of need, Bud mosied over and asked if he could do anything. As Billings had exhausted his resources, he very gladly turned his customer over to Bud.

So Bud tried his hand. Take him all in all, Bud Williams is just about the smoothest retail shoe salesman that ever hit our burg; but Bud did not seem to make any progress with this party. The man's notions of his footgear requirements were as badly twisted as his pedals. At length Bud decided to try an expedient that he had somewhere read about or heard of. So he selected a pair of neat gun metal bluchers—one of those comfortable sort with a round full toe and short forepart—and slipped a 9 A on the right foot and an 8 D on the left; and, presto! they fitted! The cus-

tommer admitted the fit, approved the style and admired the leather. In other words, he acquiesced, succumbed and quit the field.

"What did you say is the price of these?" enquired the customer, a thin, cadaverous looking individual with a moth-eaten, pumpkin-tinted mustache.

"Five dollars," replied Bud.

"I'll take 'em."

"All right," replied Bud. "Have them sent, will you not?"

"Nope," said the cadaverous one, "they feel so good I'll just wear 'em. Send the old ones," and the party drew out a roll of bills.

"Wait a minute," said Bud, inspecting the linings of the ill-sorted gun metals which constituted the mates to the unequally yoked shoes now in the possession of the customer; "I think I have made a mistake. Those shoes you have on are not mates; one is an 8 D and the other is a 9 A."

"Oh!" replied the tallish one, smiling good-naturedly, "that doesn't matter in the least. You can not beat the fit."

"Maybe not," blurted out Bud, getting a trifle warm inside, "but we can not do that, you know. We can not sell two pairs of shoes at the price of one; and these two odd shoes would not be worth a darn to us."

"What'd you put 'em on me for?" enquired the customer; "just to make me think I was gettin' a fit, hey? Well, here's where I win. These are the shoes I bought—and here's your five bones." And he passed the bill to Bud.

"And d' you know," said Bud, "that blamed son-of-a-gun wouldn't shed those shoes. I tried to bluff him and threatened to have him pinched; but I'll be darned if he didn't hold me to it. Now, what do you know about that? Well, I have had my fling—and it's no more of your shenanigan, shyster salesmanship for Buddie!"

To the man who is familiar with the history and traditions of stylish footwear for men, the lasts which are now proving most popular with well-dressed men appear extremely conservative.

The high toe effect—one of the most acceptable style-setting features of recent times—has reached its acutest expression in those creations built primarily to tickle the young man's fancy. And the reaction has apparently set in. Apropos of the

*Mayer* IT PAYS TO  
HANDLE  
WORK SHOES

## MICHIGAN SHOE COMPANY

146-148 Jefferson Ave. **DETROIT**  
Selling Agents BOSTON RUBBER SHOE CO.

high toe freak, the pattern maker of a certain Western shoe factory recently said: "If the man in the lasting room of a shoe factory does not go crazy it is because he hasn't any mind to lose." But the most pronounced knob toe of recent times is not to be mentioned in the same breath with the toothpick toes of some years back; nor yet with some of the freakish footwear creations of earlier days—for instance, the high-heeled monstrosities of the early half of the eighteenth century. If our friends of the lasting room have trouble with such a trivial thing as a high toe, what would they say if they had to fashion some of those eighteenth century footwear modes?

It is frankly admitted that the toe of the shoe has much to do in determining its style-feature. The full round toe is proving a good seller. This toe goes best with a shortened forepart. This is a feature that was applied first to women's shoes. It would appear that the foreparts in both men's and women's shoes have been shortened to the limit. In many sections the swing last is still popular; in the cheaper grades and in shoes for young men who incline to ultra smart effects in their footgear the "swing" is still rather pronounced. The sole extension effect is not as noticeable as it was several seasons back.

So, take it all in all, extreme departures of any sort are not pronounced in any of the popular lasts for men. Current styles are characterized by sanity and restraint. This is particularly true of shoes of the better grades. For all of which we may be profoundly thankful.

While I was in the shoe section of a big department store the other day a young man came in and bought a pair of \$6 patent bluchers. They were built on a pleasing last—toes medium and normal as to height, soles heavy, heels military. The young man liked the shoes; and the fit was certainly excellent; but the heels were not quite high enough for him. Drawing from his hip pocket a folding rule, he placed it on the heel and said: "This heel is only one and three-eighths inches high. I want you to build it up to exactly one and three-quarter inches. I always wear a heel just that high." This the obliging clerk promised to do at an extra charge of 25 cents.

Some men would, perhaps, object to a heel of that height, and there are people of an argumentative turn who might assume that it is positively injurious to the health to tilt the foot to such an angle, arguing that it must necessarily throw too much of the body's weight on the ball of the foot, etc.; but, as a matter of fact, some men can very readily wear heels that high, and I have found men who claim to wear such high-heeled shoes with comfort. Maybe the comfort is more imaginary than actual. But if a man thinks he is comfortable, what is the difference? If high heels are a style element (as some people think), then the stylishly-inclined young

man who has high heels will feel comfortable upon them, and he will look with favor upon any shoe dealer who makes it easy for him to get what he wants. So, if you are a dealer, I should advise you to build the heels up to any desired height, when so requested. Cid McKay.

#### Of Laughter.

He can be said to have won the game of life who at the last can laugh. It was no blasphemy, but a far vision of Nietzsche's, that led him to say that the last Savior who would come to mankind would laugh instead of weep. That final speech of O. Henry, the short-story writer, was finer than any story he ever wrote. Just as he was dying he turned to the doctor and said: "Pull up the curtain, Doc. I'm afraid to go home in the dark." The speech had in it wide courage and a sense of values. One forgives the royal Charles much frivolity for the sake of his dying speech, "Gentlemen, I fear I'm an unconsciousable time a-dying," and any one who has suffered much alone knows all the pathos and the fun in the crippled Heine's complaint that it was too bad of the German philosophers to abolish God—"for who, pray," said he—"who am I to groan to at night after my wife has gone to sleep, if there is no God?"

In youth, when we are whole and vigorous and trustful of this enveloping life, we may easily prefer tragedy. We indulge a brave desire to understand life and to know it at its worst. No rectified and decorated world, no polite reserves, will assuage our thirst for reality. We are obtuse enough and sound enough to bear the highest pitch of anguish; indeed, it takes a good deal of sensation to rouse our feelings, so thickly are we encased in coursing blood and wholesome flesh. But there comes a time when the luckiest among us bear the scars, if not the open gashes of the battle. The good, strong bones that held us upright and gave our eyes a level glance across the field of life, are mashed and broken on the wheel or bent by labor, and then we ask for illusions, for comedy, for diversion, but, above all, for laughter; sane, courageous laughter. Broken, burdened, helpless as we are, none of us very much to be envied, none scathless, he stands highest who still can laugh. Laughter means that man can still restrain desires, still bear up under torment, still see himself in so large a setting that his personal fate seems small. Anger and contempt and bitterness are all equally silly. They leave us unaware of our relativity. One man's place in the universe is no great matter. The bag of life is deeper than any man's hand has reached. No man of far vision accepts a final despair since beyond the farthest stretch of vision spreads infinite space.—Harper's Weekly.

A man is apt to think he is having a moral awakening when he begins to sit up and take notice of his neighbor's sins.

## Michigan Ohio and Indiana Merchants

have money to pay for what they want.

They have customers with as great a purchasing power per capita as any other state.

Are you getting all the business you want?

The Tradesman can "put you next" to more possible buyers than any other medium published.

The dealers of Michigan, Indiana and Ohio

## Have the Money

and they are willing to spend it.

If you want it, put your advertisement in the Tradesman and tell your story.

If it is a good one and your goods have merit, our subscribers are ready to buy.

We cannot sell your goods, but we can introduce you to our people, then it is up to you.

We can help you.

Use the Tradesman, and use it right, and you can't fall down on results.

Give us a chance.

The Tradesman  
Grand Rapids

## STOVES AND HARDWARE

### Selling Hardware at a Profit—How To Make It Easier.

The difficulties under which one merchant labors are so different from the difficulties which beset another that 'twould indeed be a hard matter to establish a fixed rule for all to follow.

The one great factor that makes for successful merchandising is publicity—"Advertise." If you can not advertise through the medium of your local paper, perhaps you have not advertised in those which have the largest circulation in the section tributary to your business, and do not confine your advertising to mere newspaper notices, that John Jones sells fencing! Study the wants of your people and produce that which they need, and conduct a campaign of education among them.

Make your store a constant source of advertising. Make the personnel of your employes a living advertisement for your business. Then there is the same old argument of good buying, that goods well bought are half sold. That is true in a large measure. Some merchants are prone to pay a little more for goods from one man than another, but it is only because of the superior salesmanship and personality of the representative of the other house.

Be sure that all your goods are marked with the cost and selling price, and adhere to the one-price system. "A square deal for all," and few of your goods will be sold at a loss. I believe that the habit of some merchants of loading up with what I will designate "dead stock," i. e., shifting periodically from one firm's line to another, thus having odds and ends from several lines scattered around the store, works to more disadvantage than otherwise, for surely you have to sacrifice on the sales of these goods and you are at the disadvantage of showing the good qualities of one line against the other.

Keep a good line and keep that line full. Keep the repairs for those lines and you will have no trouble in getting your profit.

If you are hard pushed by keen competition remember that no one man can possibly get all the business, therefore, throw a little extra energy into the conduct of your business. Clean up the store. Brighten the goods. Put a new front in the old store. Take advantage of every avenue for getting people into your particular place of business and have something of interest to show them. Instruct your clerks in an entertaining line of talk of your goods. Main-

tain a fair margin of profit, for in ninety-nine cases out of 100 the other fellow is not selling his goods at a loss unless he knows they are out-classed and desires to restock with an up-to-date line.

Insist that your help be always courteous, and that although there be no immediate prospect of a sale, require your help to be ever ready to assist in the tying of the horse of your competitor's customer, should the opportunity offer, in front of your store.

Treat all people as though they were human beings, including your own help, and thus inculcate the same spirit into their natures. Keep your store clean, your business clean and advertise in all ways possible, and you will always find your profit on the right side of the ledger.

C. F. Kellogg.

### A Municipal School for Hardware Salesmen.

In Birmingham, England, a city which is to be credited with a progressive spirit in commercial matters, as well as in the broader questions of the day, systematic efforts for the instruction of hardware salesmen are being made under municipal auspices. The object of the movement is to educate the salesmen in the retail hardware stores so that they may be fitted for their work by practical instruction in the arts of salesmanship and also by the knowledge imparted in regard to mathematics, drawing, sheet metal working, metallurgy and technical ironmongery. If this can be successfully accomplished an excellent foundation would be laid for intelligence and skill in a difficult branch of business. As an incentive to regular attendance and good work examinations are held at the end of the session and prizes awarded to those entitled to them. A significant feature in this hardware school is the fact that it is established and conducted by the city.

In this country there are comparatively few schools for the education of salesmen in any special branch of business, and efforts in this direction are usually the result of private or individual interest in the matter. Occasionally we hear of local associations of hardware clerks, for example, in which they discuss or study subjects directly connected with the hardware trade, in the effort to get such information and suggestion as they can, which will be of practical service to them and accelerate their knowledge of the business. The goal at which they aim is that they may, as the result of their training and ex-

perience, become well posted hardwaremen, a term which implies a wide and detailed knowledge which can be acquired only slowly, but is invaluable for the hardware merchant and should be the basis of a successful career. Whether it be in formally established schools, as in Birmingham, or in efforts made in separate hardware stores or even by individual clerks or merchants to acquire a knowledge of hardware, there is in such cases the recognition of the fact that the hardware business, in order to know it well and conduct it wisely, needs to be studied systematically and persistently. Indeed, one of its charms is that it is never mastered, and that new developments are constantly adding to its interest.

### Advertising a Growing Force.

For your own business welfare do not fail to grasp the fact of the rapidly growing force of advertising. It is an influence, a power, which can not be ignored, and which you should invoke.

The business battle ground was formerly in the store. In former times when the consumer wanted something he went to his store, and on the floor was fought out the question whether he should buy of that store, or some other store.

To-day the battle ground is in the home of the consumer. There he receives circulars, letters, booklets and reads advertising appeals in newspapers and magazines. There he decides whether he shall write an order to some distant city, or whether he shall visit you and buy in person.

If you have not kept before him with your advertisements, as have the others, there is danger that he may not think of you at all when his buying time arrives, but may order elsewhere by mail.

But if you, too, have been adver-

tising to him by newspaper, circular and letter; if you have told him why he should buy of you instead of buying from a distant establishment; if you have convinced him that you can give him better service than others; he will give you the preference and will come to you to buy.

## Acorn Brass Mfg. Co.

Chicago

Makes Gasoline Lighting Systems and Everything of Metal



A Good Investment

PEANUT ROASTERS and CORN POPPERS.

Great Variety, \$8.50 to \$350.00

EASY TERMS.

Catalog Free.

KINGERY MFG. CO., 106-108 E. Pearl St., Cincinnati, O.

Established in 1873

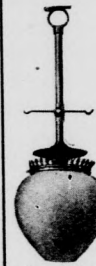
Best Equipped Firm in the State

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.

**Building Paper Trade.**

With the cold snaps of early winter stirring many districts into a frenzy of business bustle, the hardware merchant in such sections is finding his hands full and is improving every chance to fill the till and lower the stock before January brings a retail lull and inventory.

It is always a pleasure to drop into a country hardware store at this season and see the slow moving farmer of last summer merged into the busy man who jumps from a wagon just unloaded at an elevator or warehouse. He is all business now and wants to pay up the old bill or get his packages and hurry homeward for another load of produce that will square up his accounts. The merchant who is unfortunate enough to have few such customers is reminded of his own empty coal bins and given the nerve to pound the slow ones up.

The villager who was so busy whittling and telling yarns on the sunny side of the grocery store during the warm months has suddenly remembered the corner hardware store, where he is the busiest man in the community as he anxiously waits for those nails and roofing caps which will hold a coat of tarred paper on his shack before night. A knot hole or an open crack on a cold night will inject more hustle into one of those fellows in a single night than a complete commercial course can into a book made merchant in a lifetime. In fact, a touch of sharp weather makes us all think of our summer's wages and fills us with energy and new resolves. By the way, you may not handle tarred paper or threaded felt, but it is such an inspiring subject to a lazy man that I can't leave it alone.

Most country hardwaremen are selling building and tarred paper these days, and many of their city cousins, especially in the outskirts of large towns, are finding it to be live, profitable stock that sells fully as rapidly as window glass in an air gun neighborhood. I have often thought that if I could be assured of all the window glass trade in any community it would pay to give away air guns every Saturday afternoon. Building and tarred paper are particularly good sellers in lumbering or farming districts where all kinds of temporary shelters must be made warm in a hurry just before winter.

There are hundreds of hardware merchants buying paper in car lots who would hesitate before buying such quantities of many other commodities. It is a most simple stock to handle, does not have to be sold in broken lots, and usually goes to the customer who wants quick action and will pay a profit for it. It moves very rapidly when the season is on, and in more ways than one is very desirable stock to the merchant who is out after real live selling additions to his business.

Tarred paper has other uses than keeping moths out of your winter furs or preventing frosted feet on Christmas poultry. I saw it put to a most practical use in a store not long ago. A partitioned bin had been

built at the back of the store out of matched flooring for the accommodation of axe handles, and the entire inside as well as the tight fitting hinged cover was lined with tarred paper. The manager told me that his axe handles were always straight when stored there and that they retained their elasticity. It's great to own a stock of axe handles that are not brittle, and we all know the kind that are as crooked as reform aldermen. Mixing them with good ones don't move them either.

The thoughts of the one or two crooked axe handles in every crate has twisted me from the paper subject so I shall stop, as it was a whiff of tarred paper that forced upon me the memory of that profitable old friend and reminded me of the fall and winter opportunities such special lines hold for us hardwaremen.

A trial order will convince you that this line is too good to leave entirely with the lumber yard that stocks builders' hardware. While we are on the paper subject, let's go out in the wareroom and tear a small piece off a roll of any one of the many so-called fire-proof roofings and apply a match to it. By the bright blaze of our sputtering torch let's wonder together why the manufacturer wrote "Fire Proof" on something which sells even if he has lied about it.—The Iron Age.

**Catalogues as Text Books.**

Hardware has long been recognized as one of the most complicated and difficult branches of business, and in spite of much that has been accomplished to facilitate obtaining a knowledge of it and to make it easier to carry it on, it is still the work of many laborious years to master it even fairly. This, however, should not lead to a disregard of what has been done for hardware merchants and those who aspire to be hardware merchants in furnishing them aids in their quest for a knowledge of the trade. A tendency of the times is to let light in wherever it is wanted—and sometimes where it is not wanted—and to make the giving and receiving of information serve business ends. The literature issued by the manufacturers is an example of this. Their circulars and catalogues are voluminous and finely illustrated, and if often deficient in not going into sufficient descriptive detail, still convey abundant information in regard to the various products. The same thing may be said, with perhaps greater emphasis, of the catalogues of the jobbers. These are marvelous compendiums of information about a bewildering and constantly increasing assortment of hardware articles. Such catalogues a few years ago were comprehensive and told a great deal, but recently there has been a marked advance in them as they have become more thoroughly descriptive as well as larger and more complete. The result is that the merchants using the books, or the clerks studying them, can take a very broad and very definite outlook into the great hardware field.

**The Road to Ruin.**

There is one, sure, quick, easy road to commercial ruin, and every year sees thousands of retailers traveling that road.

That is to let the "stickers stick."

No buyer is so shrewd that his stock will gather no slow-selling goods, but it is his own fault if they stay there.

Every one of the much-talked-of big city stores has an iron-clad rule which no buyer dares to ignore: Seasonable goods must not be carried over, and no stuff must be kept on hand beyond a certain time.

Watch the advertising of these houses. See them knife the slow-sellers. They don't call them stickers, of course, but you, who have been there yourself, can read between the lines.

If laggard goods will not sell at one price, the knife goes in again, and if need be, yet again, until the desired result is secured.

The first loss is the smallest loss;

the longer you wait the less the goods are worth. A dollar invested in quick-turning stuff soon becomes two dollars.

In "stickers" that linger on the shelf, a dollar quickly shrinks to fifty cents and by and by to nothing.

An article is worth, not what it costs, but what it will bring. Goods that have outstayed their welcome never improve in value. Tied up money earns you nothing. Better have one dollar in merchandise that turns over and over and earns you a profit at every turn than three dollars in shelf-warmers.

There is always room at the top and in a Masonic lodge a man has to work up to it by degrees.

**Columbia Batteries, Spark Plugs  
Gas Engine Accessories and  
Electrical Toys**

**C. J. LITSCHER ELECTRIC CO.**  
Grand Rapids, Mich.

## Get the "Sun Beam" Line of Goods For Fall and Winter Trade

Horse Blankets, Plush Robes, Fur Robes  
Fur Overcoats, Fur Lined Overcoats  
Oiled Clothing  
Cravenette Rain Coats, Rubber Rain Coats  
Trunks, Suit cases and Bags  
Gloves and Mittens

These goods will satisfy your customers and increase your business. Ask for catalogue.

**Brown & Sehler Co. Grand Rapids, Mich.**

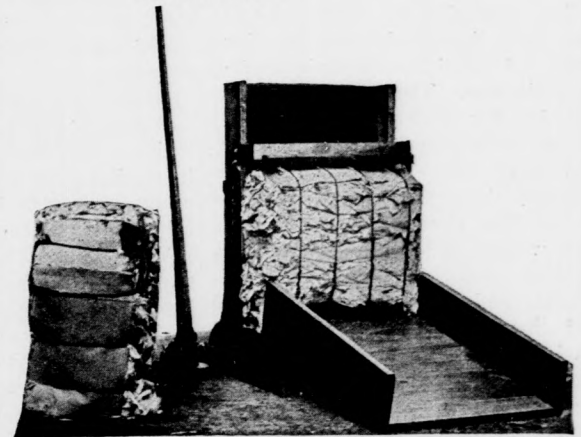
## Your Waste In the Way

Something to Make Every Pound of Your Waste Paper Bring You Good Dollars

### The Handy Press

For bailing all  
kinds of waste

Waste Paper  
Hides and  
Leather  
Rags, Rubber  
Metals



Increases the profit of the merchant from the day it is introduced. Two sizes. Price \$35 and \$45 f. o. b. Grand Rapids. Send for illustrated catalogue.

**Handy Press Co. 251-263 So. Ionia St. Grand Rapids, Mich.**

### THE HOLIDAY EXTRAS.

#### A Council of Clerks Would Benefit the Selling.

The merchant who treats his help well and pays them fair salaries has every right to expect in return a cheerful extra exertion at the holiday season. But he should not regard the strain of the extra hours and the added rush as an insignificant matter. It is wise to remember that the strain is apt to show first in the temper. The brain invariably gives out before the muscles. In the case of the sales people there is a strain on both the muscles and the brain.

It is well for the merchant to call his helpers together before the great rush of the holidays and say a few words to them on the subject of the extra work, and what he expects of them. He may intimate that he has a right to this extra service, but he will wisely bring out the fact that he appreciates the efforts of his helpers. Sales people are a little apt to consider themselves somewhat abused when work is extra heavy, and if this feeling can be done away with or prevented in a pleasant fashion much is gained for the good of the store. If they are fairly treated and justly paid they grow to understand that the success of their house means their personal success, and extra labor means, indirectly, extra reward.

#### Know the Stock.

There comes a time in the development of a general store where it is a little difficult for the merchant to tell whether he should confine his salesmen to one special department or give them the "run of the store."

When the store is small the stocks limited, and the variety not great, one clerk can, within a short time, learn the stock so thoroughly that he or she can sell goods successfully behind any counter.

But the store grows. More departments are added. More goods are coming in. The cabinets, racks and cases are crowded full. The store building is enlarged, perhaps, and more cases and drawers and storage places for stock provided. As this development goes on, there comes a time when it is dangerous to the store to trust to one clerk making the most of every department.

For example, a certain woman went to a dry goods store not long since and asked for a certain kind of baby dresses. The store was a big one, but the clerks were trusted to sell goods in any department. Whatever clerk first nailed the customer followed that customer all over the store. The clerk who was piloting this woman around was not very familiar with the line of goods sought, and after hunting around said they had none of the desired goods. The customer went elsewhere and bought a dozen of the dresses. A few weeks later the same woman happened to drop into the same store, and saw some of the exact kind of baby dresses she had been looking for before.

"Why, I thought you didn't have any of these?" she said to another

clerk from the one who waited on her the first time.

"Oh yes, we have had those in stock right along. We always carry them," said the clerk.

The store lost a good sale, because the first clerk didn't know the stock.

It would be a very beautiful and convenient thing if every clerk could be taught to know every item of stock in every department, but the store is bound to outgrow such a condition, if it is a growing store. The proprietor must guard against this. It is of vital importance that the clerk know the goods, and know where to get them.

There is a vast difference in the capacity of clerks for knowing the stock, and that, too, must be taken into consideration.

#### Better Goods, Better Results.

Given two stores wherein the total sales are the same and all other conditions, except the grade of goods carried, are equal, the store in which the average sale is 50 per cent. larger than in the other will require a smaller number of salespeople, fewer cashiers and wrappers, a smaller delivery force and less supplies (paper, twine, etc.). Its complaints from customers will be fewer; its annoyances will be materially reduced; competition will be less keen, while net profits will be larger.

Since all the indications so plainly favor the store having the larger average sale, why do so many merchants continue a policy that directly tends to lower the tone of their business, that creates demand only for the cheaper grades of merchandise—conditions which always mean a low average sale?

Holding special sales almost without cessation, giving prominence to seconds in these sales, substituting inferior goods for standard, dependable merchandise and always quoting "cheap" goods in the advertising—these are some of the ways of reducing the average sale of the store.

The folly of holding a clearance sale of furs in June or of attempting to close out a left-over stock of straw hats in October is clearly apparent. Nevertheless, some retailers will hang on to merchandise of various sorts until after the season for it is practically closed; until the style is no longer in vogue, or the demand, for some other reason, has largely ceased.

Better take a stiff mark-down on odd lots of goods while there yet remains a call for them, and succeed in closing them out, than delay a few weeks and then lose all chance of selling the stickers at any price.

When you (or one of your buyers) make an exceptionally fine purchase through which you obtain a lot of desirable merchandise at considerably less than its previously quoted value, what do you do with it? Do you, when advisable, let your customers share in the advantage of the low purchase price, or do you invariably "hog it all?"

The latter course would indicate that it is your usual practice to break prices on merchandise only when

market, trade or stock conditions oblige you to do so, and that your customers pick few or no plums in your establishment.

Nothing takes the place of valuing in a retail store. Nothing so surely builds up the business. Contrarywise, nothing tends more directly to trade retrogression than the policy of squeezing every cent of profit possible out of every article sold.

The holding of "bargain" (?) sales wherein the offerings consist solely of odds and ends of undesirable merchandise is not helpful but suicidal.

It pays to be generous while playing the merchandising game.—Dry Goods Economist.

#### Meat Market and Christmas.

There is scarcely a butcher in the country who is not cheered because of the thoughts of large profits to be made during the holiday season. It is the harvest time for merchants in almost every line, and the butcher shares in the general prosperity. But how to take advantage to the fullest extent of this harvest season is a problem hard of solution to a large number of butchers. There is no general answer to fit this question which can be applied in all cases. The preparations made by one butcher might be of no assistance to another, and what might be a big builder of trade in one locality might fall short of success in other places. There are some general directions, however, which every butcher can take to himself with profit. First of all comes the suggestion of helping along the holiday spirit by dressing up the market in holiday attire. Appearances will go a long way to attract trade, and at no time of the year are appearances so valuable as during this season. Decorated windows and interior displays naturally form the foundation of the butchers attempt to influence the holiday trade. The amount of goods to be carried gives trouble to certain butchers. They are afraid to purchase a large supply of turkeys, poultry, etc., because they are not certain that they can dispose of it, and, on the other hand, they do not wish to lose sales because of a short supply. How, then, are they to regulate the amount to be purchased by them? Butchers who have been at the same stand in previous years have a standard by which they can reckon. They know how large was the demand in previous years, and likewise they keep in touch with the progress of their trade, and can compute the increase from year to year with almost mathematical accuracy. Then, it is possible for the majority of butchers to get a good line on their trade by asking their customers to give their orders in advance. They promise to reserve the best for the customers who order ahead, and thus persuade them to fall in with this idea, which after all is better for the customer as well as for the butcher. When the matter of decorations and stock have been decided the experienced butcher gives serious attention to the things other than poultry or meats which

go to make up the holiday repast. Other things besides meats are in demand, and the meat and poultry departments do not comprise everything in the market of to-day. There are canned goods, vegetables, fruits, etc., and the wise merchant realizes that his customers need these goods and prepares to handle this trade.—The Butchers' Advocate.

The old proverb about "The bird in the hand" applies with special force to the customers a store has. An old customer is a real asset and every effort should be made to hang onto him. If he quits trading with you there is some real or fancied reason for his doing so. Do not let him go without a struggle; write him a letter and find out what is the matter. If he has a grievance fix it up with him. A steady customer is worth a good many dollars in the course of a year and no merchant can afford to lose one unless there is a very good reason.

### 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.



**Stop the Leaks.**

There is but one safe way to reduce the cost of doing business, outside of increasing the volume of trade, and that is by stopping the leaks and eliminating the drain upon the resources which do not give an adequate return in their stead.

If an opportunity is given to save money without in the least injuring efficiency or service, a retailer owes it to himself and his business to take every advantage of it. If a special delivery letter will do as well as long distance 'phone, the wire is a leak. If a two-cent stamp will serve the purpose, why buy a special delivery paster or call long distance? If three horses are kept and one is idle any part of the day, dispose of the horse and try to get along without.

If the bookkeeper is busied all day long with books that are behind the time, get a system that is modern and put a part of the bookkeeper's into something productive. Cut out advertising just to please some one, and be sure that every advertisement is placed where it will bring returns—or ought to.

These are the leaks which the study of practical store accounting will point out. Practice will stop them. Study your business, not in its entirety, but in every department, lock, stock and barrel. If you are not making the money you think you should, don't look down the barrel to see why the hammer will not go down, or why the trigger will not

work. The papers are full of tales of what happen to those who do it. Take the gun to pieces; find what is wrong, oil it and see that no old rusty load stays in the barrel. See that the sights are clean and point true.

Then go after big game. The arm may be an ancient one, and again it may be a very capable one. All it needed was a little fixing and attention. Business is very much like a fowling piece. It shoots best when it is in good shooting order.

**Clerk Salaries.**

Before a good clerk comes up and strikes you for an unwilling raise which makes both of you sore and hurts the business, revise your payroll toward the new season by spontaneous advances to such as deserve it, and cement their loyalty to your affairs by this indication of your interest in their advancement. If you do not, you will lose someone you want to keep just when you can least afford to part, or you will get a "touch" at the season's zenith, which, if yielded to, will be accorded and received without graciousness and will act on other employes as a sign of how to extract from you a justice you can not see without a "hold-up." The public, too, "loveth a cheerful giver." And, besides, a voluntary increase, accompanied by a few words of kindly appreciation will go farther with the clerk and be more satisfactory to both sides than twice the amount if the clerk must first ask for it.

**Salmon Market.**

Although the 1910 salmon pack has hardly been completed, and is not yet entirely delivered, jobbers are already endeavoring to place orders for the 1911 pack. The situation is unprecedented in the history of the salmon industry. It is altogether too early to commence to talk of 1911 salmon. Packers and brokers do not care to enter into any contracts nine or ten months before they have any fish to offer. The 1911 pack, however, will come onto a market absolutely bare of canned salmon. The supply will be cleaned up earlier than at any time in the history of the industry.

There is no more red salmon to be had from packers at any price. Record prices could be obtained if there were any fish to be had. In some instances jobbers who have small lots of fish have been offered from 15 to 40 per cent. more than they paid for their fish by other jobbers who have contracts they would like to fill.—Seattle Trade Register.

**Competition.**

"We want to organize the merchants here and shut out competition," remarked one merchant to another when the subject of a merchants' association was under discussion.

The idea is a mistaken one.

The object of merchants' associations should not be to shut out competition of a legitimate character.

It is a good thing for the town,

and a good thing for the merchants, to have legitimate competition.

No doubt there are some towns where the efforts of the local merchants have been devoted to discouraging other business houses from coming in, but such towns are rare. The tendency of merchants is to encourage new business concerns.

But the illegitimate competition is fair prey for the merchants' association. The itinerant, the fly by night, the here to-day and away to-morrow, establishments that pay no rent, give no guarantees and have no responsibility—they are the concerns to get after and to get after hard, and the only way to get them is by organization.

**Show Your Merchandise.**

How in the wide world do you expect people to know what you have in your department if you do not show them—if you do not get enthusiastic about the goods that are there and tell them about them.

What of it if people do not ask for everything that is in your line every time they come in? When you have things, every department has them, that customers would be interested in, ask for a few moments of their time and show them some of the new things that they will be interested in. People are always willing to take time to look over new and useful things that a store like this always has coming in to show all the time.

# Highest Grade Canned Goods

PACKED BY

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

We operate three model plants, including the largest and best-equipped pea packing plant in the world.

Peas packed fresh from the field by automatic continuous machinery, under perfect sanitary

conditions. All water used is from artesian wells. Skilled helpers, expert processors

—all under personal observation of experienced packers—give to the

## HART BRANDS OF FRUITS AND VEGETABLES

Distinctive character and make them TRADE WINNERS AND TRADE HOLDERS

Send for Catalogue

Ask Your Jobber for Hart Brands

## W. R. ROACH & CO., HART, MICH.

Factories at HART, KENT and LEXINGTON—All Model Plants

Judson Grocer Co., Distributors, Grand Rapids, Mich.



### "A Salesman."

When the train pulls in and you grab your grip,  
And the hackman's there with his frayed out whip,  
And you call on your man and try to be gay,  
And all you get is: "Nothing doing to-day."  
Then you're a peddler,  
By Heck, you're a peddler!

When you go into a town and call on your man,  
"Can you see me, Bill?" "Why, sure I can."  
You size up his stock—make a rough count,  
And "Bill" presently says: "Send the usual amount."  
Then you're a drummer,  
By Heck, you're a drummer!

When you travel along and everything's fine,  
And you don't get up 'til half past nine,  
When you see each concern and talk conditions,  
And send it all home with many additions,  
Then you're a traveling man,  
By Heck, you're a traveling man.

When you call on the trade and they talk "hard times,"  
"Lower prices" and "decided declines,"  
But you talk and smile and make the world look bright,  
And send in your orders every darned night,  
Then you're a salesman,  
By Heck, you're a salesman.

### Indiana Travelers Seek Protection, But Not Bar Rooms.

Probably no man in Indiana saw such dire disaster approaching his community as the result of voting out the saloon under the county option law as did the hotel keeper. He could see more red ruin after he was compelled to close his barroom than any four stump speakers in the country. Everything, in his opinion, was knocked galley west and crooked just the moment the people declared that the saloons in any given locality must go. He began to get a grouch—if he did not have one already. He raised the rates, and lowered the standard of his meals. He fed 'em on cold storage stuff and canned goods of an inferior grade. He paid little or no attention to the sanitary condition of his hotel and he blamed all the evils with which the traveling man has to contend on the county option law, and the hotel man sat up late at night in order to curse that law.

I am not going to argue whether a "wet" town or a "dry" town is the better. I am not going to say that the increase in rates is due to the eliminating the barrooms from the hotels, nor will I contend that feeding the unfortunate traveling man cold storage stuff is the result of the high cost of living. Nor do I propose to locate any particular hotel or say these charges apply to all hotels and all landlords.

The Indiana Hotel Keepers' Association took a very active part in the last campaign as it had a right to do, and there is no doubt that it contributed a great deal to the Democratic

success, although I doubt the claim of some of its members that it turned over to the Democrats fifteen thousand Republican votes.

And now the Hotel Keepers' Association has become chesty and says: "Take it from me—I am the loving kid that did it." All right, let it go at that.

There are in Indiana about seventeen thousand traveling men, and I think I am not putting the number too high when I say that of that number 16,700 do not care whether there is a saloon attached to the hotel at which they stop. The traveling man of today does not transact his business in the barroom of a hotel, nor does he spend his evenings after his day's work is done, shaking dice over a sloppy beer counter or making rings on a bar room table. The man who used to do that sort of thing is not on the road any more. Nor does he particularly object to the hotel man having a barroom attached. If that is the sort of thing the people of the community like, why it's all right with the sample case man.

But when the butter is so violent that it has to be chained to the table to keep it from "smashing" the glass-ware, or there is so much formaldehyde in the meat that it almost bleaches the hair of the man who eats it, the traveling man believes he has a good reason to kick.

The average traveling man has long ago found out that it does not do much good to kick to the average hotel keeper. The night clerk may fail to call him, or the porter may fail to awaken him for the early train; his baggage may be left through the negligence of the hotel employes, the sheets on his bed may be dirty and his pillows may contain crushed donicks instead of feathers; he takes it as part of the game and says to himself, "well, that's what you get for being on the road."

But he has another remedy. The Hotel Keepers' Association has a committee that will attend the legislature and demand that the county option law be repealed, that the saloons may be attached once more to the hotels. The traveling men also have a committee that will wait on the legislature and ask for some laws that will help them out a little on the pleasant side of life and aid in getting for them what they pay for.

No traveling man, nor the man who employs him, objects to hotel prices if the returns are adequate as compared with the rates. They do object to paying for fresh country butter when they have to eat oleomargarine—and there are at least a dozen

hotels in Indiana that serve "oleo" and do not have up in their dining rooms the sign announcing that fact, as is required by the federal law. So the legislative committee of the traveling men's associations is going to ask that the hotel keepers do something besides furnish barrooms. They will ask that the pure food laws be more rigidly enforced. They will ask that the pure food inspectors go into the kitchens of the hotels and see the staff before it is cooked and set out in the dining room. They will ask that the meat be examined in the refrigerators and not after it leaves the frying pan or the pot. They will ask that the sanitary inspectors go out in the back yard and examine the premises close to the kitchen and that the garbage be properly disposed of, and not permitted to decay within easy smelling distance of the cooking room.

The traveling men will ask for a more thorough inspection of the hotels and better arrangements for escape in case of fire. And to do this they wish better inspectors, that is, more competent inspectors.

The Aveline hotel at Ft. Wayne was inspected a short time before it sent so many of the boys to death. But the inspection was made by a glass blower, who through political influence was made a state inspector. There are hotels in the state that are without fire escapes. There are hotels in the state that have elevators that endanger a man's life every time he steps inside them. There are some hotels in the state from which not a soul above the first floor could escape if a fire broke out.

The traveling men do not propose any attempt to regulate the hotel rates. They took little or no part in the contest for or against the saloons. In casting their votes on election day scant consideration was given the county option question. Nor will they ask the legislature for laws regulating the liquor traffic. The very large majority of traveling men are of clean personal habits. They leave their homes and loved ones on Monday morning and spend their lives until Friday in the hotels and on the trains, hustling for their employers. And all they will ask from the Hotel Keepers' Association is better protection for their lives and health while they are away from their homes. This they will ask for and they will ask for it out loud. The only way they can get it is by means of the law and the enforcement of the law.—W. H. Blodgett.

### Learn From the Travelers.

There is a means by which a knowledge of hardware is disseminated which might be of even greater influence if merchants would make proper use of it. The last half of the nineteenth century was made notable commercially by the sending out of multitudes of traveling salesmen who were constantly visiting the merchants, large and small, often forming pleasant personal relations with them and thus contributing in many ways to the activity of business and the knowledge and intelli-

gence of the trade. These salesmen are experts in their different lines, not only knowing, with greater or less thoroughness, according to their ability and experience about the goods they sell, but also having a fund of information about other lines. With their geniality, courtesy and knowledge they have a large part in diffusing information in regard to hardware, and thus sending important aid in acquiring a mastery of the business. Some merchants make the mistake of not deriving from traveling representatives the information which is thus within their reach of not using at all adequately this source of trade information. With the many, however, who appreciate the value of these opportunities, it is a serious problem in the overcrowded hours of a busy day, to find time to give these traveling representatives the attention they deserve and to receive from them the information they are so competent and so willing to give.—Iron Age.

## 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.

## The Breslin

Absolutely Fireproof

Broadway, Corner of 29th Street

Most convenient hotel to all Subways and Depots. Rooms \$1.50 per day and upwards with use of baths. Rooms \$2.50 per day and upwards with private bath. Best Restaurant in New York City with Club Breakfast and the world famous

"CAFE ELYSEE"

NEW YORK

When you see a traveler hustling extra hard make up your mind his object is to reach Grand Rapids by Saturday night. Sunday passes quickly at

## Hotel Livingston

Grand Rapids, Mich.

**What the Buyer Knows.**

How much does the average buyer know about merchandise?" I asked a traveling man the other day.

"Not a great deal, so far as detailed analysis is concerned," he replied, "and it isn't necessary that he should. Now, there's Harry May, up at Sawyerville. He is one of the most successful buyers in his district, and he never tries to see whether he is getting the lowest price or not so much as to ascertain what the merchandise will bring and still pay him his margin of profit.

"He picks up a piece of goods and looks it over critically and decides what he can sell for before he even asks the price. Then, if there is sufficient difference between the cost and selling price he is satisfied. He told me one day that price paid did not worry him so much as to getting the most desirable goods, and that he would willingly pay a higher figure for something that would move instantly and give satisfaction to the one that got it than to buy the other sort of merchandise 25 per cent. under the market.

"There's another fellow in the next town. He buys for Johnson's store there—a second-rate sort of a place. He is one of those fellows that tries to remember what every one quoted him. He goes through my line and picks out stuff, gets my prices and then tells me what So-and-So offered him the same thing for two months ago. He thinks he can remember qualities as long as that.

"And another insane idea that he has is that he can figure out what certain things ought to cost. True, he can come somewhere near guessing the manufacturer's cost of some things, but he does not take into account that conditions of production are not the same all over the country. He is always trying to buy at less than market price, and if you have a job of undesirables to unload all you've got to do is to quote him a price and wait for him to 'come back' at you with a lower one—probably about what you had intended to get for the lot.

"Now, I've been on the road for nearly twenty years, and I've seen lots of buyers and you can take it from me that the successful ones always bear the probable selling price of an article in mind when they are making their selections, and that the selling price is of greater importance to them than the cost. If a buyer will give his business to reputable houses that will do the right thing by him in the way of prices and turn his whole attention to getting the things that will sell quickest, he is bound to be successful, for not one buyer in a hundred, especially in the smaller stores, is a competent judge of prices.

J. W. F.

**The Drummer's Trunk.**

The unaccustomed traveler is likely to have a number of pieces of hand luggage to look after and bother about, but the drummer traveling all the time tries to spare himself all such trouble.

On the platform of a railroad station stood a trunk, not one of the cardboard variety with gingerbread corners that would fall apart if you dropped it off a wagon, but a rugged trunk that wouldn't even bounce if you slid it off a roof. When the owner of the trunk came along he placed a hand bag he was carrying on the platform for a moment and unlocked the solid looking trunk and threw its lid back. Then he dropped the bag into a compartment within which it just fitted, and then out of another compartment which it just fitted he lifted and set down on the platform a sample case. Then he dropped the trunk lid and locked the trunk, and the next minute he was off with the sample case to see the people he wanted to call on in that town.

When he struck a town he didn't have to bother over lugging his handbag around with him or leaving it somewhere or getting it checked; he dropped it in his trunk and there's where he carried his sample case, except when in actual use. He could get all his belongings into one piece of baggage, his trunk, and the check for that he dropped in his pocket.

If course, not all drummers can get their baggage into this compact form. There are men who take along ten, fifteen, twenty trunks, a double truckload of baggage. But usually the man on the road has some scheme to save himself all unnecessary trouble; and few men are more resourceful than the drummer.—Kansas City Journal.

**Traverse City Council's Doings.**

Traverse City Council, U. C. T., No. 361, held its regular meeting Saturday evening, Nov. 26, and enjoyed the largest attendance since the annual meeting last February. Visiting members present were: John D. Martin, of Grand Executive Committee of Grand Rapids Council, No. 131; Brother A. Sempliner, of Cadillac Council, No. 143, Detroit, and Brother Fred A. Castenholtz, of Muskegon Council, No. 404.

J. G. Cornwall, Donn Evans, William D. Eaton and A. E. Ford crossed the hot sands in due form.

After the regular meeting the ladies of the Council served refreshments in the bouquet chamber. The room was profusely decorated with the colors of the order, pumpkins and corn stalks. The remainder of the evening was spent in dancing and the Traverse City Council closed one of its most enjoyable meetings with a membership of eighty-six.

**Indiana Travelers.**

Indianapolis—The seventh annual ball of Indianapolis Council, No. 4, U. C. T., will be given at the German Home Friday evening, Dec. 2. The arrangements are in the hands of Louis G. Adams, T. W. Rodebaugh, H. Kellenbach, William Bradford, Shell Brown and C. D. Rodebaugh.

The Commercial Travelers' Association of Indiana will give its annual ball Dec. 31 at the Board of Trade rooms in this city. Between

200 and 300 members are expected to attend.

The officers of the Commercial Travelers' Association of Indiana will go to Terre Haute Saturday to attend a meeting of the members of this Association, at which plans for enlarging the membership will be discussed and a definite campaign method outlined.

**Farmers Use Many Checks.**

The common belief is that wage-earners do not use checks in making payments to an extent worth mentioning. This is probably true, if by wage-earners is meant the manual laborers. People in clerical positions, with no larger income than manual laborers, are users of checks to a degree as large proportionately as wealthy people.

This is one of the conclusions in a report made public by the national monetary commission on "The use of credit instruments in payments in the United States." The report was prepared by David Kinley of the University of Illinois. The deposits in national banks by retail dealers on a selected date, March 16, 1909, showed that outside of reserve cities under the national banking law, the retail deposits aggregated \$36,255,308, of which \$24,929,620, or 68.7 per cent. was in checks. An examination of retail deposits in five agricultural states, leaving out cities of more than 25,000 inhabitants, indicated that checks are used more generally by farmers in making their payments than is sometimes supposed.

The five states selected were Illinois, Iowa, Kansas, Nebraska and Texas. Out of the total retail deposits in these states, amounting to \$4,984,181, the proportion of checks was 72.8 per cent; currency, 21.8 per cent, and specie, 5.4 per cent. The percentage in each state in the order of the highest ratio of checks was Nebraska, 78.5 per cent; Iowa, 75.2 per cent; Kansas, 74.4 per cent; Illinois, 70.5 per cent, and Texas, 68.5 per cent.

Farmers who in 1890-1896 had no surplus, now have bank accounts, and there has been a notable increase in payments by means of checks.—Finance.

**He Was Sick.**

In the bright sunlight on a railroad station in Georgia slept a colored brother. He snored gently with his mouth ajar, and his long, moist tongue resting on his chest like a pink necktie. A Northerner climbed off a train to stretch his legs, unscrewed the top of a capsule, and, advancing on tiptoe, dusted ten grains of quinine on the surface of the darky's tongue. Presently the negro sucked his tongue back inside his mouth and instantly arose with a start and looked about him wildly. "Mistah," he said to the joker, "is you a doctah?" "Nope." "Well, then, kin yo' tell me whar I kin fin' me a doctah right away?" "What do you want with a doctor?" "I'm sick." "How sick?" "Powerful sick." "Do you know what's the matter with you?" "Suttin'ly I knows whut's de matteh with me—mah gall's busted!"

**Good Will and the Christmas Present.**

A great deal of criticism is yearly poured out about the Christmas present. Some of it is deserved. The Christmas present that is a soulless exchange between reluctant acquaintances; the Christmas present that is the largest amount of worthless show for the smallest amount of value; the Christmas present that is beyond the giver's means or felt as an obligation by the receiver; the Christmas present that was somebody's else last year and is saved up and passed on; the Christmas present, in other words, that is machinery and pretence, and not the living, real thing—this ought to be criticised out of existence. But the real Christmas present is a different thing, whose critics judge themselves.

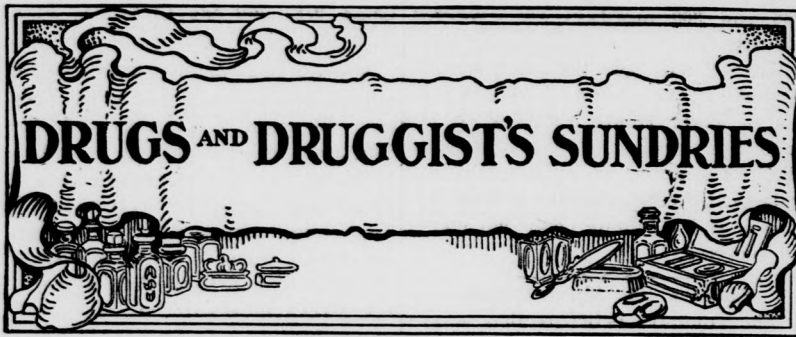
The real Christmas present is a concrete bit of good will and affection. The baby's first Christmas stocking—what family could argue calmly about doing away with it? The children's gift to mother, selected in conclave, and saved for enthusiastically—how much it means. The remembrance of friends, be they intimates of next door or divided by half the earth—what a fulness they give to the world-wide day! It is because of the sweetness of the Christmas gift that foolish people abuse it. They try to grasp too much, or to fill the empty place of the real gift with the simulacrum of it. Let each Christmas present be real—let that rule be held to—and all the joy is kept, and all the mistaken rush and overloading and nervous strain vanish. For real gifts are full of simplicity and love, and the spirit of Christmas is peace—peace and good will.—Harper's Bazar.

**Dreams of Youth.**

Professor Holmes, of the University of Pennsylvania, in a recent address, emphasized the importance of young men having dreams and visions of future achievement. He said every idealistic dream registered itself on the brain and contributed to the ultimate formation of character. And further he said:

"A young man must have his ideals energized by love or emotion. He must take steps to accomplish his visions and enforce his ideals. When he has learned to dream and at the same time be capable of positive action he has formed a character that will make him a power in civilization."

The trouble with young people is that they drop their dreams after getting out into society and business. They become engulfed in style and commercialism which amount to a withering blast to ideals and visions. Professor Holmes says it is a divine prerogative of the young to see visions. They can not have too many of them, for they enrich character and build up purpose. It is really a sad part of a youth's experience when he gets out into the world and mixes with its vanity and selfishness and drops his dreaming.—Ohio State Journal.



**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. Fanckboner.  
 Secretary—Wm. H. Tibbs.  
 Treasurer—Rolland Clark.  
 Executive Committee—Wm. Quigley, Chairman; Henry Riechel, Theron Forbes.

#### Soda Fountain Specialties.

**Marshmallow Creme Sundae.** Place a disherful of vanilla ice cream in a sundae glass and over it pour a sauce made of marshmallow paste, 1 part; simple syrup, 2 parts, and sufficient extract of vanilla to flavor. Top off with a little whipped cream and a red cherry. Place a few pieces of pink marshmallows around the edge of the sundae dish and serve with nuts or not, as desired.

**Chocolate Sundae.** Place ice cream in sundae dish and pour chocolate syrup over ice cream. Serve with glass of water, napkin and spoon.

**Opera Frappe.** Into a 12-ounce glass draw one ounce of coffee syrup, one-half ounce of caramel syrup, one ounce whipped cream and a little ice. Shake and fill with carbonated water using the fine stream mostly. Top with whipped cream.

**Cherry Blossom.** Mix thoroughly 1 dram essence of cherry, 1 dram essence of strawberry, ½ ounce extract vanilla, and 2 drams solution of citric acid with ½ gallon of simple syrup and color cherry red. Serve 1½ ounces in 12-ounce glass of soda, using 1-3 glass of ice.

**Cherry Bounce Syrup.** Mix thoroughly 2 pints of cherry bounce juice, and 1 ounce of solution of citric acid with 6 pints of simple syrup.

**Malted Milk Chocolate.** Chocolate syrup, 1½ ounces; sweet cream, 1 ounce; plain water, 2 ounces, Horlick's malted milk, 2 teaspoonfuls, cracked ice. Shake thoroughly, strain and fill glass with fine stream.

**Leghorn Chocolate.** Chocolate syrup, 1 ounce; vanilla syrup, ½ ounce; egg, 1; sweet cream, 1 ounce; small

amount of cracked ice. Shake, strain, fill with fine and coarse stream; top with nutmeg.

**Chocolate Bush-Wha.** Chocolate syrup, 1½ ounces; coffee syrup, ½ ounce; sweet cream, 2 ounces. Shake and fill with fine and coarse stream.

**Egg Chocolate.** Chocolate syrup, 1½ ounces; egg, 1; sweet cream, 1 ounce. Small amount of ice cream if desired. Cracked ice. Shake, strain, fill with fine and coarse stream; top with nutmeg.

**Egg Cho-Cola.** Chocolate syrup, 1 ounce; Coca-Cola, 1 ounce; sweet cream, 1 ounce; egg, 1; cracked ice. Shake, strain, fill with fine and coarse stream; top with nutmeg.

**Convention Day.** Fill a 12-ounce glass two-thirds full of shaved ice and add 1 ounce sweet mint syrup, 1 ounce of Welch's, a slice of orange and a sprig of mint. Fill glass with carbonated water, solid, and stir gently.

**Kansas High Ball.** In a glass mix the juice of 1 lemon, 3 ounces of Welch's, 1 egg, sufficient simple syrup to sweeten, half a scoop of cracked ice and a little plain water; shake well, jerk up with carbonated water, fine stream, strain and serve in 8-ounce glass.

**Pepsin Phosphate.** Solution of Pepsin, N. F., 8 ounces; raspberry syrup, 16 ounces; solution of acid phosphates, 4 ounces; syrup, to make 4 pints. M. Lime juice, orange, grape, and other phosphates are similarly made.

**Bronx Park Egg Phosphate.** Into a mixing glass draw 1½ ounces of pineapple syrup and add 4 dashes of lime juice and 3 of phosphate. Into this break an egg and shake thoroughly. Fill with carbonated water and strain into a 12-ounce glass.

**Lime Juice Flip.** Into a mixing glass draw 1½ ounces of lemon syrup and ½ ounce of lime juice, add 3 dashes of phosphate and a little ice. Into this break an egg and shake thoroughly. Fill with carbonated water and strain into a 12-ounce glass.

**Egg Lemonade.** Break 1 egg into a mixing glass. Use 1 or 2 lemons and syrup to taste; shake well with ice and use a fine stream of soda. Serve in a bell glass with nutmeg or cinnamon.

**Grape Lemonade.** Grape syrup and lemon syrup, each, ½ ounce; soda water, large stream, 7 ounces; a dash of acid phosphate. Stir gently with spoon.

**Lime-ade.** Lemon syrup, 1 ounce; lime juice, ½ ounce. Pour over fine ice in mineral glass, fill up with soda and stir.

#### Preventative Medicine.

Pharmacists can do much in the way of preventing infection from noxious germs, said J. P. Remington, of Philadelphia, in an address before the American Medical Association. Cleanliness has come in with the antiseptics, and asepsis is being vigorously exploited. There have been several practices followed by careless and ignorant druggists which have undoubtedly increased the death rate in the past. Bottles and boxes which have been sent straight from the infected sick room to be refilled, bottles for holding oil emulsions, and other medicines, are usually sent back without cleansing thoroughly.

Corks are particularly dangerous as germ bearers; corks which have been in the mouths of tuberculous patients are often picked up by infants, and as everything goes into the mouth of a baby, is a source of infection. The habit of not removing the old label from the bottle or box coming from the sick room, but passing the new one right over the old dirt is a habit which has been animadverted against for centuries. Unclean, germ-laden hands and fingers in pharmaceutical manipulations should be carefully guarded against, and the disgusting habit, sometimes seen, of using the mouth as a cork presser, by chewing the cork, in almost obsolete, thanks to continued preaching and teaching. Corks, bottles and boxes from infected sick rooms should be immediately destroyed; in fact, they should never leave the infected room. Prescriptions could easily be refilled by telephoning or having some member of the family, not infected, send a written memorandum giving the number and date of the prescription which is to be refilled, and then have the pharmacist send new containers.

The rejuvenation of corks, particularly for wine bottles and other beverages, is attended with considerable danger and whenever old bottles and boxes come into the store to be refilled they should be disinfected or sterilized, but far better destroyed, so that their power for increasing disease may be eliminated. The intelligent pharmacist, when he is once awakened to the necessity for taking up his daily burden in preventive medicine, will be enabled to do a vast amount of work of benefit to his fellows.

#### Why Stock Substitutes?

Why do some druggists stock substitutes for popular proprietary articles when they could make as much money by selling the original? Such druggists and their clerks go home at night leg-weary and tired after spending the day and part of the night telling the purchasing public they have something just as good, when by selling what is called for the profit would have been the same or nearly so and the labor infinitely less. We have yet to see any druggist achieving colossal success by such methods, stealing the thunder of the successful proprietor. The manufacturers of to-day include many of the brightest and ablest men in the business world. Most of them have also been

retail druggists. They have won success by the exercise of those qualifications and energies which will bring success to any one. Substitutes and substitution are a failure, looked at from any view point. They are bad business policy, alienating rather than attracting the public. The customer resents any attempt to switch him from one thing to another, considering it a virtual reflection upon his judgment. A store that gets a reputation for this sort of thing is foredoomed to failure. Substitution (even with the customer's knowledge and consent) is bad business; it is not good salesmanship, as some apologetists would have us think.

A consideration of the moral and ethical aspects of the question would not appeal to the substituter, hence we do not attempt it.—Practical Druggist.

#### Antitoxin and Diphtheria.

The widest possible publicity should be given to what the health department has to say on the subject of diphtheria. We quote from its last weekly bulletin, which reads:

"Antitoxin will cure practically all cases of diphtheria if the antitoxin in proper doses is given in time. It will prevent the development of the disease in those who have been exposed if the proper immunizing dose is given in time."

These are not idle or ill-considered assertions. Their truth is proved by a most instructive experience. The disease that used to make people hopeless may now be fought with confidence. And as the bulletin says, poverty is no excuse for failure to secure the necessary treatment to save life, since "antitoxin is free as water."

Go after the diphtheria on suspicion if there are any symptoms that suggest the disease. Don't delay an hour, but find out immediately what the trouble is and act accordingly. Learn the following by heart for your guidance:

"If antitoxin is given on the first day of diphtheria there will be no deaths; if on the second day, nearly all of the cases will get well; if on the third day, most of the sick children will recover; if on the fourth day, large numbers will die. Later than the fourth day antitoxin does very little if any good."—Chicago Record Herald.

Every customer is supposed to be honest until proved to be otherwise, but all the same it is not wise to leave strangers free to fill their pockets if they have the disposition.

## 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 any where in the state. We are located opposite Union Station and fill mail orders promptly. Our prices will interest you—ask for them.  
 Citx. Phone 6238 42-44 South Ionia Street  
 Bell Phone 3690 Grand Rapids, Mich.

WHOLESALE DRUG PRICE CURRENT

Table listing various drugs and their prices, including categories like Acetium, Ammonia, Aniline, Baccas, Balsamum, Cortex, Extractum, Flora, Folia, Gummi, Herba, Magnesia, and Oleum.

Table listing various drugs and their prices, including categories like Lupulin, Magnesia, Mannia, Menthol, Morphia, Myristica, Nux Vomica, Opium, Quina, and Rubia.

HOLIDAY GOODS

Druggists' Sundries
Books
Stationery Sporting goods

BELATED BUYERS

WE yet have a few samples as well as a small quantity of regular stock of Holiday Goods that we can offer you for prompt shipment at satisfactory prices and terms—early buyers get the first selection.

- Albums
Books
Bric-a-Brac
Burnt Wood
Cut Glass
Dishes
Dolls
Games
Hand Bags
Iron Toys
Manicure Goods
Perfumes
Pictures
Postal Albums
Stationery

Yours truly,
Hazeltine & Perkins Drug Co.,
Grand Rapids, Mich.

LaBelle Moistener and Letter Sealer

For Sealing Letters, Affixing Stamps and General Use

Simplest, cleanest and most convenient device of its kind on the market.

You can seal 2,000 letters an hour. Filled with water it will last several days and is always ready.

Price, 75c Postpaid to Your Address

TRADESMAN COMPANY GRAND RAPIDS, MICH.

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.

Table with columns: ADVANCED, DECLINED

Index to Markets By Columns

Index to Markets table listing various goods and their column numbers (A through Y)

Main price list table with columns 1, 2, 3, 4, 5. Includes categories like Arctic Ammonia, Axle Grease, Baked Beans, Bath Brick, Bluing, Brooms, Butter Color, Candles, Carbon Oils, Cereals, Cheese, Chewing Gum, Chicory, Chocolate, Cider, Sweet, Coffee, Cocoa, Coconut, Cracker, Cream Tartar, Dried Fruits, Farinaceous Goods, Fish and Oysters, Flour, Fresh Meats, Gelatine, Grain Bags, Grains, Herbs, Hides and Pelts, Jelly, Licorice, Matches, Meat Extracts, Mince Meat, Molasses, Mustard, Nuts, Olives, Pipes, Pickles, Playing Cards, Potash, Provisions, Rice, Salad Dressing, Saleratus, Sal Soda, Salt, Salt Fish, Seeds, Shoe Blacking, Snuff, Soap, Soda, Spices, Starch, Syrups, Tea, Tobacco, Twine, Vinegar, Wicking, Woodenware, Wrapping Paper, Yeast Cake.

Price list columns 3, 4, 5. Includes categories like Limburger, Pineapple, Sap Sago, Swiss, Chewing Gum, American Flag Spruce, Beeman's Pepsin, Adams' Pepsin, Best Pepsin, Black Jack, Largest Gum Made, Sen Sen, Sen Sen Breath Perf, Yucatan, Spearmint, Chicory, Bulk, Red, Eagle, Franck's, Scherer's, Chocolate, Walter Baker & Co's, German's Sweet, Premium, Caracas, Walter M. Lowney Co, Premium, Cider, Sweet, Morgan's, Regular barrel, Trade barrel, Boiled, per gal., Hard, per gal., Cocoa, Baker's, Cleveland, Colonial, Epps, Huyler, Lowney, Van Houten, Wilbur, Cocoonut, Dunham's, Bulk, Coffee, Common, Fair, Choice, Fancy, Santos, Maracalbo, Mexican, Guatemala, Java, African, Mocha, Package, New York Basis, Arabuckle, Lion, McLaughlin's XXXX, Extract, Holland, Felix, Hummel's, Crackers, National Biscuit Company, Butter, N. B. C. Soda, Seymour, R. d. bbl, N. B. C. boxes, Saratoga Flakes, Zephyrette, Oyster, N. B. C. Rd, Gem, Faust, Sweet Goods, Animals, Atlantic, Arrowroot Biscuit, Avena Fruit Cake, Brittle, Bumble Bee, Cadets, Cartwheels Assorted, Chocolate Drops, Choc. Honey Fingers, Circle Honey Cookies, Currant Fruit Biscuits, Cracknels.

Price list columns 4, 5. Includes categories like Champagne Wafer, Sorbetto, Nabisco, Festino, Bent's Water Crackers, Cream Tartar, Dried Fruits, Apples, Apricots, Citron, Currants, Raisins, California Prunes, Farinaceous Goods, Beans, Dried Lima, Med. Hand Picked, Brown Holland, Farina, Pearl, Hominy, Macaroni and Vermicelli, Pearl Barley, Peas, Sage, Tapioca, Flavoring Extracts, Foote & Jenks, Coleman Vanilla, Jaxon Mexican Vanilla, Wafers, Cameo Biscuit, Cheese Sandwich, Chocolate Wafers, Cocoanut Dainties, Faust Oyster, Fig Newton, Five O'clock Tea, Frotana, Ginger Snaps, Graham Crackers, Label, Lemon Snaps, Oatmeal Crackers, Old Time Sugar Cook, Oval Salt Biscuit, Oysterettes, Pretzeltes, Hd. Md., Royal Toast, Saltine Biscuit, Saratoga Flakes, Social Tea Biscuit, Soda Crackers, Soda Crackers Select, S. S. Butter Crackers, Unedea Biscuit, Unedea Jinjer Wayfer, Unedea Lunch Biscuit, Vanilla Wafers, Water Thin Biscuit, Zu Zu Ginger Snaps, Zwieback, In Special Tin Packages, Festino, Nabisco, 25c, Nabisco, 10c.

Market price table with columns 6-11. Includes categories like POTASH, PROVISIONS, Mackerel, Whitefish, SOAP, and various food items with their respective prices.

# 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	3 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 Grand	35
Standard	35
Puritana	35
Panatellas, Finas	35
Panatellas, Bock	35
Jockey Club	35

## COCOANUT

### Baker's Brazil Shredded



70 5c pkgs., per case	2 60
35 10c pkgs., per case	2 60
16 10c and 28 5c pkgs., per case	2 60

## FRESH MEATS

Carcass	6 1/2 @ 9 1/2
Hindquarters	8 @ 14 1/2
Loins	9 @ 14
Rounds	7 1/2 @ 9
Chucks	7 @ 14 1/2
Plates	8 @ 5
Livers	8 @ 6

## Pork

Loins	@ 16
Dressed	@ 11
Boston Butts	@ 15
Shoulders	@ 12 1/2
Leaf Lard	@ 13
Pork Trimmings	@ 11

## 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	

### 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

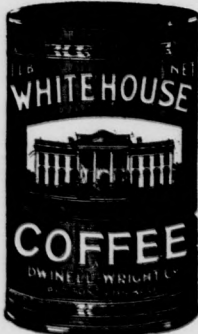
50ft.	1 35
40ft.	95
60ft.	1 65

### Galvanized Wire

No. 20, each 100ft. long	1 90
No. 19, each 100ft. long	2 10

## COFFEE

Roasted  
Dwinell-Wright Co.'s B'da.



White House, 11b.	.....
White House, 21b.	.....
Excelsior, Blend, 11b.	.....
Excelsior, Blend, 21b.	.....
Tip Top, Blend, 11b.	.....
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

1/2 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
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	25
Large	34

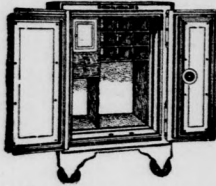
## Poles

Bamboo, 14 ft., per doz.	55
Bamboo, 16 ft., per doz.	59
Bamboo, 18 ft., per doz.	60

## 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	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 85
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

# Lowest

Our catalogue is "the world's lowest market" because we are the largest buyers of general merchandise in America.

And because our comparatively inexpensive method of selling, through a catalogue, reduces costs.

We sell to merchants only.

Ask for current catalogue.

## Butler Brothers

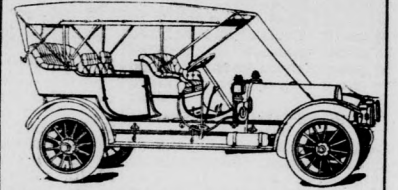
New York

Chicago St. Louis

Minneapolis

# 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.

# What Is the Good

Of good printing? You can probably answer that in a minute when you compare good printing with poor. You know the satisfaction of sending out printed matter that is neat, ship-shape and up-to-date in appearance. You know how it impresses you when you receive it from some one else. It has the same effect on your customers. Let us show you what we can do by a judicious admixture of brains and type. Let us help you with your printing.

Use

Tradesman

Coupon

Books

Made by

Tradesman Company

Grand Rapids, Mich.

# Tradesman Company

## Grand Rapids



# 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

Complete drug stock (in storage), \$3,000. Will sell at discount, terms to suit or exchange for small fruit farm or other property. Chas. Maynard, Milan, Mich. 48

For Sale—The business formerly conducted by Billings Bros., of Harbor Springs, consisting of groceries, provisions, fixtures, horses and wagons. Good opportunity for the right party. Enquire of Adrian Oole, Trustee, c-o Musselman Grocer Co., Traverse City, Mich. 57

For Sale—Barr Cash Carrier, four station, practically new, at a sacrifice. Address Box 143, Buckley, Mich. 56

For Sale—Grocery, best stand in Aurora. For particulars address Grocer, 412 Spring St., Aurora, Ill. 55

### 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.

Stores and auditorium for rent; Athens, Ga., growing, prosperous city; excellent business opportunities. For information address R. L. Moss & Co., Athens, Ga. 54

Wanted—\$6,500 for 1/2 interest in paying business; clean stock; inventories \$25,000; investigate. Exceptional chance for right party; gilt edge references furnished. Box 259, Bloomington, Ill. 53

Good Business Chance—Store building, electric lighted throughout, to rent at Crystal, Montcalm Co., Mich. Crystal is situated on banks of Crystal Lake, a beautiful body of water and fine summer resort. Good every day trade and fine farming country surrounding. Address David Van Luvan. 52

Wanted—Sales manager to take charge of sales. Oak and poplar lumber. One who is familiar with oak flooring and finish business preferred. Licking River Lumber Co., Huntington, W. Va. 50

For Sale—Retail lumber yard in St. Paul, Minn. A live, going business, long established. Investment around \$15,000. Sales \$50,000. Best of locations. Cheap lease. Teams, wagons, etc., complete. Stock reduced for winter. For sale because the owner has moved to another city. This should appeal to a lumberman desirous of moving to a live, growing city for its social, educational, financial and healthful advantages. Might consider some low priced northwestern farm lands as part payment. E. T. White, Mgr., 412 Kittson St., St. Paul, Minn. 49

A combined grocery and meat market for sale; a money-maker; easy terms. Address Box 18, Ashley, Mich. 47

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

### 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

Excellent Business Opportunity. For Rent—A two-story store building, 22x80, 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, Fort 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 Exchange For Merchandise—Two fine developed, rich, black soil Southern plantations. Describe stock fully. Address Box 986, Marion, Ind. 38

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—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 Hoyne Ave., Chicago, Ill. 36

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

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

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, 2236 W. Jefferson Ave., Delray, Mich. 26

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

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

### 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

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

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 \$1,000,000. 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 unincumbered Detroit or Ann Arbor property. Box 109, Denver, Colo. 968

Safes Opened—W. L. Stocum, safe expert and locksmith, 62 Ottawa street, Grand Rapids, Mich. 106

For Sale—Stock of general merchandise in one of the best towns in Michigan, invoices \$2000. Can reduce stock to suit purchaser. Reason for selling, poor health and my son leaving. One competitor. Address Box H, care Tradesman. 884

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—One 300 account McCaskey register cheap. Address A. B., care Michigan Tradesman. 548

### HELP WANTED.

Wanted—Competent man to handle jobbing line of dry goods in Upper Peninsula on commission. Line is unusually strong. Address No. 51, care Michigan Tradesman, Grand Rapids, Mich. 51

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 247

### 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. 71

Want ads. continued on next page.



## Here Is a Pointer

Your advertisement, if placed on this page, would be seen and read by eight thousand of the most progressive merchants in Michigan, Ohio and Indiana. We have testimonial letters from thousands of people who have bought, sold or exchanged properties as the direct result of advertising in this paper.



**FIRE AND BURGLAR PROOF**

# SAFES

**Grand Rapids Safe Co.**

Tradesman Building



**A HUNDRED YEARS AGO.**

A writer in the Milwaukee Sentinel calls timely attention to many reasons for National gratitude which exist at the present time but which were absolutely unknown 100 years ago. The schedule of new things serves two excellent purposes. First, it shows those who may believe they have little ground for being thankful how many real reasons there are, and, on the other hand, it may give rise to a certain degree of wonder that the good folk of even half a century ago were as grateful as those living in the plenary year of grace 1910.

For instance, there was not even a general observance of Thanksgiving Day at all half a hundred years ago. Except in New England, there was no recognized annual Thanksgiving Day until about 1870, according to the writer mentioned, although of course the observance was much more general than the bald statement implies. But going back to 1810, the New England Thanksgiving dinners had, it is true, turkey and cranberry sauce, but they had few of the vegetable side dishes and relishes without which no festal board is complete today. There were no canned goods at that time—a fact which may cause some to sigh that they did not live in that far-off day. The fruits now brought from the very ends of the earth in a couple of weeks were absent from the great majority of Thanksgiving tables. The dinners were not cooked on gas stoves or oil stoves or coal stoves or ranges. There was no baking powder or yeast cakes, no granulated sugar, no ground spices, no flavoring extracts, no ready-roasted coffee, practically none of the countless housewives' conveniences and accessories available today. So much for the dinner.

The diners had no railroad trains on which to ride to the family reunions. They could not telegraph or telephone. A letter was three days getting as far as a letter now goes in three hours, and nearly a week going from New York to Boston. There were no matches or gaslights or electric lights. There were no sewing machines and no stores where clothing, hats, shoes or furniture could be bought. There were no rubber shoes or raincoats. A coal stove was unknown and even wood-burning stoves were a luxury of the rich. Horse cars were undreamed of and Fulton's steamboat was only two years old. There were no bath rooms, in the modern sense, and no sewers or fire hose or plumbing. Even Standard oil was in the misty future and kerosene had not been "invented." There were no photographs. Writing paper was made from rags, while the pens were goose quills. There were no lead pencils and, of course, no cameras or kodaks or phonographs.

From many of the pests of this day our forefathers were mercifully delivered, but on the whole one is tempted to wonder that the Thanksgiving spirit could be very enthusiastic and he does not wonder that Puritanism had such a firm hold on

the thought of the people. There was so little about which to be jolly. And yet, with it all, our great-grandparents managed to live a tolerably happy existence and they handed down tangible results of indispensable moment and traditions of inestimable formative value, and were in most respects ancestors who may be wisely and profitably emulated by those who live to-day and those who may come after us.

**ARE NORMAL MEN HONEST?**

The death of Tolstoi revives the interest of sociologists and the general public in an organization which was formed several months ago to demonstrate the truth of the Russian author's theory that it is as natural for a normal man to be honest as for a babe to breathe. Believing in the truth of this theory, a hundred farmers living in the vicinity of Medical Lake, Wash., organized a consumers' company under the title of the Farmers' Educational and Co-operative Union and bought a general store fully stocked with groceries, provisions, farm implements—everything, in short, which an experienced storekeeper would buy to supply a farmer's needs. Then each of the hundred members was supplied with a key to the door of the establishment, which was not left open, of course, to the general public. There are no clerks, cashiers, or storekeepers, no goods are displayed in the windows, neither are there any handbills and catchy advertisements to tempt a housewife. The store is an experiment to reduce the cost of living.

It is to be regretted that further details are not given as to the management of this interesting experiment. Of course, common business judgment will dismiss the idea as simply one of the numerous impractical fads that not uncommonly get into men's systems the country over and which can be cured only in the hard and costly school of experience. It may be admitted for the sake of the argument that Tolstoi's theory is correct—that it is as natural for a normal man to be honest as for a child to breathe. And yet it is equally true that not all men are normal and therefore the experiment will in all probability prove a dismal failure from the fact that some of the members of the company do not belong in that category.

**ROYAL INVESTORS.**

The announcement that Queen Wilhelmina, of Holland, is preparing to put her extensive holdings of land in Alabama under cultivation and devote portions of it to the raising of goats and pigs, serves to call attention to the fact that the royal lady in question is a holder of American property. The land was originally purchased for the minerals supposed to be contained in it, but the thrifty Dutch queen has evidently not been satisfied with the returns.

Queen Wilhelmina is not the only European crowned head that has investments in this country if reports are to be believed. Queen Victoria is credited with having invested a

good deal of her savings in New York real estate, and King Edward is believed to have increased these holdings. As royal wills are never published, as a rule the extent of these holdings has never been known. Even other royalties have invested in this country, although mainly in securities.

European monarchs, no matter how safe their thrones may appear to be, have a wholesome habit of casting a sheet anchor to windward and laying up in foreign lands a store against a rainy day. The Bank of England is reputed to be the custodian of much of this foreign treasure, and productive real estate in this country has undoubtedly absorbed not a small share of it. Nobody will regret that this is so, since it brings a good deal of foreign capital to our shores for investment and generally for permanent investment, since security rather than income is what is particularly desired.

**DRUNKENNESS AND POVERTY**

The opinion of the leader of the Rockefeller Bible class that "drink is not a cause of poverty, but one of its effects," is one of those half-truths which, like old gold coins, should be carefully weighed before being accepted.

It is no doubt true that many persons are led into the drink habit in a desperate attempt to mitigate the strain and worry of overwork and worry; and that many become victims because their impoverished homes are less inviting than the comfortable and cheerful saloons.

But it is also the truth that a great number who have good homes and plenty of rest, even leisure, float into the maelstrom of drink and are soon in the downward swirl to poverty.

Three thousand years ago a very fine Bible teacher, one Solomon, said:

"Who hath woe? who hath sorrow? who hath contentions? who hath babbling? who hath wounds without cause? who hath redness of eyes? They that tarry long at the wine; they that go to seek mixed wine!"

It is a very old picture, but quite true to modern life. Any one can have this schedule of misfortunes if he will "tarry long at the wine."

Which are the more numerous, the cases of drunkenness caused by poverty, or the cases of poverty caused by drunkenness? We don't know. Neither does the Rockefeller man!

**Hibernation For Economy.**

It is interesting to note the influence of the food supply on man protectively, causing a condition resembling hibernation. For instance, there is in Russia a certain class of peasants who suffer from a chronic state of famine which becomes more acute at the end of the year and more or less severe according to circumstances. In these cases, when the head of the family sees, toward the end of autumn, that by a normal consumption of their supply of wheat it will not last the family through the winter, he makes arrangements

to diminish the rations as much as possible. Knowing that it will be difficult to preserve their health and keep up the physical force necessary for their work in the spring, he and his family plunge themselves into a condition known as "lejka," which means that everybody simply goes to bed, lying down on the top of the flat stove, and there they stay during the four or five months of winter. They get up during this time only to replenish the fire, eat a small piece of black bread and take a small drink of water. The peasant and his family try to move as little as possible and sleep as much as they can—stretched out on the stove top, they preserve almost complete immobility. Their only care during the long winter is to keep down the body metabolism, to waste as little as possible of their animal heat, and for that reason they try to eat and drink less, move less, and generally to reduce the activities of their bodies. Their instinct commands them to sleep as much as possible—obscurity and silence reign in the hut where, in the warmest place, either singly or crowded, the occupants pass the winter season in a condition closely resembling hibernation.—Popular Science Monthly.

**Don't Be a Grouch.**

The thousands of little worries that arise in the course of everyday business in a big store are enough to spoil the temper of a saint if he would permit himself to be put out by these annoyances. But the truly wise merchant does not allow himself to be worried or lose his temper when things go a bit wrong. A cheerful, sunny disposition and a habitual smile is a valuable asset to any storekeeper. It is reflected on the salesforce and from them to the customers. People like to trade at a store where everyone is apparently happy and contented—it is worth much to any store to have the reputation of being "cheerful."

On the other hand, no one wants to be waited upon by a gloomy, grouchy salesman. The employer must remember that to a great extent his disposition and moods will be reflected in his employees. If he comes into the store with a scowl and a sharp word for whomever he meets, his humor will prove infectious and the salesman who is "called down" or rebuffed unnecessarily will naturally start the day in the wrong spirit. How many times have we all heard the expression, "Look out for the Old Man this morning; he's on the warpath again." A grouchy has no business trying to run a store. Be agreeable and smile even if you don't feel like it—keep your clerks good natured instead of rubbing them the wrong way. It pays.—Merchants Record.

**BUSINESS CHANCES.**

For Sale—Drug, book and stationery stock, inventorying about \$3,500. Good first-class fixtures, with soda fountain. Doing best business in town. Sales from fountain this year, \$2,250. Will require about \$2,000, balance as long time as you want, with good security. Population 5,500 and good farming country surrounding. Located in Southwestern Michigan. Ill health only cause for selling. Address S. B., care Michigan Tradesman. 58

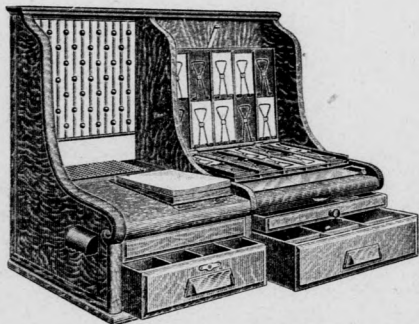
# INTERCHANGEABLE

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IS A GREAT  
BIG SUCCESS

DWINELL-WRIGHT CO.

Principal Coffee Roasters

BOSTON

CHICAGO

# 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"

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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



**T**HE grocer really doesn't want to sell bulk starch.

He realizes the trouble and loss in handling it—scooping and weighing and putting it in a paper bag, to say nothing of the little broken pieces which settle

at the bottom of the bin and which he can't well serve to his customers.

But what is there to take its place?

Argo—the perfect starch for all laundry uses—hot or cold starching—in the big clean package to be sold for a nickel. That's the answer.

You don't have to explain it but once to your customer—If she tries it, she'll order it again. To sell Argo—*stock* it.

CORN PRODUCTS REFINING COMPANY

NEW YORK



## We Employ No Salesmen We Have Only One Price

Yes, we lose some sales by having only one price on our safes, but that is our way of doing business and it wins oftener than it loses, simply because it embodies a correct business principle.

IN the first place our prices are lower because we practically have no selling expense and in the second and last place, we count one man's money as good as another's for anything we have to dispose of.

**If You Want a Good Safe—**

and want to pay just what it is worth and no more

**—Ask Us for Prices**

**Grand Rapids Safe Co.**

Tradesman Building  
**Grand Rapids, Mich.**