

Friendship

I have so much to thank you for
 At which you may not even guess,
 Although that does not matter, nor
 Do I give thanks the less.

A happiness in little things,
 The hope that bids my courage rise
 And passes like a whirr of wings
 Cleaving the sullen skies.

Because—ah, just that you are you
 And promise you will be my friend
 I laugh at Time, and work anew
 Henceforth until the end.

My path is crossed with amber light,
 The loneliness of soul is passed,
 From now there comes no dreamless night,
 My spirit is made fast.

We may be all the world apart,
 Tossed far amidst that world's affairs;
 Hiding your friendship in my heart
 I know that some one cares.

All this, my friend, you cannot know,
 There is so much I dare not say,
 My heart is far too full, and so—
 I go upon my way.

Sybil Grant.

Will You Be One of Two?

I ask will you be one of two,
 If I the other one will be,
 To search out some good work to do,
 Then do it well and cheerfully?

Will you be one of two, to strive
 To make this world of ours more sweet,
 To help the buds and flowers to thrive,
 And fill with beauty every street?

Will you be one of two, to seek
 To do a little good each day;
 To some sad soul a kind word speak;
 Or help some traveler on life's way?

Will you be one of two, to lend
 Whate'er in you is brave and strong,
 That there may some day be an end
 To whatsoe'er is base and wrong?

Will you be one of two, to nerve
 Yourself, in every post and place,
 Earth's mighty brotherhood to serve,
 And thereby bless the human race?

If thus we shall resolve to do,
 Ere yet today shall set the sun,
 No more will each be one of two,
 For then shall we become as one.

Thomas F. Porter.



The average consumer is much more willing to buy good stuff and pay a good price for it at Christmas time than at any other time of the year. Are you prepared to take advantage of that?



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 Pickl
"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 manu-
facture of account registers, and in addition give AMERICAN users the benefit
of exclusive features not found in any other register or system.

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

OUR GUARANTEE OF PROTECTION IS BACKED BY THE COURTS

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

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

This decision was in a case under this competitor's main patent.

Other cases brought have been dismissed at this competitor's cost or
with drawn before they came to trial.

THE WHOLE TRUTH IN THE CASE

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

THE AMERICAN CASE & REGISTER CO.

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

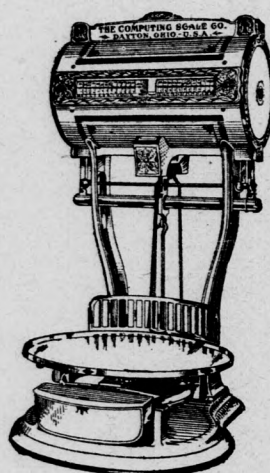
SALEM, OHIO

A Reliable Name

And the Yeast
Is the Same

Fleischmann's

Our New Gold-Finish, Glass-End Scale



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

Merchants saw it What was the result?

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

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

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

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

Local district sales offices in all large cities.

Moneyweight Scale Co.

58 State Street, Masonic Temple

Chicago

Grand Rapids Office, 74 So. Ionia St.



Snow Boy keeps moving out-Profits keep coming in



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

Ask your jobber's
Salesman

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

MICHIGAN TRADESMAN

Twenty-Eighth Year

GRAND RAPIDS, WEDNESDAY, DECEMBER 7, 1910

Number 1420

SPECIAL FEATURES.

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HOOP AND HOBBLE SKIRTS.

Contemplation of the latest extreme style in women's dress, the hobble skirt, leads the possessors of long memories to dwell upon the time when feminine fashions ran to the other extreme, to hoop skirts and crinoline. It is difficult for those who have never seen the expanded skirts of the old days, to conceive the effect in public, or to appreciate the difficulties which that fashion entailed. The hobble skirt is ideally suited to modern street railway conditions, but the hoop skirt would be a serious cause of confusion, embarrassment and vehement public clamor. An evidence of how that freakish fashion worked in its effect upon out-of-door life is afforded by the discovery in New York of an old photograph—they called them ferrotypes in those days—showing a bridge that was erected in 1867 across Broadway at Fulton street to accommodate the pedestrians who were compelled to go from one side to the other of the city's main thoroughfare. The passage across Broadway at that point was regarded as extremely perilous. There were, it is true, no electric cars, or even cable cars, or even horse cars. There were no automobiles. But there were omnibuses, veritable juggernauts in their mad career of five miles an hour, zigzagging from curb to curb to take up signaling passengers. There were other vehicles congesting the narrow street until the city fathers concluded that consideration for human life demanded an aerial passageway, and it was built at great expense and was hailed as a monument of municipal progress. But, alas, it was a failure. It helped the men to get across Broadway when the men took the pains to climb the steps, but the women of New York, for whose accommodation it was chiefly designed, after one or two trials positively refused to employ such an embarrassing means of transit. There was something incompatible between a hoop skirt and a pair of stairs in public. The police

reserves had to be called out on several occasions to preserve order before the utter uselessness of the bridge to the women of New York became plain to official eyes. It took three years for this lesson to be learned fully, and in 1870 the bridge was torn down, having stood almost in idleness during that period. This bit of history is instructive. It may serve as a warning to the dress designers of to-day not to try anything that resembles the old-time hoop skirt. Let it be agreed, once and for all time, that crinoline can not be revived without completely undermining the foundations of society.

Goods That Pay Profit.

It will soon be time for the winter inventory—annual or semi-annual as may be the custom of the store—and it will show some surprises to a good bunch of retailers, as it always does. The general result may not be greatly different than anticipated, but the showing of certain stocks will throw up some jarring facts, provided the manager of the store so conducts his inquiry into conditions as to determine what each stock is doing.

The fault which many stores fall into—and there are large ones that do the same thing—is the failure to keep separate records of what different stocks are doing. Where there are no distinct department lines the inventory represents one thing this year and another thing next year without clearly determining what is being done excepting as to general figures with the result that some stocks that don't pay profits as they should are being bolstered by other stocks that are doing finely with the proper credit.

The manager that takes his inventory under the headings of clothing, shoes, domestics, and so forth, may find his general result satisfactory, but the details which enter each one of these items are entirely lost. For instance, the clothing line this year may contain a stock of boys' goods or of girls' cloaks which it did not contain at the last inventory. These are not segregated in a manner to determine whether they have really paid or not and the clothing stock as a bulk gets the credit or the cursing. In the domestics we find that last year there were goods which were not there last year, with the result that we do not know whether either one paid as it should. We may also find that the shoe stock is likewise uncertain in that it may have paid a fair profit in certain lines and represented a loss in others, but we can not determine this unless we have the figures for these lines.

These uncertainties are not in the

line of good business. To be sure of what is being done and to be reasonably careful of the investment or capital, it is necessary to know what each separate character of goods is doing for the store and to determine from the figure what should be done to those lines that are not satisfactory. All that requires a little more time and a little more careful book-keeping than does the present methods of bunching all the merchandise in the store in one great column of figures, but it is the only true way of finding out where are the leaks and where are the best profits.

The farmer who has a big bunch of cattle is not satisfied with the returns of a year which may show him a good round increase and profit, but he carefully watches each one and eliminates those which are undoubtedly unprofitable. The retailer can do the same thing by the exercise of a little carefulness in separating his lines of goods and keeping track of their conditions. Systematic watching of merchandise takes less time than most people who have not done it realize, and the results obtained are so eminently satisfactory that the retailer who desires to be certain of what he is doing and not waste time in unprofitable directions will pursue that course after once trying it. More profit is lost through actual ignorance of conditions than through willful carelessness or straight misfortune.

Colored Teas Must Be Labeled.

At a meeting of the Board of Tea Experts of New York and representatives of the U. S. Department of Agriculture and tea importers held in New York last week it was decided that, after May 1, 1911, artificially colored tea must be labeled. Resolutions to this effect were drawn up and have been submitted to the Secretaries of the Department of Agriculture and the Treasury.

At present tea importations are being regulated by the so-called tea act of 1897. The object of this act was to prevent the importation of poor tea. For this purpose a tea board was organized to determine the standards of teas, which meets every February in New York and from a study of the tea crop of the year selects standards for the ensuing year. The pure food law of 1906, therefore, insofar as it applies to teas, is considered by importers as an encroachment upon already established regulations.

The resolution recommended to the Secretaries of the Treasury and Agricultural Department will affect 50,000,000 pounds of tea imported from China, Japan and Ceylon. The coloring of this tea varies in degree, but it is asserted by importers and Dr.

Wiley himself that the coloration is absolutely harmless. It is used in order to preserve the flavor in the leaf and to give it a better appearance. While importers object to the importation of highly artificially colored teas, they maintain that the labeling of them is only a question of form.

At the meeting several members of the Board suggested that representatives of the Department of Agriculture, tea examiners and appraisers and officials work in closer cooperation in cases where excessive coloration in imported teas is evident.

This would indicate that excessive coloration is no very desirable attribute of tea.

Few Bank Failures.

The State Banking Department was organized twenty years ago, and an examination of the records show that during that period only fifteen State banks have become insolvent and two more were turned over to stockholders to be rehabilitated. The total capital of these banks was \$1,021,000, with liabilities to stockholders of \$6,034,370.52. The depositors in these banks realized an average of 65 per cent. on their claims, and in several instances above 90 per cent. The records show that the failures have usually come in bunches, one bank going down carrying others with it. In '96, for instance, there were four failures, in '97 there were two and in '08 there were three. There have been no failures since '08. The record as a whole is regarded as an excellent one.

Pioneer Merchant of Coral.

Daniel S. Shook, one of the pioneer merchants of Coral, died last week, aged 70 years. He had been in business at Coral for forty years and was a fine example of what energy and integrity can accomplish. As a boy he started a little grocery store in his mother's pantry, buying his first bill of goods from J. W. Belknap, of Greenville, and bringing them via the old Indian trail by ox-team to Maple Hill. From the pantry, Shook moved his stock of groceries to his mother's kitchen, then to the sitting room and finally he built a small store building at the Maple Hill corners, which he occupied until he moved to Coral.

The Retail Grocers' Association adopted resolutions at its meeting Tuesday night condemning Sunday opening, and against trading stamps. It was decided to close the groceries on the Mondays following Christmas and New Years.

Many churches mistake raking in the shekels for bringing in the sheaves.

BENEFITS OF A SOFT ANSWER.

Too Much Truth Telling Is Positively Vicious.

Written for the Tradesman.

I think it was Solomon who observed that "a soft answer turneth away wrath." Anyhow it was a wise and timely observation.

The world is generally long on wrath; for there are generally so many people in the world whose feelings are decidedly "ticklish." They are so easily peeved, and so prone to blurt out hasty and inconsiderate things.

And there are so many people in the world with exaggerated ideas of their own rights and dignities. Their imaginary domain has such amplitude you trespass without knowing it. Their opinion of themselves is sometimes almost as extensive as the banqueter's description of the United States. One speaker had said: "The United States of America is bounded on the north by the Dominion of Canada, on the south by the Gulf of Mexico, on the east by the Atlantic, and on the west by the Pacific Ocean." The next speaker said: "The gentleman who has just preceded me is entirely too modest. The United States is bounded on the north by the aurora borealis, on the south by the procession of the equinoxes, on the east by primeval chaos, and on the west by the day of judgment!"

These people with expansive ideas of their own rights, dignities and privileges, are, as I have intimated, oftentimes offended before we know it. It's therefore up to us to still the troubled waters. And here's where the benefits of the "soft answer" commend themselves.

Fortunate is the man whose ways are tactful; for verily that man shall be prospered in his merchandising. Also his customers shall rise up and think well of him. When their fur hath been duly rubbed the right way, and they have gone forth on their journey placated, it will dawn upon them that they have been hasty as to their speech; and slow also to discern that they were more to blame than their dealer. Therefore it will repent them concerning the things which they have said in their haste. But the quiet patience of the dealer who turned away their causeless indignation, will grow upon them what time they pursue their journey. And by and by they will be duly ashamed of themselves.

But suppose our dealer lacks tact. Suppose he is himself possessed with a certain variety of demon, known in modern terminology as "the grouch?" What then? In that event, beloved, things will be doing thereabouts, if I am not mistaken. When the caustic remark of the customer is met with an acrimonious reply from the dealer, the customer will bethink himself of words steeped in venom; and the manner of him will not be the manner of a man who is tickled with the goods. If the rancor in him reaches a certain point, he will buy gingerly. If it waxes yet higher, he will not

buy at all. If it should approximate the point where judgment yields to passion, he will go forth with an abused feeling. Thereafter he will darken no more the door of that dealer. Consequently the profits on his business will go to thy competitor across the way; and thou wilt regret thy folly.

"Blessed are the peacemakers." But how can a peace-maker make peace unless he is endowed with inexhaustible supplies of tact? He can't. It takes tact to still the tempests which ever and anon rage in the bosoms of men. And since there are so many sons of thunder in the world, we appreciate these even-tempered, tranquilizing citizens. They hold the world together, and keep things from going utterly and speedily to the bow-wows. Suppose they should be removed from the face of the earth suddenly; what then? Pandemonium verily would break loose. Every man would be an Ishmaelite, with his hand against every other man's hand. Wouldn't this be a jolly old world then? The welkin would ring with vituperative eloquence, and the echoes of resounding whacks would be heard. Each man would be busily engaged pummeling his neighbor's head—and applying adhesive plaster to abrasions in his own noggin.

Some people are lacking in tact because they haven't the mental temperament that your tactful person must have. Or, if they have sufficient tact to keep themselves out of mischief, they haven't enough tact to help a belligerent friend in his day of need. In other words, they can not make peace between discordant parties. And moreover there are people who lack tact because they have a wrong idea of the ethics of speech. For instance they assume the affirmative of that old question in casuistry: Is it justifiable to tell the truth, the whole truth, and nothing but the truth in each and every instance?

And that assumption is entirely too generous. After all truth is relative, and progressive. To-day's truth may be outgrown to-morrow. And furthermore, whether we will or not, the mind colors with a light of its own all things which it beholds. This gives us prejudice. You are not so good a man, I opine, as your warmest friend says you are; and I'll warrant you are not half so black as your enemy paints you. You couldn't tell the entire truth about everything on every occasion. If you did, you'd be talking all the time; and some of your customers would grow weary of waiting, and hike over to your competitor. And then, you are the subject of variant moods. Speak the truth, the whole truth, and nothing but the truth—well, let us say concerning your impression of present day merchandising conditions for the dealer in your line: perchance your statement will not be altogether cheerful. It is conceivable that you may have some serious misgivings. But wait until to-morrow, then speak out your convictions; and it will appear that this

is a glorious old world—this in which we live; and right cheerful from the retailer's point of view. Thus you see the mood varies. But the entire garment of truth, the whole truth, and nothing but the truth, would exact the entire scheme of your present impressions. And when a personality is the subject under discussion, you must tell all you know and think and feel and believe about him. And that is folly and nonsense.

Absolute and unqualified truth-telling would make tact impossible; and banish diplomacy—I mean the entire, crude truth. "Blessed are the peacemakers?" Yes, but suppose you try to make peace between contending parties by telling the truth, the whole truth about each of them? In that event, they'd both forget their minor difference, pool their newly kindled wrath against you, and proceed to dry-clean a portion of the boulevard with your anatomy—provided you haven't more prudence in your heels than you have wisdom in your head—and beat it.

Assuredly Kipling is right when he says: "East is East, and West is West, and never the twain shall meet." And I have no patience with the liar. The economy of the universe makes it hard on the Annini-

ases and the Dr. Cooks. For myself this rule suffices: If I must answer a plain, intelligible, pertinent question "Yes" or "No," then by all means will I answer in harmony with the truth. No hedging, even if I must suffer temporary loss. In the end it will be gain. Such is my faith in the goodness of the general order of things. But, when it comes to speaking about things, conditions, and people, I will speak such truth, and only such truth, as seems fit and proper. Why should I peddle a scandalous tale, the truth of which I cannot doubt, but the telling of which can do no possible good? Life is too short. And besides there is much truth-telling that is positively vicious. And moreover my customers require attention.

Charles L. Garrison.

Originality is not plentiful. Perhaps the most original man in these times is the one who can adapt the ideas of some one else to his own situation in a new way.

When you are contemplating trying any new form of advertising consider how you have been influenced by a similar form of advertising tried on yourself.

WORDEN GROCER COMPANY

The Prompt Shippers

Grand Rapids, Mich.

Inventory Outfits

As a quick, easy and accurate method of taking stock the value of a loose sheet inventory system will readily be recognized, by the distribution of inventory sheets properly numbered to the various departments the entire force may be employed on the inventory and all departments checked up simultaneously. The pricing, extending, checking, etc., may be begun as soon as the first sheet is returned.

When sheets are completed they may be classified according to departments, commodities or arranged in any way desired and filed for reference in a post binder. By the use of carbons a duplicate may be made—a protection against errors or loss of originals. We supply sheets, binders and carbon paper.

Everything for the Office

TISCH-HINE CO.

5-7 Pearl Street

Grand Rapids, Mich.

What Other Michigan Cities Are Doing.

Written for the Tradesman.

Sugar beet growers of Eastern Michigan will meet at Bay City Dec. 10 to take steps toward better prices for the 1911 crop.

Saranac has a Boosters' Club and a new canning factory, water works and other things are already in view for the coming year. Clyde Watt is President of the organization.

Owosso has asked the State Railroad Commission to interview the railroad officials with respect to expediting matters relating to the new union station which has been promised that city.

The retiring President of the Flint Chamber of Commerce urges that body to take steps towards securing more diversified industries. The recent slump in the automobile business hurts Flint keenly.

One of the features of the Manufacturers' Industrial Exposition at Port Huron, Jan. 10-14, will be the electrical display. More than a thousand lights will be turned on during the exhibition.

Benton Harbor entertains the fortieth annual meeting of the State Horticultural Society this week and is preparing to give the fruit growers the time of their lives.

Four of the Kalamazoo banks have increased the interest rate on time deposits from 3 to 4 per cent.

Wyandotte and Escanaba are now cities, Governor Warner having signed their charters Nov. 30.

Menominee contemplates spending

some money the coming year in advertising the city's many advantages.

Kalamazoo wants a central market for the farmers and has invited Superintendent Wm. McLeod, of the Grand Rapids city market, to come down and tell them the advantages and how to do it.

The fifth annual convention of the Michigan Association of Ice Cream Manufacturers will be held at Lansing Dec 14 and 15.

A board of trade was formed at Lakeview this week.

The village of South Frankfort is tired of its name and \$5 in gold is offered for the best suggestion as to a new name, the contest holding open until Dec. 15.

Belding will organize a board of trade and start a campaign for more factories. Almond Griffen.

Show the Christmas Spirit.

Have you your whole store, be it grocery, dry goods, candy, shoes or notions fairly breathe the Christmas spirit the next three weeks, begin this on the outside by having evergreen branches or holly decorations. A neat letter sign in red and black or green and red "Brown Bros. Wish You a Merry Christmas and a Happy New Year" would serve to add to the appearance of the store front. The main idea is to have everyone see your store whether on your or the opposite side of the street. Have it so attractive and so holiday-like in its appearance that they will want to come inside. It goes without say-

ing that the window displays should be fresh, attractive and gift-suggesting.

As the interested person who has seen the attractive window displays and store front enters the store he should be confronted by an interior that also speaks for the holidays. This is only possible by your having every department look its best. The Christmas spirit should be everywhere—at every turn—in fact, every display should suggest gift-giving, and in order to do this the merchandise displays should be most attractive, fresh and temptingly arranged.

Exert every effort to make your store a comfortable shopping place during the holidays as well as attractive. Offer your customers free assistance in the preparation of packages for mailing. A little extra paper and twine—services of a boy or girl—some holiday address tags—may cost you a little extra, but your customers will not forget the favor and you'll get compound interest upon the investment, so to speak.

One retailer last year made a "Hit" by having everyone of his salespeople wear a sprig of holly every day, and he stationed a boy at the entrance with a barrel of holly sprigs so that everyone who entered the store received a twig bearing a few leaves and berries. This did not cost much but it meant a great deal, as it gave a holiday appearance to each and it suggested gift-giving to each prospective customer as he entered.

Trade Names in Germany.

Our German brethren are discussing vigorously the proposition to include in the next revision of the German Pharmacopoeia short names for the long-winded chemical names of a number of additions. Look at the following list, the trade name first, then the chemical:

Novocaine, paraminobenzoyldiethylaminooethanolum hydrochloricum.

Stovaine, benzoylaethyldimethylaminopropanolum hydrochloricum.

Tropacocaine, tropacocainum hydrochloricum.

B. Eucaine, trimethylbenzoxypiperidinum hydrochloricum.

Dionin, aethylmorphinum hydrochloricum.

Heroin, diacetylmorphinum hydrochloricum.

Aspirin, acidu acetylo-salicylicum.

Salipyrine, pyrazolonum phenydimethylicum salicylicum.

Pyramidon, pyrazolonum dimethylaminophenyldimethylicum.

Atoxyl, natrium arsanilicum.

Ethics in Germany, as here, frown upon the use of trade names in the Pharmacopoeia, so as usual a substitution compromise is proposed, namely, to coin new words, and in place of novocaine use the name aethamin for stovaine the name propamin, etc. Think of the flood of gutteral German in this discussion, and we do not blame them, for the scientific names are certainly fierce.

ROYAL

BAKING POWDER
 Absolutely Pure
 The only baking powder
 made from Royal Grape
 Cream of Tartar
 No Alum, No Lime Phosphate

ALL grocers should
 carry a Full Stock of
 Royal Baking Powder.

It always gives the
 greatest satisfaction to
 customers, and in the
 end yields the larger
 profit to the grocer.



Movements of Merchants.

Carson City—Martin Straight will open a bazaar Dec. 10.

Traverse City—William Carroll has closed his meat market.

Beulah—C. J. Smith succeeds Mr. Snow in the meat business.

Sidney—Fred Nelson has sold his meat market to Will Minard.

Chase—John Lehman has purchased the George Stickney meat market.

Kalamazoo—Glenn Matthews has opened a cigar and confectionery store.

Alpena—Mrs. Ruth W. Kelley has opened an art store on Washington avenue.

Negaunee—John Markinen, of Marquette, will open a candy kitchen Dec. 10.

Gobleville—William Marklie has sold out his entire stock of implements.

Benzonia—Wm. Halen has moved his stock of jewelry to the Mott building.

Grand Ledge—Horace Hodges will open a restaurant in his confectionery store.

Cassopolis—Elmer Stamp has purchased the C. C. Koons stock of groceries.

St. Johns—Alva G. Ruff has moved his stock of jewelry to the Steel Hotel block.

Pompeii—John Wang has purchased the meat market of Bert McCptcheon.

Port Huron—Charles Baer has opened an art and picture molding store here.

Traverse City—S. W. Hines succeeds W. E. Carroll & Co. in the grocery and meat business.

Saranac—Ralph Stuart has purchased the bakery of John Arthur and has taken possession.

Reed City—George Ringler and Fred Sadler have purchased the grocery stock of Berger & Son.

Harvard—Roy W. Clark, recently of Cedar Springs, will engage in general trade here, about January 1.

Carson City—W. C. Smith, a pioneer merchant and widely respected, died Nov. 17, after a long illness.

Benzonia—C. J. Smith, of Beulah, has purchased the George Snow meat market, immediate possession being given.

Owosso—Edward Dalton, of Tecumseh, has purchased an interest in the tailoring business of Bert Dutcher.

Lamb—C. C. Peck & Co., will establish the Exchange Bank here as soon as their new brick building is completed.

Mackinac Island—Herman Bird, who conducted a grocery store here for many years, died last week at Cheboygan.

Kingsley—Claude Moore has purchased the grocery stock of A. Box, and will continue the business at the same location.

St. Johns—Ridenour Bros. have sold their hardware stock to John H. Corbit. Mr. Corbit will be assisted by Charles Ridenour.

Sand Lake—Fred H. Peck has sold his meat market to Warren Wainright, recently of Ensley, who took immediate possession.

Berlin—B. A. Raymond has sold his stock of shoes and hardware, to Ralph Burrell, who will continue the business at the same location.

Durand—W. H. Singer has rented the S. A. Brown building and will open for business soon with a stock of clothing, boots and shoes.

Fowler—Levi W. Baldwin has sold his stock of general merchandise to his sons, George T. and Jesse E., who will continue the business.

Cadillac—W. A. Truax, proprietor of the Cash Market, has purchased the fish market of E. S. Manning and will consolidate the stocks.

Hudson—George T. Nicholls, of Jackson, who recently opened a meat market on the east side of the river, has established a branch on the west side.

Belding—A new company, known as the Belding Furniture Co., has opened a store in the Millard block. Zenas D. Dow will assume management.

Grand Ledge—James C. Welsh & Son, of Lansing, have purchased the coal and implement stock of Eye-stone Bros., immediate possession being given.

Brookfield—Walter Conant, recently of Charlotte, has purchased the C. M. Powers & Co. general stock of merchandise, and will take possession January 1.

Jackson—D. C. Meserol has sold his stock of drugs to Matthews & Weinman, who will continue the store as a branch of their present establishment.

Muskegon—John and Cornelius Hasper have purchased the bakery of their father, Gerrit Hasper, who has conducted the business for twenty-five years.

Belding—S. S. Smith has sold a half interest in his meat stock to William R. Ward, and the business will be continued under the style of Smith & Ward.

Traverse City—The stock of ladies' garments, furs, etc., of the Barney Co., bankrupt, is in the hands of

John T. Beadle, who has been appointed temporary receiver.

Charlotte—Lamb & Spencer, grocers, begin business to-day under the corporate name of the Lamb & Spencer Grocery Co., incorporated, with a capital stock of \$20,000.

Cadillac—W. H. Selkirk, of Boyne City, has leased a store building and will open with a stock of clothing and men's furnishings Jan ary 1.

Pontiac—Fred J. Poole, dealer in building material and fuel, will open a hardware store on Oakland avenue, Dec. 15, under the management of J. H. McBride, formerly of Lima, Ohio.

Ithaca—Victor C. Morse, who has conducted a jewelry store here for the past eighteen years, has sold his stock to W. F. Walker, formerly of Plainwell, who took immediate possession.

Galesburg—The Jones Aldrich & Moreau Co. has engaged in business to deal in hardware, heating and plumbing, etc., with an authorized capital stock of \$9,000, all of which has been subscribed and paid in in property.

Sparta—The Sparta State Savings Bank has completed its organization with some of the best known and most substantial business men as stockholders. The capital is \$25,000, and the officers are President Wm. B. Stiles; Vice-Presidents, Albert A. Anderson and N. A. Shaw; Cashier, D. Scott Partridge.

Traverse City—The Traverse City Drug Club dined at the Little Tavern the evening of Nov. 29 and the physicians of the city were its guests. C. A. Bugbee was toastmaster and the speakers were Dr. Sara T. Chase, F. H. Mead, Dr. G. A. Holliday, H. R. Macdonald, Dr. J. B. Martin and E. E. Miller. The occasion was very enjoyable.

Luther—H. W. Hammond, for twenty-six years an active business man at this place and eminently a good citizen, died at his home here Nov. 29, aged 61 years. Mr. Hammond as a young man worked his way through the University of Michigan, taking the medical course. He practiced medicine for several years and then engaged in the drug business here with Mr. Osborne. He was a 32d degree Mason and a Knight Templar.

Manufacturing Matters.

Maple City—The Meridian Creamery, of Platte township, has established a branch here.

Detroit—The capital stock of the Detroit Gelatine Co. has been increased from \$50,000 to \$75,000.

Burr Oak—The Whitehouse Undewear Mills have increased their capital stock from \$10,000 to \$20,000.

Lowell—The Boyland Creamery Co. has made another change and the local branch is now to be found at McCarty Bros.' produce store.

Alpena—The Success Cabinet Co. has engaged in business with an authorized capital stock of \$10,000, all of which has been subscribed and \$2,000 paid in in cash.

Detroit—The McIntosh Auto Co. has been incorporated with an au-

thorized capital stock of \$10,000, of which \$5,000 has been subscribed, \$200 being paid in in cash and \$4,405.50 in property.

Monroe—The Monroe Specialty Co. has engaged in business to manufacture and sell machinery, tools, auto parts, etc., with an authorized capital stock of \$10,000, of which \$5,000 has been subscribed and \$1,100 paid in in cash.

Charlotte—The Beach Manufacturing Co., manufacturer of farm tools, machinery, castings, etc., has merged its business into a stock company under the same style with an authorized capital stock of \$100,000, of which \$90,000 has been subscribed and paid in in property.

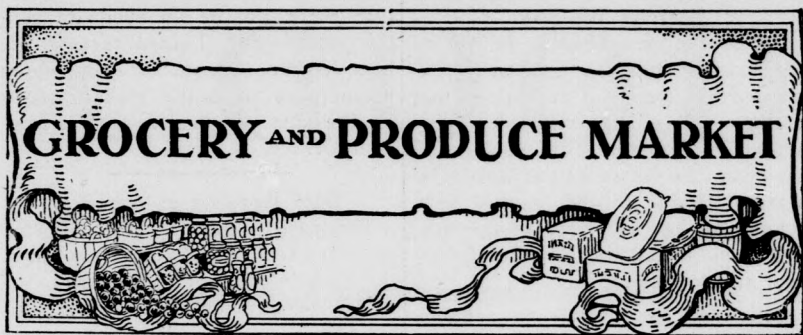
The Grand Rapids Hosiery Co. has been incorporated with an authorized capital stock of \$50,000 common and \$50,000 preferred, all of which has been subscribed, \$50,000 being paid in in cash. E. A. Clement, of the Globe Knitting Works; John Snitseler, H. B. Herpolsheimer and Christian Bertsch are among the stockholders. The company will occupy leased quarters at first and will start operations with about fifty hands as soon as the necessary equipment can be procured.

L. F. McCrath, local manager for Morris & Co. for twenty-three years, has resigned and is planning a trip to the West and a year's vacation. As a testimonial of his long and efficient service he received a handsome present and still more handsome letters of appreciation and good wishes from the officers of the company in Chicago. He will be succeeded by L. Audrian, who has long been associated with Mr. McCrath.

Thomas A. McGee has merged his business into a stock company under the style of the McGee Shoe Shop Co., with an authorized capital stock of \$4,000, all of which has been subscribed, \$125 being paid in in cash and \$2,875 in property. Those interested are Edwin B. Yohe, Columbus, Ohio; Jacob Kleinhans and Thomas A. McGee. Mr. McGee was long with the Geo. H. Mayhew Shoe Co. in this city.

The Success Shoe Co. has been incorporated with an authorized capital stock of \$25,000 common and \$10,000 preferred, of which \$35,000 has been subscribed, \$10,000 being paid in in cash and \$25,000 in property. Those interested are Henry L. Houseman, Eugene W. Jones and Henrietta Houseman. The company will conduct the new Walk Over shoe shop on Monroe street.

The Judson Grocer Company will entertain all its employes at a banquet at the Pantlind the evening of Dec. 17. This has been an annual function for the company and its employes for years and is looked forward to by everybody from office boy to President with fond anticipations, and is remembered until the next one comes around. President Wm. Judson will preside.



The Produce Market.

The early holiday rush for good things to eat has caused a considerable stir in the local market. Celery has advanced 2c and cranberries have gone up nearly \$1. Oranges have dropped about 50c, owing to an enlarged supply from California. Poultry, with the exception of turkeys, is passing freely on the market, and although a slight advance is noted in hens, springs and chickens, there is a plentiful supply. Turkeys are a little scarce and have gone up 1c, with good possibilities of going higher before Christmas. Creamery butter, veal and sweet potatoes have dropped a little in price this week, while Spanish onions have advanced. Late red cranberries are out of the market.

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 31½c 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—20c for home grown.

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

Cranberries—Cape Cod Howe's, \$9@9.75 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—10c per lb. for leaf.

Onions—Spanish, \$1.40 per crate; home grown, 75c per bu.

Oranges—California Navals, 96s and 288s, \$3@3.25.

Oranges—Florida, 126s to 216s, \$2.75@3.

Pineapples—\$4 per case.

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

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

Poultry—Local dealers pay 10c for hens, 14c for springs; 7c for old

roosters; 13c for ducks; 11c for geese and 18c for turkeys.

Radishes—30c per doz.

Sweet Potatoes—\$2 for Virginias; \$1.35 for Maryland Sweets per hamper; \$3.75 for Jerseys.

Veal—Dealers pay 6@7c for poor and thin; 7@9c for fair to good; 9@10¼c for good white kidney; 10½c for fancy.

The Grocery Market.

Sugar—Has dropped 10 points in the last week and is at present being quoted at 509 for eastern and 499 for Michigan.

Tea—The Japan market remains stationary and firm for the better goods and somewhat easier for low grades with only a steady demand. Consul-General Sammons of Yokohama reports that an association controlling the tea industry of Japan has sent a representative here to stimulate the consumption of tea in the United States and Canada, the decreasing exports to those markets being attributed to increased prices. Mr. Akira Shito, an expert in all matters pertaining to tea and silk, has been appointed Japanese Commercial Agent to New York City to stimulate the Japanese trade with this country. Statistics now at hand show that the Pacific Coast absorbed about 3 millions pounds more of Japan tea this year than last, while the territory east of the Mississippi shows a decrease of nearly as much, indicating the rapid growth of Ceylon, India and Formosa teas in the New England and Middle states and Canada. New York is now recognized as the center of the Formosa as well as Congou tea trade, which formerly belonged to London. Eastern advices of late date note a further advance in all black teas, particularly Indias and Ceylons, and every indication points to a higher market during the next few months.

Coffee—Demand is good and prices steady at the last advance. The real basis of strength of coffee is supply and demand. The first basic fact is, consumption steadily increases and supply steadily diminishes. The second leading fact is the current Brazil crop is below the yearly average and the growing crop, according to latest advices, will be even less in quantity. Mild coffees the world over show no increase, but seem each year to fall off in supply approximately a hundred thousand bags. On the other hand, the increase in consumption has just been estimated at 500,000 bags annually. As Brazil is restricted by law against setting out new plantations in Sao Paulo to increase the production, it follows that no large

yield can be looked for until such restrictions are removed.

Canned Fruits—The demand so far this season has been much larger than for many years past. This is not only true here, but the same is reported from many sections of the country. With this increased demand and the shortage in many fruit growing sections, prices are sure to hold firm, and higher prices are looked for as soon as the spring demand opens up well. New York gallon apples seem to feel the effect of the rising market on evaporated apples and are firmly held at present prices. Stocks that were thought large enough to run through the season are running short already in some of the lines.

Canned Vegetables—Prices of tomatoes hold firm after the slight rise of a short time ago, but it seems as though they are reasonable yet, as the pack was so much short of a normal pack. The shortage in cheap peas has been felt for some time and it will be but a short time until the market will be bare of this grade. Other grades of peas are also being taken very freely. Prices of corn are unchanged for the week, but are firm, which has been the case during the whole season. There is nothing to indicate any lower prices, but everything points to a higher market.

Canned and Salt Fish—The salmon market has been without change during the week, but all stock is held very firmly. Reports from the coast are to the effect that there is nothing doing there at this time, but packers do not seem anxious to sell, as prices have been advancing ever since prices were first named at the opening of the season. Salt fish is being taken in larger quantities than a short time ago and the 50 and 100-pound packages seem very popular with the trade, as they make a nice display.

Dried Fruits—The situation in the dried fruit market on the coast is very firm. Stocks are said to be the smallest in years, especially on apricots and prunes. The stock of raisins is also much smaller than a year ago according to figures compiled by one of the largest dried fruit dealers on the coast. Spot stocks are small for the time of year and the advance of two cents on evaporated apples was unexpected, but it is said to be caused by green apples bringing such high prices. There has been an exceptionally heavy trade during the past week in imported dried fruits and figs, dates and Malaga grapes. The prune market shows no weakening of prices, as stocks are small and the demand is very satisfactory. Prices of apricots are gradually working upward, but the demand is light just at this season of the year.

Rice—The market is weak with no sign of a reaction until after the first of the year. Stocks in jobbers' hands are being held down to the lowest possible notch and but little interest is manifested in either Japs or Heads. The demand is quiet and with liberal supplies in first hands.

Cheese—The market is firm and prices recently advanced. The better qualities of domestic cheese are very firmly held and the demand for consumption is improving. There is an

active consuming and trade demand for all descriptions of fancy cheese. Prices are unchanged since last week, being generally very steady to firm.

Spices—The spice market is without new feature, although prices on all peppers are extremely strong, with small stocks in importers' hands and little afloat for the United States that can arrive until after Christmas, and possibly New Year's. A very fair amount of business is being done by grinders and retail demand is seasonable.

Syrup and Molasses—The molasses market continues firm in tone. Reports from New Orleans are of a stimulating character. At that primary point open kettle goods are reported to be two cents higher. Cane syrups are firm and in very good request from the grocery trade to meet an improved demand from consumers. Maple syrup and sugar are in very good request now at firm quotations.

Provisions—Values improved materially last week in the Chicago market. Hog receipts did not increase as expected. Arrivals at primary centers fell considerably short of a year ago, and the number packed at leading points fell 55,000 short of a year ago. Quite a number in trade were inclined to the belief that hogs were not likely to be available at figures low enough to permit manufacture of product at present levels and were therefore taking the buying side. It was notable that the visiting stockmen also believed in a light hog supply, as most of these bought provisions. Pork closed at an advance last week of 65c to \$1.10, lard gained 25@27½c and ribs gained 35@52½c.

Last week's range of prices of the principal articles on the Chicago board of trade, with comparisons, were:

Wheat—	Dec.	\$.91¾	\$.89	\$.91¾
	May	.97¾	.94¾	.97¾
	July	.95¼	.92¼	.94¾
Corn—	Dec.	.46¾	.43½	.46¾
	May	.48¾	.46¾	.48¾
	July	.49¾	.47¼	.49¾
Oats—	Dec.	.32½	.30¾	.32¾
	May	.35½	.33¾	.35½
	July	.35	.33¾	.35
Pork—	Jan.	17.75	16.65	17.75
	May	16.80	16.12½	16.77½
Lard—	Jan.	9.90	9.62½	9.87½
	May	9.75	9.45	9.72½
Ribs—	Jan.	9.45	8.92½	9.45
	May	9.17½	8.80	9.17½

Edward Kruisenga has been appointed General Manager of the Cadillac branch of the National Grocer Company and will enter upon his duties at once. Mr. Kruisenga worked in his father's grocery store at Holland as a boy, was graduated into the Musselman store here about fifteen years ago and for five years has been assistant manager and buyer. He is about 34 years old, full of energy and ambition and with the thorough training he has received in the business is certain to make a success.

INDIANA ITEMS.

Business News From the Hoosier State.

Lafayette—Charles C. Robinson, for many years one of this city's leading wholesale merchants, died last week at South Haven, Mich., where he has been visiting his daughter. Mr. Robinson was 78 years old.

Indianapolis—Jas. H. Fry, of Fort Wayne, has been appointed State Supervisor of Oil Inspection to succeed Sid. Conger, whose term expires January 1.

Indianapolis—The normal Indiana tomato pack is about 1,000,000 cases, but this year's pack will total only about 550,000 cases.

Decatur—J. W. Cowan has purchased a half interest in the racket store owned by his son-in-law, John Gephart, and will assist in its management.

Kendallville—Roy Miller has purchased the grocery business of Joe Emerick.

Winchester—Ed. Monks and Will Alexander have opened a meat market on the west side of the Public Square.

Wabash—The local canning factory will make a winter run on red kidney and Boston baked beans, with orders already booked for 15,000 cases.

Evolution in Toilet Goods—Beautifiers Become Requisites.

There is no class of merchandise which has been so greatly changed, so thoroughly reformed by the pure food and drugs law, as have toilet goods.

The working of the national law has removed the great majority of toilet specialties from the medical class and placed them in a class by themselves. It has made of them a class of applications intended and advertised solely for the purpose of appealing to the senses of sight, smell and feeling.

Of course, many lotions are still advertised to, and really do, smooth roughened skin; but the best of these always were and still are of very simple formula. Despite the extensive advertising to the contrary, few soaps, except those intended for surgical use, ever did contain any medicinal properties. Thus, the working of this great law has made the handling of toilet goods by dry goods men, not only legitimate, but safe.

Talcum powder may be considered as something of a fad, and the present consumption of it is liable to decrease. Dealers who wish to make a permanent talcum powder trade should be careful of their purchases and sell only good powder. A pure talcum powder is light in weight and almost impalpable. When rubbed upon an even slightly moist skin talcum which leaves a bluish-white, faintly metallic luster upon the skin is impure and may contain harmful properties.

In purchasing, it is well to remember that powders of any nature, as simple beautifiers, are rapidly decreasing in use. For years women in general believed that powders were

much safer than creams and lotions. They are rapidly learning that this is not true; that the standard pastes and liquids are perfectly safe and that only such beautifiers as are applied moist and allowed to dry upon the skin will withstand the moisture exuding from the pores.

Another point which salespeople should have brought to their attention is that toilet preparations are by no means exclusively used by women. A toilet cream which was introduced exclusively for a feminine beautifier contains menthol and other ingredients which make of it an exceedingly pleasant application after shaving. Through it and similar goods, men who shave themselves are rapidly learning that both comfort and appearance may be improved by the use of certain so-called beautifiers.

On the other hand, brilliantine was for years considered as a dressing exclusively for mustaches; but, it having been discovered to be the one thing needful to keep puffs and other coiffure units in form, it is today used by women more than men.

Throughout all the world's history the use of perfumes has been periodic. During the last decade we have seen their use descend to the minimum. Now, the upward advance is plainly noticeable. Dealers may more safely stock high-grade bulk goods than at any time for years, but they should not forget that during the time when liquid odors were considered inelegant the well-bred woman learned to become an expert user of sachet powders.

The art of imparting a delicate aroma to the wearing apparel while hanging in closet or folded in drawers brought an evolution in the powders and their application. The use of the gaudy holder called a "sachet" has almost passed and the use of coarse harsh-odored powders is passing after it. Madame now purchases fine, almost impalpable powders which sell at from one dollar per ounce up to five or even ten. These powders, while very powerful, represent the acme of the perfumers' art. A few grains scattered upon the garment or thrown in drawers soon disappears from sight but leaves a delicate and yet remarkably lasting odor upon all articles brought within the atmosphere which it permeates.

Highly colored toilet waters are passing and it will not be surprising if the Washington officials aid in the passing of some of them. To the dealer their chief virtue has been their display possibilities; but he who is wise will in future buy largely of toilet waters of neutral tone and sell them upon the basis of quality rather than appearance. Some waters already examined have been found to contain harmful dyes. These dyes, although leaving no stain upon fabric or person, contain mineral substances which penetrate into the pores with harmful results to the users.

Joel Blanc.

Scarcity of Fish.

There is a great scarcity of fish on the market, and the opinion is expressed by competent authorities that scarcity will not be relieved to any appreciable extent before the first of the year. So far as we can learn, this scarcity is due to two causes, first, rough weather off shore of the fishing grounds, and the fact that fishermen are not taking fares.

This scarcity extends to haddock and hake and creates a scarcity of finnan haddie. Dealers, we understand, are having great difficulty in filling orders for finnan haddie, for the reason that they can not get the fish. When there is a scarcity of finnan haddie finnan hake are substituted, but under the present situation there is, also, a scarcity of hake, and dealers are in an embarrassing position between trying to satisfy customers by partially filling orders and by trying to explain to customers the situation.

Undoubtedly the reputable wholesale dealers are careful to explain to their customers the difference between finnan hake and haddock. If they do not, they ought to.

Any dealer running a local market can tell at a glance the difference between finnan haddie and finnan hake. To begin with, they are two different fish entirely. They are both split in the same way, laid back at the backbone, and lightly smoked. If we take a fish and look at the back or skin side we shall see that there are two black or nearly black lines down either side of the spinal column beginning near the head, quite near the backbone, and extending in a slight outward curve to the tail of the fish. This marks it as a hake. Haddock has no such dark lines on its back.

While we are on the subject, it may be interesting to our readers to know something about the preparation of finnan haddie. They are simply smoked haddock, and as they are not salted they have no keeping qualities. They keep very little better than the ordinary fresh, uncurd fish. They are smoked in houses with various materials, woods of different kinds, oak and walnut wood being the best. Corncobs are also used, but not very extensively. Maple wood is considered to give a good flavor, and we have heard of several other materials which had better remain nameless, although we doubt very much if they were ever used for this purpose. The process is a very simple one, and the secret of the business, if there is a secret, consists in exercising judgment in order that the fish may be smoked exactly to the right degree.

A scarcity of salt water fish has brought into the market a great many fish from the Great Lakes, mostly white fish, and there is great activity among the fishermen of the lakes and ponds in New England, so that now we notice in the market unusual quantities of such fish as pickerel, brindle perch, white perch, and pike from Lake Champlain and the St. Lawrence River. It is hoped

that there will be an adequate supply before the Lenten season begins, as the absence of such supply would lead to much embarrassment on the part of dealers.—New England Grocer.

Date Growing in America.

The date industry in California promises to become a great factor in the fruit markets of the world, for it has been proved that the conditions in the Coachella Valley are more favorable for the development of the date of first quality than any other country where the date is grown. It has also been demonstrated that a much larger percentage of first quality dates can be produced from the seed than in the Saharan oases.

In planting the date seed plant in rows 30 feet apart, placing the seed about 18 inches apart in the row, thus planting about 1,000 seed to the acre. During the first few years any kind of crop can be cultivated between the rows. When the palm is three years old it begins to blossom. At this time the process of thinning begins and the male plants can be taken up and sent to the city to be planted as ornamental trees.

From this time until after the fifth year the thinning and rearranging in rows must be properly attended to, and according to the best authority growers may expect at least 100 plants of the best quality of dates out of the 1,000 seeds planted to the acre, and as plants should be at least 30 feet apart each way when 12 or 15 years of age they will have fifty good plants to the acre to dispose of; but when one considers the profit to be derived from the first offshoots, which may be expected from a 5-year-old plant one will be tempted to leave the plants 15 feet in the row for a few years at least.

A conservative estimate places an average of four offshoots to the plants 5 years old, and an average of one offshoot to the plant a year for the next five years. The offshoot always bears fruit identical with the parent tree. In this way the parties who plant the first seedling orchards will be in line to reap a rich harvest for their surplus offshoots, for the imported offshoots will be very expensive for several years to come. After transporting the offshoots on the backs of camels across the burning sands of Sahara Desert to the ocean liner, lying upon the docks at both ends of the line, then transported by rail to the indicated farms, the plants will certainly be considerably weakened and will require a year of tender nursing.—Los Angeles Herald.

Don't spend all your time puttering over the little things of the business, when it might be used to develop something big. The putterer never gets very far in trade.

If you have a line of goods that is not moving, write to the manufacturer and ask for help. They make nothing on the dealer who is loaded up with dead stock.

A GOOD THING!

You know it when you see it Mr. Merchant, don't you? So does the general public, whether in the line of **merchandise** or **attractive ads**. The public understands that an advertisement reflects the character of the store. The better your ads look the better your chance for success. Our

New Year Greeting Cut

placed in your ad will make it the tastiest ad in the paper. You are seeking that verdict. You want the cut. You want it today. The most progressive advertisers in the state are ordering it. We will sell to but one merchant in a town. That one should be YOU.

Should your order be received after the receipt of another from your city, your money will be refunded at once.



New Year Greeting

Price for This Special Cut

One four column cut	\$1.50
One six column cut	2.70

CUT THIS OUT AND SEND IT IN TO-DAY

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.

MICHIGAN TRADESMAN

DEVOTED TO THE BEST INTERESTS
OF BUSINESS MEN.

Published Weekly by
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Entered at the Grand Rapids Postoffice as Second Class Matter.

E. A. STOWE, Editor.

December 7, 1910

THE CHRISTMAS SPIRIT.

The calendar shows fifteen more shopping days before Christmas. These days should be fifteen golden harvest days for the retail merchant, but they will not be unless the merchant makes good use of his opportunities. The least enterprising, the slowest, the sloppiest retailers will get some benefit. They can not help it. But it will be the live ones who will rake in the big and good money. Therefore it should behoove every retailer to be a live one.

The Christmas spirit is contagious. It is as catching as the measles or mumps. If he has not already done so the retailer will try to introduce the epidemic in his own community. He will give his shop a "Christmasy" appearance. He will display his most fetching wares. In his advertising he will appeal to that sentiment which is in all hearts, of love and good will. His voice will take on a cheerier tone. His hand clasp will be warmer and heartier. There are many little things he can do that will be suggestive of Christmas, and often it is the little things that count more.

The Christmas spirit is catching, but the retailer himself must have it before he can "give" it to his neighbor. If you have not this Christmas spirit, get inoculated as soon as you can and be in the game with the rest of the folks.

TWO OLD SAYINGS.

Word comes from New York to the effect that the son of a famous family has won a bride by abstaining from strong drink for a year.

The individuals in the case need not interest the public particularly, although kindly disposed persons will hope that the young couple will find their lives cast in pleasant places.

But the general proposition of living temperately for a given time for a reward is one that may be considered profitably.

There are the two ancient dictums, embodying the homely wisdom of years: "Do not marry a man to save him," and "Virtue is its own reward."

The woman who marries a man to save him usually finds herself in a storm tossed craft, with her own ex-

istence and that of her partner greatly jeopardized.

That virtue is its own reward is a severe doctrine, but one which can be verified absolutely.

In the instance of the bridegroom referred to, virtue was not its own reward, but the trust of a young woman was the reward. Nor did the bride quite marry her husband to save him, since he had been saving himself for a year.

There will be a wide audience, made a bit skeptical by observation and experience, that will place more dependence in the next year's performance of the young man than in the year during which he was on probation. And these may have the chance to utter that cynical saying, "I told you so."

Nevertheless, there is this fine thing about virtue—it becomes the property of those who come in contact with it, as well as of those who have compassed it; and by one of the high miracles of love the young New York husband may reap a reward of the virtue which is his by proxy.

PRESENT FOR THE TEACHER.

Some one in your district is going to have a chance to sell a lot of eager girls and boys their holiday offering to the teacher. The sum offered is fixed and immovable. It represents a skirmish among the little folks, some of whom earn their own pin money and are in a way independent; more who have begged the nickel or dime from the parents, who in some instances may have been obliged to cut out necessary purchases that there be no disappointment here. The Committee have counted noses many times over, and maybe it always comes a dime short. Then the new boy on the corner comes to the rescue with a double allowance, and the coveted spoon, book or jewel case is in sight.

But guard well the confidence entrusted upon you should they deem your goods the desideratum. Unless the selection is entirely out of taste, do not strive to alter the original choice, although sometimes a hint skillfully dropped will be gladly appropriated.

Enter into their wants with enthusiasm. If you have not just what they desire, can you not get it, and thus make those faces happy? See to it that they get a good bargain. Imagine for the time that you are buying instead of selling, buying for one of your nearest kin; or that it is your boy who has been saving his pennies that he might help to get "Teacher" an acceptable Christmas gift. If they do not have an idea formulated, put your own wits to work to think out a nice gift.

It is easy to "get the best" of the juvenile trade. But remember that the eyes of an entire neighborhood are upon you. Do your level best for this selfish reason, if for no other. Again, remember that the little folks are going to be big some day, and that they now have good memories. Any favor you can show them will bear fruit. If their fund is a little short of reaching the coveted article,

cut prices. Good will is worth more than the difference in cash. And the remembrance of the happy faces when the desired purchase is made should be worth to you several times the profit in dollars and cents.

CIVIC BEAUTY.

What is it? Not simply fine streets, parks, fountains and public buildings, but it is behavior, too. "Handsome is that handsome does" applies to a city. If a city is full of lawlessness, racket, noise, bickering, scandal and contention it is not the city beautiful. It is the city ugly, it makes no difference how fine the streets and parks. It is like a quarreling family in a palace.

The true phase of beauty is in the life of the people. Send a motorcycle snorting down a beautiful street at thirty miles an hour, and the street loses half its beauty. Set up a continuous noise or clatter in any part of a city, and see how intelligence will get away from there, and the price of real estate go down. Order is heaven's first law everywhere, and a city is no exception. Letting things go helter-skelter is a losing business. Let a man deface his own property and it depreciates all property. Let the city do an ill piece of work, or permit another to do it, and the welfare of the whole community is weakened.

Civic life is the main thing; it is for that that fine streets and structures are encouraged. The true civic life implies things that are positive, as purity, honor, cleanliness, decency, order and quiet. Some indolent minds have an idea that the attainment of civic life is in stopping a fight or catching a thief—that a man may make all the noise he pleases or run his automobile with all the speed that suits him, so he does not hit you in the face.

That is a terribly disordered view of civic beauty. Behavior is the very first thing a city needs to take care of, if it wants to guard its own honor or welfare. Respectability is not in money, houses or lands, it is in conduct, and right conduct is utility, an advantage to a community, and when that is not rightly prized a community is unfortunate.

"DOES THA' LIKE THYSEL?"

There is much solid sense in the question which Frances Hodgson Burnett makes her Yorkshire maid ask of the little maid from India who has been quite pampered and spoiled by servants.

"Mother said that to me once," she said. "She was at the washtub an' I was in a bad temper an' talkin' ill of folk an' she turns round on me an' says: 'Tha' young vixen, tha'! There tha' stands sayin' tha' doesn't like this one an' tha' doesn't like that one. How does tha' like thyself?'"

The question might properly come home to us many times in a year. And if honestly answered, the reply might be like that of the astonished little girl from India, after she had reflected over the matter carefully, "Not at all—really."

Perfection is a difficult thing to attain. But have you really approximated it? Have you attempted this? Have you always tried to do the best that you could? Has your work during the past year been in any way an improvement over that of previous years?

If others have passed you buy is there not some reason for this slight? How would you do if positions were exchanged? Gazing in the mirror does not necessarily make a person vain. If the reflected visage is rough and uncouth, the effect should be quite the reverse, providing we have learned to view ourselves with unbiased eyes. "Paint me as I am," replied Cromwell angrily, when the artist would have obliterated the mole from his face.

Look over yourself and your work carefully, and see honestly what is commendable, what worthy of censure. Mark the points well in which improvement can be made. Be sure that others will mark them if you do not, and perhaps with less kindly motive. "How does tha' like thyself?" may prove the key to popular favor.

PARCELS POST MENACE.

Do you want the mail order houses of Chicago to make further encroachment upon the home trade, which is the moral right of every local merchant?

If you do not, now is the time to get busy.

Strenuous effort will be made during this session of Congress to secure the enactment of what is called a local parcels post law. This law, it is argued, would give the local merchant a better chance to serve his rural route customers, and by confining the mailing privileges to the rural delivery station it would shut out the big city mail order houses. The argument is plausible, but the local merchants should not let themselves be fooled. There is nothing to prevent the Chicago mail order houses sending their catalogues and trade solicitors through the rural districts and then when enough orders have been accumulated to make it worth while to freight the goods, all carefully wrapped and mailed, to the rural route station and make use of the mails for the final delivery. The Chicago houses could not mail direct to customers in Michigan, but there would be nothing in the law to prevent them sending their goods by freight to Grand Rapids, Cadillac, Traverse City, Big Rapids or any other town, and there mailing them.

This local parcels post is a delusion and a snare. It is a menace to the local merchant, and the local merchant who would preserve his own trade against encroachments that are unscrupulous and unfair should set himself down with pen in hand and express himself with earnestness and vigor in a letter to his Congressman and to Senator Julius Caesar Burrows and to William Alden Smith. And now is the time to do it.

The big fish who are now eating up the little ones were not always big fish. The business that would grow must feed upon something.

WAITING.

Every minute that you keep a customer waiting presses up against you every defect in furnishings and in goods. He may wait for his own convenience, and note the excellent points in your establishment, but the minute that the obligation is on the other side his opinion of all surroundings changes.

Just put yourself in his place. You are stranded at some wayside junction, waiting for a train. Do you content yourself with admiring the landscape or replenishing your lungs with a fresh supply of ozone? Not a bit of it. You wonder how many hours late the train is, and whether the coffee and sandwiches at the only restaurant within reach could possibly be more unpalatable.

There is always more or less danger in keeping a customer waiting. Even though you are acquainted with his personal characteristics, assured of his unbounded good nature, you do not know what the present demand may be for haste. Although the patron may be so polite as to assure you that "There is no hurry," do not so fully take him at his word that you cease working expeditiously. Just imagine that he is in the hurry which he may feel, even although assuring you to the contrary through courtesy.

The man who waits may do so with seemingly good grace; yet if in the slightest inconvenienced he will, perhaps unconsciously, draw a mental inventory of your surroundings which is not complimentary to you. He will see not what he came to see, but what the inconveniences of the time thrust upon his vision. Things look warped and distorted when one is personally inconvenienced. So for your own good strive to be prompt in waiting upon customers. The good will thus gained is much more than the purchase of the day. You can quickly figure up the latter; but the former is like a repeating decimal, going on forever, yet with some point recurring at stated intervals.

TRIBUTE TO TWAIN.

The memorial services recently held in New York in honor of the world's great humorist were quite out of the ordinary observances of this character, but were molded, as Mr. Howell suggested, as Twain himself would have wished, of a reminiscent nature. And the fun which he had made for them individually and collectively was again enjoyed.

Speaker Cannon regards his work as a series of photographs, of which Tom Sawyer, "the most natural boy between covers," serves as a first-class illustration. And when we stop to consider what is his best work, *Innocents Abroad*, but a series of travels? He saw things with the funny side up always. Would that more of us could fall into this habit. It would not only make the world brighter for others but for ourselves.

One good story recalled was during his trip to Washington in the interests of the author's copyright bill. He tried to get the floor of the House "to talk for three hours," on

the plea that he had learned that "only those who could attain the honor of the floor were persons who had received the thanks of Congress." Then he wrote to Speaker Cannon: "Write me your thanks yourself, and have Congress ratify it later. For 71 years I have let Congress alone, and I deserve its thanks."

But if he could not get before Congress he took his revenge in dissolving that august body for a time. He went into the Speaker's big private office and let the word get out that he was there. In less than five minutes so many Congressmen had business that way that there was not a quorum left in the room! Tact is useful, even to the humorist!

The entire exercises would have been enjoyed by Twain had he been present; and they emphasize the fact that the best memorial of any worthy person is that promoting the methods in which they excelled.

FOR ABSTINENCE.

That from the head of the nation most given to universal drinking of alcoholic beverages should come the unqualified statement that the nation which in the future uses the smallest amount of alcohol will lead in art, industry and war, is great encouragement to the temperance worker. And Emperor William could not have chosen a more opportune moment for rendering the impressive statement than the opening of the new naval academy at Muerwick, during which, while strongly warning against the excessive use of liquor, he also emphasized the importance of total abstinence.

The Emperor strove to impress upon the cadets the fact that the naval service of to-day requires strong nerves; that the world realizes, in the strenuous life of the present, there is the utmost call for the highest powers of the human mind, be the path chosen that of a military or a business career.

Facts true of a nation as a whole are equally true regarding its component parts. We are not engaged in war, and have no military aspirations. But we should aspire to the same strong physique for which the soldier strives. It is not beyond the reach of every one of us. With it we can work better, think more effectively and act more nobly. If we are to excel in the arts of everyday life we must conform to the fundamental rules.

When Humboldt was asked the secret of his success he replied: "It is continued temperance which sustains the body for the longest period of time, and which most surely preserves it free from sickness." Yet this man tested the rule alike in high and low latitudes, in tropical sun and polar snow.

May the German eliminate the beer, and may we at the same time strive to banish every intoxicant. Our best interests, mental, moral, social and financial, all demand it.

THE HANDKERCHIEF.

There is no single article which appeals more generally to the holiday trade. It is cheap or expensive, as the buyer wishes. It appears in a multitude of materials. It is always appropriate and there is no fear of a surfeit through duplication. It is adapted to young and old alike. If the feminine taste is for ornamentation, there is an endless opportunity for elaboration with the needle. It never changes greatly in all the vagaries of fashion relating to other articles. A neat handkerchief is always an essential to refinement. Yet it appears in as many different forms as there are eyes to seek it out.

There is no article which more readily adapts itself to ornamentation. Simplicity is the keynote to success in window dressing, and here we have the material upon which to form almost any design wished. Handkerchiefs neatly folded and with the points overlapping like shingles combine most artistically into a church if a bit of scenery is attempted, others widely spread simulating the snowy landscape. Or they may form the bricks of a quaint old fireplace. Again, you may cover the Christmas bell with them. In fact, there is scarcely a form of design in which they may not become an artistic part.

Show what can be done with them, if you wish. The fancy apron made of four will appeal to the lover of fancy work. The Dinah doll causes mirth for the fun-loving, and many a colored bandana may be disposed of to the mere copyist or to the one who sees plenty more of fun by exercising a bit of originality with the hint given.

Make a special effort along this line. Advertise the fact. Be sure to give a range in prices which will appeal to all. Present them in fancy packages, novel forms, and give value for value.

BE INDEPENDENT.

The daughter of the Governor of Oklahoma has struck the keynote to real education in her announcement that as soon as she is graduated she will earn her own living. The habit is fast being lived down of keeping the sons of rich men in idleness. It has been proven time and again that if they are to become worthy of their birth and opportunities they must be put to work. Yet the daughters are too often allowed to grow as butterflies in the social world.

The very training of the daughters throws them eventually into the households of the sons of their class. Why is not the broader path of human duty extended to them also? Even although their ultimate mission is making a home, they will do this more completely by first getting a broader conception of the world at large, its needs and possibilities.

Then there is the development of self-reliance; the getting away from the feeling that there are only conventional forms to be followed. It does any one good to be placed in a spot where they must exercise their

own judgment, rely upon their own resources. It quickens the wits to have new problems presented. It enlarges the sympathies to come in contact with other stations in life. It makes the selfish, contracted heart into a new organ, capable of beating not only with force to send a renewed life-giving current through the pulses of its owner, but to offer a warmth to the freezing world outside.

The girl who works only to get through school and then to fall into the old rut gets not half so much out of her course as she who has a definite aim; who resolves to make her own way in the world; who finds pleasure in independent work; who adds something to the monument of human toil and endeavor.

TENANT FARMING REMEDY.

One of the speakers before the annual session of the National Grange at Atlantic City declared against "tenant farming." Any increase in the number of that class of farmers he viewed as a menace to the movement to put the farming industry on a business basis.

There may be a point worth consideration in the suggestion, but the remedy for the reduction of the number of "tenant farmers" appears to be involved in the bigger question of how to increase the number of scientific farmers. So that the "note of alarm" sounded against tenant farming is merely incidental to the main problem regarding the farming industry.

The fact is that there are too many poor farmers and not enough good farmers, by whatever name they may be called otherwise.

When any farmer knows how to produce three bushels where he now produces one and to grow several crops where he now depends upon growing one, there will be fewer tenant farmers. The man who feels now that he can not own a farm of 160 acres will know that it is not necessary to own so much land in order to become a successful farmer. Then he will become an owner of a small farm rather than a tenant upon a big farm.

When the man who boasts now of his expansive acres finds out that expansive farming is expensive farming, he will seek to reduce his acreage and intensify his efforts. That will mean more opportunity for the tenant who desires to own his own land.

The real problem is not to decrease the number of any particular kind of farming except the unscientific, unbusinesslike farmers.

If you are going to pass out free calendars for 1911, see that they get into the homes. Calendars lost on the way or tossed into a waste basket will not produce any returns.

Do not overbuy just because you can get a long dating or an extra discount. The bill has to be paid and the goods must be sold in order to produce any profit.

THAT "SUPERIOR" AIR

Has Ruined Many a Promising Business Future.

Written for the Tradesman.

When you see a clerk with that cold, frosty uprightness, like a bit of garden weed left out over night in December, fire him if you are the boss. There are clerks who take pride in their calmness of feature, in their immobility, in the dignity of their facial expression. They are usually courteous in words, but they have the slow drawl, the bored look, the wooden face which exasperates customers, and yet no one can put into words their offense against buyers.

They have the "superior" air, and pride themselves on "keeping themselves well in hand," and in "not telling everything they know," and in "presenting a dignified face to the world." There are other things they say for themselves. They have to say a lot of things for themselves if anything good is said. They are "civil," but, Holy Mackerel! how cold they are. You need an overcoat in July if you draw near to one of them. They couldn't sell bread to a starving man the second time.

When you find one of your clerks, or book-keepers, or even delivery men, getting into this false, unnatural, insincere attitude toward the buying public, you make up your mind that they are hostile to your interests and fire them, or him, or whatever the pronoun should be in such a case. If you are getting the habit of pushing customers away with your chilly glances and your icy manners, go out and find a man to buy your business.

There are times in a store when too much talking loses customers, and there are times when this "dignified" silence is an insult to the buyer. The merchant or clerk who does not know when to be dignified and when to be loquacious ought not to be in trade at all. It is the knowing of people that wins. It is the "I go there because I like to trade with the clerks" that makes a store.

There was Harley. He was a good fellow, but he took himself too seriously. He thought he was the last word in about everything. He liked to be invited out into society, and liked to be popular and "in demand." He could be quite jolly outside, but he had an idea that business was an entirely different proposition. He could laugh and joke in the parlor, but in the store, behind the counter, he must be treated with becoming respect. That was the way he expressed it. He must be treated with becoming respect.

I don't know what his boss thought about Harley. The young man might have been a fine salesman at the start, before he began to think the people of the world were not so much; before he began to assume the expression which said, "I wait on you here because I have to, but don't you dare think you are my equal;" he might have had buyers come to the store and ask for him by name. You

see, he thought he would be all the more "taking" in the cheap little circle he moved around in if he put on the airs of a thorough-going business man.

That is, I don't know what Harley's boss thought of him as the ravages of this "superior" disease wiggled through the clerk's frame and made his face look like one of these putty masks one can buy for a dime. I know what he thought after Harley had—

The way it came about was this:

Nellie and Bertha Norton came to town. They were young, and pretty, and had money in bank, and men working for them every day in some old iron mill, or something like that, and so Dillonville was crazy about them and permitted them to set the pace. They came to visit Fanny Riley, whose father owned the big store where Harley worked, and at the Riley breakfast table they talked of buying things and writing to "Mamma" and "Pawpaw" to come to this town and live.

Riley hoped they would, and snickered when he thought what a rise he had on the other merchants! Nellie and Bertha set the pace. Where they bought things the other society people would buy. On the strength of the prospects, he gave Fanny a new hat that wagons had to turn out for, because of her tact in bringing these college chums to his town.

The Norton girls were invited out and they accepted all invitations. They were there to have the time of their lives and they succeeded. On one or two occasions they met Harley at select gatherings and Harley was gracious. One woman who saw him smile actually looked him over with her glass afterward to see if his smooth, hard, shiny cheek had not cracked with the effort.

Just after the first of the year, after the Norton's were nicely settled in about the finest house on East street, they announced one grand reception. It was to be a dress affair, and the people of the town who did the least hard work and earned the least money honestly were to be there. The dry goods merchants and the tailors prepared for a money-making season, for others would follow the example set by the Nortons, and money would roll in swiftly.

Riley, banking on the chumship before mentioned, put in a new stock of the latest things in make-the-girl-pretty lines and sat back to count his money. Would you believe it? The money did not come! It was dull in the store, although the girls kept everything lively at the house.

The business streets seemed full of buyers every day, but few of them came to the Riley mart. Riley wondered over it, and finally decided that no buying was being done.

"They are wearing out their old clothes," he thought.

But they were not wearing out their old clothes, and he found it out one night by sitting in the dining room over a cigar while Fanny and the Norton girls fluttered all over the house, planning and getting ready

for the big event. Of course the girls were talking about dress.

"Isn't that swell?"

That was Bertha's voice, and Riley heard the rustle of silk.

"Awfully nice!"

That was Fanny.

"Best in town," continued Bertha.

"Why, I haven't seen anything like that in stock," Fanny said.

Then Riley bent lower over his paper and cigar and opened his ears as wide as they could be opened.

"Did you look at Swan's?"

That was Bertha again.

Swan's. Riley came near exploding with a loud noise. Swan's! What right had these girls to mention Swan's?

"No," said Fanny. "I didn't."

"Why, of course not!" cried Bertha. "You have to get your goods at Paw-paw's. Of course you wouldn't look at Swan's."

Riley was wondering if Fanny did not have sufficient drag with the Norton girls to keep them away from Swan's. And if not, why not?

"Lots of the girls go to Swan's," Bertha went on. "It is just a lovely place to trade. Why, I've waited for them to order what I wanted from the city."

Riley was on the point of tearing what little hair he had out by the roots when the explanation came.

"You won't have to wait for the goods to come from the city if you go to Papa's store," said Fanny, and the old merchant resolved then and there that the girl should have a red motor car that would beat anything in the county.

"There's a nice stock at your Paw-paw's," said Bertha, "but, somehow, we don't go there any more."

"Why?" asked Fanny, in an awed whisper.

"Mercy!" cried Nellie. "What did we have to do when we went there last, sister?"

Riley could hear the two girls laughing, and knew that the secret of this insurgency would soon be out.

"My!" cried Bertha. "What didn't we do?"

"Tell me," said Fanny.

"Why, Harley waited on us," Bertha said, "and I kept asking Nellie to get some one to shut the door to keep the cold air off me."

"Cold air!" repeated Nellie. "I froze under Harley's cold glances."

"Why, of all things!" cried Fanny.

"So superior, and so dignified, and so chilly!" continued Bertha.

"Why," laughed Nellie, "I went home and drank ginger tea and put my feet in hot water!"

The two girls giggled in chorus, and Riley, listening, came near going up through a new ceiling that had cost him \$400.

"Why, I thought Harley was a friend!" Fanny said.

"He's the North Pole!" laughed Bertha.

"When I go in there now," laughed Nellie, "I put on double clothing. Do you see that little mark on my cheek? That is where a glance of his superior, frosty eye froze the skin."

"He's a thousand miles off when he's waiting on customers!" laughed

Bertha. "I quit going there for fear of pneumonia. I got this cold at his counter!"

That night Fanny admitted that the girls had been telling about Harley's frost all over town, and that the girls were all staying away from Riley's.

Harley makes a good clerk in a gas office, where people are not supposed to—

But what's the use?

Alfred B. Tozer.

Man Without an Overcoat.

As cold weather settles itself in winter quarters the man who never owns an overcoat comes into prominence. He is generally a man a little advanced in years, of whom you might expect better things. His dress does not indicate that he is destitute of an overcoat because he can not afford the expense.

Far from it. He is more likely to be a person well-to-do in the world than other wise. With him it is an eccentricity more than anything else. He likes to attract attention by this peculiarity, and he never misses an opportunity to brag about it.

He is constantly on the alert for some one to ask, "Don't you find it uncomfortable without an overcoat?" so that he can reply, proudly: "Sir, I never wear an overcoat, even in the coldest weather."

He promenades the streets when the mercury is suffering with the ague, with a frozen smile on his features, originally intended to show, to his way of thinking, "December's as pleasant as May."

If you study the man who never wears an overcoat, you will generally find that peculiarity is the only thing about him that entitles him to any attention.

Two Sorts of Failures.

A contributor to the Century some time ago said that what might be called the only true failure in business from a statistical standpoint is that where a person fails owing money to others. This is the failure in which the business world is really interested, because in it is involved the loss of other people's money. The failure merely to succeed, and the temporary or permanent withdrawal of the failing trader with only the loss of his own capital, cannot have the interest for the community at large that would follow if the failing trader had lost some other person's money besides his own. For the first kind of failure there is usually a public record of some kind which can be statistically measured; for the second there is really no record at all, and the unfortunate business mariner sinks without the traditional ripple. As regards the latter sort of failure, it is well to remember, too, the old saying regarding square pegs and round holes. A man may fail to succeed several times, yet ultimately win in another line of business, and some of the most conspicuous final successes in business have sometimes met with these temporary discouragements.

Always a Little Better

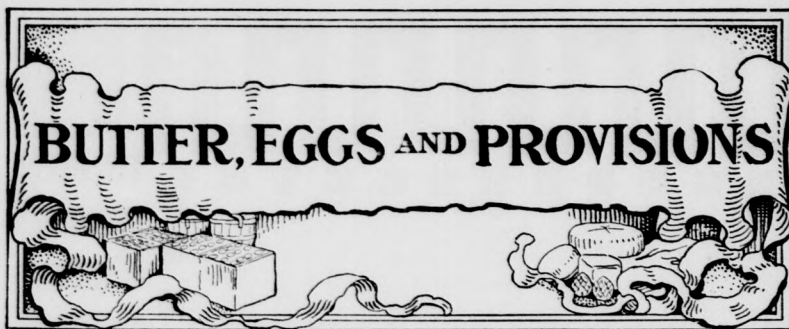
WE always strive to make our overalls just a little better than the other fellows, and our No. 176 which we describe below, is no exception to this rule.

Made of Stifel's Wabash Stripe pure indigo drill, which is unsurpassed in wearing quality, permanency of color and pattern and warranted not to break in the print. Full pantaloon cut, extra wide legs, deep crotch and seat, long waist with two button opening on side. Has two front swing pockets made of 250 weight, Pepperell drill, combination watch and pencil pocket on bib, one rule and two hip pockets, Silesia lined fly, trimmed with high grade gold gilt buttons and is double stitched throughout with extra heavy thread.

One of the features of this garment which should not be overlooked is the suspender which is made up for us of a 2 inch extra heavy web with a calf leather back piece and a heavy crome leather tab, and is far superior to any suspender being used by other manufacturers. Samples sent at our expense.

THE IDEAL CLOTHING COMPANY,

Grand Rapids, Michigan



State Creamery Owners and Managers Hold Meeting.

The Michigan Association of Creamery Owners and Managers, organized in Saginaw in September, completed its organization at a meeting held in this city December 1, with about 100 members present. The constitution and by-laws were adopted and committees were appointed to consider some matters that need immediate attention. The purposes of the organization are to promote the interests of the creamery men, to put the business on a better basis, to elevate standards and to educate cream producers to better methods.

C. E. Van Slyke, Durand, Frank Keuch, Grindstone City, and Wm. Dubendorf, Coopersville, were appointed a committee to devise a plan for grading cream. At present there is no uniform grading system, each creamery having its own and some having none. Mr. Dubendorf explained the method used at the Coopersville creamery and it seemed to be

favorable. At the Coopersville creamery No. 1 cream, commanding the highest price, is sweet, tests not less than 15 c.c. to a 50 c.c., Mann's acid test, and is free from off-flavor; No. 2 cream, with price 1½ cents lower, is sour and free from flavors. Below No. 2 cream the price is 4 cents less.

The loaning of cans to patrons is one of the evils of the business and F. V. Bennett, Elsie, F. L. Eldridge, Breckenridge, and John Boyland, Grand Rapids, were appointed a committee to report on how this problem should be dealt with.

The officers of the Association, appointed at the Saginaw meeting, are:

President — H. L. Burroughs, Owosso.

Vice-President—L. Freeman Fenton.

Secretary-Treasurer — Martin Seidel, Saginaw.

Executive Committee—Wm. Bachtel, Caro, F. V. Bennett, Elsie, John Boyland, Grand Rapids, W. Basold,

Bay City, and N. J. Whitney, Kalamazoo.

The next meeting of the Association will be held at Bay City in February, at the same time as the annual convention of the State Dairy-men's Association. At this meeting the Committee will report on a plan for grading cream, and on the can loaning problem, and what legislation is desired will also be considered.

New Use For Waste Milk.

A new and exceedingly profitable use has been discovered for the waste milk produced in such abundance by all creameries. There are sections of the country where this waste is used by the farmers who sell their cream, to fatten pigs, but then again there are districts where the milk, thoroughly skimmed and watery in character, is allowed to drain away. It has been found, however, that by mixing the milk with phosphate of lime a most efficient phosphate is produced.

The phosphate of lime is placed in a hollow heap on the floor, the waste milk is run into the hollow, and a handful of yeast is added. In course of time the whole is turned and thoroughly mixed after the fashion of mortar. After it has dried and is broken up it is a most efficient fertilizer, containing about 72.30 per cent. of phosphate and a little more than 1 per cent. of nitrogen. Unlike the manufacture of most phosphates, this process is not attended by any of the disagreeable smells and other

nuisances so closely associated with the ordinary fertilizer factory.

To Widen Elgin Butter Scope.

Enlargement of the Elgin territory and the establishment of two grades of butter—specials and extras—to conform with the New York market, have been recommended by the Committee of Revision of By-Laws of the Elgin Board of Trade, which met Monday at Elgin.

The present territory embraces all of Illinois, the three lower tiers of counties in Wisconsin, the eastern tier in Iowa and a few counties in the southwest corner of Minnesota.

The "regulars" and "insurgents" on the Board are lining up for the election to be held Dec. 19. Chicago members, with a number of farmers, will put in the field an independent ticket. The Elgin butter quotations dropped 1 to 30 cents Monday, bad market conditions being given as the cause.

Buckwheat flour, pancake flour and syrups are articles which should now receive the attention of the dealer. A good window display of these goods would serve to call the consumer's attention to the fact that they are now in season, and many sales would probably result.

If you were going to make a speech wouldn't you study up in advance the character of your audience? Well, in writing advertisements it is just as necessary to plan them to fit your audience.

STOP EGG BREAKAGE!

Retailers All Over the World Are Using Star Egg Carriers and Trays FOR SAFE EGG DELIVERY

They prevent breakage and miscounts.
Save time and customers.

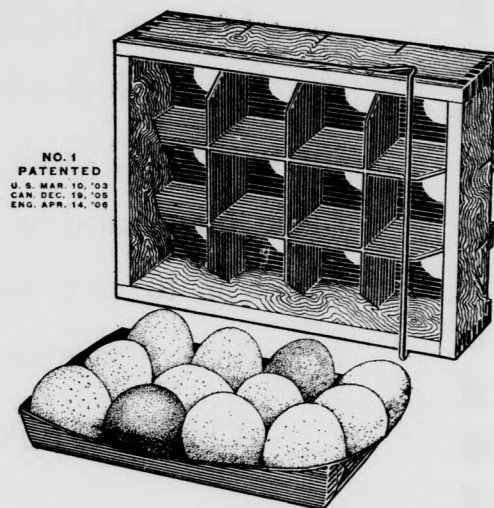
We can show you how to make an extra profit of 1c on every dozen eggs you deliver.

The STAR SYSTEM is cheaper to use than paper bags or boxes. Write today for booklet, "NO BROKEN EGGS," then order through your jobber.

It will save you money.

Henry Ollman, Elgin, Ill., writes:—

The STAR EGG CARRIERS and TRAYS I purchased of you are the best ever. There is no loss of carriers, or broken eggs, and I feel that they are the cheapest for any grocer who delivers by wagon.



Made in One and Two Dozen Sizes

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

New England Method of Killing and Picking Poultry.

The Maine Department of Agriculture Bulletin on poultry says in part:

A great many different methods are used in killing poultry, from the method common in the West where they go out with a rifle and shoot the chickens (prairie chickens) that they can not catch, to the most skillful, dry picking method of the East. Probably more chickens are killed by having the head removed with the ax than in any other way.

A great many birds are killed at home by wringing the neck. This method should be discouraged, for in many instances the birds are not properly killed. They are simply strangled to death and there is little or no bleeding. A far simpler method of killing a chicken is to dislocate the neck. It consists in taking the head of the bird in the right hand, holding the legs and primary feathers of the wings in the left hand; bending the head of the bird at a right angle to the back of the neck and pulling. If properly done the neck disjoints close to the skull and the arteries, windpipe, etc., are so broken that the bird bleeds freely. Too much attention can not be given to the proper bleeding of the carcass.

Perhaps the killing of the bird should be governed more by the method in which one proposes to pick it than by any other. Two methods are in common use—wet picking and dry picking. A great many people scald their poultry. This should never be done. The scalding causes the skin to peel and gives the carcass a bleached appearance. No doubt the feathers come off quite easily in this way, but the appearance of the carcass is so bad that it can not successfully compete with a first class article.

Some shippers in Maine do wet pick their poultry and ship it into the Boston market in such good condition that it can scarcely be told from the dry picked. The secret of their success is in the use of water that is not too hot. They endeavor, if possible, to keep the temperature of the water at about 130 degrees. It is true the bird does not pick quite so easily with water at that temperature, but the appearance of the carcass is materially improved and it is really the only form of wet picking that should be followed.

The best dressed poultry in the country is dry picked. It is doubtful if the average individual who has only a few birds to market each fall will ever become very proficient in dry picking. The secret of dry picking consists in being able to properly kill the chicken. One may succeed very well with one bird, but to do it over and over again requires practice, and it is only the skilled pickers in the large packing houses who ever become really proficient at it. Two methods of dry picking are in use—the string method and the stool method. The string method consists in hanging the bird up by a string fastened around the hocks; a hook

with a weight attached is suspended from the upper mandible. This draws the bird's head down tightly and it bleeds more freely. The picker takes firm hold of the back of the chicken's head with his left hand and takes a sharp, rather long pointed knife in his right hand and severs the arteries on either side of the mouth, then with a straight stab he pierces the brain, gives the knife a half turn, and so effectively paralyzes the muscles that if he proceeds quickly the feathers come off very easily.

The stool method is quicker than the string method. The work of killing is all done from the outside and disfigures the appearance of the head and neck of the bird to such an extent that it is necessary to wrap the heads in paper, if shipped with the heads on. The bird is held firmly between the knees. The head is extended in the left hand and the first cut is made through the neck in the same manner as one would kill a sheep. The bird bleeds freely. The second motion is to insert a knife from the outside immediately below the eye and to follow one of the sinuses of the head back to the brain, which is not located, as many people believe, in the top of the head, but rather in the back of the skull just at the point where the neck joins the head.

Really the word picking does not apply to the speed with which skilled pickers remove the feathers. They do not take time to pick them; they rub them off, and anyone who has had opportunity to watch these men will notice that they dampen the hand slightly at the outset and at intervals while at work on a bird. The secret of their speed is that they remove the pin feathers at the same time that they remove the outer feathers.

In the larger killing houses the birds are laid out on large tables and sorted immediately after being killed. But few people have any idea of the number of grades into which roasters are divided. The Boston market man is familiar with at least twenty-four grades of medium chickens weighing between two and a half and four pounds apiece and he buys his stock accordingly. Following the grading the carcasses are gradually cooled before being placed in the refrigerator.

In the smaller killing houses one of two methods is used. Either the birds are plunged in ice cold water or are placed on the shaping board to harden. Cold water does plump the birds up somewhat and they absorb more or less water, but in the end it does not pay if one desires to have a first class carcass. The water removes the oily gloss from the skin and the skin in time becomes hard and dry, and the carcass will not keep so long. The shaping board is not used much in New England. It consists in setting two six-inch boards at right angles to each other. The birds are placed on the boards, keel down, and with the feet drawn up underneath. If it is desirable to plump them a weighted board is laid along the backs. However, the chief

value of the shaping board is that it facilitates packing, and the method of packing is most important if one desires to have an attractive looking package.

The store that shows a proper appreciation of its customer's small orders is the store that is likely to get their large orders.

We Want Buckwheat

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

WATSON & FROST CO.
Grand Rapids, Mich.



Ground

Feeds

None Better

WYKES & CO.
GRAND RAPIDS

WANTED

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

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

SEEDS—Clover, Alsike, Timothy

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

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

O. Gandy & Company South Whitley, Ind.

A. T. Pearson Produce Co.

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

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

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

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
PRODUCE COMMISSION

J. A. Witzig

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

Established 1876

Wanted

White Beans
Red Kidney Beans
Potatoes

Clover Seed
Brown Swedish Beans
Onions, Eggs

Moseley Bros.

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

Both Phones 1217

Grand Rapids, Mich.

DIFFERENT KINDS OF VALOR.

Plug-uglies Did Not Make Good as Soldiers.

Written for the Tradesman.

"When the long dispute on the slavery question finally came to a head in an appeal to arms; when the bullet and bayonet took the place of fist and bludgeon, the trial of true courage came to the nation."

The schoolmaster sat whittling and entertaining the snow-bound twain of clothing drummers with his yarns of bygone days. Old Tom was getting on the nerves of some of the traveling wayfarers of the up-country route, yet most of the younger men were glad enough to be entertained when marooned among the hills of the Far North.

"It was thought, imagined is the better word, that the backwoods toughs, the plug-uglies and bullies of the woods would make first class food for shot and shell of an army in battle. These men were the terror of the woods, boasting of their feats of strength and ability to cope with an enemy however powerful. Think you they made good when the test came?"

"I have an idea," said the slim Mr. Dixon, "that they were not bullet proof at any rate. Big men, with the strength of oxen, could stand no better show than the timid counter-jumper where bullets become trumps. Am I right?"

"Quite right," agreed the old schoolmaster. "There was plenty of proof of this fact during the opening months of the great Civil War. You know whole regiments were enlisted from the slums of our great cities. One regiment was composed wholly of criminals, the qualification to membership being the committal of some crime, a certificate of eligibility being nothing less than a former jail or penitentiary sentence."

"And such soldiers were not especially famed for their valor in the face of the foe, I take it."

"Decidedly they were not. The tough element of the North woods did not combine in one organization, but were fused with the better class of recruits. None of these home terrors, however, made good in actual battle. A weak little weazen-faced clerk did better service. I call to mind one chap who was mother's boy at home, an absolute abstainer from broils, who won his spurs under 'Pap Thomas' in the West and fell fighting for the old flag on the bloody field of Chickamauga. The biggest tough and terror of our neighborhood was at the same time huddled on a cot in a hospital, sick from very fear."

"You don't mean to say that the war made cowards of strong men and heroes of weaklings, do you, Mr. Tanner?" queried Dixon.

"By no means. What I do say, though, is that the war brought out what was in a man. The habitual brawler and shoulder-hitter of the woods was, nine times out of ten, at heart a coward, while the gentle, almost timid man had in him a moral heroism that needed the crucible of the battlefield to bring it out. One of

the most famous fighters of the lumberwoods was drafted. He wilted like an icicle under a spring sun; became absolutely tame and really childlike in his demeanor toward the very men he had once affected to despise."

"Were there no brave men among the toughs, the backwoods bullies?"

"No, not in the sense you imply. There were men among them who had pride enough to put up a bold front and face the music for a time. In the main, however, they were poor stuff of which to make soldiers. The bad man of the lumber woods was not like his prototype of the West, the man quick with the trigger and his gun-play. Some of those latter, I understand, were brave and ready to die with their boots on. Very seldom did the lumber woods tough resort to the use of the gun."

"That is usually the coward's weapon."

"It was so considered in the woods; out West it is different. A man who, in the lumber camp, was caught with a gun strapped to him was sure to be hooted out of the place, utterly disgraced. All brawls were settled with the fist. I could give you a dozen instances where fist fights settled feuds, but I won't inflict you to day."

"Go ahead; let's hear some of them."

"Not now," with a slow smile. "One young chap I remember terrorized the settlements with his depravity in the line of small indiscretions such as petty stealings from the men. He had been cuffed for his folly many times, but failed to learn from experience. He once stole a new suit of clothes from a shanty mate, went to Muskegon, traded the goods to a peddler for tinware, sold this to a widow for a mince pie; sat down beside the road, ate the pie, then went to town, stole some money from one of the millmen, went back to his own shanty and, when accused of theft of the clothes, owned to the stealing and paid the loser with the money he got at Muskegon."

"And didn't he get jugged?"

"Not that time. He enlisted and went South to fight the Johnnies—"

"Winning fame as a soldier, no doubt."

"Very grave doubt," chuckled old Tom, whittling rapidly. "He was always in hot water, even in the army. He gave more trouble to his poor old mother than a little. He wrote home that he had deserted, been caught, tried by court martial and sentenced to be shot. That poor mother, a widow at the time, wept over the sad fate of her degenerate son."

"So the young rascal got his deserts at last," exclaimed Dixon.

"Not that time," grinned old Tom. "He lived to come home. After the war he got into scrapes that finally wound up in Jackson prison. I never learned what became of him at the last; think he died in prison."

"Served him right," unitedly agreed all present.

Old Timer.

Unreasonable Reason.

Dr. Simon Flexner, the distinguished head of the Rockefeller Institute, said of the anti-vivisection movement, at a recent dinner in New York:

"It is odd that so many pronounced anti-vivisectionists are pronounced sportsmen. These men object to killing rats and mice for the good of mankind, but they don't mind killing gazelles and pheasants and giraffes and other beautiful and harmless creatures for the mere pleasure of the killing."

"They make me think, such people, of Mr. Skimple, a Philadelphian. 'Well, Mr. Skimple,' I said one day, 'what are you going to make

your little boy? A grocer like yourself?"

"'No, doctor,' said Mr. Skimple; 'I think I'll make him a butcher, he's so fond of animals.'"

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.



Don't Write!
USE THE
LONG DISTANCE SERVICE
OF THE
MICHIGAN STATE
TELEPHONE CO.

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!

BOOMING

Yes, "White House" Coffee has surely reached that point of prosperity where the liveliness of its success is fairly expressed by that word—"BOOMING," which, better than any other, expresses the FACT that its splendid quality has really excited people to the point of getting right hold of the "pole" and helping the good work of personal "pull." When a coffee can interest folks to the point of figuratively erecting a statue in its honor, it MUST be pretty good stuff. THAT'S WHAT "WHITE HOUSE" HAS DONE.

Distributed at Wholesale by

Judson Grocer Co.

Grand Rapids, Mich.

Conductor Long's Traveling Experiences With General Butler.

Written for the Tradesman.

Conductor W. W. Long, of the Grand Rapids & Indiana Railroad, has resided in Grand Rapids thirty-seven years, and in his capacity as conductor has had many interesting experiences with men of prominence in public life. In the year 1882 General Benjamin F. Butler, jurist, soldier, manufacturer, author and statesman, toured the State of Michigan, making speeches in the interest of Josiah W. Begole, Greenback-Democratic candidate for governor. To Conductor Long was assigned the special train in which General Butler and his friends traveled in filling the appointments made for him on the line of the Grand Rapids & Indiana Railroad by the State Campaign Committee.

Conductor Long took the train at Howard City, and his schedule called for many stops between that point and Petoskey to permit the General to talk to the voters. General Butler had been speaking many times every day during the preceding two weeks and was quite exhausted physically when he reached Michigan. Owing to his enfeebled condition he felt it necessary to touch the button quite often and the car porter never failed to respond with a bottle of Bourbon and a bowl filled with lumps of sugar. The General helped himself liberally and at times, when the train halted for the purpose of allowing the General to talk to the people, he did not refuse the assistance of the porter or of the politicians traveling short distances in his car.

At Fife Lake an old woodsman stood with the villagers assembled and when the speaker appeared the man shouted: "Is that man General Butler? I walked fourteen miles this morning to see him. Good Lord!"

Butler was not a handsome man but a powerful speaker, and the election of Begole to the office of governor, which followed the General's tour of Michigan, gave him much satisfaction.

Twenty years ago Conductor Long deposited \$5 with the Gaslight Company for permission to use one of its meters. In a later year he purchased a home on Wealthy avenue, and after a time, complying with the urgent requests of his wife, he took the receipt for his money to the Gaslight Company and received the original amount with accrued interest, amounting to \$5. It was the first experience of that nature in the history of the Gaslight Company.

Arthur S. White.

Time To Push Collections.

There is not much time left before the coming of a new year, and the butcher will be busy during this interval of six weeks. He should not be so busy as to forget that this is the best time of the year to make collections. No business man wants to carry accounts from one year to another, and it gives an excellent excuse to inform your customers that you expect all payments to be made

in time to close your books for the year. It will not do to put off arrangements for getting after the delinquents, for two reasons; first, because time does not permit, and second, because even under the best of circumstances it will require a good deal of systematic work to make some of the collections, as many a butcher can bear witness to. The first thing to do is to make up a complete list of accounts due and then devise some way in which to make the collections promptly and yet without losing any customers. If the accounts are permitted to extend beyond the first of the year they will be doubly hard to collect, hence there is no advantage gained in prolonging matters. In other lines of industry it is taken for granted that the books are to be balanced at the end of the year, and people govern themselves accordingly. The patrons of a market should be educated to this point and should be impressed with the fact that the butcher must close his accounts also at the end of the year. Many have tried this plan with success, and it is worth a trial on the part of any butcher who has a number of outstanding accounts and does not know how to make a beginning towards collecting them.

Long Business Hours.

Some of you dealers who keep open early and late flatter yourselves about the splendid industry you display.

It may be well enough if you alone are to be considered, but if there are employees interested it should be borne in mind that crowding a willing horse continuously breaks down the best animal and reduces his worth and capacity. It is as true of the human. Better study hard to improve your service by shortening business hours than make yourself and help drudges and incompetents.

Many a sale after the supper hour is one that would have come earlier if it were not known that the store is one of those which keep open evenings.

The relief of care-free evenings brings back master and man in better shape to cope with to-morrow's affairs, and while philosophers preach much of the importance of to-day—to which we lend ready assent—there is every whit as much in the important to-morrow. In fact, the retailer, who can not see more than a day ahead is in the wrong line of endeavor.

To get there one must learn to take a long look ahead.—Dry Goods Economist.

Rough on Rats.

During the past eight months 40,000 rats have been destroyed by the Health Department. Dr. J. E. Crichton, Health Commissioner, has fourteen men on his staff whose sole duty is catching and poisoning rats. These men destroy about 1,000 per month and about 4,000 are destroyed and brought in for the 10 cent head bounty.—Seattle Trade Register.

Salmon Situation.

The deliveries are exceeding the receipts. Last Wednesday some 10,000 cs. were shipped by rail to eastern points. The final pack of salmon is nearly finished and it is estimated to total 4,000,000 cs. Based on the figures of the demand in previous years, the pack is not short, but the consumption has increased enormously all over the world. Salmon is becoming a popular food, and the supply has not kept up with the demand. With the exception of a few flats, the sockeye pack is about all sold up. Buyers are recommended to anticipate their wants, as it is expected that prices will shortly be advanced upon the few cases remaining in first hands. There are no Alaska reds in first hands. Medium reads, tall, are quoted at \$1.50 f. o. b. on the Coast. Pinks are practically all gone. The pack of chums is not completed and will not be for some time. It is not anticipated that there will be a very large pack. The above summarizes the salmon situation at the present time.—Seattle Trade Reporter.

It is still possible for an up-to-date grocer, a man of strong character and initiative, to build up a good business in spite of the competition of chain stores, department stores, etc., because after all a customer prefers to deal with a principal rather than with an assistant, whose interests are limited by his weekly wages.

You are selling some goods for less prices than your competitors ask for the same. Are you advertising those low prices and getting the benefit of their drawing power?

Hart Brand Canned Goods

Packed by

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

Michigan People Want Michigan Products

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. Adelt, Manager Grand Rapids, Mich.

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.

The Diamond Match Company PRICE LIST

BIRD'S-EYE.

Safety Heads. Protected Tips.

5 size—5 boxes in package, 20 packages in case, per case 20 gr. lots.....\$3.35
Lesser quantities.....\$3.50

BLACK DIAMOND.

5 size—5 boxes in package, 20 packages in case, per case 20 gr. lots.....\$3.35
Lesser quantities.....\$3.50

BULL'S-EYE.

1 size—10 boxes in package, 36 packages (360 boxes) in 2½ gr. case, per case 20 gr. lot.....\$2.35
Lesser quantities.....\$2.50

SWIFT & COURTNEY.

5 size—Black and white heads, double dip, 12 boxes in package, 12 packages (144 boxes) in 5 gross case, per case 20 gr. lots.....\$3.75
Lesser quantities.....\$4.00

BARBER'S RED DIAMOND.

2 size—In slide box, 1 doz boxes in package, 144 boxes in 2 gr. case, per case in 20 gr. lots.....\$1.60
Lesser quantities.....\$1.70

BLACK AND WHITE.

2 size—1 doz boxes in package, 12 packages in 2 gr case, per case in 20 gr. lots.....\$1.80
Lesser quantities.....\$1.90

THE GROCER'S MATCH.

2 size—Grocers 6 gr. 8 boxes in package, 54 packages in 6 gross case, per case in 20 gr. lots.....\$5.00
Lesser quantities.....\$5.25
Grocers 4 1-6 gr. 3 box package, 100 packages in 4 1-6 gr. case, per case in 20 gr. lots.....\$3.50
Lesser quantities.....\$3.65

ANCHOR PARLOR MATCHES.

2 size—In slide box, 1 doz in package, 144 boxes in two gross case in 20 gr. lots.....\$1.40
Lesser quantities.....\$1.50

BEST AND CHEAPEST PARLOR MATCHES.

2 size—In slide box, 1 doz. in package, 144 boxes in 2 gr. case, in 20 gr. lots.....\$1.60
Lesser quantities.....\$1.70
3 size—In slide box, 1 doz. in package, 144 boxes in 3 gr. case, in 20 gr. lots.....\$2.40
Lesser quantities.....\$2.55

SEARCH-LIGHT PARLOR MATCH.

5 size—In slide box, 1 doz in package, 12 packages in 5 gr. case, in 20 gr. lots.....\$4.20
Lesser quantities.....\$4.50

UNCLE SAM.

2 size—Parlor Matches, handsome box and package; red, white and blue heads, 3 boxes in flat packages, 100 packages (300 boxes) in 4 1-6 gr. case, per case in 20 gr. lots.....\$3.35
Lesser quantities.....\$3.60

SAFETY MATCHES.

Light only on box.

Red Top Safety—0 size—1 doz. boxes in package 60 packages (720 boxes) in 5 gr. case, per case in 20 gr. lots.....\$2.50
Lesser quantities.....\$2.75
Aluminum Safety, Aluminum Size—1 doz. boxes in package, 60 packages (720 boxes) in 5 gr. case, per case in 20 gr. lots.....\$1.90
Lesser quantities.....\$2.00

There is no risk or speculation in handling



Baker's Cocoa
and
Chocolate

Registered U. S. Pat. Off.

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.



Christmas Trading—Show Novelties and Price Tags.

Now is the time to begin to show the Christmas novelties. The dealer should not delay the selection of those goods suitable for the season. If this branch of the business is put off until later there will not be the time to properly pick and choose the business-bringers. The variety should be large and well selected. It is not always a good plan to display all the novelties at once, as the people would tire of seeing them before they were ready to purchase. As new novelties are added to the display from time to time, many sales are made which would probably be lost if the whole variety were shown immediately, or only a few days before Christmas. The idea is to keep alive the interest in the novelties by gradually adding to the display. This method enables the dealer to better attract the customer's attention to these goods, as he can say he has added such and such articles lately, and a sale often follows.

A certain section of the store should be set apart for the display of Christmas novelties. In this way the goods are shown more effectively, and the buyer's attention is more completely fixed upon them.

Another thing which adds greatly to the sale of Christmas novelties is to have goods selling at a uniform price placed together.

Everything should be neatly and plainly price-marked. The marking of the price on goods is one of the features that have added greatly to the success of the department stores. Human nature is contradictory. Many people have an absolute dislike for enquiring the price of an article, and there are some who will not trade at a store where they have to ask the price of every article they may wish to purchase. This characteristic is more pronounced in man than in woman. As a rule a man will not enquire the price of an article for fear it may be beyond his means. The price card has an attraction for him, as it enables him to quickly make up his mind as to whether to buy or not, whereas if he had to enquire the price, and even should it prove within his means, he would hesitate before purchasing, if he bought at all. On the other hand, should the price be beyond his buying power he would feel ashamed, and perhaps leave the store with the opinion that it is not a good place for him to trade.

A man, as a rule, does not leave a store without purchasing something, and he will not do so unless

driven out by stupidity or want of tact. Many sales are lost to this class of customer through the neglect of not ticketing the goods with the price.

It should be borne in mind that at this season of the year a man is generally a freer buyer than a woman. A man's buying characteristics should be catered to. If he sees the price in good plain figures his mind is quickly made up. He does not want to be bothered with having to ask what does this or that cost. When purchasing in a retail way he is not so given to bargaining as the woman, nor does the price trouble him much if it is within his means.

The window display of Christmas novelties should not be neglected. The window is one of the best and cheapest forms of advertising the dealer possesses. The window shows the actual goods, while the written advertisement only describes them. The window display shows the observer the quality of the goods, while the way in which some advertisements are written, false ideas of quality are aroused which result in disappointment when the goods are seen. As in the store display, all the novelties should not be shown at once in the window. The display should be changed once or twice a week from now until the close of the season, adding new goods at each display. In this manner an impression of large variety is created, and people will purposely come to view the window to see what new novelty is being shown. The window should be worked to bring the trade. At this season people are in an expensive mood, and buy many things which they would not purchase at other times. Advertise the store through the window with attractive displays of seasonable goods and trade is sure to follow. Do not forget the price card, it is a trade-getting magnet that is too often overlooked. Some dealers object to the price card for fear their competitors will cut under them. The progressive dealer takes little notice of his competitors so long as he is giving value for money. A window display with price cards has twice the drawing power of a window display without price cards. Many a store has made a reputation for itself through its methods of conducting its Christmas business which has followed it through its business career.

Although these remarks apply more particularly to goods sold by jewelry, dry goods, hardware and similar stores, the grocer also should not fail to take advantage of the

season to increase his sales and his prestige. The great variety of food-stuffs has of late years led to their being used extensively as complimentary remembrances between friends. Baskets of choice mixed fruits invariably find a ready sale. These can be arranged either in plain or fancy baskets. The fancy basket is preferable, as it can be afterwards used to hold sewing materials or other things, which the housewife does not care to put in a drawer, but wants them in some handy receptacle. The salability of baskets of mixed fruits is much increased by placing in them a small box of candy, a box of stuffed prunes, a few figs or dates. A small bottle of grape juice and a few nuts also add much to their effectiveness. If a bow of broad ribbon is tied to the handle it will give the basket a finishing touch. It only requires a little taste to make these mixed fruit baskets the most popular sellers of the season.

Candy is another item which should not be overlooked. This is the time of the year when people want the best, even if they are accustomed to buying cheaper candy during the rest of the year. Fancy boxes of candy, of good quality, is a good line to handle. Then there are crackers, fancy cheese and numerous other foodstuffs not ordinarily called for, but which command a good sale during Christmas holidays. These should be brought to the front and pushed, not forgetting coffee and tea. The grocer needs to exercise care not to overstock in these extra luxuries, and yet his variety should be such that his customers will not have occasion to go elsewhere to supply themselves. The manner in which the Christmas trade has been conducted has gained or lost customers for a store. With variety, combined with good quality and service, the grocer need not fear but that he will have his share of the season's business.

Early Shopping.

From year to year the early Christmas shopping movement all over the country is gaining momentum, as the force of the arguments with which it is supported impresses itself upon all concerned. Once let the shoppers realize that they are serving their own best interests as

well as those of the tired shop girls and the movement will be accelerated. Every merchant can in his own way in his own field help this movement along and for his own good he should do so.

The early shoppers get the benefit of fresh assortments of goods. They "avoid the rush" and escape the distracting confusion of the last days of the shopping season. Without venturing any formal statistics, it may be estimated that much the greater bulk of the Christmas shopping could be done three or four weeks before Christmas just as well as, and in fact better than, during the last week before the holiday. The bulk of the money spent is expended by those who do not have to wait until the last few days to distribute their available Christmas money. A large proportion of the Christmas shopping is unavoidably delayed until the eve of the holiday season, but only the thoughtlessness of a great many shoppers prevents them from making most of their purchases early.

Post Toasties

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

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



The Popular Flavor

MAPLEINE

Better Than Maple

Order from your jobber or

The Louis Hilfer Co.
Chicago, Ill.

THE CRESCENT MANUFACTURING CO.
SEATTLE, WASH.

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

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.

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.

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

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

Where We Lose.

The greatest single factor in the cause of failures to make good, either in business, public, or private enterprises, is the disregard of the piling up of expenses. Nobody ever enters into an expenditure with a certainty as to the ultimate cost, not because the cost is impossible to reckon but rather because the reckoning is carelessly and insufficiently done. It is the frequent remark that a thing has cost more than was expected, yet that expectation could have been properly discounted had the right effort been made.

Public works almost invariably require a second and a third and sometimes more appropriations and bond issues before they are completed. The company that erects any building or plant for its uses and purposes seldom finds the cost of the thing within the original estimate and hardly ever has a cost below that calculated on. The individual who builds a house or a store, or goes out to purchase a stock of goods seldom has funds enough set aside to meet the actual cost of the finished task.

We are hearing almost incessantly about the high cost of living and the cause of it all is laid at the feet of various octopustical aggregations. Rarely does one stop to consider that we have gone on and on and on with this failure to reckon the correct cost of living and moving and having a hand in everything until it has become a habit to have to dig into our jeans a second and third time in order to fetch up enough to pay for the thing we want, or which we think we want. The era of extravagance and short reckoning is the father of the high cost of living which has brought about a desire on the part of individuals and great corporations to furnish for a profitable price the things we demand and the things which we think we are unable to exist without.

We have so long been in the habit of fixing our desires on the something or other we think we need or must have and then going to extremes that are beyond our real means to obtain it that we have come to think the fact that we are short of sufficient funds somewhere on the day of reckoning is the fault of some man, or men, or influence outside of ourselves. It is the curse of ninety-nine out of a hundred of us and it has swept from individuals to societies and associations and clubs and municipalities and commonwealths and national governments. As human beings we have attached our desires beyond our abilities to pay and in our haste to find a cause for our inability we ascribe it all to the business factors we have created and allowed to wax powerful and predatory as a result of our rather strange inclinations to possess this and that and the other thing which are really beyond our reasonable means to purchase and pay for.

The economies of our ancestors are not borne out by ourselves and

we have become needlessly extravagant and wasteful, destroying yearly millions of dollars' worth of products that represent years of labor in their construction. Our failure to economize and to reckon with our abilities is made capital by the interests which are termed "predatory." These interests are indefensible but they are of our own creation through our failure to reckon correctly our abilities to pay and keep where we should financially.

The day of reckoning and a forced balance comes in one way or another and is inexorable in its demands. It is not to be avoided except as we destroy partnership with extravagance and waste.

Giving of Credit.

The retail grocers, as a class, are easy creditors. They dislike to push people. They stand nearer to the home and the hearthstones than any other class of merchants. If there is sickness or death or misfortune of any kind the grocers are the ones who stand between the people and want, distress. They carry them along through a hard winter, through strikes, and they are more apt to be "stuck" than any other dealer in a community. As the grocers are the men who are least apt to push or make it uncomfortable for debtors, they are the ones who get the "go by," for nine men out of ten will settle with the creditor who pushes them the hardest and let the one who is saying nothing wait. It is to guard against this very contingency that the retail grocer must carefully scrutinize and limit his credit, or go entirely upon a cash basis, and it must be either one thing or the other, for we do not think it is practicable, indeed possible, to do both a credit and a cash business over the

same counter. There can be no discrimination, and after a little while we do not think that the average customer who has been accustomed to pay cash or to pay promptly will object seriously.

If we were engaged in the grocery business we would not make a hard and fast rule. There are people who have had hard rows to hoe, who have been hard hit by misfortunes of different kinds, who are as worthy of credit and as safe as any customer in the world. In such a case the dealer should use judgment and he should not refuse credit, and such families should be given a standing on the merchant's book without a blemish, and without a flaw. The whole sum and substance of the matter is, look out for people who are not worthy of credit and insist upon cash before delivering the goods to such people.

By credit it meant confidence in a man without a cent in his pocket, and a man who is liable not to have a cent in his pocket for a month or a year or two years, may have and may deserve credit and may be worthy of it. Credit depends upon ultimate payment, and if payment will ultimately be made with interest, the debtor is a good risk and worthy of confidence.—New England Grocer.

Protect Your Credit.

A business man—any other man for that matter—can not be too careful about protecting his credit. Many dealers think that this means simply paying their bills on time, or discounting them before they are due.

That certainly is a big part of it, but not all by any means. A man's credit is not always estimated by his actual resources, what he has, but as well by what he does, how he lives,

his personality. There are men who have no credit rating in the books of the big commercial companies yet can obtain credit whenever they want it. There are others who may have a comparatively good rating in Dunn's or Bradstreet's who are nevertheless watched more carefully than they are aware that they do not get beyond the bounds of their actual assets. There are such things as moral risks and credit reports made these days when a man habitually neglects his business, when he lives beyond his means, when he drinks, speculates or lives a loose life generally. In other words, a man's personal character enters largely into the basis for extending credit. These facts ought especially to impress themselves on the young men who look forward to starting in business for themselves some day. When that time comes they can confidently expect that their past records are to be carefully looked into and that the basis of their credit will depend in a large degree upon the lives that they lived. Merchants who are doing business should likewise give these facts careful thought and heed them. The days have passed when the easy-going, the roysterer and the "good fellow" can expect to follow such ways and not eventually have his credit impaired. Credit, like a man's reputation, is easily damaged, while the work of repair is a decidedly difficult and often discouraging task.

It isn't your business to spy upon clerks outside of business hours, but it is your business to know that the people who handle your money are honest and correct in their outside lives.

IT WILL BE YOUR BEST CUSTOMERS,

**or some slow dealer's
best ones, that call for**

HAND SAPOLIO

**Always supply it and you
will keep their good will.**

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.

FURNITURE DEALER'S FIELD.

The Unprecedented Prosperity of the American Farmer.

Written for the Tradesman.

In spite of the activities of a few persistent calamity howlers, which, like the poor, we have with us always; and in spite of the screeching of the small tribe of yellow journalists, and a few other nondescript bob-tails of the body politic, whose function it is to "darken counsel with words without knowledge," this vast country of ours is steeped in prosperity. "In covering a distance of six thousand miles and a territory represented by thirteen Middle Western States," says a close observer and an accurate writer, "in interviewing farmers, dealers, townspeople and city dwellers not once did I have my faith shaken in the substantiality of the West." This man is speaking about conditions which exist now in the section to which he refers. From my own knowledge of conditions in the South I know that prosperity, well nigh phenomenal in its nature, exists in this section of our country, while accurate and dispassionate reports from other parts of our country indicate a similar situation.

In our wheat growing section one state may report a wheat crop somewhat below the average; but that discrepancy is offset by a preternormal corn yield in one of the states in the corn belt. Apples are scarce here, but yonder they had a peach crop way beyond the normal. If one farmer has a poor stand of wheat or rye, another farmer in the same locality has an outlook more than ordinarily encouraging. Wheat, corn, tobacco and cotton—the four big crops of our country—have averaged up well and prices are good. Everything that the farmer and the truck grower have produced is readily converted into cash—and much cash, and the farmers of our country are, take them all in all, contented and happy. They have money. You do not find them calamity-howling. They can pay spot cash for things they want—and having much spot cash they are naturally wanting more and more of the good things of life—manufactured things that make for comfort, convenience, luxury and solid comfort.

Now, what does this prosperity mean to the furniture dealer? Well, in a word, it means a new world of opportunity for him—provided, of course, he has vision. Farmers today are building new and better homes and they are equipping their homes with modern conveniences. Modern heating systems are being installed. Sanitary plumbing is being introduced into country homes. Rural residences are being screened with metal fly screens. In almost every country home one may hear every few minutes the familiar tinnabulation of the telephone bell. The money already invested by farmers in automobiles, and the money they contemplate investing therein, has proved a matter both of wonder

and despair to our bankers. But don't get alarmed. Not many farmers are going to mortgage their farms to buy an automobile, or anything else, for that matter. They don't have to, thank you! They've got the money in the bank. And when they buy the thing they want to-day, they'll have more money with which to buy to-morrow.

And all the while the standard of living, in the country, is going up. If our cities are deteriorating (as some sociologists claim), at all events the country is not. There never was a time in our history when our country dwellers could exhibit as much culture and refinement as they now possess. Better roads, rural mail service, telephones, automobiles, and sundry other agencies have conspired to put the country-dweller in touch with the active currents of thought and progress. We have our agricultural colleges in which scientific farming is taught. We have our technical journals devoted to the business of farming. And the farmer is coming to be a business man. He is learning how to farm intelligently. The strength of the soil is being converted by rotation of crops. Better crops are produced as a result of scientific seed-selection. And more land is being tilled by virtue of the introduction of time and labor saving devices and farming implements. The average farmer isn't any longer a back-number. Not by a jugful.

Since the farmer and his family are are reading current literature, the daily newspapers, and technical periodicals; since the farmer and his family are making occasional trips to the large cities, and visiting in homes where refined taste is evident in furniture and decorations—isn't it likely that the farmer's wife and daughter (or daughters) will soon lose faith in the fitness of that old in-grain carpet and that old, shoddy-looking parlor suit upholstered in red plush? Will that little dinky, light oak hall rack please forever and a day?

As a matter of fact, brother furniture dealer, the homes of our country folks are right now in the midst of a remarkable transformation. The renaissance is on. And this whole country of ours is fairly plastered with opportunities for most encouraging activities for furniture retailing. The people who dwell in the country are being told what is what in interior decoration and house furnishings. They are seeing high grade furniture advertisements in the literary periodicals, and they are seeing pictures of interior views of homes that are homes. And they are beginning to want new and better furniture. From various sources they are getting tips on rugs, draperies, pictures, furniture, chinaware, bric-a-brac, etc. And they are beginning to want these things that are accredited and really worth the having. And believe me, they will have them; for haven't I already intimated that they have the wherewithal?

All right, then. This is where you come in. Get busy. If you have been running a little dinky furniture shop with a nondescript collection of pieces, try to see your way clear to buy some real furniture. You can't sell real furniture till you get it. If you have been neglecting the possibilities of this big new country-trade proposition, now is the time to wake up. The farmers' trade in the furniture line looks mighty good to the catalog people; and they have been going after it. Been getting some of it, too. But it sometimes seems to take that sort of competition to wake some dealers up and get them metamorphosed into real merchants. Do you know, lots of country people have a mighty poor opinion of the little furniture store in their nearby town? And do you know, they are saying, "Oh, I would not buy there! Wait until you go to the city (meaning the big city a hundred or two hundred miles away). They haven't anything you'd want." Now, why are people saying things like that? Largely because these things are true. The local dealer hasn't what they want. Back of what he actually has there is precious little hustle and aggressiveness. The time has come for the furniture dealer

to take this country trade proposition seriously.

Let me tell you about a man who did: He was a prosperous farmer. Early in life he had owned a grocery store. Did pretty well with that; but went to the country for his wife's health. And he did well on the farm. He made money—and saved it. Now that his wife's health was recovered he decided that he would get back into the merchandising game. He didn't know very much about furniture, to be sure; but he knew the general principles of merchandising and he thought he saw a splendid opportunity for building up a real furniture store in this little town of eighteen hundred people, located in the midst of a most prosperous farming section.

Ramey & Samey had owned and operated this little furniture store and undertaking establishment. And it was a little dingy store, with an antiquated, weather-stained front. Instead of having plate glass they had the superannuated window pane sort of a front—and no display window at all! They had an old, ramshackle sign across the brick pavement bearing the words: Ramey & Samey, Furniture. Ramey had been dead five years and properly cared for by



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

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.

the undertaking department of the Ramey & Samey furniture establishment; but still the old sign remained as it was in the beginning.

Well, the new man, whom we will call Hibbins, bought the stock, good will, etc., and started in to build up a furniture trade in that old town. To begin with, he changed the location. Got a more desirable building—a larger, better equipped building—across the street. Sold the old Ramey & Samey building to a grocer—and made money on the deal. Next door to the new building was a vacant lot, 50x100 feet. On this lot he built a neat two-story brick structure, similar in style to the other building. This gave him a room 80x100 feet, two stories in height. It had some modern display windows. He then advertised a big clearance sale. Gave it out that he was going to clean up that old Ramey & Samey stock in short order—and he was not particular about prices. He certainly did cut. He cut the price until it went—it was mostly junk anyhow. Then he put in a nice line of stylish, up-to-date, medium priced furniture. He circularized, advertised in the country newspapers, covered the country with paraffined cardboard signs, metal signs and some large painted signs at prominent road crossings. He talked quality furniture. He invited inspection. He gave souvenirs. When people visited the store—and you can be sure they did, for it struck them that Hibbins was a wonder—he took them through the establishment, commenting on the different woods, ample stock and varied patterns. He took pride in showing people the goods—and you can be sure he created the impression that he was there to build up the trade on the basis of fair dealing.

If I had time I should like to tell of some of his advertising stunts, some of his novel trade-winning schemes, guessing contests, and the like. But I haven't the time and, besides, it is not necessary to elaborate. He proved to be a real merchant come to town. It was not a large town—and most of his customers lived in the country. But he contrived to reach them. He extended his operations into sections as far as twenty miles from that little town. He built up a splendid retail furniture trade in a territory the possibilities of which never once dawned upon poor old Ramey & Samey. It pays to go after the country trade in earnest—especially in these piping times of prosperity.

Chas. L. Garrison.

The Store Building.

One of the problems which often present especial difficulties to the retail merchant is that of the extent and character of his store premises. This applies in a certain degree whether he be doing business in his own or in rented quarters. Rent, or interest on the money—perhaps borrowed—locked up in such property, is a fixed overhead charge, one that

does not readily admit of reduction and in many cases is subject to increase. Therefore, it is of special importance to take care that the building in which the business is carried on be not too large nor too costly. It is seldom firms are heard of going to the wall through the inadequacy of their quarters, but of the financial disasters of the dry goods world a number are traceable to the undue expansion of the premises in which the business was carried on.

Incidentally it may be said that where expansion is likely to become desirable it is well to provide for opportunities therefor. Thus it is that oftentimes merchants, looking years ahead put themselves in a position to meet every need. Not every merchant, however, can thus afford to lock up capital in real estate which is unimproved, or on which the improvements bring only a nominal return.

One result of undue store enlargement which will readily suggest itself is that an undue amount of space devoted to a line of merchandise usually tends to a corresponding increase in the stock which that department carries and a consequent lessening of its power—it being the natural tendency of certain buyers to increase their stocks in accordance with expansion of the space at their disposal.

Another point worth noting here is that a store that is too big for the business done therein presents an empty appearance which tends to repel, instead of attract, the average customer.

Especially should the merchant be guided by conservatism when building a new store or an addition. He should always bear in mind that the interests of the architect are by no means identical with his own. An over-ambitious architect, for example, who is called upon to provide plans for a large building on a main street may see therein an opportunity to erect a "monument" to himself. Thus he will deem it to his interest to make the building as ornate and as striking as possible. This, however, while tending to greatly increase the cost of construction, may prove of little benefit to the owner.

It is worthy of note that new city stores which have been erected during the last few years are rather plain in aspect. In style and structure, too, a number of them closely approach the office building. Thus, should necessity arise, they could readily be converted to such purposes.

The only way to get rich quick is to gamble in some form. Then you may become suddenly poor. The only sure way to acquire a competence is to keep hammering away for years, saving what you get.

You have heard people advise letting well enough alone. Don't stop with well enough. Don't stop with anything short of your nearest possible approach to perfection.

Business a Mold.

Business is the great mold and developer of men. It is a gigantic school of character, taking bashful, callow, untrained, inexperienced youths and in a few years making them efficient, masterly doers of big things. Business develops a man's latent abilities. It brings out to the surface those deep-rooted, sleeping possibilities which are in nearly every one. Business demands that a man make something out of himself. It holds out splendid rewards to those who do. It punishes with failure those who won't. Education is an unfolding process. Sunshine, rain and air bring forth the buds on the flowers and trees. The kindly elements extend their help and encouragement to the buds until they develop into beautiful flowers or luscious fruits.

Likewise, work, study, thought, difficulties and handicaps bring forth the buds in our character and finally flower them into that magnificent bouquet—a positive personality. In business we must work, plan, study and overcome problems. That is how it educates and makes little men into big men. But you will say that business often makes men narrow, crabbed, grasping, cold and miserable. Yes, but that is the fault of the men and not of business. Did you ever notice that business usually punishes these men? For a time they seem to succeed, but inevitably there comes a crash—a falling of the structure not reared on a solid foundation. Often this crash does not come until death, but it comes some time. When the unfortunate one dies, folks say, "He was not a success. His character does not inspire us. His memory is not hallowed." He himself, when dying, often wishes that he had his life to live over. He tacitly admits that he is a failure.

Such lives show us that business is also a teacher of ethics. It rewards those who are on the square. To win its plaudits one must practice the virtues. To violate moral law is to violate business law, or to run counter to the science of success. Every real and permanent success in business is the result of many virtues, perseveringly practiced. Most setbacks or

failures in business are the results of indulgence in one or more vices, or, in other words, the result of grossly violating moral law.

John A. Murphy.

The Trying Telephone.

Several evenings ago, says Tit-Bits, a young man repaired to a telephone office and rang up his sweetheart at her residence.

"Is that you?"

"Yes, George, dear," came the reply.

"Are you alone?"

"Yes, darling."

"I wish I was there."

"I wish so, too."

"If I were there do you know what I would do with my darling?"

"No, George; I do not."

And then somehow the lines got mixed, and this is what she heard: "Well, I'd pull her ears back until she opened her mouth, and then I'd put a lump of mud in it. If that did not answer I'd give her a sound thrashing."

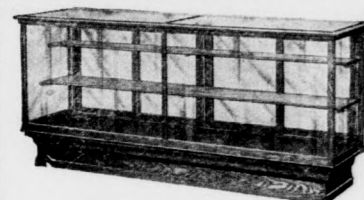
And then Marion fainted.

And they never speak as they pass by, and the man who was talking to his farrier about a balky mare says that anybody who will advise a man to put his arms round the neck of an obstreperous horse and whisper words of love in its ear ought to be hanged to the nearest lamp-post.

See That Your Show Cases Bear This Trade Mark

Wilmarth
THE CASE WITH A CONSCIENCE

It is a guarantee of honest workmanship, excellence of design and moderate price.



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

We Want Your Business

Our new plant is completed and we need orders. A case or complete outfit at prices so low you

will wonder how we can do it. Remember the quality is GRAND RAPIDS make—as good as the best Grand Rapids furniture.

Grand Rapids Show Case Co.

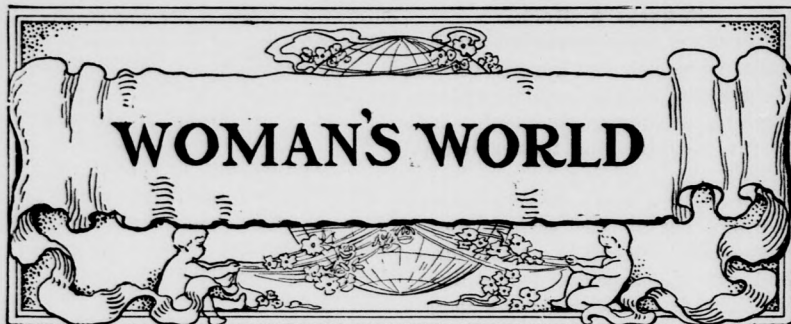
Coldbrook and Ottawa Sts.

Grand Rapids, Michigan

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

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

The Largest Manufacturers of Store Fixtures in the World



A Field of Activity Wanted for the Elderly Woman.

Written for the Tradesman.

We all know her, the woman who is so smart and practical and has so much gumption that it seems as if she ought to have charge of a large orphan asylum, or be the captain of an ocean liner, or run a department store. Perhaps a seemingly blind and cruel Fate entrusts to such a one only the affairs of a moderate sized family. As her children grow up and leave home, this task, which never was at all commensurate with her powers, dwindles. The work of her household is managed lightly and easily and she really has nothing to take up her attention. I pity this kind of woman from the bottom of my heart, for I know that her very excess of ability is bound to involve her in difficulty.

The natural thing, the usual thing for her to do, since she does not have business enough of her own, is to look about among her friends and relatives and acquaintances and try to help them run theirs.

Her intentions are good; she knows a whole lot of things that younger and less capable women sorely need to know; her advice and opinions are backed by years and years of successful experience; and yet her kind offers are bound to meet with ungrateful and perhaps even ungracious and resentful reception on the part of those whom she would benefit.

If only the younger wives and housekeepers were not all so pig-headed! Yes, pig-headed is just the word for it. There is Lucile, married a few weeks ago, who is making dreadful work with her initial attempts at cooking. Now what is the need of that child spending the time to work out for herself a system of culinary science? Here is Aunt Caroline, who has gotten it all down fine now, and would be so glad to tell and show Lucile for a little time, and help her manage. But Lucile never would stand for being bossed by Aunt Caroline, so she messes along by herself, her advancement in household arts being painfully slow. And the amount that foolish girl wastes, it makes one sick to think of it!

There is Grace, another novice in housekeeping, whom her neighbor, Mrs. N——, 60 years old and very skilful, and possessed of a number of recipes that are absolutely peerless, kindly volunteered to show a little about pickles and preserves. Was it appreciated? Hardly. Grace soon was telling around among her

friends that "Old Mrs. N—— certainly ought to be running a canning factory." Mrs. N—— could run a canning factory, and a good one, while it looks quite unlikely that anyone ever will suggest Grace for such a position.

There is Kate with her first baby. Whenever the baby is ailing Mother Wilkins—she is the baby's papa's mother—goes right over. There was trouble before the baby was a week old because Mother Wilkins just hinted—you could hardly say suggested—that Lucy would be an awfully pretty name for the baby, when Kate's head was set on calling the child Marie. There has been trouble ever since because Kate gets scared and sends for the doctor if the baby does not more than hiccup, when Mother Wilkins thinks she might better send for her. And the doctor Kate sends for is not the right doctor either, and here a week ago, when the baby really was quite sick and Mother Wilkins insisted that the right doctor be summoned at once, because she was positive he could bring the child through if any one could, Kate flared right up and told her—her own husband's mother—that she guessed she "had a right to manage her own young one herself." The baby did not die, which fact its grandmother attributes solely to the fine constitution it had inherited from the Wilkins side.

It is a bitter pill for many a good woman to swallow, but it has been demonstrated so many times that it may as well be accepted as an incontrovertible fact that wisdom and experience, and all that kind of thing, invaluable as they are to the person holding them, are non-negotiable assets. They can not be sold, they can not even be given away, for no one is willing to take them. The elderly woman who has a superabundance of these good things can not distribute them around among her younger friends who need them so much. So I say it is high time that some one opened a field of activity in which all this wisdom and experience and power and energy that is now running to waste can be utilized.

As things now stand it is bad enough for the capable elderly woman when she is still keeping her own home, for her work is not enough to occupy her. But when Death reduces her household to herself alone and everyone thinks she must go and live with her children, then things speedily become worse. For down in their hearts there are few daughters and daughters-in-law that really wel-

come a capable managing mother to their firesides. They naturally hate to see their pigmy powers measured up alongside of her colossal abilities. They would rather worry along any way that they can than have a capable hand like hers take hold and straighten things out for them. It is not what mother will eat or what she will wear that is begrudged. Indeed, she generally is able to more than pay her way financially. It is that unerring judgment, that unfailingly good headpiece of hers that is dreaded.

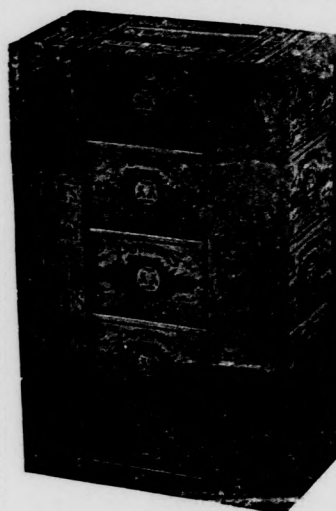
All of us who are in any kind of circumstances and possess any degree of imagination would like to have as a member of our households what I will call a picture grandma, a creature of snow-white hair and caps and kerchiefs, a dear placid old body who would sit in her big chair and piece away at a bedquilt which, when done, would contain 8,967 "patches," and which we would take around to the county fairs and brag about, telling how our grandma 85 years old did every stitch of it. The grandma whom we want is of the kind that, if the piecing failed, would

be contented to crochet tea cozies, or knit a stocking to pass away the time, and then ravel it out to hear it purr! Of course she would be bright as a dollar and have full possession of all her faculties, and see as well as ever she could, but still she never would see our faults and failings and where we were missing it.

There is no way by which you can change the capable, managing grandma into the placid, picture grandma, any more than you can transform a war horse into a Shetland pony. So I repeat that there is crying need of some proper field of activity for the capable and energetic elderly woman, for now she is in the situation of a good general with no army to command, an expert farmer with no soil to till, an actor without theater or stage.

Quillo.

Get the women coming into your store and the men will have to come. Are not the women the ones who control the spending in the families you know?



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.



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.

How Fashions Are Created.

"How are fashions created?" is a question that must often occur to those who are interested in this fascinating subject. As a matter of fact, few styles are actually created, the majority being merely evolved. In the world of fashion, as elsewhere, there is nothing absolutely new and the craze of to-day is only too often the revived fashion of a past age cleverly adapted to ultra-modern tastes.

With regard to the actual procedure of evolving a new style, some of the cleverest dressmakers start from some dominant idea which they endeavor to materialize by trying it on the most elegant and picturesque model, studying the effect of the material, measuring, selecting, discarding, just as the result appears satisfactory or the reverse. They play with lace, ribbons, silks, embroidery, try them in a thousand different ways until they find their ideal. Obviously this is often a nerve racking business for both the artist and the model.

Sometimes these models are stolen by unfaithful employes, heavily bribed by unscrupulous firms eager to secure the "latest." Others employ clever women to go and sketch models under the pretense of giving orders for costly gowns, which they are allowed to inspect and see tried on.

No sooner does such a pirate firm obtain a new model than it is cut up, and distributed in sections to a number of workrooms. Thanks to a minute division of labor, they can reproduce, in an incredibly short space of time, a complete dress, frequently using quite inferior materials and "sweatshop" labor.

These they duplicate in immense quantities and, long before the opening of the real Paris season, place them in his windows with the description, "Latest Paris Models." Customers seldom realize that they are being defrauded by a pirated or stolen model or by some rehash of last year's fashions.

These exploits explain the jealousy with which dress secrets are preserved in Paris.

Nothing is more loathsome to the really elegant woman than the idea of wearing a dress accessible to other women. So far is this fact carried that a select number of wealthy women have all their dresses specially designed; their material is specially woven for them, and the colors specially blended and dyed so that the couturier may always obtain the desired effect.

But it is not sufficient to invent and design a new fashion. It has to be launched in the most diplomatic manner in order to secure its success. There are, of course, several methods of attaining this desirable end.

Often a marriage in high life serves as an occasion for the display of a number of brilliant costumes created by the leading firms for the aristocratic guests. At such

a function there is sure to be a crowd, composed, to a considerable extent, of clever, elegantly gowned, lynx eyed young women from the leading dressmakers. The news that a new fashion has been created spreads with remarkable rapidity and the daily papers, the illustrated fashion papers and the foreign correspondents eagerly announce that a new fashion has been created.

But the new fashion, no sooner launched, is already doomed to be eclipsed by something else within a brief period, for nothing is more evanescent. The craze for novelty has to be satisfied, that being the principal element in the big shop's success.

Smiles Win Trade.

One of the most touching incidents of Hawthorne's "The House of Seven Gables," written some sixty years ago, is that which describes the experience of one of its characters in setting up a shop.

After trying the first day behind the counter, during which the petty details of country storekeeping on a small scale had vexed the soul of the poor old gentlewoman; when she had blundered to and fro, committing the most unheard-of errors; "now stringing up twelve, and now seven tallow candles, instead of ten to the pound; selling ginger for Scotch snuff, pins for needles and needles for pins; misreckoning her change, sometimes to the public detriment, and much oftener to her own," a conversation between two men, just outside the door, who had noticed the shop window, was overheard by her: "Will she make it go, think you?" "Make it go. Not a bit of it. Why, her face is enough to frighten the old Nick himself, if he had ever so great a mind to trade with her. People can not stand it, I tell you. She scowls dreadfully, reason or no reason."

There had hardly been so bitter a pang, we may well believe, in all her previous misery, as that which the poor woman felt on hearing this conversation. Success seemed to her an impossibility. Early the next morning, with the augury of her ill-success fresh in mind, she responded to the summons of the shop bell and admitted an old man whose sage counsel to the gentlewoman is just as important in these days: "Put on a bright face for your customers, and smile pleasantly as you hand them what they ask for. A stale article, if you dip it in a good, warm, sunny smile, will go off better than a fresh one that you have scowled upon."

The temper and manners of people have not changed in sixty years, neither have the demands of customers, and a smile and pleasant word are just as effective in these days.

There are a lot of people who think more of a cheerful manner than they do of a 5 per cent. discount. Cordiality is the cheapest thing you can dispense in your store.

Doughnuts in a New Class.

The humble doughnut—so much maligned, the butt of so many near-jokes, the reputed maker of dyspeptics galore, the alleged cause of pains without measure—the doughnut has been placed in a new class by no less authority than the Chicago School of Domestic Arts and Sciences. In a recent meeting this society solemnly voted to list doughnuts among the nutritive, heat-giving, digestible, healthful foods, with the assertion that it is "good for workers because of its fats and carbohydrates," and that when properly made it is "one of the best of breakfast foods." But that "made properly"! Aye, there's the rub. The School proceeds to tell a waiting world just how a doughnut may be "properly made," and be kept in the class to which it is entitled. Bakers all think they know how doughnuts should be made; but it is self-evident, from the bad name so widely given them, that the secret of their right making is known to (or practiced by) but few. If the School recipe will help to rescue this good friend of the bakery business, by all means use it. Of course it was not written for bakers; but bakers can easily put it into their own vernacular:

Two cups of flour, one-half cup of sugar, one-half teaspoonful of salt, one-fourth to one-half cup of milk, one egg, one teaspoonful of butter, melted; four teaspoonfuls of baking powder. Mix in the order given. Add one-fourth cup of milk to egg; add this mixture to the dry ingredients. Then add as much of the milk as will make the dough just soft enough to handle. Take a small portion at a time and roll to one-third of an inch thickness. Cut with a ring cutter, putting the scraps with another portion to be rolled again. When all are rolled fry in deep fat and turn when brown. When done drain in paper.

A man who knows bakers and bakeries and the baking business as well as any man in the middle West said a few days ago that if he were to start in the baking business next week, he would make doughnuts a specialty; he would make them to sell at 25 cents a dozen; and he would make himself rich in a short time. He says he knows there is a splendid market for a doughnut worth 25 cents a dozen. There may be more to these things than some bakers think.

The Holiday Spirit.

The holiday spirit, by the way, is a treasure too priceless to throw away lightly. It is the thing which keeps us counting the golden threads among the silver instead of the other way around; the thing that keeps us up all hours getting dolls dressed or the Christmas tree ready; the thing that makes the blood leap with the first fall of snow or the tinkle of the sleigh bells (rheumatics excepted); the thing that makes us dare look approaching age in the face saucily.

"Why, I do not much care," said a woman not long ago. "I love to

give, but I do not see much sense in this setting aside birthdays and holidays for the giving. It always seems to me the holiday fuss is more or less of a tempest in a teapot."

And we closed our eyes and looked down long avenues of monotonous days, no high lights—a life without air castles. Perhaps this, too, depends upon the point of view, but if there's a wee bit of a holiday spirit roaming about within you seeking warmth and encouragement, snuggle it up, for some day it will be a good friend. And we are not idealizing at that either.

Your Customers

ask your advice on matters of food products. You want to be posted, don't you? Then study the following. It's instructive.



Minute Gelatine (Flavored)

is made from the highest quality of gelatine—other kinds may use a cheaper gelatine as colors and flavors can conceal its inferiority. In it the most expensive vegetable colors are used—others may be colored with cheap vegetable or coal-tar colors. True fruit flavors are used. They cost more but they are better. Artificial, ethereal flavors are found in others. They are cheaper and easier to get. Minute Gelatine (Flavored) is made to sell on quality—not by advertising or low prices only. Don't take it that all other flavored gelatines have all the bad points mentioned. Most of them have some. None of them have all the good points of Minute Gelatine (Flavored). Decide for yourself. Let us send you a package free and try it beside any other flavored gelatine you may select. That's fair isn't it? When writing for the package please give us your jobber's name.

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

PERFECTION FOLDING IRONING BOARD

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.

Sawyer's CRYSTAL

50 Years the People's Choice.

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.



Getting and Caring For the Christmas Season Trade.

The coming of Christmas is now but a matter of days. The holiday trade, in fact, is already well under way. If you have not already made complete arrangements to get the business and care for it, there is no time to lose.

Your entire stock should be arranged for holiday selling with the point in view of making selection easy and of bringing the most givable articles to the fore and pushing those less in demand for gifts, temporarily into the background.

The handkerchief section, for instance, which at other times does not occupy a great deal of space, can well be expanded now to double its normal size.

There is a diversity of opinions regarding the use of aisle tables at this time, many merchants contending that they help to sell goods, while others claim that at such a time when the store will be crowded, they had best be taken out so as to permit free circulation of people, with the idea that the more the people get around the store the more they will see, and that the result will be highly satisfactory with regard to the results obtained.

Cards above the shelving telling what is to be found in certain aisles or at certain counters will do much to facilitate shopping with a consequent saving of time on the part of the customer and the removal of much of the trouble of shopping for those unfamiliar with the store.

Everything displayed should bear a price ticket and wherever possible articles at the same price should be grouped.

Package enclosures that say, "We can serve you well the day before Christmas, but we can serve you much better now" should be used as early as possible, and every effort made to get shopping done before the final rush.

Anything that you may do to help the customer in the task of sending presents will be sure to be appreciated. A separate counter or desk should be set aside in some part of the store where parcels can be wrapped for mailing or expressing, and where there will be writing materials for addressing, scales for weighing and stamps to supply your customers' needs should they so desire.

Holly tags for attaching to gifts can be bought for very little and given free with each purchase for gift purpose. Handkerchiefs, dress and waist lengths of materials, and many

other things can be given a holiday air by being neatly boxed, free of additional charge.

Boxed handkerchiefs should be especially featured and the boxes should contain not only single handkerchiefs but dozens and half dozens with price by the box.

When the stock is arranged and ticketed and the interior of the store in holiday dress, turn your attention to the things that are to bring people to see your goods.

First of all, the advertising. Let it savor strongly of sentiment, for at this season sentiment plays an important part in purchases. See that your advertising is well illustrated and that it lists items that will be interesting, because the aim of all successful advertising is to bring people to the store, and you can never attract, especially at this time, with the wrong kind of offerings.

But holiday advertising can do more than merely attract people for the articles advertised. It can, through sentiment, appeal to the generous in their natures, to their imagination, so strongly that they will have the desire to buy well founded before they enter the door, even although it may not be a desire to buy the specific things mentioned in the advertisement.

Give sentiment its position of importance and, if possible, let it extend to Santa Claus labels for all packages leaving the store.

Classified Christmas shopping lists suggesting gifts for each member of the family, with space for checking the items, the shopper will be interested in, and the suggestion that the list be brought to the store on the next buying expedition, can be profitably used either as package enclosures or for mailing purposes.

In these lists prices should be given or a range of prices at which the articles may be had. Glove certificates and merchandise certificates redeemable in merchandise for a certain amount are favored forms of solving the perplexing problem of what to give. They should preferably be of different colors, each color meaning a certain amount, and without a notation on the face of the certificate of its value.

As for the windows, merchandise should, of course, be the theme, but in many cases additional features will more than repay any efforts made in their installation. The following are suggestions:

A live Santa Claus, either making or demonstrating toys in the window.

Winter landscape backgrounds ar-

anged so that snow (paper clippings) is constantly falling.

Figures of Santa in his sleigh, gaily riding through snow-capped mountains in the background by means of an endless belt arrangement.

Santa Claus in an airship propelled by an electric fan.

Pantomime effects in which the window shows the interior of a room with a child asleep and Santa filling the stockings.

A doll's theater with a marionette performance at stated hours.

Aquatic toys sailing around miniature lakes made of zinc pans, filled with water and edged with moss or sod.

But the crowd outside at the window won't buy much unless you get

them inside the store. A live Santa to talk to the children, demonstrate mechanical toys and be entertaining in various other ways usually has the effect of not only crowding the store with youngsters but with "children of a larger growth," for we are all still children at heart.

This Santa Claus should, if possible, arrive on the train from a nearby station and his arrival should be announced sufficiently ahead of time so that he may be certain of an enthusiastic reception. He might then be driven to the store to greet the youngsters and give out inexpensive souvenirs.

One store uses buttons with Santa's picture and the name of the store on them, and the good saint

SWEETEN UP

Your Stock for the

Xmas Trade

With

Xmas Table Linens

Xmas Napkins

Xmas Pattern Cloth

Xmas Towels

Xmas Lunch Cloths

Xmas Side Board Scarfs

Xmas Fancy Toweling

Grand Rapids Dry Goods Co.

Exclusively Wholesale

Grand Rapids, Michigan

Christmas Presents

Rugs Make Good Xmas Presents

We offer—

30 x 60 Smyrna	\$0.75 in lots of ten or more.
27 x 60 Axminster	1.60 formerly \$1.85.
27 x 60 Saxony	1.50
36 x 72 Saxony	2.75
27 x 60 Body Brussels	1.97½

The above come in oriental and floral designs—good colors

We have for sale about 50 second hand store stools at 50 cents each.

P. STEKETEE & SONS

Wholesale Dry Goods

Grand Rapids, Mich.

requests each child to wear the button until Christmas in honor of him.

Santa might have a large book in which he records the names of the children, a list of the things they wish to receive as gifts and the address of their parents.

A better plan is to make these notations on cards, which are then mailed to the parents.

Santa Claus mail boxes for receiving letters to Santa should be placed at places throughout the store where they are sure to be seen and to encourage this correspondence; prizes might be offered for the best Santa Claus letter. Anything that interests the children is good holiday advertising.

One store has certain hours during which the children may talk to Santa over the phone either at their own homes or from a booth in the store.

Santa sends letters from another store asking the children to come and see him.

Moving picture entertainments during the less busy hours, showing Mother Goose scenes or other things with which the children are familiar will bring them in when they will be the least troublesome.

It would be well, however, to remember that in adopting any of these plans you should make one of the conditions that parents must accompany the children who participate.

A doll doctor to mend broken dolls that the little ones may bring in can build up a lucrative practice during the next few weeks.

One hustling merchant advertised that each child might bring a stocking to the store and leave it to be filled by Saint Nicholas, provided they would call for it the day before Christmas and bring their parents with them.

The handkerchief sale should be one of the leading merchandise events of the holidays. It should be given plenty of advertising and plenty of display space in the store. One of its leading items should be handkerchiefs of many different kinds at 9 cents each, three for 25 cents, or \$1 a dozen. By naming a quantity price, quantity buying often follows. Hosiery sales should feature stockings suitable for gifts, and the fact that each is boxed ready for giving.

Suggestive displays of merchandise may be made both in the store and in the windows by having one counter or table filled with gifts for father, another for mother, and so on, until each member of the family has been considered. In fact, every display either in the store or in the windows should be suggestive of giving to the extent of having holly design price cards or wreaths and sprigs of holly scattered around.

If the store is to be open evenings, After Supper Sales will be productive of good results for the reason that the men can come to the store then. In considering the Christmas problem do not overlook the men. A neat folder offering suggestions of givable things and assuring freedom from importunity to buy, ought to bring many men to your counters who sel-

dom see the inside of a dry goods store.

All of these suggestions are for getting the business. When it does come you must take care of it. See that your salespeople are well posted not only on their own lines but on the location at least of other lines in the store.

See that stocks are kept complete and that deliveries are made very promptly.

See that your fire protection is adequate and provide, if possible, for every other exigency.

John Gresham Lost by His "Stiff-back" Methods.

A couple of months ago I happened to occupy the same seat with John Gresham when taking a trip to market, and after we had discussed the weather, the crops and various other items of general interest, our talk naturally drifted into business channels.

Now, John owned a very clean up-to-date store located in the center of the business district of a city of twenty thousand, and had been in business in his town for a number of years. But some way he didn't seem to "get on." He had a nice little business, but although others "spread out" John kept on in the same monotonous way, having about the same volume of trade year in and year out.

Socially you would not want to meet a better fellow, and he was honest as the day is long. In his way, too, he was aggressive and wide-awake, and the lines he carried were unquestionably good merchandise. I had been in his store on several occasions and had noticed that his prices were fair and reasonable. With all these things in his favor, I was at a loss to understand his lack of growth.

And so as we flitted by corn fields and over bridges, I started an investigation for my own benefit. We took up various business topics, and on each his judgment seemed sound. From that we drifted into politics and then back to business.

Finally the reason I sought came like a flash of lightning. "I'll tell you," he said, "a man has to stand up for his rights even if he is in business. It does not do to let people impose on you too much. Why, I sold a fellow a shirt the other day and he took it home and tried it on and brought it back because it was too small, expecting me to give him his money. I'll tell you, 'I showed him where to head in.' He ought to have known what size he wore, and if I had taken that shirt back I would have had to send it to the laundry before it could have gone back in stock.

"And, what do you think a woman did in the drapery section? Why, the clerk had hardly got a piece cut off when she changed her mind and wanted something else. Of course, the cut-off piece was a good length and would probably have sold readily, but if I had allowed that woman to do that that time she would probably have tried it again.

"I'll tell you," he concluded, "you have simply got to stick up for your rights or they'll trample all over you."

Last week John made an assignment. Every one wondered why. I knew. It was simply that John had regarded his rights above pleasing his customers. He had not given the sort of service that will hold trade and for years had been getting new customers to take the places of those that he lost by his "stiff-back" methods, so that his trade had remained about the same.

But the time came when the territory had literally been pumped dry, and his trade dropped off so fast that he could not withstand the fall.

John's case is typical of many stores—many more than one might imagine. They have not all failed yet, but a whole lot of them are on the toboggan. From a business standpoint doesn't it pay to be imposed upon at times? There are not many people who ask unreasonable things of the merchant. Let us look at the proposition from an unbiased standpoint of dollars and cents, decide which is the better way and then turn the searchlight on our own business, and if we can find any form of imposition that will pay a profit put it into effect at once.—Dry Goods Reporter.

Gift Handkerchiefs.

Retailers in the larger cities are featuring holiday handkerchiefs, and many stores have entire windows given up to a display of this attractive and popular line of holiday merchandise. Conspicuous in these displays are the decorated holiday boxes and dainty hand-painted folders which add to the attractiveness of the higher-priced numbers in the eyes of prospective purchasers, and incidentally to the price.

Handkerchiefs are one of the strongest and best paying lines of holiday merchandise. Unlike many lines which come under that head they are also good every month in the year and any day in the week. The merchant is never "stuck" even should he buy a larger stock than he is able to get rid of at once. He can contemplate carrying over a stock of handkerchiefs without either acceleration or diminution of temperature.

He is sure of this one article being in demand alike by prince and pauper, and the up-to-date merchant carries a line of handkerchiefs suited to the needs and purses of these extremes and every grade between.

At the aristocratic head of the list are the real lace handkerchiefs of Brussels and rose point, Duchesse, Princess, Valenciennes and many other cobwebby creations. Then there are the embroidered handkerchiefs, Madeira, Swiss and Irish in the order of their excellence down to the cambric affair which sells for a few pennies. There is no difficulty in finding styles and prices to suit everybody.

Truth in Advertising.

Any man who thinks that he can build up a fine business and hold his custom by deception and falsehood will wake up some morning to find that truth has closed his store by depriving it of customers. It is not regeneration we wish to impress upon mountebanks, but good methods of advertising.

Truth and sincerity must be the groundwork of all good systems of advertising. If these are lacking in articles of publicity all good is lacking.

In some advertisements the deception is so subtle as to hide itself from all but the discriminating observer, while in others the superlative style of composition betrays the deception to all who read.

It is better to say little in your articles of publicity, but let that little be the truth, and nothing but the truth.

Large, flaming, braggadocio products are never effective. They are more of a burlesque than something real.

It is dangerous to play the buffoon in one's advertisement; better play the clown in your store and not advertise at all than to send out such travesties on decency.

H. A. Seinsheimer & Co.

CINCINNATI

Manufacturers of

"The Frat"

YOUNG MEN'S CLOTHES

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
Fine Clothes for Men Chicago

PUBLICITY ADVERTISING.

Merchants Need It Occasionally To Straighten Out Kinks.

Written for the Tradesman.

The writer of good advertising matter must be a broad minded fellow. He must look far into the future and must not be discouraged if his advertising does not draw trade immediately.

In a general way we can not say too much about our goods and the system used in dealing with the public. People are very sceptical and refuse to believe many things they read in advertisements.

The large retail mail order houses know this and in consequence they insert every word known in the English language which conveys suggestion.

Some one said, "Boil down your advertising." This may be good advice, but one must know how long to let the kettle boil.

We should spend no less than 5 per cent. of our gross sales in advertising our business, and this amount ought to be spent in many different ways. We should run advertisements with nothing in them but the articles and the prices, and every once in awhile we ought to run publicity advertisements. These are written to catch the eye of newcomers and new customers. Our old customers need no long-drawn-out talks, but it takes many good suggestions to fasten the mind of a new customer—on our way of doing business.

If I should advertise the best flour for 25 cents less on a ninety-eight pound sack than any other dealer in the city, I would not get the attention of a newcomer or a new customer if he were a sceptical sort of fellow. To catch him I must feed his mind with intellectual reading matter that he is likely to be interested in.

The more intellectual and interesting we can make some of our advertising the better it is for the business. The only power that attracts people's attention and holds it is the power of suggestion.

Publicity advertising is not intended to bring immediate results. It is written to educate the public in the many different departments and the system of conducting the business in general.

It is a waste of money for the retailer in small towns to spend much on publicity advertising, but those who are doing business in larger cities ought to think deeply about this subject.

Attractive head lines, backed up with good intellectual matter concerning things of general interest, are good advertising if they carry the moral and executive principles of the business.

Acknowledgments of the indebtedness we owe the public if well written is good advertising.

There are always many good customers who have grievances and who feel that they have been cheated

and who stay away from the store. These can be induced to come back if we use good judgment in our publicity advertising.

Nine times out of ten when people have grievances they are unfair and unreasonable and they know it, and if a merchant will spend a little of his advertising money on publicity advertising he may get these people back.

Publicity advertising should take the place of personal letters. They should be written so plainly that there will be no doubt about the merchant's desire to do right in all matters.

We are in duty bound to impress upon the minds of every customer that we mean to treat them on the square and in order to do this there is no better method than publicity advertising.

People as a rule love the sympathetic touch, the elements of human benevolence and unselfishness and if we are educated in our business we know just what chords to touch to reach the ear of those who have the wrong opinion of us and the goods we have sold them.

We should not be inhuman and barbarous by thinking that it makes no difference if some people do think we are not just right ourselves and that our goods do not give satisfaction. Some of us retailers get a little too independent. When our minds are filled with independent thoughts it pays tenfold to keep our thoughts to ourselves—if we can. But, on the other hand, if we are really and truly in earnest and are trying to give our trade every possible advantage we can not write too much about it.

Talk about your business day in and day out, year in and year out, but be sure that you back up every word you say.

The gathering clouds of disappointments are caused by the disturbing elements of not telling the truth.

The infernal idea that we can deceive the public is the cause of much of our trouble. If this kind of thought was not in and around our community maybe some of the more honest merchants would not have to spend any of their hard earned money on publicity advertising. When things are not done right they must be made over again and for this reason we must do some publicity advertising.

The retail merchant is up against great questions and the best thing for him to do is to make the public his yokemate and he should think about this courtship with other ideas than that of a valentine.

There are some people who do not care a rap about who and what a merchant is; they do not care if he gets drunk, stays out all night and comes home and whips his wife, just so he gives them the right goods at the right price. There are a few stores I know of that are doing a great business and the proprietor is drunk half the time, but I notice that

the personality of some other man is behind the business.

Every person—it makes no difference who or what he is—adores courtesy, politeness, honor and excellency. The merchant who is wise enough to live right and to conduct his business right and is not afraid to publish the fact—will make a success.

One ought to fashion his business after the manners of the largest number of the people in his community, so when he sends out his publicity advertising it will attract the majority of the voters who decide his fate in the business world.

"Most great plans fail from a lack of proper attention to details in the execution. The American failing is a lack of thoroughness." "When you get a hard job divide it into its parts. Then tackle each part separately." Advertising is the hardest job in any business and it should be divided into many parts, put in many places and in many different ways.

The two quotations just used are taken from the issue of the Michigan Tradesman of Nov. 16.

Edward Miller, Jr.

Confidence an Asset.

You may bring customers to your store once by shrewd schemes and advertising, but you can not hold them by this means alone. Unless you satisfy them, give them good value for their money, you can not induce them to come again. But the satisfied customer is a perpetual advertisement. He not only comes again himself but he sends his friends, and they furnish a perpetual mouth-to-mouth advertisement which gives stability and permanence to a business which can never come from mere newspaper advertising.

Many young men going into business seem to think that price is the only element that enters into competition. But it is really only one of many. There may be a score of reasons besides price why customers flock to one store and pass by a dozen half-empty stores on their way. For instance, a great many people never learn to depend upon themselves in their buying. They do not trust their own judgment, but depend upon the clerk who waits on them. A clerk who knows his business can assist a customer wonderfully in a very delicate way by suggestion, his knowledge of goods, of qualities, of fabrics, of durability.

The courtesy and affability of clerks in one store pull thousands of customers right by the doors of rival establishments where the clerks are not so courteous or accommodating, and a little personal interest goes a great way in attracting and holding customers. Most of us are willing to put ourselves to considerable trouble to patronize those who are accommodating, who show a disposition to help us, to render us real service.

He is a shrewd merchant, therefore, who keeps only courteous, accommodating employees.

Confidence has everything to do

with patronage. We like to patronize the firm which has a good reputation, and many prefer to pay more for articles in a reliable store that guarantees their quality, than to buy similar articles at a much lower price in an unreliable store. People are afraid to go to unreliable places, even although the prices are cheaper. They have a feeling that they will be swindled somewhere; that the lower price only covers up poor quality. There is no one thing that has so much to do with a business man's success as the absolute confidence of the public.

A City Must Advertise.

Elbert Hubbard wrote recently that not long ago he visited the far-famed Mammoth Cave, in Kentucky. He found clumps of willows and grasses grown up before its entrance. The large hotel that entertained hundreds of guests were falling down and in ruins. Only a single family of farming people lived near the great cave's mouth. Once inside the cave, Hubbard was still more astonished, for he found thousands of names written and carved on its walls. There were the names of Emerson, Longfellow and President U. S. Grant.

Hubbard asked himself a question. How is it, he said, that so many people once journeyed to visit this wonderful place and so few come now? He inquired around. He soon got an answer to his question. It was this: The man who once advertised the Mammoth Cave so extensively a few years ago died. And with the death of the advertising manager the great cave, with all its wonders dropped out of sight.

It is the same old story. People won't know what your goods and your town are unless you advertise.

An enterprising man for twenty-five years advertised the Mammoth Cave and got thousands of people there. Every fellow used to take his girl there on their honeymoon. But now it is obscured by a jungle. No one knows about its wonders. Why? The advertising man died.

Fortunes in Nickels.

Dividends of millions of dollars are annually declared by the street railway companies, the elevated roads and the subways, all of which come from the nickels paid in by the throngs using the roads as a means of transportation.

The five and ten cent stores are multiplying because the real business man has come to appreciate their value. It is the small cash sale, the low price, which brings the crowd, and it is the cash which is paid that enables the merchant to finish up the year with a nice balance. The all-compelling power of low price brings the people from far and near to secure the little articles needed in every household. Such stores do not often fail, for they have the business, they get the money and they realize the profit.

The special sale should not stop with being a good business maker. It should be a profit-maker as well, indirectly if not directly.



Can be operated by electricity and is built to stand on floor or counter

Progressive Merchants Are Now Buying Our Most Up-to-date National Cash Register

WE build this register with from one to nine adding counters, and with from one to nine cash drawers, depending upon the number of clerks employed. The price depends upon the size of the register.

Gives you more protection and information about your business than any other business system that can be installed in your store.

Each clerk has a separate cash drawer and each clerk's sales are added on separate adding wheels. This tells you which clerk makes the most sales, so that you can reward him—or which clerk makes mistakes.

This National prints the amount of each sale on a strip of paper and also prints a receipt showing the amount paid by each customer, which guarantees to the proprietor that the proper amount of money is put into the register.

This Is The Detail Strip

EVERY time a clerk makes a cash sale or a "charge" sale, or receives money on account, or pays out money, the Register prints a record of it on this strip of paper.

In the meantime the Register is also adding on separate wheels the totals of these various things.

★ A	10.25
ChD	-1.00
★ H	21.00
PdA	-0.75
★ B	-0.32
★ E	-2.15
★ H	-0.10
★ A	-1.75
RcK	30.00
★ D	-2.31
★ E	-0.25
★ B	-1.75

Actual Size

This register tells you at night these four most important things:

- 1—Total cash sales made by each clerk.
- 2—Total of your credit sales.
- 3—Total amount of money received on account.
- 4—Total amount of money paid out.

Also the secret adding counter tells you the total amount of all cash taken in.

183 SEP 30

★ B - 1.75

MITCHELL & SEABURG
901 W. Second Street.
OTTUMWA, - IOWA.
Groceries and Meats.

This is your receipt
for the correct amount of
your purchase. See that
you get it. (over)

Actual Size

This Is The Printed Check

OR customers' receipt that the Register prints every time a sale is made, or money is paid out, or received on account, guaranteeing to the proprietor that the proper amount of money is put into the register. This check makes a fine thing to print your advertisement on.

Write and tell us the number of clerks you employ and we will send you description and price of this register built to suit your business. This will place you under no obligation to buy.

The National Cash Register Company, Dayton, Ohio

Salesrooms: 16 N. Division St., Grand Rapids; 79 Woodward Ave., Detroit

FOR GROCERS TO DISCUSS.

F. J. Buckley Suggests Ideas For the State Association to Consider.

Secretary M. L. DeBats, of the State Retail Grocers' Association, has asked me to write with reference to some new ideas in the grocery business, for discussion before the meeting of the retail grocers of this State. I have been hesitating as to what to say. However, I can write the letter, and I trust that any ideas that may be gained from anything I may have to say will be somewhat beneficial to the organization.

The science of running a grocery or merchandise business has been rising pretty rapidly for some time. In fact, the last two years have demonstrated to me beyond a doubt that, while there are still merchants who buy at a price instead of quality goods, the majority of them have learned that for future profits and for the future good of the grocery business—especially since the food law went into effect—it is absolutely necessary to handle a good line of merchandise, be careful of what they purchase, forget price cutting, work with their competitors and, above all, follow the modern methods of doing business which are very apparent today.

The retail grocer who watches his accounts closely, issues credit for convenience only and sells his goods for cash, or nearly so, is the one who will stay in business for the future. The wholesale grocer, in my opinion at least, who sells the retailer and allows him to take time past the due date on his invoices, or does not see that such retailer pays his bills when due, is doing the public, and especially that retailer, an injustice as well as himself, and will sooner or later meet with a loss in his business.

I believe my opinion can be substantiated by that of other jobbers who have made a study of present conditions in this business. The margin of profit in the retail or in the wholesale grocery business to-day is so small that it behooves the average merchant to be as careful and do business with as much dignity as the banker. For instance, the banker does not take the chances that the retail grocer does; he makes more money. You go into a bank to do business, present your note for discount and the first thing that banker does is not only to question you as to your own responsibility and ask for what you have and what you own to be in writing, but he also wants to see it. He does not always take your word for it. He may send a man to see what you have—your reputation sometimes has something to do with it. Even on top of this he says: "Well, have you an endorser?" If you do not have, you are not likely to get the money.

The consumer comes into the retail grocery store and without questioning at all, without any comments from them or him or her, he asks for credit, never stopping to think that that merchant is entitled to know where he has been buying goods,

whether he has paid for them, whether he paid the bill at the last place where he purchased or how much time the retailer wants to give him on the purchase. The retailer should not give credit to a consumer except as a matter of convenience, simply to save the handling of money at each time an order is given. If a consumer wants to buy goods of a retail grocer that retail grocer should have an understanding, before the account is opened, as to when the bill is to be rendered. He should say to the customer, "Now, I will give you credit and will run an account with you for two weeks. I have looked you up, find that you have paid your bills where you did business before or where you have been buying your goods, and I am glad to have the business, but my bills are payable every two weeks, or every thirty days," depending entirely on the system the retailer has inaugurated for the collection of his accounts. Then when that two weeks or thirty days are up it behooves said retailer to politely ask that consumer for the money; not take a payment on account, but ask for the money—what the bill amounts to—and the bill should be paid in full before contracting new indebtedness. This is the only safe way, and conditions at the present time warrant the statement that it is not safe to do business on a credit basis with anyone except as a matter of convenience to the consumer.

I hope your Board of Directors will take notice of this fact and decidedly and surely try to educate the retail grocery trade of the State of Michigan, or wherever they do business, that this is the only safe way to run a grocery in the future. If I were in the retail grocery business I would not buy goods of the jobbers who sold to every Tom, Dick and Harry and allowed them extended credit—allowed bills to mature and did not see that they paid them when due. I would not buy goods of a wholesaler grocer who permitted my retail competitors to discount their bills beyond the limit of time. It would be doing me as much of an injustice as he did to himself.

The retail grocers of this State should be willing and consider it a favor to belong to the Retail Grocers' Association and pay a certain sum yearly towards its maintenance. Besides their local Association affiliating with each other in their towns, they should see that their Association belongs to the State Association and a goodly sum paid yearly towards its support. I will say right here, that there are enough good retail grocers in the State of Michigan to raise at least \$10,000 per year towards the expense and maintenance of a first-class organization.

An association is not for the purpose of agreeing to sell goods for certain prices, but for the purpose of hiring capable men—men who understand the science of merchandising and who can call upon these retailers, who belong to this Association, periodically throughout the State

and show them where the weak points are in their business. You can not hire this kind of man or men for nothing; you have to pay them for it. They are brainy men, have earned and can earn good money in their line of work. You know it is often said that "advice is cheap." It is, but when you pay for it I notice you give more attention to what is told you than if it came free and off-hand. In other words, it is listened to but seldom followed.

The business of this country—it does not make any difference whether I am referring to the grocery business or any other business—will be carried on in the future by men who are capable, who understand business methods and who will give the consumer and everyone a square deal. That is to be the future policy; there is no question about it. The merchant who tries to pursue a different policy than this in the future will certainly be up against it. He can not eventually make a success. He must fall by the wayside. You can depend upon it that he will not stay in business so long in the future as he has in the past on anything but the square deal proposition.

So many of us in business pay attention to what the other fellow is doing—what the other fellow is offering—instead of trying to run our own business and make it profitable by using all of our time and modern business methods to make it a success.

I am giving you my views and I trust some good may come of them, but I state to you frankly and confidentially that if I were the representative of the Retail Grocers' Association and went into a retailer's store I would see that he was instructed to dust off his shelves, keep his goods neat and clean, the fresh goods always to the front, watch his clerks, see that they made correct account of every cent they took in and watch all the little details that are so important in a business; and, furthermore, I would question him to see if he paid his bills when they matured—whether he took care of obligations as agreed upon; also, if he collected his accounts promptly and what method he pursued towards the giving of credit. There are a thousand and one little items that the average retailer overlooks and to which his attention is not very often called by anybody. He simply goes along on the line of the least resistance and hopes to come out in the end all right, banking on his own intuition, which is sometimes not strong enough to carry him through.

The average grocery nowadays should be modern and attractive. The retailer should place himself in the consumer's position once in awhile. Go to the front of the store, look around and see how it looks from the consumer's standpoint; notice whether the store is kept thoroughly clean and articles ready for the customer to see or handle when he comes in. All these little things

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.



are very important in the retail grocery business, and I certainly hope the time will come, if it is not already here, when your Association will have a man or men to call on the retailers who belong to your Association, talk with them, advise them and in the end they will make better merchants in every way, I can assure you.

F. J. Buckley.

Bay City, Mich.

The Grocer's Window.

There is no more excuse for the grocer's failing to have good window trims than there would be for the dry goods merchant's.

In past years, before this present era of package goods, there was more of an excuse than now. In those days the grocer handled nearly everything in bulk and it was a much harder matter to get up an effective display, either in the store or in the window, than it is now. To-day, with his store filled with all kinds of package goods in bright, clean, highly colored and attractive packages, the grocer who does not have good window displays has no good excuse.

Since the enactment of the food and drugs act and the attendant and resultant agitation of pure food subjects, the public is much more interested in food products than it used to be. People like to see different kinds of foods, either new or old on the market, shown and exhibited in an interesting way. The grocer may easily create interest by arranging a series of different window displays, each one featuring some kind of food.

A Coffee Window.

For instance, one window might be entirely devoted to coffee. If the grocer handles more than one brand of coffee—as most of them do—he can combine his different brands in a very effective way, and can show the different kinds of coffee on plates or saucers or in some other appropriate way.

Another window might exploit the different kinds of teas the grocer handles, with some of each kind shown in the same way the coffees were shown. Several of the large tea chests from Japan might be used in this display.

Breakfast Foods and Cereals.

Another time the different kinds of breakfast and cereal foods the grocer handles might be made the subject of a very striking display. Most grocers have enough different kinds in stock to enable them to give this window considerable variety, and the way in which the manufacturers vie with each other in getting out highly colored and handsome packages makes it easy to get up a bright and interesting display.

Very brilliant and attractive windows can be made with nothing but biscuit cartons, of which there is a great variety and all of which are handsome and highly colored.

Canned fruits and vegetables of different kinds could be used for another window, and bottled goods for still another.

Why does the average retail grocer wait for the manufacturer's trav-

eling representative to come along and put in a handsome, interesting, attractive window devoted entirely to his particular brand of goods, whatever it may be? Why does he not put in a few good windows himself?

At this season, when all the world is thinking of Christmas, the grocer's window should be suggestive of the season. Show things that will make people want to eat or give away, that will appeal to their appetites and their memories. Put color into the display and good cheer and the Christmas spirit.

"Must Haves" For the Kitchen.

"There has never been the proper system in the home," said Mrs. Alice G. Kirk, decidedly, "and it is my object to teach the girls of the next generation to have a system. Home-keeping is a profession. Homekeepers should realize it."

"In the first place a kitchen should be so arranged as to make for ease and efficiency. A woman should have her tables and her dishpans high enough so that she can work at them without stooping. In buying utensils for the kitchen, the motto should be: 'The best is the cheapest.' There are some that are really 'must haves.' Anything that saves labor is. A kitchen cabinet, as an example. It saves steps and work. Every woman ought to have one. And she should have a high stool, which can be moved easily, and on which you can perch if you have a moment now and then."

"For small utensils there are a dozen or so that seem absolutely necessary. A bread mixer is one of them, for bread is the very first thing in the life of a home. Then a food chopper and a casserole." Mrs. Kirk touched a little brown dish and went on: "A casserole can be used for several purposes, among others the cooking of the cheaper cuts of meat over a slow fire. The result is a most appetizing dish."

"Every woman should have a sharp vegetable, meat and bread knife, sharp, mind you. No man would attempt to work with the dull tools that women use. She should have a tin flour bin, and a steam cooker, if possible. At any rate a woman should have double boilers, and use them all she can, for steam cooked food is very economical and healthful."

"Then get a steel frying pan. It is light—a woman ought always to have light dishes, and steel does not soak the grease as iron does. Then if the cook will buy a little 3-cent brush for washing the vegetables clean, I think she will have at least a few of the 'must haves.'"—Boston Traveler.

Do not think for a minute that a man can gamble and drink outside of the store and become a model of honesty and sobriety as soon as he crosses your threshold.

If loud talk and loud laughter are allowed in your store, be sure it will offend and drive away a good many of the most desirable kind of customers.

Push the Fancy Groceries.

From now until Lent balls, parties, sociables, dinners and social entertainments crowd upon each other. From now on merrymaking, eating and drinking will be the order of the day.

Never before was the array of tempting articles of food so great, never before so many put up in attractive form. The windows of the best stores are brilliant in their setting of fruits, fresh and preserved; foreign and domestic delicacies. And yet there are many retailers who move along during this favorable season in an indifferent and mechanical way, pushing the sale of the necessities of life, handling them at a profit barely sufficient to pay the cost of the service and giving little or no attention to those things which are not articles of daily use but which tickle the palate and afford good profits. They neglect the departments where large margins are to be made and toil and advertise to sell things which everybody must have.

No dealer ever built up a trade in fine and fancy groceries without beginning in a small way and working hard to introduce goods and constantly adding something new and attractive. There is not a village, town or city where there are not people who are fond of good living who like variety of diet. The field is large, the opportunity to increase the volume of trade and profits inviting and promising. Why not labor to sell the luxuries, the delicacies

now at the time when they are in demand? Keep the stock full, fresh, attractively displayed. Let the windows, the counters, the shelves be bright with goods that pay a profit. Staples sell themselves, but delicacies require the tact, ingenuity and art of the salesman. It is, however, a well-rewarded service, the sort of work that pays; besides there is the added satisfaction of customers well pleased, of a community well served, of friends gained, and all this contributes to the popularity and success of a business. From now until Lent keep up a lively interest in fancy groceries; furnish your customers with recipes for cooking; hints on table decorations. The papers are full of such things and a hint from the grocer who has the goods before him makes an impression which pleases and results in sales.

The dealers who are doing this and who make quality and service the first consideration are the money makers in the trade. This is the beginning of the harvest season for grocers, and it will be such for every one who puts enthusiasm into his work and who goes about it with tact and intelligence.

All work and no play is bad policy. Have an arrangement by which you are allowed some time for recreation. When you get it go out of doors. Don't sit around some other store, or billiard room, or howling alley, steeping in tobacco smoke. It is the great outdoors that is beneficial to the busy clerk.



It is a mistake to think that CERESOTA is expensive because it costs more than other flour. Better bread and more of it pays for the difference in price.

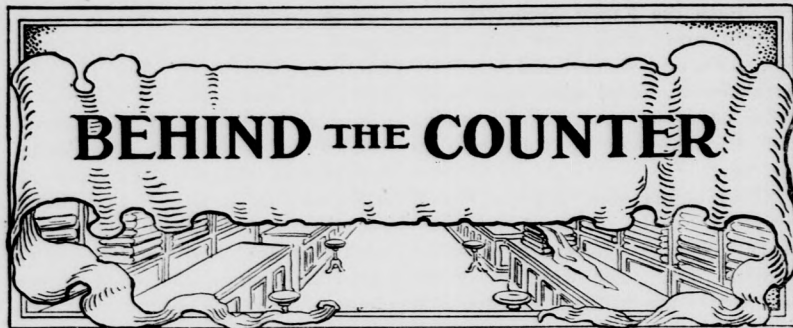
Money back if it isn't so.

JUDSON GROCER CO.

Distributors

Grand Rapids, Mich





IDEALISM AND HARD WORK.

Nothing Incompatible if Hard Work Is Done Well.

Written for the Tradesman.

Many young men who are now occupying subordinate, and often rather unremunerative positions, seem to think they have a kick coming.

It is theirs to perform humble and prosaic duties. Such, for example, as sweeping out the store in the morning, washing windows, tidying up the store betimes, replenishing the fire, bringing in kindling and coal, delivering parcels per their pedals, etc., etc. And sometimes they are disposed to become restive under such tasks. They seem menial and commonplace, and they feel that they are cut out for more important things.

On general principles I am constrained to commend them; that is, insofar as they actually desire to qualify for more important duties. Ambition ought always to be encouraged. He who blights and chills by a sarcastic and unsympathetic word any sentiment of aspiration in the bosom of another is guilty of a misdemeanor. I had almost used the word "crime;" and, really, that is not putting it too strongly. Crushing ambition is, fundamentally, tantamount to crushing out life; for aspiration is the very flower and perfume of life.

And it is not such a deplorable thing under the sun as some people would have us believe, that a young man should think rather highly of himself and his capacities. More people are doomed to subordinate places by lack of proper self-valuation than from any other cause. And a smattering of egotism is not going to hurt anybody. If a young man happens to think more highly of himself than there's any occasion for the tilts and jolts and buffetings of subsequent experience will knock all that out of him in due time. And in the elegant language of the telephone girl, "Never mind it, please!" He'll outgrow it. Of course if he actually makes good on a scale commensurate with his own ideas of himself, then the joke is on the people who said it was not in him. If he does not make good according to his imaginary capacities, then the joke is on him. So, in the meantime, it is not worth while to pester him. Let him go along and see what he can do.

No; my sympathy goes out to the fellow who thinks he can do things; to the young man who is not ashamed

to assert that he can do things, to the young person who longs for big things to do. I like that sort of an attitude. It shows spunk. It manifests a spirit of aggressiveness.

But there is nothing incompatible between the splendid idealism of youth and the faithful performance of the prosaic, commonplace duties incident to the position one happens to hold.

To slight a piece of work because, forsooth, it appears too humble and inconsequential for us, is a mighty poor way to assert our alleged superiority. Let us by all means cling to the ideal; but if somebody puts a broom in our hands and instructs us to get busy, let's not be so enamored of the far-off prospect that we overlook dirt in the foreground. Hang onto the ideal—and keep the broom going.

If the "boss" seems unresponsive, and promotion begins to look like a forlorn hope, do not relax your grip, nor slight your work, nor whine and sulk and deplore an unpropitious fate; work like the very mischief and compel recognition on the basis of evident ability.

After all, the thing that counts is one's ability to do. The important thing is, not what you think you can do, but what you actually can do because you do it. Not what you can do under hypostatic conditions (we've got to work under conditions as they are): not what your uncle or your aunt or your cousin Tom opines you could do, provided, etc., but what you can do here and now, with the implements at hand.

As an offhand proposition everybody would infinitely rather have the big job, with its commensurate dignities and pay, than the lesser position with its longer hours and humbler requirements. But the point is, we can not all have what we want in this world—and right at the time we want it. But we can get the thing we are working for provided we are willing to bide our time and show by our faithfulness that we are worthy.

The woods are full of people who are perfectly willing to enjoy the honors, and the faster they come the better they like them; willing to participate in the successes—after somebody else works them out; tickled to a frazzle to join in the tumult and the shouting. But they are ordinarily far less keen to lend a hand to prosaic yet essential work.

What sort of a young man would you pick as a winner? I think Chas.

R. Bartlett gives a pretty good description of his salient features in that inspiring poem of his entitled, "The Man Who Wins." He says he "is just an average man; not built on any peculiar plan; not blessed with any peculiar luck; just steady and earnest and full of pluck."

Doesn't that describe him pretty accurately? And there is a whole lot of comfort in that description. Too long we have identified success with outstanding features of genius. Too long we have supposed that the men who revolutionize things in this world are endowed with a sort of super-human somewhat, which, for want of a better name, we call genius. But all that is tommyrot. We all have a capacity for taking pains—for being thorough and accurate in our work. Well, just elaborate that capacity which is the common gift of all; raise it to its highest power and you have genius.

So, in the last analysis, it just amounts to staying on the job and developing the latent possibilities in the job. The trouble with most of us is that we do not see these latent possibilities. We are like those of whom it was said, "Having eyes, they see not." Eli Elkins.

Cheerfulness in Business.

It is a Scriptural proverb that "A merry heart maketh a cheerful countenance"—and surely when a man can invariably make manifest these attributes under such comparatively adverse conditions as frequently obtain "behind the counter," he is entitled to something extra. We read of a retailer who says that he has one man in his employ to whom he pays more than he is worth, because he is cheerful, and his cheerfulness helps everyone in the store. If one of the staff turns up feeling down in the dumps and runs up against the cheerful man, he begins to smile and to feel better.

The cheerful man, the retailer in question contends, radiates cheerfulness, and coming within the sphere of his influence means the absorption by others of some of his genial spirit. Why, I have come into the store myself when business was dull, feeling inclined to gloominess, and then I've had a word with our cheerful man, and felt myself bracing up right away and thinking about how we could start things up a bit. He isn't the best salesman in the world, but he gives us atmosphere, as you might say, that really helps; and we pay him, and are glad to pay him for that.

And yet, despite that tribute to cheerfulness, there are some employers who regard it as unbecoming in business, and who prefer the sour-visaged, attentive-to-his-duty man. Laughing in some business establishment, we are assured, is forbidden and subject to a fine. Conversation with customers is forbidden, too, and the instructions are, when spoken to, to always reply seriously and as briefly as is consistent with courtesy. In some shops to be cheerful is even regarded as a dereliction of duty, because it is thought to be

in some way or other an alliance with idleness.

But if an employer is wise he will encourage the assistant with a good address, pleasant manners and a cheerful visage. Customers are attracted by happy surroundings. The man or young woman who looks pleasant very often does more work than any of the other assistants, because the pleasant ones attract, and there is quite a competition for their services. Yes, if we were asked to vote on the subject, we should plump for the cheerful assistant!—Ironmongers' Chronicle.

Begin With a Smile.

Begin the business day with a smile of good fellowship; be a good fellow all day and be good to your companions. Have the best people in your employ and treat them like friends. They are sure to be proficient with good-natured tuition, and what splendid results may be obtained when all work together. Work in this way will be one round of pleasure.

Enjoy the pleasure of greeting each customer that crosses your business door as you would the guest who calls at your home. Kind attention and affable courtesies will surely captivate the visitor and you will have his admiration and good will.

You may occasionally have a customer who may be irritable and hard to approach even with your best efforts. However, never lose sight of the truth that patience is always a virtue, and some far distant day this hard, disagreeable crank may prove a very fruitful business friend. When you had him at your good-natured mercy at the time he was irascible and weak, you accepted the inevitable with a smile and he was conquered.

Is it not a pleasure to have your part in business fortified with such valuable ammunition as patience, kindness and courteous treatment for your daily visitors?

In Stock.

There is a proprietor of a shop in New Haven, a man of most excitable temperament, who is forever scolding his clerks for their indifference in the matter of possible sales.

One day, hearing a clerk say to a customer: "No, we have not had any for a long time," the proprietor, unable to countenance such an admission, began to work himself into the usual rage. Fixing a glassy eye on his clerk, he said to the customer:

"We have plenty in reserve, ma'am, plenty downstairs."

Whereupon the customer looked dazed; and then, to the amazement of the proprietor, burst into hysterical laughter and quit the shop.

"What did she say to you?" demanded the proprietor of the clerk.

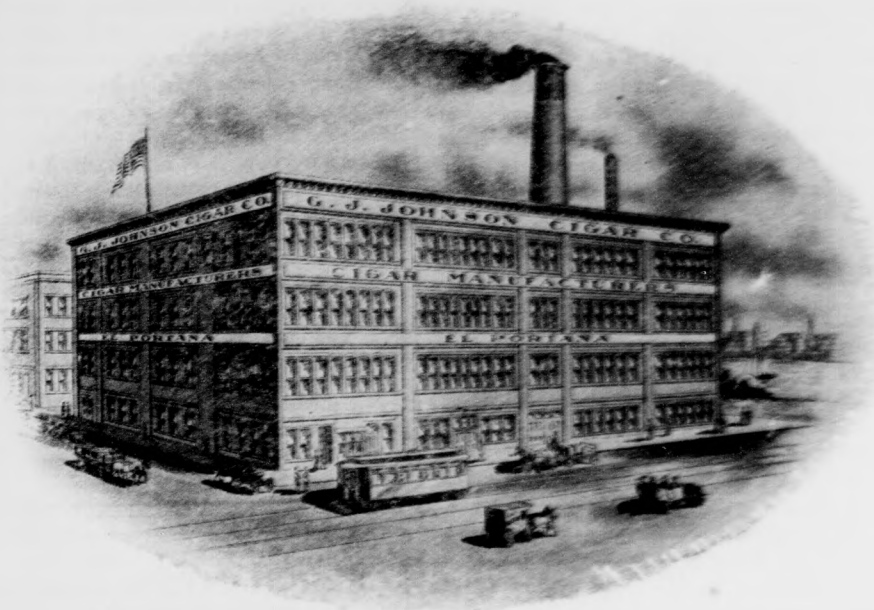
"We haven't had any rain lately."—Harper's Weekly.

There are some customers who are suited with any kind of a clerk who waits on them. There are others who need the most particular kind of attention and you should have clerks who can wait on the latter class.

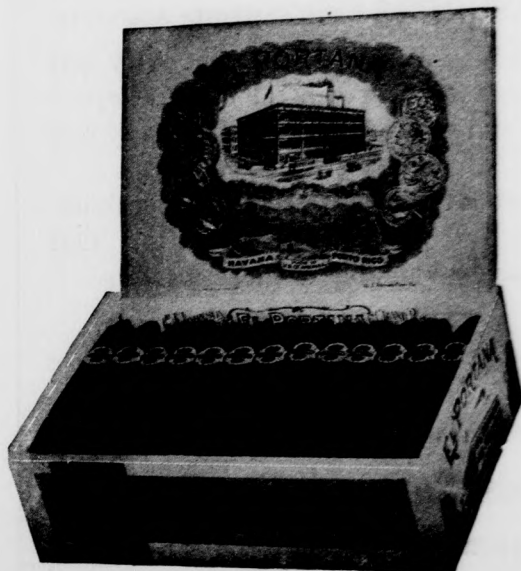
EL PORTANA 5c CIGAR



"In a
Class by
Itself"



Manufactured
Under
Sanitary
Conditions



Made in

Five Sizes

G. J. Johnson
Cigar Co.

Makers

Grand Rapids, Mich.



\$10,000,000 DIVIDEND.**Mail Order Houses Made Immense Profits.**

One of the most significant newspaper items, as far as the commercial world is concerned, that has been printed for a long time is the statement printed November 12 from Chicago, that Sears-Roebuck & Co., the great mail order house, has declared a dividend of 33 1/3 per cent. on common stock of \$30,000,000 to holders of record April 1, 1911.

This dividend amounts to \$10,000,000, representing the undivided profits of the company. The Standard Oil Company, the greatest monopoly that the world has ever known, does not declare dividends any larger than this, or as large.

John D. Rockefeller, in his palmist days of profit gathering, never dreamed of \$10,000,000 dividends. This dividend is indicative of what the mail order houses have been doing.

With a start of twenty years, they have been able to so organize and systematize their business of reaching farmers that the annual business of two of the big ones located in Chicago is said by authorities to equal \$80,000,000 per annum.

If the average sales per year of a small retail merchant are considered, and they are put at about \$5,000 per annum, this income of \$80,000,000 would represent the sales of 16,000 retail merchants. To be plainer, because the mail order houses have educated the farming community to send their orders by mail for delivery by mail or freight or express, 16,000 retail merchants, who might have been helping to build up small towns all over the United States have been put out of business or have been kept from going into business.

These figures are so stupendous, and at the same time so appalling, that they deserve the attention of legislative commission. In this article they are principally useful for an argument against the installation by the Postoffice Department of a local parcels post. The bill for this local parcels post will be introduced at the coming session of Congress, and any merchant who has any regard for the safety of his own business will, without delay, set about convincing the Congressmen from his district that it should be voted down.

A local parcels post differs materially from the original idea of a general parcels post, and the specious argument is held out that its purpose is to benefit the small retail merchants in the country towns. The effect of the local parcels post will be to establish parcels delivery only by rural delivery carriers. The argument is held out that the benefit of such a delivery can come only to the retail merchant in the small town, who will be enabled to send purchases up to eleven pounds in weight by the rural carrier to the farmers along the route. At first glance this looks good. Actually the bill is aimed to benefit the mail order houses in the large cities, and it is safe to assert that the express companies are equal-

ly interested in it. In operation, the law would work this way:

A mail order house would establish an agent in a country town of three to five thousand inhabitants. This agent, provided with a buggy or possibly with a small automobile, would make trips over the surrounding country reached by rural mail routes with his four pounds mail order house catalogues and his fulsome description of very poor goods, aided by his own very slick tongue, he would sell thousands of dollars' worth of goods to the farmers and their wives, promising delivery by mail within a week or ten days. As soon as he has accumulated sufficient of these orders to justify shipment, they would be sent to the mail order house in Chicago or Kansas City or wherever located.

There they would be made up into packages for each consignee, and when the whole number of orders from that particular agent were gotten ready, they would be packed in larger boxes and shipped by freight or express to the agent of the mail order house in the small town. On each package there would be sufficient postage to carry them. Arrived at the country town, the boxes would be opened, the packages taken out and deposited in the postoffice, and the next day would begin a merry time for the several rural route carriers out of that town. Their spring wagons, buggies and two-wheeled carts would be loaded to the top with merchandise, from the large mail order house that should have been bought in the home town, and as fast as possible would be delivered to the farmers and their families.

The disaster contained in this sort of business is almost beyond conception. Catalogue descriptions given by the mail order houses are the most flattering reading matter that was ever put in a book. When to this is added the equally flattering statements of the agent for the mail order house, the arguments for the goods would be invincible. Merchandise of comparatively no value would be sold to the farmers at prices as high or higher than would be charged by the merchants in the near-by town for goods of standard value. The retail merchants in the near-by town would lose this business and all succeeding orders, and in the long run the entire business of the surrounding country would be diverted from them to the mail order houses in the big cities.

As soon as this would become the case the decadence of the country town would be certain. With merchants making no money, they would go out of business. They and their clerks would seek other sections, possibly they would drift to the cities and still further congest them, there to go to work for the very men who had put them out of business in their home town, the mail order houses. The wiping out of the smaller towns would be complete. The country would be in the position of having but two elements, city people and farmers.

The farmers would find themselves of necessity compelled to buy by mail from the cities. They must either buy from the mail order house or direct from manufacturers. The jobbing houses in the big cities would be eliminated because there would be no retail merchants for them to cater to. Manufacturers would find that they could not sell to consumers, hence they would be brought to the basis of selling their product to the mail order houses. That would lead eventually to a commercial octopus, a mail order monster of such enormous size and breed that it would not only control all of the selling and the selling prices of merchandise, but it would also control the buying and buying prices of merchandise.

To sum up, the local parcels post is equally as dangerous as the general parcels post, and in some respects it is even more dangerous because it is insidious and because it will work under a misrepresentation of fact and conditions until it will be too late to head it off.

Every merchant in every small town and city in the country should lay these facts before the editor of his home newspaper with the request that he write, not one, but twenty articles in opposition to the local parcels post, aimed to show the farming community that by buying from mail order houses they would be jeopardizing their own best interests. These merchants should also take immediate steps to lay these facts before the Congressman from their district and the two Senators from their State.

The parcels post is a menace of so great a threat as to be almost as repulsive in its operations as a plague. —The Drygoodsman.

See that you know when the market price of a staple goes up so that you can take advantage of it and add something to your profits.

The clerk who began business years ago learned the value of early hours. A little of the same training would not hurt some clerks now.

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

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

GRAND RAPIDS FIRE INSURANCE AGENCY

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Grand Rapids, Mich. The Leading Agency

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Special Department
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Citizens 4367 Bell Main 424
Ground Floor Ottawa Street Entrance

Michigan Trust Building
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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

3 1/2 %

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

PHILOSOPHIC COMMENT.

Wise Is the Man Who Is Heedless of Neighbors' Ways.

Written for the Tradesman.

I would advise every reader of the Tradesman to be strictly honest with himself and live within his income.

What is the use of troubling about the way the neighbors are dressing, riding and eating?

Do you not know that nine failures out of ten can be traced to the cause of trying to "outdo" one's neighbors?

It is the wise man and the wise woman who can live happily in a home without paying attention to what the neighbors are doing.

We are a lot of monkeys when we try to keep pace with what our neighbors are doing. "You can never tell what a man is by the clothes he wears." Some of the biggest thieves in the world are dressed in the latest style.

The only thing one should worry about is how to attract wisdom. A perfect understanding of one's own intuition will place him in a position far above his neighbor—no matter how much style he carries on his back.

Personal appearance is valuable if accompanied by intellect. There is not much real wisdom in the mind that is ever intent on show.

The man or woman whose mind is fixed on thoughts of appearance only—is a waiter on providence.

We should not push aside our intellectual powers nor throw them into the background nor ignore those beautiful moments that produce the stuff that pays all our bills.

Ideas, money making ideas, are in demand and they are commodities that are manufactured in thinking minds.

The enquiring mind is the machine that is grinding out money making ideas.

The thoughtful and deliberative fellow who is really in earnest will examine and investigate every medium that carries up-to-date ideas.

To be able to discriminate what value an idea has one must learn how to separate the good from the bad. We mean by this that what is good for one may not be good for another.

There are thousands of money making ideas published in the Tradesman every week, but they are not worth one cent to you nor me if we do not select and utilize those that will apply to our own business.

The trouble with too many of us is—we are over loaded with promises, we read good ideas and promise, in thought, that we will entertain them in the near future, but we run off with the devil.

Every retail merchant who pays his good old two dollars a year for this journal ought to be able to find (in its columns every week) enough money making ideas to pay for ten years subscription.

If you have a thinking, ambitious and inquiring mind you will agree with me and I am sure you have found what I have in the columns of

this journal. There is no use for me to draw your attention to any particular articles, for on every page one can find a dollar's worth of ideas—some pages are worth fifty dollars if the suggestions are followed.

Money making ideas are the cheapest things in the commercial world—for the man who will think.

Almost every retail merchant carries life and fire insurance, and a few have taken out accident insurance also. The paid up life insurance is a fine thing, one feels safe with it in his pocket. In addition, if he has a good round sum of accident insurance, he is doubly safe and goes through life on Easy street—as it were.

But why spend all of this money on such insurance if one has not a paid up policy against ignorance?

A paid up policy against ignorance is more desirable than all others. It pays larger dividends than all other protection known to the human mind. It gives the individual the face value of the policy while he is living and he and his family may enjoy its benefits.

The purchase price of insurance against ignorance is very cheap; all it costs it mental energy and hard thinking each moment of the day. There is no hard labor attached to this work if one is really and truly in earnest about having such a policy paid in full.

Freedom, liberty and independence are assured when our policy against ignorance is paid. A paid up policy against ignorance is a sort of self government and non-interference. It protects us against disfranchisement of business principles and good morals. It makes us stand solid on both feet and does not allow us to shift from one thing to another. It is absolutely a guarantee that there is no limit to one's achievements, to the height to which one may climb—intellectually. It gives us every advantage known to the progressive thoughts of the age. It gives us a sort of a faithful, commanding spirit that never fails. It is a policy you can get by reading the Michigan Tradesman.

It is indeed very strange how slow we are to catch on to the live things. After these many thousands of years we are enjoying the wireless telegraph and the wireless telephone. This system of communication has been in full working order since Adam's first day on this earth; the only reason why we fail to realize this is that our machines (minds) have not had the right batteries attached to them. Our minds have been charged with the current of suggestion instead of attraction. We have been using the late system of telephoning—by listening to things that come over the wires—we still believe in the man-made receiver and have no faith in the spontaneous wireless messages that are pouring into our ears every moment of the day.

We ought to be as wise as Moses; he knew more about wireless telegraphy and telephoning than we do.

Jesus Christ taught us how to go into our closet and shut the door; but we much prefer the nickel-in-the-slot machine. When we depend on the five-cent receiver we get only a nickel's worth of knowledge, but when we learn how to catch all of our messages over our own wireless telephone then we get the original stuff. When some of you are up in the mountains listening to your good adviser there are others down below trying to make golden calves out of the product of your labor. But that does not amount to anything. Just let them go and after awhile they will want to know how you use your wireless machine and then you can give them the laugh. I Am That I Am.

The Kind That Gets On.

Booker T. Washington, congratulated by a New York reporter on the success he has made of his life, said with a smile:

"I suppose I must be modest and declare that luck has had much to do with my progress, or otherwise I'll be in Senator Dash's shoes."

"Senator Dash, of Tallapoosa, prided himself on his rise from the bottom, for Senator Dash in his youth had worked with the colored men in the cotton fields."

"Boasting at a political meeting

about his rise, the Senator singled out Uncle Calhoun Webster among his audience and said:

"I see before me old Calhoun Webster, beside whom, in the brooding Southern sun, I toiled day after day. Now, ladies and gentlemen, I appeal to Uncle Calhoun. Tell us all, Uncle, was I, or was I not, a good man in the cotton fields?"

"Yo' wuz a good man, Senatah, the aged negro replied, 'yo' wuz a good man fo' a fack; but yo' sut'ny didn't work much.'"

The Silence.

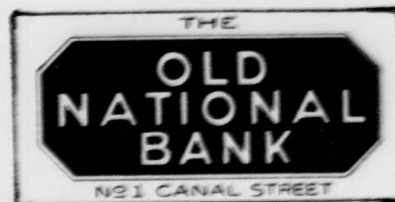
[Four hundred cadets at West Point, have shown their dislike of an instructor by treating him to a "silence"—that is, refusing to utter a word in his presence.] Did you ever amble homeward At the hour of three or four, And discover wifey waiting, Simply waiting at the door? Not a single word she uttered, But the ice you couldn't melt, She was giving you a "silence"—Dost remember how it felt?

Have you ever reached your office Way behind the scheduled hour But to meet the boss' glances Of a kind exceeding sour? Not a word of blame or censure, But his savage mouth was shut, He was giving you a "silence"—Dost remember how it cut?

Oh, we none of us like "call-downs," And we none of us like blame; But if harsh words are the weapons, We can answer with the same. But of all the wicked methods That can knock a fellow flat, There is nothing like a "silence," For we can't get back at that!

—New York World.

Capital
\$800,000



Surplus
\$500,000

Our Savings Certificates

Are better than Government Bonds, because they are just as safe and give you a larger interest return. 3½% if left one year.

53 DIVIDENDS

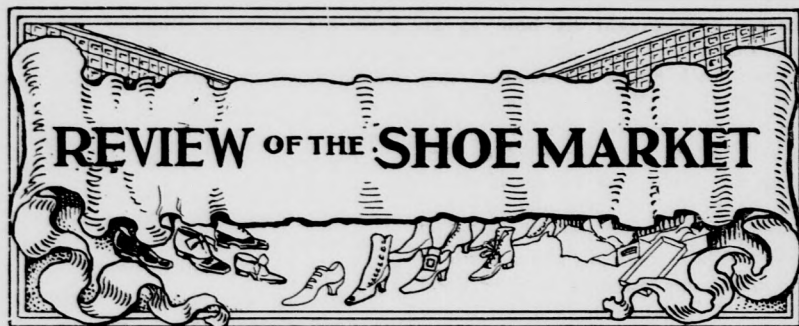
IN AN INVESTMENT THE MOST IMPORTANT, THE ESSENTIAL, ELEMENT IS THE UNDERLYING PRINCIPLE OF SAFETY.

Speculative features, as a rise in value, however desirable are secondary. A combination of the two is rare and one that only the shrewdest can see, and take advantage of. The officers of the CITIZENS' TELEPHONE CO. believe that its stock possesses the first element beyond question. There are no bonds, liens or mortgages on its property, no indebtedness except current obligations, and the ratio of assets to debts is more than twelve to one. A suspension of dividends for one year would practically pay every dollar of debts. Can any other public corporation say so much?

Every year, every quarterly period of its fifteen years' existence has been of steady uninterrupted progress. The business is NOT AFFECTED BY PANICS OR HARD TIMES. Dispensing with the telephone is almost the last thing thought of, and its discontinuance is rarely ordered as a matter of economy. The failure of a well established, well managed telephone company is yet to be recorded. THE CITIZENS' 53 DIVIDENDS have been paid with as UNFAILING REGULARITY as the interest on GOVERNMENT BONDS.

While the tremendous development of the telephone business the past fifteen years has necessitated the issue of large amounts of securities, as the time approaches when the demand for such service slackens, the necessity for the sale of stock will also decrease and stop. While past experience warrants nothing in the shape of a prophecy, the Citizens company believes that such a period is not far off. The territory served by it is fairly covered, there are few towns in it not now cared for, its larger exchanges have been rebuilt, its toll line system well developed. There is nothing in sight that calls for such large expenditures of money as in the past. It appears evident that the time is not far distant when the sale of stock can be curtailed, if not entirely ceased.

If these deductions are correct and are justified by the future, then the Citizens' stock possesses the second element of having a speculative feature as well as the MORE IMPORTANT ONE OF SAFETY. Full information and particulars can be obtained from the secretary at the company's office, Louis street and Grand River.



Why the Sole of One Shoe May Wear Longer.

Criticism of the varying qualities of soles of shoes is often based upon a very slight conception of the conditions governing the selection of soles. In the first place, leather is a natural product. If it were an artificial product, like cloth, it could be made uniform, like cloth. But the hides, from which sole leather is made, are grown on cattle, and hides vary in weight and quality just as the cattle vary in condition and size. These hides vary in price according to weight of the hides, the condition of the cattle, the number of brands on the hide and the amount of slaughter cuts made on the flesh side in taking them off the animal.

Packer hides, which mean hides taken off cattle slaughtered in the large packing establishments, are considered the most valuable because of the good condition of the cattle and the skill of the butchers in killing.

Next in quality come the "country slaughter" hides, being hides taken off by country butchers and which are more apt to have slaughter cuts on the flesh side of the hide.

In these two classes alone, without going into the details of "green salted" and "dry salted" hides, there is a wide range or variety of hide texture.

In addition to these we have the dry hides that come from other countries, very largely from South America.

Then we have a wide variety of tanning processes, generally known as oak, hemlock, union, extract and chrome.

The growing scarcity of oak and hemlock bark has steadily reduced the volume of straight oak, hemlock and union tannage and correspondingly forced the increasing use of chemical extracts.

No one but a tanning chemist can explain the varied uses of tanning chemicals, but a layman may understand that a wide variety of tanning processes, applied to an equally wide range of qualities of hides, must produce an infinite variety of qualities of leather and that is precisely what we have.

It should also be understood that from a side of leather it is practically impossible to cut two soles that are exactly alike. They may appear to be near enough alike for all commercial purposes, but they must vary somewhere, because that is the nature of the beast.

And so we have a large variety of hides, multiplied by a wide range of

tanning processes, and still further multiplied by the fact that no single side of sole leather will cut two soles alike. With this almost interminable variety of outsoles, it is not strange that the quality of soles should vary even in the same pair of shoes. Now the prices of these different selections or combinations of hides and tannages vary also, the highest priced being the oak tanned packer hides and the lowest price being the hemlock tanned dry hides, with all the other varieties and combinations coming in between these two extremes.

All these varieties are sold in "whole sides," or in "backs," after the bellies and shins are removed; or in "bends," after taking off the "neck" and "shoulder."

The "bend" is therefore the very best part of the side of sole leather and yet no two soles alike can be cut from it and it has a flanky portion. It is a fact that a sole may be cut from the "back" of a hemlock tanned dry hide, that may be worth much more than a sole cut from the flank of a "bend" from an oak tanned packer hide.

Hemlock tanned dry hides are classified in four weights, viz: "overweight," "heavy weight," "middle weight" and "light weight," and are assorted in quality as "clear," "good damaged," "poor damaged," "rejects" and "scabs." Most of the other varieties are assorted into four weights and three qualities.

In addition to all these classifications there are what is known as "spready" hides, which are usually coarse and loose in texture and "chunky" hides that are fine and firm in texture.

To again emphasize the wide range in quality of soles, it may be mentioned as a fact that a sole may be cut from a "scab" hemlock dry hide that is of more real worth than a flanky sole cut from a No. 1 oak packer bend.

Such is the infinite variety of sole leather that there is not a single shoe manufacturer, nor a single cut sole establishment that can attempt to cut or use more than a few of these varieties.

The most that the very largest of them can do is to buy the selections that seem best suited to their needs and to cut and grade the soles as best they can for weight and quality.

In spite of the most careful supervision, the very highest grade of shoes will sometimes be made with a sole that is not as high in quality as it should be. This is due to the fact that sole leather is sold by the

pound, and its purchase is quite in the nature of a speculation. Even in the highest grades there are soles that are "off" in quality, but the leather costs so much that it can not be wasted, so the soles must be used if possible, and especially if the shoes are figured close.

This will, in part, explain why it is that on a reasonably high priced shoe it sometimes happens that one sole may wear out much more quickly than its mate. Possibly one was "flanky," while the other came from the firm portion of the back, while both of them were cut from high priced leather.

On cheap grades of shoes, made at the closest prices, the sorting of the soles will be still closer, and although the selection of leather purchased for them will be at a much lower price than that paid for high grade shoes, the same varying qualities will be there, and sometimes there will be a sole on a cheap shoe that is better than a flanky sole that may be found in a high priced shoe.

It is the aim of every shoe manufacturer to make his shoes run as even in quality as possible, both in upper stock and in sole leather, but, although some succeed in this better than others, none of them can be perfect until Nature produces hides which are perfectly uniform all over. Therefore there does not seem to be any complete remedy for the disparity in quality of soles.

About the only thing shoe buyers can do is to keep closely to those manufacturers they find on experience to be most reliable, and to refrain from trying to crowd them on price.

If retailers want quality in soles they must expect to allow a commensurate price. The shoe manufacturer can not put two or three cents per pair extra into his soles every time any one asks him to because his margin is not large enough to permit him to do so.

To get a higher average quality of soles requires a higher average price for shoes, and the range of sole-qualities outlined in this discussion would seem to suggest the desirability of shoe manufacturers and retailers endeavoring to co-operate to re-adjust the margins on shoes so as to raise the quality, and at the same time place both manufacturer and retailer on a more comfortable basis.

Warning—Defer Clearance Sales.

Custom or habit, rather than any well founded reason, is responsible for the January clearance sale. Many otherwise able and intelligent shoe retailers immediately after the holidays seem possessed of the idea to

"start something" right in the midst of the most seasonable weather, when staple shoes can be sold at full prices.

We are pleased to note a tendency towards deferring the clearance sale. We hope the various associations of retailers will take action to prevent premature price cutting. January and February are months that produce much "shoe weather." Last spring, we recall, was one of the latest seasons on record. All over the country winter really lingered until May crowded him off the boards. Merchants who maintained full stocks at full prices made money.

And, after all, why is a clearance sale? There seems no real necessity for slaughtering the price of perfectly good merchandise. Of course, occasionally a buyer will plunge on some line that leaves a lot of broken sizes and widths on hand. Then the clearance sale is a necessity. But there are plenty of stores that never have a clearance sale. The manager watches his stock and "keeps a finger on the trigger and an eye on the hog." When he sees a certain line sticking he puts on a "P. M." and pushes out a few stirring advertisements. He does not stand around and allow barnacles to grow on his business. Not he.

An Indiana merchant has a good plan to avoid clearance sales. He watches the clerks, as well as the stock, and if he sees a line being neglected, or "passed up," he gets busy with the salesforce. If he finds it is the fault of the line he puts it on the "Push List" and places a "P. M." on each pair.

About three years ago, when the craze for ankle strap pumps came along, this dealer found that he was possessed of a large assortment of strapless pumps. Did he slaughter them? Not much. He sent them to the factory and had straps put on them. And then he sold every pair at an advance of 50 cents a pair!

This man once said: "I have never in my twenty years' experience been the victim of a cut price sale. My competitors have come and gone. I have seen scores of them rise and fall. I have stuck to my plan of merchandising and won out. I will be here until my time comes to pass over, but I will never have a clearance sale."—Shoe Retailer.

Mayer

HONORBILT

Fine

Shoes for Men

A SNAPPY LINE

MICHIGAN SHOE COMPANY

146-148 Jefferson Ave. **DETROIT**

Selling Agents BOSTON RUBBER SHOE CO.

Army Shoes For Men.

Why could not some manufacturer of men's shoes make a "ten-strike" by putting on the market a line of Government shoes, made upon United States Army specifications?

A distinct type of shoe has been worked out for the use of the Army, certain features having been settled upon and made part of Army specifications. Naturally, wear and comfort are two leading requirements, although there are sufficient variations permitted to give some scope in the matter of style. There are several classes of shoes made, including those intended for dress, for marching, and for sports and gymnasium work. The soldiers buy them at cost price from the Government, being allowed a certain sum of money each year for shoes.

In the making of the shoes there are points of construction which all tend to promote durability. All of the shoes are full vamp. In shoes which have boxing in the toes the box is cemented to the tip, and in stitching, two rows of thread are put through both tip and box, so that there can be no slipping or shifting in lasting. Every seam is reinforced with strong linen tape to prevent ripping. The shoes have a leather side lining along the vamp, put in with rubber cement. Counters are pasted on both sides when put in by the lasters.

The best oak sole is used and the bottoms are left in the grain without being buffed off, being merely waxed up and brushed. In stitching and sewing only the best silk and linen are used. The leather is the best calfskin that can be produced, being both mellow and pliable.

Easy-fitting lasts are used, and the Government now has its own supply.

There would be a long string of useful "advertising points," descriptive of such shoes, that could be used by the manufacturer or the dealer. It would be worth trying out in medium grade shoes.

Theory of Successful Shoe Advertising.

The writer recently talked with an expert publicity man on various methods of advertising. This advertising man is one of the few in the business who have specialized in retail shoe advertising and he knows the shoe game from A to Z. He said in part:

"It is impossible to explain to your readers just what lines to follow to successfully conduct an advertising campaign, but my theory is that the most essential thing in the advertising game is to select some special feature in your goods and then hammer on that one point continually until it produces results.

"Advertising cannot be made to pay in a day or a week and the great difficulty with the average shoe retailer is that he expects immediate results. His business may never have been boosted before, but as soon as he spends a few dollars for advertising he expects a return of double his outlay, and he expects the return to begin immediately.

"All advertising is useless when the article advertised does not possess sufficient merit to bring the customer back. So I should suggest that the shoe retailer select some definite selling point and hammer away at it and overlook the minor features of his business about which all other shoe merchants can boast. No matter if it is fit, comfort, size range, courteous treatment or what not, keep at it. The merchant who adopts the plan is sure to win out. Starting an advertising campaign is like digging the foundation of a house. It is tough work and the results are not evident."—The Shoe Retailer.

The Staple Trade.

In the excitement of trade which may represent large individual profits we put aside the careful attention that is due the staple trade and allow it to suffer more or less from neglect, and when the "better" trade drops on us we find we have so allowed the other trade to go by default that it is not in present shape to give us the immediate returns we ought to have to keep the business in good health. There can be no question at any time of the forceful importance of the staple trade and the care we take of it under present conditions will determine how much support it will give the business at times when we need that support very much. People must have staple shoes at all times, and when luxuries are beyond them they must buy necessities. The necessities are the things that need to be looked after with care at all times rather than given spasmodic attention of the intense kind when we are compelled to do so. Why shouldn't a business viewpoint remain practically fixed at all times and under all conditions of trade?—The Leather Gazette.

Selling Rubber Boots.

Rubber boots run into money pretty rapidly, and the profit always looks good to the retail shoe dealer. This, therefore, is a hint to sell more rubber boots.

"But how can I?" enquires the man from Missouri who insists on being shown.

Get after the farmers or the country trade, and if you cannot sell boots, sell overs with wool or felt boots. Make it an inducement for these out of the way people to come to your store. If you believe in the premium plan this is the place to work it. Give the farmers a good pocket knife with your advertisement on it. Tell them that these knives go with every pair of rubber boots. Put the boots in the display window with the knives tied on to the pull loop and see what happens.

If you don't like this scheme work out something yourself, because there is a good profit in rubber boots, and you can afford to do it.

It's all right to take it easy as you go along, but if you do you will never be over-burdened with the weight of this world's goods.



The Watson Shoe

Is a Shoe of
Distinction and
Merit

It is made and sold at the lowest possible prices to meet all demands. Every shoe in this line is a winner, made of solid, high grade leathers, guaranteed to give satisfaction in wear and fit.

We carry a large stock on the floor in Chicago at all times, thus insuring prompt shipments on immediate orders.

Send us a trial order. Catalogue sent upon request.

Watson-Plummer Shoe Company**Factories**

Dixon, Ill.

Michigan Representatives

Willard H. James, Sam D. Davenport

Offices and Sales Rooms

Market and Monroe Sts.
Chicago

**BOYS'
SKATING
SHOES**

Our Nos. 347 tan or 314 black are just what the boys want in style, strength and in every shoemaking detail. They are medium priced.

Rindge, Kalmbach, Logie & Co., Ltd.
Grand Rapids, Mich.

Nature Faking and Heels.

The cry of "Back to Nature" continues to ring in the discussion of footwear, and always will unless customs cease to evolve. With a seeming want of ideas for footwear changes the advocates of the no heel system have seized upon this slogan as a complete reversal of form, much as the disgruntled rustic of fable fame who found the porridge too hot to eat from the kettle, so he tipped the kettle's contents into the fire. So the "Back to Nature" fans in general have included footwear in their list of abuses and condemn present styles, part and parcel, by saying, "We don't walk properly; we wear hideous, bone-maiming shoes that make body propulsion an agony and abominable exercise.

"Back to Nature," they proclaim and add: "Observe the classic carriage and perfect anatomical conformation of feet of the ancient Greeks pictured in their sculptures. They had the proper idea of health and exercise." The small foot held no charms for them. It was not the style. If it were they would have had short vamps and Louis heels you may be sure. And there you have it. Fashion is accountable for that as for almost everything you can name. Let us look back to the Nature period and weigh the argument a little.

History does not record the time when footwear of some kind was not worn by at least the better classes. The first foot protectors were, of course, sandals. Whether the ancient Greeks were pigeon-toed or walked obliquely there are no sure means to determine.

The American Indian is acknowledged pigeon-toed. He is a bent-kneed walker, his stride being a lope instead of the stiff-kneed walk that partakes of dignity to the white man's mind. In contrast to the military carriage we brand as graceful he is as stooped over as possible. They are flat-footed and not graceful.

As for the sandal wearing races, there is the same bent-kneed loping style with an added shuffling. Among the Orientals the sandals are worn in their strict adherence to the ancient customs, their manufacture being but a slight modification in method of making and material from the days of 1493 B. C.

It was after a long period of evolution in styles that the heel came to us. It entered gradually and vanity may be credited with its advent to popularity, although the thrift of the people when the peasantry accustomed themselves to shoes and found them to wear first at the heels may have been the initial cause. But the desire for the dignity of height, especially among the low-statured French, who were then, as now, initiators of styles, soon brought the heel to abnormal size. Queen Elizabeth wore generous size heels and soon the ladies in their headlong desire for extremes were wearing them at high as three inches.

The men were no whit backward, and in the swash-buckling days of Charles I. and Cromwell the short men were tall and tall men were giants through the medium of their high-heeled shoes.

We of to-day have gone through as varied an experience as the heel question. It has been pointed and broad, health shape and narrow joint-distorting shape, square-toed and round-toed. They are now with us in any shape we choose. But there are as vari-shaped feet as there are shoes. Choose a last that gives the most comfort, with maximum or minimum of style as we desire. The bugaboos of bone formation and hygienic footwear is an over-worked scarecrow. Our ancestors survived without suffering joint disintegration and wore some abnormally pointed and pegged shoes.

D. J. Shea.

Good Business Opening.

Shoe retailing is an evolution. Not only do the constant changes prove the survival of the fittest in business but they also prove that unseen and unrecognized forces are constantly compelling difference in methods that bring desired results. The man who began retailing shoes twenty years ago is now either doing business radically different than he was compelled to do it at that time or he is being distanced by some other fellow who is up and doing after the manners compelled by the present. That statement bars, of course, the community that has not changed in size, shape and hardly individuals in that period—and such communities are small.

Where the advance of activity has changed and is changing the needs, the desires and the ultimate demands of the public, the retailing of the present is no more like the retailing of twenty years ago than is the retailing of to-day of the same sort as will be the retailing of twenty years hence. The man who has an idea that what he is doing now is the best that may be done is not the man who will be getting the business of his locality five years hence without a change in his opinions.

The pride of long establishment, or the pride of having done business in the same place for a long term of years is nothing unless the proud one is willing to understand that such things have nothing whatever to do with the ideas and the inclinations of the public toward buying shoes. There might have been a time when personality and possibly a credit system could hold customers indefinitely and induce them to continue to buy in the one store with scarcely reference to what another store might be doing, but that is impossible at present and the store that contends or holds out for such a possibility is losing ground.

There is always somebody looking for a good location for business. The shrewdest of these can estimate an old or wealthy community and its trading possibilities and at the same time make a very reasonable estimate of whether the

Now Is the Time

Your stock of Holiday footwear should be complete. We can fill *immediately* your orders for the following if you will send in your order today; but *they're going fast*:

Warm Shoes



- 830—Women's Dong. Vamp and Fox Beaver Top, White Fleece Lined \$1 50
- 834—Women's Dong. Vamp Full Qtr. Pl. Toe. White Fleece Lined 1 00
- 834—Women's Kang. Vamp and Fox Lace Blue Beaver Top, Flannel Lined Pl. Toe 1 10
- 844—Women's Dong. Fox Felt Top Red Flannel lined, Pl. Toe 1 00
- 846—Women's Dong. Fox Lace Black Felt Top, Pl. Toe, Felt Lined 80
- 848—Women's Blue Beaver Lace Felt Sole and Heel 1 00

Juliets



- 850—Women's Black Fur Trim Juliet \$ 60
- 852—Women's Wine Felt Juliet Fur Coney Trim ... 80
- 853—Women's Brown Felt Juliet Hy. Coney Trim... 90
- 804—Women's Mixed Green Felt Juliet Ribbon Trim... 1 07½
- 805—Women's Wine Felt Juliet Ribbon Trim 1 07½
- 806—Women's Brown Felt Juliet Coney Trim 60
- 807—Women's Purple Felt Juliet Ribbon Trim 1 07½
- 838—Women's Dark Blue Felt Juliet Coney Trim... 75
- 867—Women's Brown Felt Juliet Fur Coney Trim \$ 80
- 868—Women's Black Felt Juliet Fur Coney Trim 80
- 809—Women's Brown Felt Juliet Ribbon Trim 1 07½

Slippers



- 841—Women's Brown Lady Marian Ribbon Trim.... \$1 00
- 832—Women's Blue Felt Slipper Flexible Sole.... 60
- 857—Women's Felt Moccasin Mixed Green Ribbon Trim 95
- 858—Women's Elephant Grey Felt Moccasin Ribbon Trim 95

Men's Slippers



- 870—Men's Black Felt Slipper Felt Sole \$ 57½
- 863—Men's Black Felt Slipper Grey Sole 40
- 900—Men's Velvet Everett Pat. Qtr. 40
- 904—Men's Grain Everett.... 80
- 907—Men's Tan Vici Kid Romeo 1 00
- 911—Men's Tan Kid Opera Pat. Inlaid Chamois Lined 1 17½
- 908—Men's Black Vici Kid Romeo 1 00
- 927—Men's Vici Kid Opera Kid Qtr. Lined Red Inlaid 80
- 930—Men's Tan Vici Kid Everett Leather Qtr. Lined 80
- 931—Men's Black Vici Kid Everett Leather Qtr. Lined 80
- 933—Men's Tan Kid Everett Dull Qtr. Lined 60
- 935—Men's Tan Kid Everett Leather Qtr. Lined Turn 1 00
- 938—Men's Bright Colt Everett Kid Qtr. Lined 1 00
- 939—Men's Bright Colt Romeo Kid Qtr. Lined 1 15

Hirth-Krause Company

Hide to Shoe Tanners and Shoe Manufacturers

Grand Rapids, Mich.

present stores are filling the present needs and the probable ability of the people to buy and consume. Into such communities there drop men who are ready to do business as it is compelled to be done at the present time. These men will come in with a modern store equipment and a line of goods assorted and arranged radically different from the set, cut-and-dried retailing of the older stores. The long-established stores will smile at the presumption and the arrogance of the newcomers and "give" them a certain length of time to fail and get out.

Invariably the newcomers either capture the best of the business in the town inside of a year or they compel the older stores to change methods, manners and purposes in order to hold even a fair proportion of the business. This has been the case time and again and is constantly being repeated. The methods of other days, unchanged because of fancied security from long use of the business possibilities of a locality, are overcome by the doings of the present-day merchandise, and it matters not whether such store doings are carried on in the woods of Minnesota or the farm country of Missouri or Tennessee.

The retailer who has done business for so many years and fancies himself secure from competition in a settled and reasonably wealthy locality is going to sleep with his past and lose his business before he awakes, or he is going to be up and doing with the way things must be done at present. He who waits to be forced waits to lose and he who thinks nobody may discover his town thinks to be mistaken.—Shoe and Leather Gazette.

The American Gait.

Visiting English representatives of the shoe trade who recently spent some time in New York observing the human tides on Broadway and Fifth avenue were united in their condemnation of the walk of many American women. They declared that many of them stumped along as if on stilts with no possible pretension of grace and no elasticity or freedom of action whatever.

These observers blame the shoes worn, without exception. The principal hobblers were invariably to be found wearing very short shoes with exceedingly short vamps and high heels, certain parts of New York probably manifesting the extreme types of this combination. They do seem to get the hats a little bigger, the skirts a little tighter, the heels a little higher and the toes a little shorter on Broadway than anywhere else in the civilized world.

There is no doubt whatever that thousands of women are habitually wearing shoes these days which will lay the foundation for life-long practice for many a chiropodist. As fast as shoe dealers get the public educated up to a little higher degree of common sense in shoe buying along comes some fashion which is adaptable successfully only to feet of a

certain type, but is demanded by customers with all kinds of feet.

The current misuse of the pump will probably lead to a great deal of foot trouble. A pump must be built over a last of peculiar type to be successful, and even then there are thousands of people who ought not to wear even the best of them. They were not originally intended for an all-day shoe.

There is no doubt that for summer wear both men and women will continue to want their shoes cut quite low, for the sake of coolness. The pump is, of course, the lowest possible cut which does not involve the use of ties, straps or other fastenings above the main part of the topping. But the extreme shortness which leads to the hobble walk is not a necessary part of it.

When graceful walking becomes a fad longer toes will be inevitable; and customers of class can be appealed to strongly right now in favor of the longer vamp, with modified French last.

Gaining Style Authority.

Some of the requisites of style authority are worth considering. What do you need in order to become an authority on shoe styles in your town? Most shoe dealers fully understand and appreciate the value of such a reputation.

In the first place style authority must be supreme and unquestioned. Furthermore it must be safe; it must lead; it must suggest and originate as well as decide and direct; it must be informing and instructive and it must always be right.

This may look like a formidable list of requirements, but a style reputation is worth to a shoe store all it costs in the way of time and effort. Furthermore, time spent in the study of shoe styles is useful in more ways than one. A dealer can not make a study of shoe styles, their development and their future prosperity, without going a good bit deeper than the mere outside. He goes down to the foundation principles of shoe-making. He can not thoroughly study the features of the shoes of any particular season without thereby learning more about all shoes, for all time.

But, as we have said before, style information on the part of the retail dealer is more common than the disposition or the ability to let the public know that the dealer has this information. The principal thing to begin with is to be so sure of style information and of your ability to correctly instruct the public upon styles, that your very tone will have the ring of confidence and assurance. Then translate that confidence into words and let the public know about it.

There is one trouble; shoe dealers keep their information to themselves except when they are talking to a customer. But the very essence of advertising in print is the utilizing of a means of talking to all the public at once.



Where There's a Boy There's a Family

Who is wearing out and buying shoes
—one pair of Climax Brand

Wales Goodyear Rubbers

on any boy will do more for you in the way of getting trade for your store and giving your business the right kind of advertising than any amount of explanation on your part of why "Johnny wears his rubbers out so fast."

We'll send you a Wales Goodyear catalogue for a postal.

Sizing up orders filled P. D. Q.

Herold-Bertsch Shoe Co.

Grand Rapids, Mich.

Distributors of Wales Goodyear Rubbers

Makers of the Famous

"Bertsch" and "H B Hard Pan" Shoes

WHAT OF 1911?

Will you keep books next year in the same manner as did your father and grandfather? Will you permit yourself to be subjected to the losses, errors, disputes, delays, the thousand and one vexations arising from the antiquated methods of handling accounts? Or will you install

THE McCASKEY GRAVITY ACCOUNT REGISTER SYSTEM

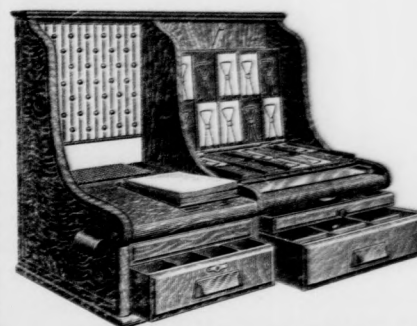
First and
Still the
Best

which with *ONE WRITING* will handle every detail of your business from the time the goods are purchased until the money for them is in the bank?

their accounts, draw new trade, improve your collections and intelligently and scientifically set credit limits on your patrons, write today for full and free information.

If, next year, you want to stop the leaks and losses in your business, prevent disputes with customers over

So you do not forget—we repeat—write that letter or postal card today.



**The McCaskey
Register Company**

Alliance, Ohio

Agencies in all Principal Cities

Detroit Office

1014 Chamber of Commerce Bldg.

Grand Rapids Office

256 Sheldon St. Citz. Phone 9645

Manufacturers of Surety Non-Smud Duplicating and Triplicating Sales Books and Single Carbon Pads in all varieties



The "Pittsburg Idea" of Co-operative Buying.

The co-operative plan for hardware dealers to buy their stocks, known as the "Pittsburg Idea," is attracting considerable attention. As a novelty it is interesting, but as a practical proposition it ought to be looked into carefully before being adopted. It is claimed the retail merchant pays the jobber a gross profit of 20 per cent. This consists of 7 per cent. for house expenses, 8 per cent. for salesmen's salaries and traveling expenses and 5 per cent. for the jobber's net profit. The "idea" is for the retail merchants to organize co-operatively and to buy as jobbers, at jobbers' prices, without salesmen, thereby saving the 8 per cent. (salesmen's salaries and expenses) and the 5 per cent. (jobbers' net profit), or a total of 13 per cent. on their purchases.

The "idea" on its face seems very alluring, and it is said that 100 or more merchants have already contributed their quota to a capitalization of \$50,000 to give the plan a start and a trial. What the outcome will be remains to be seen. In the past fifty years many attempts have been made, in the way of grange movements, farmers' unions and syndicate buying to obtain profits from co-operative storekeeping. Even a number of prominent hardware jobbers at one time attempted to buy their goods together. Their association was known as the "Anvil Club." All attempts along the line of co-operation in the complicated hardware business, however, have proven unsatisfactory and all have been failures, as have been most of the similar attempts in other lines. Theoretically the plans may have been sound, but unfortunately in business we must contend with human nature and in dealing with human nature the leader of any business is up against ambition, vanity, envy, selfishness and greed, not to mention even baser human motives. It has been the human side of the problem that has caused the wreck of some of these dreams which theoretically were of great promise.

In any combination of men, some men of ability and strength of character will assert themselves. Whether they be officers, directors, or simply on the advisory board they will be the dynamos of the business. How long will these men serve to the benefit of others without salaries? If they do not agree with the management how long before they will unite and insist upon a change in management?

The plan contemplates the elimination of the traveling man, but will the traveling salesman consent to being eliminated? The live manufacturers and jobbers will continue to send around their salesmen and as between buying from a picture book and selecting from real articles it is not a big guess as to what the merchant will do after the novelty wears off the mail order method of doing business.

The co-operative plan may have some merits. It is not to be condemned offhand and without reserve, but the wise retail merchant will wait to see how the plan works elsewhere before trying it himself.

Good Time For Food Choppers.

Food choppers and meat grinders are good sellers just at this time and the hardware merchant in the smaller places certainly has a bulge on the city man in the sale of this line of goods. For instance, the resident of the metropolis buys his sausages in pink paper lined boxes at so much a dozen, while the farmer is as familiar with home ground hog as he is with stove piped potatoes. The early boarding house life of the city married man has trained him to shun anything that savors of hash, while the country customer seems to have no such scruples.

With such fields to work in, the country merchant is too often asleep to his opportunities and this profitable business drifts away. The mere fact that this merchandise is on the shelves in boxes that will keep dust from getting at the goods won't win business. Of course, if such is the case, some customers will hunt you up, but they represent little more than the spray of a strong current pushing past to the merchant who is a booster. A newspaper advertisement on food choppers, a good strong letter to your trade and a window display of these goods will work wonders just at this season when man's thoughts naturally turn toward good things to eat.

Clothes Wringers.

The American Wringer Company, New York, under date of November 1, announces a decided reduction from its trade list, in the prices of clothes wringers. The decrease is equivalent, approximately, to \$3 per doz. in wringers warranted for 1 year, \$4 on the 3-year grades and \$5 per doz. on wringers guaranteed for 5 years.

The Lovell Manufacturing Company, Erie, Pa., also announces under date of November 1, a reduction in

the prices of its clothes wringers of from \$2 to \$5 per doz. from list prices. The company asserts that there will be no reduction in the quality of its Anchor brand clothes wringers; no wringer so branded being warranted for less than 3 years for regular family use.

It will be recalled that owing to the sensational and speculative advances in crude rubber earlier in the year, the manufacturers of wringers were compelled to make a general advance in prices. As there has now been a pronounced decline in rubber, the companies referred to are sending out new price lists covering the entire lines. Until within a period of several years raw rubber averaged normally about \$1 to \$1.10 per lb. At that time there was not the large consumption of rubber which has developed in the last two or three years, in consequence of the great demand for automobile tires. The electrical business has also taken a much larger bulk of rubber in the last few years, while the trade in mechanical goods, of which the railway interests are large consumers, has likewise greatly expanded, in addition to the rubber required for shoes, clothing and innumerable small articles. Owing to the growth of the demand for articles of which rubber is an important part, it is not expected that rubber will soon, if ever, reach the low levels of three to five years ago.

Use Large Enough Pipe.

A stove manufacturer says: "As it is usually an easier matter to check a draft than to supply it, stove men should use great care in supplying a sufficiently large pipe when they are putting up a stove. Presumably the manufacturer knows his business. If he did not he soon would not be in business. Competition would drive him out and all the advertising under the sun could not keep him in indefinitely. Granting, therefore, that he knows his business, he does not

put a stove on the market without scientifically determining what size the smoke pipe should be. When a dealer uses a pipe of less area than the smoke collar requires he is running considerable risk of causing disappointment to his customer. Many dealers, themselves or their assistants do not seem to realize this fact, familiar as they are with stoves and ranges."

Repairing a Coal Pail.

If small holes have been worn in the coal scuttle, they can be repaired in the following manner; After scraping and removing all dust and dirt and drying the metal thoroughly, pour enough melted asphaltum into the scuttle to cover the surface and worn places and allow it to dry and harden thoroughly.

If the holes are too large to be mended in this way, put a piece of tin, iron or zinc over the worn part and hold it in place with a stick until the patch is covered with the asphaltum. When the asphaltum is dry and hard, remove the stick, and the pail will again be serviceable.

Acorn Brass Mfg. Co.

Chicago

Makes Gasoline Lighting Systems and Everything of Metal

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.

15 Pearl St. Grand Rapids, Mich.

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.

Must Not Be Too Clean.

If an order issued recently by Assistant General Manager Charles Ware, of the Union Pacific, becomes effective dirt will become popular on that railroad.

"He who seeks equity must do so with clean hands," comes the verdict from judges.

"He who wishes to hold his job as engineer, fireman, conductor, flagman or brakeman must come into terminals with unclean hands and dirty faces," in effect is the mandate of the Union Pacific powers that be.

Inter-state Commerce Commission statistics show that the Union Pacific has fewer wrecks in proportion to its mileage than any other road in the United States. But the Union Pacific evidently is not satisfied with its record. And by compelling enginemen and trainmen to come into terminals with grimy countenances and greasy fingers it hopes to have fewer rail accidents in the future, strange although it may seem.

Mr. Ware has issued his order only after the closest investigation. He finds that the biggest disasters on his road happen at or near terminal stations, and are caused by the fact that the engineer or fireman instead of being in the cab diligently watching for some sign or warning of obstructions on the track, have been down in the gangway or other convenient and isolated point adjusting a necktie, removing overalls, or in other ways making himself as immaculate for entry into the terminal as the country groom who is to win a city bride.

He has found cases in which the entire train crew, firemen, engineer, brakemen and conductor have been "in the clear" sprucing up for entering a terminal station, leaving the train entirely unprotected. He takes the trainmen to task for the danger in which such action places the public, especially in the larger cities.

In the future cleanliness will be taken as prima facie evidence that the trainman, no matter in what department, has been guilty of violating this rule. A white shirt, a diamond stud on an untarnished background, patent leather shoes, a red carnation, or even an airy swagger which betrays an official confidence in his "glad rags" hereafter is likely to be considered sufficient cause for dismissal. The Brown system of demerit marks recently installed on many Western lines, also effective on the Union Pacific, will register all attempts at cleanliness on the debit side of the employe's account.

It is not likely, however, that the dirtiest appearing man will stand the best chance of promotion. Undue efforts to assimilate dirt will not be countenanced, according to officials.

"Silly" Toy Boom.

Simple "silly" toys are all the rage just now.

The Teddy bear is responsible for the boom, and following him a host of simple unbreakable woolly animals, manikins and "babies" have sprung upon the toy market. Cheap mechanical clockwork toys and things that "wind up" seem to have

temporarily lost favor with children. Boys up to 12 years of age, girls of all ages and even grown-ups have taken a violent fancy to the cloth or woolen toy which can be punched, kicked, sat on or kissed without ill effects, either to the owner or to the toy.

Enquiries made at the leading London toy shops show that during the coming winter season the simple toy will be the chief article sold. At one large Regent street establishment one side of the shop is already stocked with "silly" toys, and in a few days' time hundreds more will arrive—lions, elephants, bears, sheep, dogs, rabbits, etc.—costing anything from 1s. to £3 3s. each.

"The simple toy is having an undoubted boom just now," said the manager. "These toys are really intended for babies, but I have known ladies to fall in love with them and buy them for themselves. While the craze is certainly affecting the sales of cheap mechanical clockwork toys, it has not hurt the scientific toy trade. It seems that children nowadays either like an extremely simple toy or a really brainy amusement, such as making electrical experiments, putting toy aeroplanes together or scientific kite flying."

Popular "silly" toys already selling well are "Baby Bumps," fitted with a "can't-break-'em art head," and a very live looking duck, called a "Puddleduck." Each of these toys has been bought as a mascot by ladies and taken out in motor cars.—London Mirror.

Practical Work.

It isn't strange that, in a great number of cases, the member's interest in his local retail merchants' association should lag, and then all but die out. It wouldn't if the association did anything to benefit him or keep his interest alive. The trouble is, that the average retail grocers' or general merchants' association does little or no practical work. The social features in too many such organizations completely outweigh the real purposes for which the organization was formed—i. e., to improve conditions affecting the trade; to make merchandising a more agreeable and profitable occupation.

Usually there is a great deal of enthusiasm evident at the birth and in the infancy of a retailers' association, with the practical benefits of the organization uppermost in the minds of all connected with it; but generally this soon gives way to a feeling bordering on indifference; the entertainments given by or under the auspices of the association become of much more importance than anything else the organization is doing; and the reason for this invariably is because it is doing little or nothing of a practical nature.

Sometimes this is so because the officers of the association do not know what to do. Very often they don't know what kind of practical work the organization is capable of performing, or even how the meetings may be made of real benefit, instead of merely a talkfest about nothing in particular. It shouldn't,

however, be hard to find practical work to do or practical subjects for serious discussion. Surely there are conditions existing in every community which the retailers would be glad to see remedied. Here, then, is practical work to do. It is easy enough also to think of live topics to discuss. They really suggest themselves: Profits, advertising, credits, collections, co-operative delivery, window and inside displays, price tickets, peddlers' licenses, and card prices.

It seems easy enough to make the meetings interesting. It is the duty of the leaders to do so—and the leaders are the officers, or ought to be.—Grocers' Criterion.

The sending of a Christmas card by the dealer to his customers is good and inexpensive advertising. It shows attention and appreciation of the customer's trade. The card should have no printed advertisement on it, just a few words, in the handwriting of the dealer, extending the compliments of the season to the recip-

ient is all that is necessary. A little thing like this goes a long way towards cementing the customer to the store and gaining new trade.



TRADE WINNERS

Pop Corn Poppers, Peanut Roasters and Combination Machines.

MANY STYLES. Satisfaction Guaranteed. Send for Catalog.

CINGERY MFG. CO., 106-108 E. Pearl St., Cincinnati, O.

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 66 N. Ottawa St. 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.

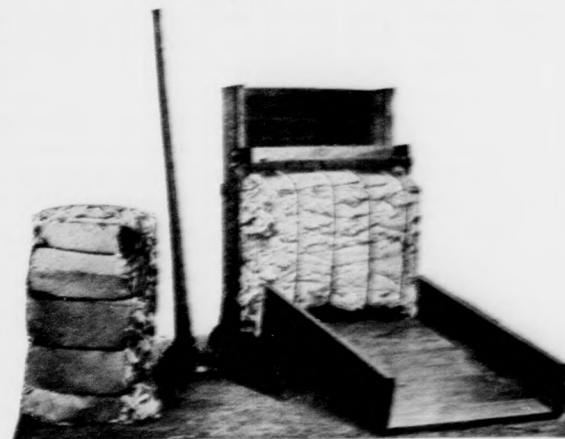
Your Waste In the Way

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 TOY TRADE.

How Clever Advertising Men Appeal To the Little Ones.

Toy advertising is (or should be) different from any other kind. In order to advertise them with the best results it is necessary for the advertising man to see them with the eyes of a child and to describe them in an entirely different way from that in which he would tell of suits or furniture. Christmas to the child is the one day of the whole year. It is a day of wonders that is anticipated for weeks with the wildest excitement. To the little child Santa Claus with his pack and reindeers is as real as papa and mamma. All of these things must be taken into consideration by the advertising man when he starts out to tell about the toy department. It is true that the children will not read the advertisement but their parents will, and they will catch the advertising man's enthusiasm if it rings with the true Christmas spirit. Here are some of the toy advertisements written last year by the cleverest advertising men in the country. They are worth reading by the man who has to write advertisements for a toy section:

News To Be Read by Children Only.

They've got the finest drums at Wanamaker's you ever saw in your life and these drums have the reddest paint and they make the most noise and there are so many of them that if every boy had one of them it would make a line from here to Jenkintown; of course, the line would not be solid. It is not talked about much, but it is generally known in all women's society that there never were such pretty dolls in the history of the world as they have at Wanamaker's. Now, if the boys knew how pretty they were they wouldn't buy fire engines, hill climbers and drums any more, but they would just sit down and play with dolls like the girls. That is why so little is said about it. There is a whole city of them here, however, and they have the softest eyes and the longest hair and the prettiest dresses (some of them two-piece dresses, too) that ever were made anywhere at all, and there is such a lot of boys and girls here every day that the grown-ups don't seem to count very much and there is so much room for everybody that nobody can get squeezed too hard, and there is so much to see that you just have to keep coming again and again, because there never were two eyes anywhere that were big enough to take it all in at one time.

Toys.

Do you remember the Christmas times when you were a child? Every package that came home had such genuine interest for you. Keep that recollection green in your memory and be a bounteous Santa Claus to some child or children by reason of it.

This store affords you your best opportunity in toys and games. It is the best stocked and best ar-

ranged toy store in the city. You will notice that more mothers bring their children here than to any other toy store. It is the toy store that is best prepared to assist you in solving the gift question.

Come To Toyland To-day.

The brightest spot in the city to-day will be Toyland! Santa Claus is here, welcoming thousands of enthusiastic, happy children and pleased parents. Will you come to his reception to-day? See the hundreds of whirling, whizzing trains, trolleys, boats and flying machines. See the regiments of soldiers, the myriads of dolls, the marvelous mechanical toys, the thousand and one things to entrance the children—drums, sleds, autos, wagons, hobby horses, doll coaches, children's furniture, games, magic lanterns, moving picture machines—everything. Just look about, or, if you wish, purchase now while it is easier than it will be later.

Just Take a Glmpse Inside Our Toy Store.

An infectious smile seems to be let loose there, for as soon as you get in the bustling, palpitating atmosphere, hear the tinkle of the piano, see the dollie clog dancers and mingle in the gaiety you feel 'steen years younger again, if you are a grown-up, or wild with delight if you're a youngster.

Take hold of your mummy's hand real tight and make her come along to the most exciting things. I don't believe she ever had a doll with real eyelashes and French clothes to play with, or knew there were such complete housekeeping arrangements as we have here. Of course, the electric engines that run through a real park, where there are electric lights, switchboards and other conveniences are awfully nice and noisy, and one of the trains has a real tunnel; but the very latest thing is a little telegraphy ticker.

And then there are animals by the menagerie full. But if one happens to be a small girl, then it's the dolls, wonderfully beautiful and comfy, waiting to be kissed a million times on their eyes and cheeks, that make your busy feet pause.

Come down and see 'em all.

Toys Are a Great Pleasure to the grown-ups in giving and to the little ones in receiving. It's a mutual affair. The greater advantage, however, is perhaps on the side of the giver, for pleasure given comes back a hundredfold. We have admirably well prepared for the Christmas happiness of many thousands of little ones in our toy store. Will you see for yourself and will you bring a child or two with you?

Toyland Beams With Brightness.

Its thousand twinkling lights beckon you to come and bring the children.

Although the whole store beams with that good will, cheeriness and brightness for which it is famed, the happiest spot seems to be the toy store. That's because the dear chil-

dren make it so. They with their parents and friends gather about Toyland Lake to see the boats dart about. They throng the doll section, marvel at the mechanical toys and revel among the stuffed animals and thousand and one things of delight. All the while they are unconsciously giving the hints you want. What attracts them most here will please them most on Christmas morning—do you see?

Spirit of Christmas Is Abroad—Everybody Happy.

Everybody, big and little, is thinking about Christmas. The mails will be flooded with letters to Santa Claus; but how easy it is to bring the children right here to Toyland, where they can see him and shake hands with him and whisper in his ear! And the best thing about this Christmas store is that it's just as interesting to grown folks as to children. The Christmas decorations are artistic, the thousands of beautiful gift things are attractively displayed, aisles are broad and comfortable, service is prompt and efficient. The brightest and best Christmas store.

Here Are the Toys for Children You Love.

If you have thoughts of giving Christmas-time happiness to the tiny tots, we can be of greatest assistance to you. By long and varied experience we have learned how, and will give freely of the secret to every parent and friend who comes to Toyland. And yet it is not a secret. It is just a great, big hearted, laughter making, optimistic determination to give the children the means, and let them make their own jollity. With these toys there will be great fun for a lot of little ones Christmas morning, and through many days thereafter. It is your privilege to provide them, ours, to give you some money saving opportunities to-day.

Noah's arks—would a Christmas be complete without one? Seems not, judge by the way they sell. A good sized one for 25 cents—think of it—the ark and the animals, too.

The Greater Toy Store.

Several thousand square feet added to Toyland, just so you and your little friends may see its wonders in comfort. Almost twice as much space on the fourth floor as ever before in the new greater toy store. For months this store has been planning, acquiring, basing its work on years of experience. The best toys produced the world over are here in profusion, at moderate prices. Come while you have abundant time. Best of all, bring the children, so that they may by their artless exclamations of delight tell more plainly than they can in words what they want Santa Claus to bring them for Christmas.

Every woman has a good deal of regard for neat housekeeping. See that your store is kept so clean that its cleanliness will attract the attention of every feminine customer.

The Country's Christmas Gifts.

There are some gifts this country needs, and that woman can put in its Christmas stocking. If she does not, America will go without them, day by day, throughout year after year, and suffer for the lack. One is the gift of pure food in every home—pure food which never will be reached until the women of the United States insist upon its manufacture, its presence on the grocery shelves, its safe-guarding by adequate law.

Another gift needed is that of the right of every American child to live, to be educated until its fourteenth year, to be protected against the forces of greed and of evil. Christianity means this or it means nothing; and yet babies all over the land die by the thousand, poisoned by stale milk or murdered by tenement conditions; and little children toil, dwarfed and exploited, in American mills and mines and sweatshops. Not until every woman helps to give every child its life and its rights in our land has she come into the true national spirit of Christmas.

A third is the gift of health. It rests with the women to create the home, the school, the municipal conditions of wholesome living in each community. Pure air in every room, clean surroundings, sanitary laws—these are no mystery beyond any woman's learning, or beyond the power of woman's concerted action to gain inside and outside their homes. All men agree, all doctors repeat, that woman alone can confer this gift of public health in all its details and its fullness.

There are others. But just these three—if 1910 saw them given, what a Christmas Uncle Sam would have, and how he would rise up and call the givers blessed.—Harper's Bazar.

Success By Specializing.

E. H. Harriman won fame and fortune because he specialized on railroads. Great surgeons are those who specialized upon one given branch of surgery. Great physicians specialize upon certain diseases, and the world, recognizing their superiority, accepts their words as final and absolute.

So if women want to succeed, in business or the arts, they must first learn to specialize.

Most women, however, who are clever, flit from one "fad" to another, and while they may gather a lot of heterogeneous matter, success and fame pass them by and go to the girl who has put heart and soul into one thing, which she does better than any other.

It is not what your work is, you know, but how you do it that counts. It is better to be a good cook or an excellent housekeeper than a poor artist or writer, and it is a lot finer and a lot harder to be a good wife than to be a good stenographer. But, however your talents run, in whatever path of life your feet are set, specialize. Do a few things well and let the others go. — Washington Times.

OFFICIAL CALL.

Annual Convention of State Retail Grocers at Port Huron.

To the retail grocers and general merchants of Michigan—greeting:

The Thirteenth Annual Convention of this Association will be held in Port Huron on February 7, 8 and 9, 1911, and your Association is not only cordially invited to be represented but is urged to see that as large a number of delegates as possible are appointed.

Never has more careful thought and preparation been made for an annual meeting of this kind than has been the case this year, and a programme is in course of preparation, well balanced as regards both business and entertainment features.

The committees entrusted with the details have borne in mind the fact that the business man who leaves his store for three days to attend the convention wants to feel upon his return that he has received some practical benefits. The business programme will include some instructive addresses on trade topics of timely interest and ample provision will be made for the consideration of suggestions from the membership and for discussions of ways and means for improving the conditions of the retail trade generally.

Each local association is entitled to one delegate for every dollar paid as per capita tax. Individual memberships may be taken out by retailers located in cities or places where there is no association, the dues for such membership being \$1 per year, payable at the time of application.

The inauguration recently of preliminary plans for the formation of a State-wide information bureau is one of the interesting developments of the association work during the past year, and an effort will be made at this convention to expedite the formation of a local credit rating bureau in those cities where none exist at present.

Other important business will come before the convention and a large attendance of delegates will be conducive to the best interests of the Association. It is important that the State Secretary be notified promptly of the names of the delegates from each association as soon as the same are appointed.

Provision should be made for the payment by each association of its per capita tax, either prior to or at the convention.

J. T. Percival, Secretary,
Port Huron.

M. L. DeBats, President,
Bay City.

A "Greenback" Governor—Josiah W. Begole.

Written for the Tradesman

Following the panic of 1873 a large number of people, honest but misguided in the judgment of many other honest people, organized the Greenback party. Their avowed object was to obstruct and, if possible, defeat the resumption of specie payments by the General Government, which had been fixed to take place

by an act of Congress in the year 1879. The Greenbackers proposed that the payment of governmental obligations in paper money should be continued and the volume of paper money increased largely per capita.

The movement met with instant favor in Michigan and many influential men abandoned the old parties to join the new. Among the local men of prominence who joined the Greenbackers was Henry S. Smith, who was elected Mayor on the Greenback ticket and was the first Greenback candidate for Governor, for which office he received from the voters of the State about 75,000 ballots. Charles C. Comstock, William A. Berkey, General William P. Innes, William H. Walker, William T. Powers, Crawford Angell, William B. Weston and Henry F. McCormick joined the party and it lacked nothing in financial strength or intellectual ability. The party continued in existence several years after the specie resumption act of Congress took effect, without any of the evils predicted by the Greenbackers resulting, but its members eventually drifted into the Democrat party.

In the year 1882 Josiah W. Begole, of Flint, who had represented the Saginaw-Genesee district in Congress as a Republican and who had joined the Greenback party soon after its organization, was nominated for the office of Governor by his party and received the endorsement of the Democrats. A campaign committee was appointed, of which the late William D. Fuller was Chairman and William A. Innes Secretary. The Committee prepared three political documents, millions of copies of which were circulated among the people. The first called attention to the generosity of Mr. Begole in the year when fire swept over the counties of Huron and Sanilac, rendering thousands of people homeless. Mr. Begole's famous telegram to the Relief Committee: "Draw on me. Let no one suffer while I have money," was made the subject of one of the documents. Another, designed to appeal especially to employees of the railroads, recalled the fact that the Republican Legislature had refused to enact a law to compel the railroad corporations to use certain life preserving appliances used in other states. The third document arraigned the Legislature for enacting a law requiring that the bodies of deceased paupers be delivered to the medical school of the State University for dissection by the demonstrators of that institution and by students. Cartoons depicting the horrors of accidents occurring to employees upon the railroads and a gruesome scene of the pickling vat for human bodies were used and the usual number of stump orators was employed and Begole was elected by a handsome majority. A Republican Legislature refused to adopt the reforms he had recommended, and there remains but little in the history of his administration to the credit of the Governor.

Arthur S. White.

The Gain of 28 per cent

In flour sales during the first seven weeks of the present milling year compared with the same period last year is but another one of the numerous evidences of the superior quality of LILY WHITE and of its ever increasing popularity.

BESIDES, it's conclusive proof that the intelligent housewife appreciates LILY WHITE bread and pastry to the extent she is willing to pay more for it and eliminate the disagreeableness and disappointments of bake day with its hitherto expensive experiments with "cheaper" flour and unsatisfactory results.

She would rather have light, white bread and deliciously crisp pastries that fairly "melt in the mouth" and make her a winner compared even with what "mother used to do," at a higher first cost, than sour, soggy bread; tasteless, leathery pastry and a disgruntled, dyspeptic husband, at a less first cost.

AND SHE'S WISE, TOO.

This is no reflection on mother's baking; she would have done as well with LILY WHITE. It IS a positive proof of the superior economic foresight of the LILY WHITE housewife, and of her ability to make the proper distinction.

The fact is LILY WHITE dealers and consumers are intelligent, economical, farseeing and prosperous; their discriminative ability is keen and their judgment is backed up by large results.

If you, by chance, do not handle LILY WHITE, it's not too late to order NOW.

From a "wise" dealer in Maine (name furnished upon request.)

"Gentlemen:—Please plan to load me out one car every ten days. Make the best price you can when loading. I am getting out of Valley City goods between every car and my customers like these goods better than anything I can get. Plan to ship me out a car every ten days until further orders."

Have you a business like the above? If not, why not?

From a consumer in Michigan:

"Thanking you for past courtesies and favors, and simply to prove that my family knows and appreciates the quality of "LILY WHITE," will say that for more than ten years no other flour than that made by the Valley City Milling Company has entered our home."

We have hundreds of other letters on file, the sentiments of which are fully as strong as either of above. Write us for a copy or address.

Valley City Milling Company
Grand Rapids, Michigan



The Indulgent Father.

He's just a boy, not nine years old; If I were you I wouldn't scold Or punish him for what he's done. He isn't bad, just full of fun. He didn't know that that was wrong. You say you warned him right along? Well, never mind, just let him go. He won't do that again, I know.

My boy was saucy? No, siree; I'll bet he never meant to be. My boy was disobedient, too? I'm positive that that's not true. You say he broke your window pane? I'll pay for it, but he'll explain. It was an accident, I'll vow. He couldn't help it, anyhow.

Why don't I whip him as I should? You can't whip boys and make them good. And, anyhow, he doesn't need A whipping. Why, my heart would bleed To have to thrash him, he's so small. So young. He's only eight, that's all. He's mischievous, I know; but, then, He's just a boy, and we are men.

You can't tell me my boy is bad; I don't believe it, I'm his dad. I don't care what he's done to-day, Or what he's broken in his play, Or what he's said or failed to do. I'm for that youngster, through and through. He's my boy, and I'm going to see How kind a father I can be!

How Grand Rapids Travelers Are Kept Well Informed.

If the Up-State storekeepers who receive frequent visits from the Grand Rapids traveling men could drop into town some Saturday morning it would be easy for them to find out why it is the Grand Rapids traveling men are so well informed as to market and commodity conditions and how they are able to talk so intelligently concerning the goods they sell.

The Saturday morning visitor at the Lemon & Wheeler, the Judson, the Musselman, the Worden and other wholesale houses will find a school of instruction in progress, and an exceedingly interesting and interested school it is, too. The pupils are the traveling salesmen, and at the head of the table as instructor is usually one of the head office men, with the "old man" occasionally taking a hand and sometimes the demonstrator for one of the lines carried.

The traveling men get home usually on Friday night or Saturday morning and about 9 o'clock they assemble around the council table. There is no set programme for the session, but often it opens with the enquiry if anybody who has any suggestions to offer. This question is put to each of the travelers, and anything pertinent is welcomed whether it relates to the goods handled, goods that might be handled, possible improvements in shipping methods or along any other line. The suggestions are carefully noted for future consideration and sometimes are made the subject for general discussion. And then the question goes around the table as to what complaints are heard regarding goods or service, and this is discussed and the

discussion often points the way to remedying evils or defects.

If there are any changes in market prices the instructor tells what they are and the reasons for them, and this enables the traveling men to explain to their customers. New goods are displayed and explained and the best "talking points" in their behalf are gone over. The "talking points" are not always concerning new goods, but often they are repeated with variations in regard to the older goods in the line. The whole purpose of the "school" is to make the salesmen more intelligent, to give them greater ambitions and enthusiasm, to inspire them with courage and the desire to do things. Occasionally the representative of some manufacturer whose goods are carried by the house attends the session and gives a talk on the merits and points of the article sold. These talks are in the nature of specials, by specialists.

The "school" usually lasts until noon, although the session is sometimes so interesting that it lasts considerably longer, and then the travelers have the rest of the day to themselves to get acquainted with their families.

The "schools" are instructive, inspirational and exceedingly useful, and no live wholesale house in Grand Rapids would try to get along without them. They tend to encourage the men to do their best and keep them in closer touch with the house and with each other.

He Goes There No More.

Bob — is a New York drummer who picks up a great deal of trade in the smaller towns and villages along his route, and he makes it a point to stop at the house of his customers overnight where he can ingratiate himself into the good graces of the lady members of the families.

He once said that their influence on sales was 50 per cent.

One rainy night he was stopping at a country storekeeper's home in Pennsylvania, and entertaining the family with laughable anecdotes of the sights and scenes on the road.

"Speaking of odd habits," he said, "that some people practice while traveling, reminds me of an old country dame, from Down East somewhere, who rode on the day train in the same section of a Pullman car with me about two weeks ago, and she just kept stuffing herself with gingerbread all the way from Boston to New York without stopping." "And didn't offer you any?" ejacu-

lated one of the storekeeper's rosy cheeked daughters.

"Good heavens, no! What a prodigious suggestion! That would have been adding insult to injury."

"Young man," spoke up an old lady in the corner by the fire, as she gazed over the top of her glasses at Bob, "I've been trying to place you ever since you came into the house. Now I know you, for I am the 'old country dame who was stuffing herself with gingerbread all the way from Boston to New York without stopping.'"

Now Bob always refuses the storekeeper's pressing invitation to come up to the house and have a chat with "the old dame."

An Old Story Retold.

Scene, a parlor car. Enter commercial tourist, who sits on the shady side, center chair. After the usual sharp glance at the pretty girls and a careful perusal of the expense account, together with another look at the last orders obtained, C. T. settles himself to be comfortable. Next chair occupied by a gentleman, who is drawn into casual conversation in reference to the weather, etc. C. T. enquires: "What line are you in, sir?" Gentleman, who is a minister, with a smile: "The spiritual line." "Thunder!" says the C. T.: "darn if I didn't think so. But what a price you've got gin up to!" Total silence, a smile from the passengers and the C. T., observing for the first time the name of Rev. — on the valise, starts for the smoking-car, where he remains until his arrival at destination.

How To Quit Smoking.

Do not light the first cigar less than half an hour after breakfast. The more difficult this delay may be the more need there is for a cure. The remainder of the day smoke the same as usual. It is only the first cigar with which we are dealing. Keep this up for a week, then lengthen the interval to an hour for another week, two, two and a half, and so on. If you have an "all gone" sensation, a longing for something-and-don't-know-what sort of feeling, eat an orange, or apple, or almost any kind of fruit, but don't smoke until the time is up! The nerves being deprived of their morning stimulant are crying for nourishment, which nature is hastening to supply through increased appetite to supply digestion. By the time the first cigar is entirely eliminated the cure is effected with no serious derangement of the heart or digestive apparatus. It now requires only a moderate will power to make the cure permanent.—St. Louis Post-Dispatch.

December is the month of hard work for merchants. Don't expect many idle moments until after Christmas. When a moment threatens to be idle find a task to fill it.

The man who leads nowadays is the man who adopts improved methods. The wise clerk will seek for the store that follows the latest and best methods of doing business

Up To Date Don'ts.

Don't steal another man's good name, even if your own is worn out.

Don't pattern after the busy little bee. It's the other fellow who eats the honey.

Don't monopolize one color in your make-up. A ruby nose spoils the effect of ruby lips.

Don't bet with your wife unless you are prepared to lose whether you win or not.

Don't look a gift horse in the mouth. Sell him for what you can get and let the other fellow look.

Don't judge a man by the clothes he wears. Form your opinions from the apparel of his wife.

Don't be a clam. If you must be anything of that kind be a turtle. Then you will have a little snap about you.

Don't take the bull by the horns. Take him by the tail, and then you can let go without getting some one to help you.—Hugh Morist in Lippincott's.

Making New Contracts.

The season is approaching when arrangements are made with salesmen for the new year. The best salesmen will naturally receive overtures from other houses. He should consider them thoughtfully. He should weigh the reputation of the house. He must not forget that it is a simple matter for a house to employ a successful salesman for one year at a somewhat better salary than he can earn with the view of having him turn his trade over to them. Afterwards it is just as easy to re-adjust the salary. The salesman possibly is ashamed to return to his old house and so accepts the disagreeable situation with the best grace possible.

It may be a little out of
your way to

Hotel Livingston Grand Rapids, Mich.

but we went a little out of
our way to make our Sun-
day dinners the meals
"par excellence."

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.

A SNAKE IN THE NEST.

Kill the Serpent and Teach Boys To Think.

Written for the Tradesman.

It is said by physicians that the first involuntary exertion of muscles in the young of the human race is shown in the hands. The fingers, the doctors say, clutch spasmodically and get a pretty firm grip on anything within reach.

In the old, old days, the evolutionists tell us, the young of the human race were born in trees, and in caves, and on rock-ledges, so it was necessary for the new human animal to get hold of something or fall off.

Anyway, the human young clutches at something the first second of life, and it is a sure thing that it is not a dollar it is after, for dollars are not known at that stage of the game. In fact, the dollar never would have come in to the world at all if some bright genius—back there before the use of fire was known—hadn't saved up the last of the deer he had killed for dinner, instead of letting the wolves have it, as was the custom in those ancient days. Then, you see, this old fraud had something to sell, and that in time brought about a medium of exchange, and—

But this is not a story of the beginning of finance. It is a story of that clutching spirit in the human being. Anywhere, everywhere, you will hear the talk of accumulation. You can find as many advertisers telling you how to save money as there are merchants telling you where to spend it.

There are even advertisers who—at \$800 a page in the magazines—tell you how to get the money to save and to spend. There are philanthropists who want to sell you mining stock for ten cents a share just because it is going up to fifty cents a share next week. There are real estate men who want to unload on you a lot on a new plat for forty dollars for no other reason than that it will be worth one hundred dollars next month.

But there are also men who tell you that if you want your boy to annex his share of the world's goods and good things you must train him. These advertisers tell you to make your boy a plumber, a music teacher, a book-keeper, an almost anything, by the mail order route. They even tell you that you are not too old to learn to sell real estate, or tune a piano, or become a lawyer or a doctor my mail.

These advertisers form the advance guard of an army of men who will, in a few years, be teaching the nation that there is nothing in the world that is any good at all except the human brain. They are teaching, and will continue to teach, that the mogul engine, and the battleship, and the transcontinental railroad, and the tunnels under the rivers, all came from a mighty small cell in the human brain—a cell so small that thousands could be put on a pin-head.

"Let us stock your brain cells for you," they are saying, and will continue to say, "and see what kind of

a sky-scraper will spring forth." And the beauty of it all is that they are handling a good many brain-cells, and are doing a lot of good in the world. If the boy or girl, the man or woman, they teach and collect from does not learn the game that is on tap in the weekly letters, he or she will at least become possessed of a brighter brain than before, and the brighter the brain in the parent the brighter the brain in the child, and the—

You may follow that line of reasoning out for yourself. What this story is to tell is the worth of a brain rightly trained—the supreme might of trained, unshaken brain, strong, confident, unfailing. Every year these masterful brains you are being told of are becoming more numerous in the world. The training begins in selfishness, and continues in selfishness—individual or tribal. People learn in order that they may have more, and get it with less agony of exertion.

So, back of and behind this training of the human brain must come a school of instruction which will get the individual and the tribe out of the notion that all this brain culture is exclusively personal. Now you, perhaps, begin to see why you have been led through all these mazes of expression to come plump against the basis thought that all this intelligence may in the end become something of a curse to the human family.

Rome had all the big things in the way of private and public buildings, and roadways, and high lights in art, and men who could talk wisely at the rate of two hundred words a minute, but she went to the scrap heap because the people who knew how acquired all that was of any account.

The masses were nothing. Perhaps they knew how to plumb, and tune pianos, and build houses, and shape big ships—although there were no mail order schools of instruction then—but they did not know how to look out for each other. They had never been taught to do things for the common good. The common good, their country, meant nothing to them. Government meant taxes, flag meant the lifting of the few at the expense of the many. They cared nothing for Rome.

Just by way of an aside, you go to some gathering of working men in this country, in Grand Rapids, or Battle Creek, or Duluth, or any old place, and begin a talk about the glory of the flag, and the sacredness of our country, and the love of country, and do you know what you will get? You will get the merry Ha! Ha! They will tell you in the grammar of the third grade that the transportation companies, and the packing companies, and the oil companies, own this country. If it needs defending, they say, let these people defend it.

What are you going to say when they talk to you like that? But about this training of the brain for the common good. Some genius who ought to have a monument as high as the Rocky Mountains is showing how

this can be done. He is beginning where the wise Catholic church has always begun, with the boys. Who care what becomes of the old men and women if the brain cells of the boys and girls can be prepared and stocked before the work of life begins? Teach a boy right up to the time he is 16 and you have a good citizen.

It takes a long time to get to the point, doesn't it? There are so many things that need to be set before the reader before the main point is presented. As men who order you to write 40,000 words for \$100, say, the peril of the main situation should forever be kept in mind in order to make a holding story. Well, this man who conceived the idea of grouping boys together into organized bands of scouts ought to have a medal. The modern small boy had not a friend on earth before he came.

In too many cases the parent is the deadliest enemy a boy has, not intentionally, but through original selfishness and lack of training. The boy at home, in too many cases, is taught that there is only one numeral in the world, and that is the numeral one. Every day you find old men and women, fathers and mothers, suffering because the offspring is carrying out this home-taught theory to the distress of the parents. Ernest Thompson Seton is, I think, the man who inaugurated the Boy Scout movement. More power to him! He is teaching the boys that there is nothing of any account save knowing how! He is teaching them that the prosperity of the individual depends on the prosperity of the many. He is showing how a trained brain can be a comfort to the world as well as a money grabber for the individual. He is teaching the boys that they have a country and a flag, and that when that flag ceases to float we are likely to have our houses, and our factories, and our sixty-day notes drawing 6 per cent. in banks, burned by little brown men in cotton nighties.

And, above all, he is teaching how to keep the snake out of the nest. There is a snake in almost every nest. In every community there is a boy, sometimes more than one, who thinks it is smart to cheat, to lie, to get things by disreputable methods. There is no room for such a creature in the Boy Scouts. If a Scout turns out to be a snake he is fired good and hard.

But about this training—this cultivating the brain along other than purely personal and selfish lines. There are eleven articles of Scout law, and they tell the story which should have been told thousands of years ago—the story which would have saved Rome, and knocked off all the crowns in the world years ago. Here are the Boy Scout articles of faith:

1. He must be honorable.
2. He must be loyal to parent, teacher, employer and companion.
3. He must be helpful to others, especially to parents and companions.

4. He must be a brother to all, irrespective of wealth or position.

5. He must be courteous to the old, the lame, the blind, to all the world.

6. He must be a champion of dumb animals.

7. He must learn to obey.

8. He must cut out all grouches.

9. He must have a savings account and be thrifty.

10. He must protect song-birds and their nests.

11. He must be a good hunter, and know how to cook in camp, and how to stand guard, and how to fight forest fires.

The cutting out of the boy snake is one of the large things. A snake will be found if in a large crowd. In a very small one he may poison and ruin many. The Scouts get beyond that first spasmodic clutch for the preservation of life. They teach that the most important thing is the good of the community. They show the way to a time when all the brain culture in the world will not be purely personal, tribal, or selfish.

What better rule of conduct in selecting employees could a merchant ask than the eleven articles of the Boy Scout code? There is nothing better in the world than the brain that is trained to think beyond the individual and the present. There is no detective work in the world so desirable as the hunting out of the snake in the community.

Alfred B. Tozer.

Indiana Travelers.

Marion—Post N. Travelers' Protective Association of America, has adopted resolutions condemning the action of the Indiana State Hotel Keepers' Association in demanding the repeal of the county local option law. The resolutions are, in part, as follows:

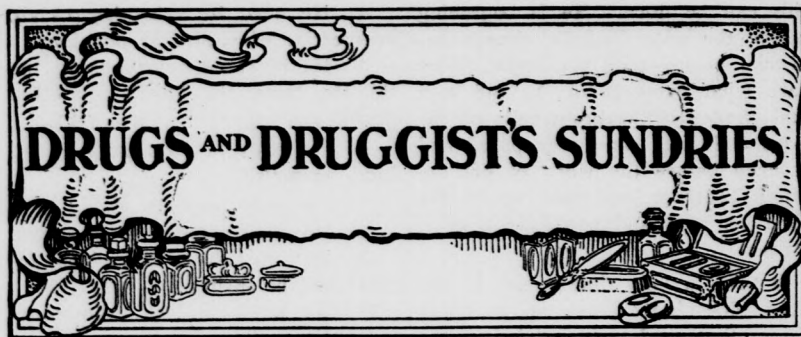
"We, the members of Post N. T. P. A. of A., do hereby deny, insofar as the traveling men of Indiana are concerned, that they demand or desire the return of the bar rooms to the hotels from which they have been excluded by law. We prefer to patronize hotels where liquors are not sold."

The resolutions are signed by Alva Ketner, President, and Omar Shields, Secretary of Post N, and by Andrew Jackson and E. L. Wesner, of the Committee on Resolutions.

The old Yankees had a word they called gumption. It meant that quality which urged men on to success or accomplishment, even when the way seemed dark ahead and there was little encouragement in proceeding. It would do no harm to get down the dictionary and contemplate that word gumption.

The time of year when you and the clerks will have to work overtime is rapidly approaching. See that you show a proper appreciation of the extra work your employees do for you.

Study the lines of goods you handle. Learn how they are made and where and when. This is the road to good buying.



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 Lelsenring, Pontiac.
 Next Meeting—Battle Creek.

Grand Rapids Drug Club.
 President—Wm. C. Kirchgessner.
 Vice-President—O. A. Fancboner.
 Secretary—Wm. H. Tibbs.
 Treasurer—Rolland Clark.
 Executive Committee—Wm. Quigley, Chairman; Henry Riechel, Theron Forbes.

Drug Store Prescribing.

How far can the pharmacist go before he will be deemed guilty of intruding on the physicians domain? asked A. S. Musande of San Francisco, at an address before the American Medical Association. This is a limit on which not all agree. Some say that a prescriptionist should never give medicine without an order from a physician, but is this practical? It seems that the best compromise that has been offered is that a pharmacist should never try to diagnose a case, but should explain to a patient that the best thing would be to see a physician, as his opinion may be necessary, and then, if the customer refuses to do this, the druggist should give some unharmed mixture for the symptom complained of with final directions to see a physician if not relieved. A member of the pharmaceutical profession is presumptuous when he fails to tell the sick that pharmacists are not able or taught to diagnose diseases and that it is the physician's work to do so, just as it is presumptuous for the physician to give a price on prescriptions without knowing how they are figured.

Dispensing at the patient's house is the oldest charge hurled at physicians. Let it be understood at the start that no reasonable pharmacist can deny that this practice is in order when immediate medication is needed or when the patient lives at a distance too remote from a drug-store. It was said in defending the physicians against exposure of his errors that the nature of his work is such that mistakes often creep

into his prescriptions; therefore the fact is evident that somebody must act as a checker in dispensing his orders, and who is better qualified than the pharmacist? Many times also the physician is wrong in his idea of the dosage of some powerful drug appropriate for the occasion, but rarely used, and it is here that the knowledge of posology taught in the college of pharmacy should be brought into play. The pharmacist also has a better opportunity to make sure, as he can look these matters up in the books on materia medica without exciting suspicion. It follows also that the physician cannot dispense so competently as the pharmacist, whose ability to do so is dependent on his knowledge of and experience in mixing drugs. Therefore, a physician who makes it a practice to dispense his own prescriptions acts detrimentally to his patient, the pharmaceutical profession and his brother practitioners, in the latter case, because of the unfair financial advantage gained by the custom.

The Medical Uses of Mummies.

Mediaeval medicine employed strange remedies, some of them fantastical but soothing, such as frog's spawn, others creepy and formidable, such as the wood of coffins. Dr. Wiedmann, Professor of Egyptology at the University of Bonn, assures us that it is not very long since medicines made from mummies were employed in the treatment of diseases. The mummies made use of were two kinds, genuine and artificial. The former were snatched by the Arabs from the burial places of the valley of the Nile and sent to Europe and Asia. The therapeutic virtues of these were attributed to the asphalt with which the embalmer had impregnated the bodies and of which Galen and the other Greek physicians acknowledged the healing virtues in cases of colds, eczema, convulsions, epilepsy, suppuration, and other maladies. The author also asserts that the very name—mummy—is derived from a Persian and Arabic word meaning asphalt, and that it was only at a later date that the word was used exclusively to refer to embalmed bodies. Mummies were so generally used in Persia as remedies that the Shah offered them as presents to friendly sovereigns. Louis XIV. and Catherine received gold boxes filled with mummified limbs, and as late as 1809 Queen Caroline of England was ordered mummy extract by her physicians. In the absence of authentic

mummies, such as the soil of Egypt alone could furnish, an artificial variety was manufactured in other countries. Here is a somewhat disquieting receipt according to the manuscript of the Persian poet Nizami: "Take a man with red skin and hair, feed him with fruits up to the age of thirty. Then plunge him into a stone vat filled with honey and divers other drugs; close up the vat and seal it hermetically. One hundred and twenty years later the honey and body will be mummified. Open the vat and serve up the contents." The mummy extract, says the German savant, was in common use in the eighteenth century, and as late as 1853 it figured in Austrian pharmacy.—The Hospital.

Oils and Perfume Plants.

Of the countless number of plants in the vegetable kingdom, many possess peculiar aromatic odors. Before the art of distillation was known, the ancient peoples used odoriferous plants and spices in their dried forms for their agreeable odors. Gradually, however, the development of special utensils for other domestic purposes may have resulted in the discovery of methods for the separation of odors from plants and plant products. The first mention in ancient Greek writings of the separation of an odor from a crude substance is that of the oil of cedar which was separated from the oleoresin by means of the crudest form of apparatus. With the development of the necessary apparatus, extensive perfume industries have arisen. In southwestern France a general perfume industry of great importance, based on the production of lavender, cassie, rose, violet, and other perfume plants, has grown up. The attar of roses from Bulgaria and Turkey, the rose-geranium oils from Algeria, Reunion, and other French colonies, the lavender and other essential oils from England, and the citrus oils from Italy, as well as the lemon-grass, citronells, vetiver, and other volatile oil and perfume-producing products from India, may be mentioned as important industrial products. In the United States and in Japan the production of peppermint oil and its products constitutes an important industry.

At the present time the number of plants in the United States yielding oils in a commercial way is very small, but the number capable of yielding oils of probable value is correspondingly great. At present the cultivated plants are principally peppermint and spearmint, together with small quantities of wormwood, tansy and wormseed. The wild plants include sassafras, wintergreen, sweet birch, Canada fleabane, blue-gum, wild bergamot, horse-mint, and pennyroyal.

Oil of turpentine has been distilled commercially for more than a century and is produced on a very extensive scale. Unlike most volatile oils, the oil of turpentine is not distilled directly from the plant but results as one of the products of the distillation of the oleoresin from several varieties of pine trees.

Information concerning plants yielding materials used in the manufacture of perfume products, also concerning the processes and apparatus required to utilize these oil-bearing plants, is given in Bulletin No. 195, of the Bureau of Plant Industry, U. S. Department of Agriculture, recently issued.

Drugs Below Standard.

Indiana physicians are forming an organization for the purpose of inducing the next legislature to strengthen the pure drug law of that state. The organization is known as the Indiana Physicians' Pure Drug Association, and Dr. Edmund D. Clark of Indianapolis is president. It will be the purpose of the organization to ask for additional appropriation for the use of the state board of health, for the purpose of prosecuting persons and firms that put on the market drugs below the legal standard. Dr. Clark, the president of the association, in speaking of the plan, said:

"It is wicked and criminal for the manufacturers to sell drugs which do not comply with the standard. I recall two instances of the sale of tincture of opium, in one case the preparation contained only one-sixth of the amount of opium that it should have contained, while in the other case it contained more opium than it should have contained. Now, you can see the danger in this matter. The physician can not know how much of any drug he is giving his patient so long as manufacturers do such things. The lives of his patients depend on his absolute knowledge of his drugs and the assurance that the drugs are pure.

This is a matter of the utmost importance to the physicians, and we expect them to join in this movement to better the condition.

"The reports from the state laboratory show that during the year ending with September, 1910, 444 samples of drugs were analyzed at the state laboratory. Of these 242 were legal and 202 were illegal, or below the standard. Ninety-two samples of spirits of camphor were analyzed and twenty-eight were found to be legal while sixty-four were illegal. Paregoric contains opium and you can see the danger in this wide variance. Out of seventy-two samples of tincture of iodine only twenty-six were found to be legal, while forty-six were illegal. In tincture of iron seventeen were legal and sixteen illegal, and in fluid extract of belladonna six were legal and seven were illegal."

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Wholesale Novelties, Post Cards

BERT RICKER, Manager

A complete line of Christmas, New Year, Birthday, Comics, etc. Our stock is not rusty—it is new. Fancy Christmas Cards from \$3.50 per M. up. Write for samples or tell us to call on you anywhere in the state.

We are located opposite Union Station and fill mail orders promptly. Our prices will interest you—ask for them.

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6	7	8	9	10	11
Lemon & Wheeler Co. White Star, 1/8 cloth 6 10 White Star, 1/4 cloth 6 00 White Star, 1/2 cloth 5 90 Worden Grocer Co. American Eagle 1/2 clh 6 10 Grand Rapids Grain & Milling Co. Brands Purity, Patent 5 20 Seal of Minnesota 5 80 Wizard Flour 4 80 Wizard Grain, meal 3 80 Wizard Buckwheat 6 00 Rye 4 50 Spring Wheat Flour Roy Baker's Brand Golden Horn, family 5 90 Golden Horn, bakers 5 80 Wisconsin Rye 4 40 Judson Grocer Co.'s Brand Ceresota, 1/8 6 40 Ceresota, 1/4 6 30 Ceresota, 1/2 6 20 Lemon & Wheeler's Brand Wingold, 1/8 6 75 Wingold, 1/4 6 65 Wingold, 1/2 6 55 Worden Grocer Co.'s Brand Laurel, 1/8 cloth 6 20 Laurel, 1/4 cloth 6 10 Laurel, 1/2 & 1/4 cloth 6 00 Laurel, 1/2 cloth 6 00 Voigt Mailing Co.'s Brand Voigt's Crescent 5 60 Voigt's Flour 5 60 Voigt's Hygienic 5 00 Graham 5 00 Voigt's Royal 5 80 Wykes & Co. Sleepy Eye, 1/8 cloth 6 50 Sleepy Eye, 1/4 cloth 6 40 Sleepy Eye, 1/2 cloth 6 30 Sleepy Eye, 1/8 paper 6 30 Sleepy Eye, 1/4 paper 6 30 Sleepy Eye, 1/2 paper 6 30 Watson & Frost Co. Perfection Flour 5 60 Tip Top Flour 5 20 Golden Shear Flour 4 75 Marshall's Best Flour 5 90 Perfection Buckwheat 2 50 Tip Top Buckwheat 2 40 Badger Dairy Feed 24 00 Alfalfa Horse Feed 28 00 Kafir Corn 1 90 Hoyle Scratch Feed 1 65 Meat Bolted 3 60 Golden Granulated 3 80 St. Car Feed screened 23 00 No. 1 Corn and Oats 23 00 Corn, cracked 22 00 Corn Meal, coarse 22 00 Winter Wheat Bran 24 00 Middlings 26 00 Buffalo Gluten Feed 33 00 Dairy Feeds Wykes & Co. O P Linseed Meal 35 00 O P Laxo-Cake-Meal 33 00 Cottonseed Meal 34 50 Gluten Feed 28 50 Brewers' Grains 28 00 Hammond Dairy Feed 24 00 Alfalfa Meal 26 00 Oats Michigan carlots 36 1/2 Less than carlots 38 Corn Carlots 55 Less than carlots 57 Hay Carlots 16 Less than carlots 17 MAPLE 2 oz. bottles, per doz. 3 00 MOLASSES New Orleans Fancy Open Kettle 40 Choice 35 Good 22 Fair 20 Half barrels 2c extra MINCE MEAT Per case 2 85 MUSTARD 1/4 lb. 6 lb. box 18 OLIVES Bulk, 1 gal. kegs 10 @ 20 Bulk, 5 gal. kegs 95 @ 10 Bulk, 5 gal. kegs 90 @ 10 Stuffed, 5 oz. 100 Stuffed, 8 oz. 135 Stuffed, 14 oz. 225 Pitted (not stuffed) 14 oz. 225 Manzanilla, 8 oz. 90 Lunch, 10 oz. 135 Lunch, 16 oz. 225 Queen, Mammoth, 19 oz. 3 75 Queen, Mammoth, 28 oz. 5 25 Olive Chow, 2 doz. cs. 2 25 per doz. 2 25 Hardwood Tooth Picks 2 00 Ideal 85 PICKLES Medium PICKLES Medium Barrels, 1,200 count 7 50 Half bbls., 600 count 4 50 5 gallon kegs 2 25 Small Barrels 9 00 Half barrels 5 25 5 gallon kegs 1 90 Gherkins Barrels 11 00 Half barrels 5 00 5 gallon kegs 2 75 Sweet Small Barrels 13 50 Half barrels 7 50 5 gallon kegs 3 00	POTASH Babbitt's 4 00 PROVISIONS Barreled Pork Clear Back 23 00 Short Cut 21 00 Short Cut Clear 21 00 Bean 23 00 Brisket, Clear 25 00 Pig 23 00 Clear Family 26 00 Dry Salt Meats S P Bellies 16 Lard Pure in tierces 12 Compound Lard 9 1/2 80 lb. tubs 7 1/2 60 lb. tubs 6 1/2 50 lb. tubs 5 1/2 20 lb. pails 4 1/2 10 lb. pails 3 1/2 5 lb. pails 2 1/2 8 lb. pails 2 1/2 Smoked Meats Hams, 12 lb. average 18 1/2 Hams, 14 lb. average 18 1/2 Hams, 16 lb. average 18 1/2 Hams, 18 lb. average 18 1/2 Skinned Hams 20 Ham, dried beef sets 16 1/2 California Hams 15 1/2 Picnic Boiled Hams 15 Boiled Ham 22 Berlin Ham, pressed 11 Minced Ham 11 Bacon 21 Sausages Bologna 9 Liver 5 Frankfort 10 1/2 Pork 11 Veal 11 Tongue 11 Headcheese 9 Beef Boneless 14 00 Rump, new 14 00 Pig's Feet 1/4 bbls. 1 00 1/2 bbls. 2 00 3/4 bbls. 3 00 1 bbl. 4 00 Tripes Kits, 15 lbs. 80 1/4 bbls., 40 lbs. 1 60 1/2 bbls., 80 lbs. 3 00 Casings Hogs, per lb. 22 Beef, rounds, set 30 Beef, middles, set 30 Sheep, per bundle 90 Uncolored Butterine Solid dairy 10 @ 12 Country Rolls 10 1/2 @ 16 1/2 Canned Meats Corned beef, 2 lb. 3 40 Corned beef, 1 lb. 1 90 Roast beef, 2 lb. 3 40 Roast beef, 1 lb. 1 90 Potted Ham, 1/4 50 Potted Ham, 1/2 50 Potted Ham, 3/4 50 Deviled Ham, 1/4 50 Deviled Ham, 1/2 50 Potted tongue, 1/4 50 Potted tongue, 1/2 50 RICE Fancy 7 @ 7 1/2 Japan 5 @ 6 1/2 Broken 2 @ 3 1/2 SALAD DRESSING Columbia, 1/2 pint 2 25 Columbia, 1 pint 4 00 Durkee's, large, 1 doz. 4 50 Durkee's, small, 2 doz. 2 25 Snider's, large, 1 doz. 2 25 Snider's, small, 2 doz. 1 35 SALERATUS Packed 60 lbs. in box 3 00 Arm and Hammer 3 00 Deland's 3 00 Dwight's Cow 3 00 L. P. 3 00 Standard 1 80 Wyandotte, 100 1/2 3 00 SALT Granulated, bbls. 80 Granulated, 100 lbs. cs. 90 Lump, bbls. 80 Lump, 145 lb. kegs 95 Common Grades 100 3 lb. sacks 2 40 60 5 lb. sacks 2 25 28 10 1/2 lb. sacks 2 10 56 lb. sacks 32 28 lb. sacks 17 Warsaw 56 lb. dairy in drill bags 40 28 lb. dairy in drill bags 20 Solar Rock 56 lb. sacks 24 Common Granulated, fine 90 Medium, fine 95 SALT FISH Cod Large whole 7 Small whole 6 1/2 Strips or bricks 7 1/2 @ 10 1/2 Pollock 5 Halibut Strips 15 Chunks 16 Holland Herring Y. M. wh. hoop, bbls. 11 00 Y. M. wh. hoops 1/2 bbl. 5 75 Y. M. wh. hoops, kegs 75 Y. M. wh. hoop Milchers 85 kegs 10 00 Queen, 1/2 bbls. 5 25 Queen, kegs 65 Trout No. 1, 100 lbs. 7 50 No. 1, 40 lbs. 3 25 No. 1, 10 lbs. 25 No. 1, 8 lbs. 75	Mackerel Mess, 100 lbs. 16 50 Mess, 40 lbs. 7 00 Mess, 10 lbs. 1 85 Mess, 8 lbs. 1 50 No. 1, 100 lbs. 15 50 No. 1, 40 lbs. 6 60 No. 1, 10 lbs. 1 70 No. 1, 8 lbs. 1 40 Whitefish No. 1, No. 2 Fam. 100 lbs. 9 75 3 50 50 lbs. 5 25 1 90 10 lbs. 1 12 55 8 lbs. 92 48 SHOE BLACKING Handy Box, large 3 dz 2 50 Handy Box, small 1 25 Bixby's Royal Polish 85 Miller's Crown Polish 85 SNUFF Scotch, in bladders 37 Maccaboy, in jars 35 French Rappie in jars 43 SOAP J. S. Kirk & Co. American Family 4 00 Dusky Diamond, 50 soz 2 80 Dusky D'nd 100 6 oz 3 80 Jap Rose, 50 soz 3 60 Savon Imperial 3 00 White Russian 3 60 Dome, oval bars 3 00 Satinet, oval 2 70 Snowberry, 100 cakes 4 00 Proctor & Gamble Co. Lenox 3 50 Ivory, 6 oz. 4 00 Ivory, 10 oz. 6 75 Star Lantz Bros. & Co. Acme, 30 bars, 75 lbs. 4 00 Acme, 25 bars, 75 lbs. 4 00 Acme, 25 bars, 70 lbs. 3 80 Acme, 100 cakes 3 50 Big Master, 70 bars 2 85 German Mottled 3 35 German Mottled, 5 bxs 3 20 German Mottled, 10 bxs 3 20 German Mottled, 25 bxs 3 20 Marselles, 100 cakes 6 00 Marselles, 150 cakes 5 40 Marselles, 100 ck toilet 2 10 Marselles, 1/2 bx toilet 2 10 A. B. Wrisley Good Cheer 4 00 Old Country 3 40 Soap Powders Snow Boy, 24 lbs. 4 00 Snow Boy, 60 5c 2 40 Snow Boy, 30 10c 2 40 Gold Dust, 24 large 4 50 Gold Dust, 100-5c 4 00 Kirkline, 24 lb. 3 80 Pearlina 3 75 Soapine 4 10 Babbitt's 1778 3 75 Roseine 3 50 Armour's 3 70 Wisdom 3 80 Soap Compounds Johnson's Fine 5 10 Johnson's XXX 4 25 Nine O'clock 3 30 Rub-N-More 3 85 Scouring Enoch Morgan's Sons Sapollo, gross lots 9 00 Sapollo, half gro. lots 4 50 Sapollo, single boxes 2 25 Sapollo, hand 2 25 Scouring Manufacturing Co. Scourine, 50 cakes 1 80 Scourine, 100 cakes 3 50 SODA Boxes 5 1/2 Kegs, English 4 1/2 SPICES Whole Spices Allspice, Jamaica 13 Allspice, large Garden 11 Cloves, Zanzibar 16 Cassia, Canton 14 Cassia, 5c pkg. doz. 25 Ginger, African 9 1/2 Ginger, Cochinchina 14 1/2 Mace, Penang 70 Mixed, No. 1 16 1/2 Mixed, No. 2 10 Nutmegs, 75-80 45 Nutmegs, 105-110 20 Pepper, Black 14 Pepper, White 25 Pepper, Cayenne 22 Paprika, Hungarian 13 Pure Ground in Bulk Allspice, Jamaica 12 Cloves, Zanzibar 12 Cassia, Canton 12 Ginger, African 12 Mace, Penang 75 Nutmegs 75-80 35 Pepper, Black 11 1/2 Pepper, White 18 Pepper, Cayenne 18 Paprika, Hungarian 13 STARCH Corn Kingsford, 40 lbs. 7 1/2 Muzzy, 20 lb. pkgs. 5 1/2 Muzzy, 40 lb. pkgs. 5 Gloss Kingsford Silver Gloss, 40 lbs. 7 1/2 Silver Gloss, 16 lbs. 6 1/2 Silver Gloss, 12 lbs. 8 1/2 Muzzy 48 lb. packages 5 16 lb. packages 4 1/2 12 lb. packages 6 50 lb. boxes 2 1/2 SYRUPS Corn Barrels 23 Half barrels 26 20 lb. cans 1/2 dz. in cs. 1 55	10 lb. cans, 1/2 dz. in cs. 1 50 5 lb. cans, 2 dz. in cs. 1 50 2 1/2 lb. cans, 2 dz. in cs. 1 50 Pure Cane Fair Good Choice TEA Japan Sundried, medium 24 @ 25 Sundried, choice 30 @ 33 Sundried, fancy 36 @ 40 Regular, medium 24 @ 25 Regular, choice 30 @ 33 Regular, fancy 36 @ 40 Basket-fired, medium 30 Basket-fired, choice 35 @ 37 Basket-fired, fancy 40 @ 43 Nibs 26 @ 30 Siftings 10 @ 12 Fannings 14 @ 15 Gunpowder Moyune, medium 22 Moyune, choice 28 Moyune, fancy 40 @ 45 Pingsuey, medium 25 @ 28 Pingsuey, choice 30 @ 35 Pingsuey, fancy 40 @ 45 Young Hyson Choice 30 Fancy 40 @ 50 Oolong Formosa, fancy 45 @ 50 Amoy, medium 25 Amoy, choice 32 English Breakfast Medium 25 Choice 30 Fancy 40 @ 45 India Ceylon, choice 30 @ 35 Fancy 40 @ 50 TOBACCO Fine Cut Blot 1 45 Hiawatha, 18 oz. 60 Hiawatha, 1 oz. 1 65 No Limit, 7 oz. 1 65 No Limit, 14 oz. 3 15 Ojibwa, 16 oz. 40 Ojibwa, 5c pkg. 1 85 Ojibwa, 3c 45 Petoskey Chief, 7 oz. 1 85 Petoskey Chief, 14 oz. 3 70 Sterling Dark, 5c 5 75 Sweet Cuba, 10c 5 50 Sweet Cuba, 10c 11 10 Sweet Cuba, 1 lb. 5 20 Sweet Cuba, 16 oz. 4 20 Sweet Cuba, 1/2 lb. 2 10 Sweet Burley, 5c 5 75 Sweet Mist, 1/2 gr. 5 75 Sweet Burley, 24 lb. cs 4 90 Tiger, 1/2 gross 5 00 Tiger, 3c tins 5 50 Uncle Daniel, 1 lb. 5 60 Uncle Daniel, 1 oz. 5 22 Plug Am. Navy, 13 oz. 27 Drummond, Nat. Leaf, 2 & 5 lb. 27 Drummond, Nat. Leaf, per doz. 95 Battle Ax 37 Bracer 37 Big Four 31 Boot Jack 36 Bullion, 16 oz. 46 Climax Golden Twins 46 Days Work 38 Derby 38 5 Bros. 43 Gilt Edge 43 Gold Rope, 7 to lb. 58 Gold Rope, 14 to lb. 58 G. O. P. 42 Granger Twist 37 G. T. W. 37 Horse Shoe 43 Honey Dip Twist 45 Jolly Tar 40 J. T., 8 oz. 35 Keystone Twist 46 Kismet 48 Nobby Spun Roll 58 Parrot 28 Peachey 40 Picnic Twist 45 Piper Heidsieck 59 Red Lion 38 Sherry Cobbler, 10 oz. 26 Spear Head, 12 oz. 44 Spear Head, 14 1/2 oz. 44 Spear Head, 7 oz. 47 Square Deal 23 Star 43 Standard Navy 37 Ten Penny 24 Town Talk 14 oz. 30 Yankee Girl 32 TWINE Cotton, 3 ply 25 Cotton, 4 ply 25 Jute, 2 ply 24 Hemp, 6 ply 13 Flax, medium N 24 Wool, 1 lb. balls 8 VINEGAR Highland apple cider 18 Oakland apple cider 16 State Seal 13 40 grain pure white 10 Barrels free WICKING No. 0 per gross 30 No. 1 per gross 40 No. 2 per gross 50 No. 3 per gross 75 WOODENWARE Baskets Bushels 1 00 Bushels, wide band 1 15 Market 12 00 Splint, large 3 50 Splint, medium 3 90	Splint, small 2 75 Willow, Clothes, large 8 25 Willow, Clothes, small 6 25 Willow, Clothes, me'm 7 25 Butter Plates Wire kind or Ovals 1/2 lb., 250 in crate 30 1 lb., 250 in crate 30 1 lb., 250 in crate 30 1 lb., 250 in crate 30 5 lb., 250 in crate 50 Churns Barrel, 5 gal., each 2 40 Barrel, 10 gal., each 1 55 Clothes Pins Round Head 1/4 inch, 5 gross 50 1/2 inch, 5 gross 55 Cartons, 20 1/2 doz. bxs. 30 Egg Crates and Fillers Humpty Dumpty, 12 dz. 20 No. 1 complete 40 No. 2 complete 25 Case No. 2 fillers 15 Case, medium, 12 sets 15 Faucets Cork, lined, 8 in. 70 Cork lined, 9 in. 80 Cork lined, 10 in. 90 Mop Sticks Trojan spring 30 Eclipse patent spring 35 No. 1 common 30 No. 2 pat. brush holder 35 12 lb. cotton mop heads 40 Ideal No. 7 35 Pails 2-hoop Standard 2 00 3-hoop Standard 2 35 2-wire Cable 2 10 Cedar all red brass 1 25 3-wire Cable 2 30 Paper Eureka 2 25 Fibre 2 70 Toothpicks Hardwood 2 50 Softwood 2 75 Banquet 1 50 Ideal 1 50 Traps Mouse, wood, 2 holes 22 Mouse, wood, 4 holes 45 Mouse, wood, 6 holes 70 Mouse, tin, 5 holes 65 Rat, wood 30 Rat, spring 75 20-in. Standard, No. 1 7 50 18-in. Standard, No. 2 6 50 16-in. Standard, No. 3 5 50 20-in. Cable, No. 1 3 00 18-in. Cable, No. 2 2 00 16-in. Cable, No. 3 1 00 No. 1 Fibre 19 4 No. 2 Fibre 9 4 No. 3 Fibre 4 4 Washboards Bronze Globe 2 50 Dewey 1 75 Double Acme 3 75 Single Acme 3 10 Double Peerless 3 75 Single Peerless 3 25 Northern Queen 3 40 Double Duplex 3 90 Good Luck 2 20 Universal 3 00 Window Cleaners 12 in. 1 50 14 in. 1 80 16 in. 2 10 Wood Bowls 18 in. Butter 1 50 15 in. Butter 1 25 12 in. Butter 1 00 10 in. Butter 80 8 in. Butter 50 Assorted, 13-15-17 4 00 Assorted, 15-17-19 4 25 WRAPPING PAPER Common straw 2 Fibre Manila, white 3 Fibre Manila, colored 4 No. 1 Manila 4 Cream Manila 3 Butcher's Manila 2 1/2 Wax Butter, short cut 13 Wax Butter, full count 20 Wax Butter, rolls 19 YEAST CAKE Magic, 3 doz. 1 15 Sunlight, 3 doz. 1 00 Sunlight, 1 1/2 doz. 50 Least Foam, 3 doz. 1 15 Least Cream, 3 doz. 1 00 Least Foam, 1 1/2 doz. 50 FRESH FISH Per lb. Whitefish, Jumbo 16 Whitefish, No. 1 12 Trout 11 1/2 Halibut 10 Herring 7 Live Lobster 14 1/2 Boiled Lobster 29 Cod 10 Claddock 8 Pickerel 12 Pike 9 Perch 3 Smoked, White 12 1/2 Chinook Salmon 15 Mackerel Finnan Haddie Roe Shad Shad Roe, each Speckled Bass 8 1/2 HIDES AND PELTS Hides Green No. 1 11 Green No. 2 19 Cured No. 1 13 Cured No. 2 12 Calfskin, green, No. 1 13 Calfskin, green, No. 2 11	Calfskin, cured No. 1 14 Calfskin, cured No. 2 12 1/2 Pelts Old Wool @ 30 Lambs 50 @ 75 Shearings 40 @ 65 Tallow No. 1 @ 5 No. 2 @ 4 Wool Unwashed, med. @ 23 Unwashed, fine @ 23 Standard Twist @ 3 Cases Jumbo, 32 lb. 7 1/2 Extra H H 10 Boston Cream 12 Big stick, 30 lb. case 3 Mixed Candy Grocers 6 1/2 Competition 7 Special 3 Conserve 7 1/2 Royal 12 Ribbon 10 Broken 8 Cut Leaf 8 1/2 Leader 8 Kindergarten 10 French Cream 9 Star 11 Hand Made Cream 16 Premio Cream mixed 14 Paris Cream Bon Bons 10 Fancy-In Pails Gypsy Hearts 14 Coco Bon Bons 14 Fudge Squares 13 Peanut Squares 9 Sugared Peanuts 12 Salted Peanuts 12 Starlight Kisses 11 San Bias Goodies 13 Lozenges, plain 10 Lozenges, printed 10 Champion Chocolate 12 Eclipse Chocolate 12 Eureka Chocolate 14 Quintette Chocolate 14 Champion Gum Drops 9 Moss Drops 10 Lemon Sours 10 Imperial 10 Ital. Cream Opera 12 Ital. Cream Bon Bons 12 Golden Waffles 12 Red Rose Gum Drops 10 Auto Bubbles 13 Fancy-In 5lb. Boxes Old Fashioned Molasses Kisses 10 lb. bx. 1 30 Orange Jellies 50 Lemon Sours 60 Old Fashioned Horehound drops 60 Peppermint Drops 60 Chamption Choc. Drps 65 H. M. Choc. Drops 1 10 H. M. Choc. Lt. and Dark No. 12 1 10 Bitter Sweets, as'd 1 25 Brilliant Gums, Cryst. 60 A. A. Licorice Drops 90 Lozenges, printed 65 Lozenges, plain 60 Imperial 60 Mottos 65 Cream Bar 60 G. M. Peanut Crs 60 Hand Made Crms 60 Cream Wafers 65 String Rock 60 Wintergreen Berries 60 Old Time Assorted 2 75 Buster Brown Good 3 50 Up-to-date Assmt 3 75 Ten Strike No. 1 4 50 Ten Strike No. 2 4 00 assortment 6 75 Scientific Ass't 13 00 Pop Corn Cracker Jack 3 25 Giggles, 5c pkg. cs. 3 50 Pop Corn Balls 200s 1 35 Azulikit 100s 3 25 Oh My 100s 3 50 Cough Drops Putnam Menthol 1 00 Smith Bros. 1 25 NUTS-Whole Almonds, Tarragona 16 Almonds, Drake 15 Almonds, California soft shell 12 @ 13 Brazils 12 @ 13 Filberts 12 @ 13 Cal. No. 1 15 Walnuts, soft shell 15 @ 16 Walnuts, Marbot 15 Table nuts, fancy 13 @ 13 1/2 Pecans, Med. 13 Pecans, ex. large 14 Pecans, Jumbos 16 Hickory Nuts, per bu. Ohio, new Cocoanuts Chestnuts, New York State, per bu. Shelled Spanish Peanuts @ 9 Pecan Halves 65 Walnut Halves 36 @ 38 Filbert Meats 62 Alicante Almonds 62 Jordan Almonds @ 47 Peanuts Fancy H P Sons @ 7 1/2 Roasted @ 7 1/2 Choice, H. P. Jumbo @ 8

Special Price Current

AXLE GREASE



Mica, tin boxes .75 9 00
Paragon .55 6 00

BAKING POWDER



Royal
10c size 90
1/4 lb. cans 1 35
6oz. cans 1 90
1/2 lb. cans 2 50
3/4 lb. cans 3 75
1 lb. cans 4 80
3 lb. cans 13 00
5 lb. cans 21 50

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 .35
Londres Grand .35
Standard .35
Puritans .35
Panatellas, Finas .35
Panatellas, Book .35
Jockey Club .35

COCOANUT

Baker's Brazil Shredded



70 5c pkgs., per case .2 60
36 10c pkgs., per case 2 60
16 10c and 36 5c pkgs., per case .2 60

FRESH MEATS

Beef
Carcass 6 1/4 @ 9 1/4
Hindquarters 8 @ 10 1/4
Loins 9 @ 14
Rounds 7 1/4 @ 9
Chucks 7 @ 7 1/4
Plate 5
Livers 5

Pork
Loins .@16
Dressed .@11
Boston Butte .@15
Shoulders .@12 1/2
Leaf Lard .@13
Pork Trimmings .@1

Mutton
Carcass .@10
Lamb .@12
Spring Lamb .@13

Veal
Carcass .6 @ 9

CLOTHES LINES

Sisal
60ft. 3 thread, extra .1 00
72ft. 3 thread, extra .1 40
90ft. 3 thread, extra .1 70
60ft. 6 thread, extra .1 29
72ft. 6 thread, extra .1 50

Jute
60ft. .75
72ft. .90
90ft. 1 05
120ft. 1 50

Cotton Victor
50ft. 1 10
60ft. 1 35
70ft. 1 60

Cotton Windsor
50ft. 1 30
60ft. 1 44
70ft. 1 80
80ft. 2 00

Cotton Braided
50ft. 1 35
40ft. .95
60ft. 1 65

Galvanized Wire
No. 20, each 100ft. long 1 90
No. 19, each 100ft. long 2 10

COFFEE
Roasted
Dwinell-Wright Co.'s B'ds.



White House, 1lb.
White House, 2lb.
Excelsior, Blend, 1lb.
Excelsior, Blend, 2lb.
Tip Top, Blend, 1lb.
Royal Blend
Royal High Grade
Superior Blend
Boston Combination

Distributed by Judson Grocer Co., Grand Rapids; Lee & Cady, Detroit; Symons Bros. & Co., Saginaw; Brown, Davis & Warner, Jackson; Goddard, Durand & Co., Battle Creek; Fielbach Co., Toledo.

FISHING TACKLE

1/4 to 1 in. 6
1 1/4 to 2 in. 7
1 1/2 to 2 in. 9
1 3/4 to 2 in. 11
2 in. 15
3 in. 20

Cotton Lines

No. 1, 10 feet 5
No. 2, 15 feet 7
No. 3, 15 feet 9
No. 4, 15 feet 10
No. 5, 15 feet 11
No. 6, 15 feet 12
No. 7, 15 feet 15
No. 8, 15 feet 18
No. 9, 15 feet 20

Linen Lines

Small 20
Medium 26
Large 34

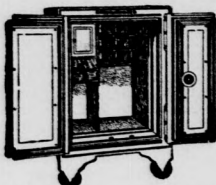
Poles

Bamboo, 14 ft., per doz. 55
Bamboo, 16 ft., per doz. 60
Bamboo, 18 ft., per doz. 80

GELATINE

Cox's, 1 doz. Large .1 80
Cox's, 1 doz. Small .1 00
Knox's Sparkling, doz. 1 25
Knox's Sparkling, gr. 14 00
Nelson's .1 50
Knox's Acidu'd. doz. .1 25
Oxford .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

1911 Motor Cars

Oakland Runabouts and Touring Cars, 30 and 40 H. P.—4 cylinders—\$1,000 to \$1,600.

Franklin Runabouts, Touring Cars, Taxicabs. Closed Cars, Trucks, 18 to 48 H. P.—4 and 6 cylinders—\$1,950 to \$4,500.

Pierce Arrow Runabouts, Touring Cars, Town Cars, 36-48-66 H. P.—six cylinders only—\$3,850 to \$7,200.

We always have a few good bargains in second hand cars

ADAMS & HART

47-49 N. Division St. 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.

Use

Tradesman

Coupon

Books

Made by

Tradesman Company
Grand Rapids, Mich.

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.

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.

500 Trades—Farms, merchandise, etc. Direct from owners. What have you? Graham Brothers, Eldorado, Kansas. 65

Wanted—Stock general merchandise, clothing or shoes. All correspondence confidential. O. G. Price, Macomb, Ill. 64

For Sale—\$1,500 stock groceries and hardware in Central Michigan farming country, produce business connected, doing good business, sell at invoice. Address No. 63, care Tradesman. 63

Store for rent at Boyne City, Michigan. Best location in city, modern show windows and interior, with steam heat. Clothing or dry goods preferred. Write W. H. Selkirk, Boyne City, Mich. 62

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

The Western Sales Co. is now booking contracts for next year. Let us save you a date for January or February clearance sale. Our men are the pick of the profession and always in demand. Can do world of good for you and your business. Write us now, 99 Randolph St., Chicago. 61

Buy a farm in Central Minnesota, prices will surprise you, good soil, water, markets, roads, schools, churches, neighbors and not least, "Always a good title." Write C. D. Baker, Fergus Falls, Minnesota, for lists of 100 farms. 59

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 stock 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

Stores and auditorium for rent; Athens, Ga., growing, prosperous city; excellent business opportunities. For information address R. L. Moss & Co., Athens, Ga. 54

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 Loven. 52

Bring Something to Pass

Mr. Merchant! Turn over your "left overs." Build up your business. Don't sacrifice the cream of your stock in a special sale. Use the plan that brings all the prospective buyers in face to face competition and gets results. I personally conduct my sales and guarantee my work. Write me. JOHN C. GIBBS, Auctioneer, Mt. Union, Ia.

For Sale—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

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

Excellent Business Opportunity. For Rent—A two-story store building, 22x60, also store room adjoining. Best location in town, Michigan's famous fruit belt. Long lease. Terms reasonable. Address No. 44, care Tradesman. 44

Special Sales—The oldest Sale Conductor in the business, bar no one. Best of references from wholesalers and retailers. Personally conduct all of my own sales. W. N. Harper, Port Huron, Mich. 43

For Exchange For Merchandise—Two fine developed, rich, black soil Southern plantations. Describe stock fully. Address Box 686, 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—Grocery stock \$2,000. Best location in city. Established business doing at present \$25,000 per year. Thriving manufacturing town 14,000 population. Personal reason for selling. Price right if sold at once. B. G. Appleby Co., Saginaw, Mich. 40

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

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

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

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. Slocum, safe expert and locksmith. 62 Ottawa street, Grand Rapids, Mich. 104

For Sale—Stock of general merchandise in one of the best towns in Michigan. Invoices \$8000. Can reduce stock to suit purchaser. Reason for selling, poor health and my son leaving. One competitor. Address Box H, care Tradesman. 964

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—One 300 account McCaskey register cheap. Address A. B., care Michigan Tradesman. 548

HELP WANTED

Wanted—At once clerk for general store, must be capable of managing dry goods and shoe department. Box 308, St. Charles, Mich. 60

Salesman with established trade to carry first-class line of brooms on commission. Central Broom Co., Jefferson City, Mo. 42

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

Local Representative Wanted—Splendid income assured right man to act as our representative after learning our business thoroughly by mail. Former experience unnecessary. All we require is honesty, ability, ambition and willingness to learn lucrative business. No soliciting or traveling. This is an exceptional opportunity for man in your section to get into big paying business without capital and become independent for life. Write at once for full particulars. Address E. R. Marden, Pres. The National Co-Operative Real Estate Company, Suite 371, Marden Bldg., Washington, D. C. 3

Wanted—Clerk for general store. Must be sober and industrious and have some previous experience. References required. Address Store, care Tradesman. 242

SITUATIONS WANTED.

Wanted—Position as manager of dry goods, clothing or shoe store. Young married man, 12 years' experience. Prefer town of 1,500 or 2,000. References furnished. Address No. 11, care Tradesman. 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 let-

ters from thousands of

people who have

bought, sold or ex-

changed properties as

the direct result of ad-

vertising in this paper.

**FIRE AND
BURGLAR
PROOF**

SAFES

**Grand Rapids
Safe Co.**

Tradesman Building

A Christian Spirit Should Be a Merchant's First Principle.*

It is indeed a pleasure for me to meet with you here to-night. It is always a matter of the greatest satisfaction for me to join you in your worthy enterprise and to commend you for your splendid work, which has done much to elevate the trade in food products in the city in which we are so proud to live and to do business.

I can testify here to-night to the growth not only of our business but of our morals in the conduct of it. I am sure you will agree with me when I say that there is a noticeable tendency on the part of men in charge of business affairs to deal in absolute fairness and honesty with their customers, and I think that more and more the Christian spirit is manifested in the management of all business enterprises. It is necessary for the real success of any business to have the confidence not only of your customers but of the people with whom you are associated in the management of the business, and it is necessary that the underlying basis should be that of honesty, that we should tell the absolute truth about things, that we should hide nothing and the result is that people will believe that they are getting a square deal, and that will be the truth about it.

Some believe that there is apparent to-day in commercial life a distressing condition, that there is a desire to avoid payment of honest debts, that there is evidently a desire to sell goods that are not up to the standard, to make imperfect deliveries and to receive more than just values. I am not one of that group. I believe that justice is a virtue that permits us to pay what we owe to our neighbors, that it is the foundation of social order in business intercourse. If men did not have a sense of justice they would have no confidence in integrity and be without confidence; commercial life would be paralyzed. This truly Christian spirit in business will lead to a solid foundation in commercial life, to general trust, faith and satisfaction.

Business men should not be Christians only when they say their prayers, but all the time. Under such conditions a Christian spirit will pervade all business, and all business will be honest. Through meetings of this character, through friendly intercourse more than in any other way we are taught to trust our neighbors and to strive to be trusted in return, and nowhere is there a happier or better people than in this neighborhood; in this city where people in like callings work together in friendly intercourse.

I am always favorably impressed when a merchant has the moral strength in commercial practice to fix a price on his goods that will give a fair profit and a just reward for wholesome services well rendered. All right minded people will welcome general action of this kind.

*Address by Wm. Judson before meeting of Grand Rapids Retail Grocers' Association.

None of us advocate the voting in our Association meetings of resolutions adversely affecting the interests of others. None of us stand for ever getting outside the law or operating in restraint of trade, but give all honor to the merchants who have successfully passed through the trials and battles of commercial life with a character unblemished. Such men are worthy of our esteem and veneration.

In the District Court of the United States for the Western District of Michigan — Southern Division In Bankruptcy.

In the matter of E. Clifford Bramble, bankrupt.

Notice is hereby given that the assets of the said bankrupt will be offered by me for sale at public auction to the highest bidder, according to the order of said court, on Saturday, December 17th, 1910, at 11 a. m. at the store of said bankrupt in the city of Muskegon Heights, Michigan. Said assets consist of and are inventoried as follows: Dry goods, \$2,751.02; clothing, \$618.85; shoes, \$2,092.12; fixtures, \$120.80; book account, \$25; total, \$5,427.49. Said sale will be subject to confirmation by the court, and creditors are hereby given notice that said sale will be confirmed, unless cause to the contrary be shown, on Tuesday, the 20th day of December, 1910. An itemized inventory of said assets may be seen at the office of Hon. Kirk E. Wicks, Referee, Houseman Bldg., Grand Rapids, Mich., and Peter Doran, 307-8 Fourth National Bank Bldg., Grand Rapids, Mich.

Dated December 7, 1910.

John Snitseler, Receiver.

Peter Doran,

Grand Rapids, Mich.

Attorney for Receiver.

American Peaches for England.

Consul Albert Halstead, of Birmingham, England, suggests that a market should be created in England for American peaches. He calls attention to recent experiments in shipping Canadian peaches to the United Kingdom and adds the following suggestion:

It would seem possible for an enterprising commission house in New York, for example, to purchase carefully selected Georgia peaches early in the spring and ship them over, and as the season develops ship Maryland, Delaware, New Jersey and Connecticut peaches. Thus, there could be a steady supply of the fruit which is most popular in England, but which, by reason of the cost of growing it in hothouses, is not obtainable by the average purchaser. Thus, American peaches could occupy a period in the English market when there are no peaches available and without trespassing upon the Canadian market, for the Canadian peaches would come into the British market, as a rule, after the American peaches have gone out of season.

The poorest way for the preacher to make sure of the love of people is to worry over whether they like his preaching.

NEW YORK MARKET.

Special Features of the Grocery and Produce Trade.

Special Correspondence.

New York, Dec. 5—Spot coffee moves steadily upward in sympathy with the article on the Coffee Exchange, and there seems to be no limit to the point which it may attain. Buyers are realizing that there is not likely to be any marked recession in quotations and are purchasing with a pretty good degree of freedom. Holders are firm and in no case do they seem inclined to make any concession. In an invoice way Rio No. 7 is quoted at 13½c. In store and afloat there are 2,988,627 bags, against 4,411,540 bags same time last year. Dealers in mild coffees are pleased to note the upward tendency of these grades and some good sales have been noted. Good Cucuta is quoted at 14¾c.

The tea market shows a steadily increasing strength and dealers are much encouraged by the outlook. Demand seems to be improving right along, and some good sales have been noted almost every day. Low grade Congous are especially sought for at about 9¾@10c.

Refined sugar remains about as last noted. The demand is running along in the daily channel and refiners generally are making the quotation of 4.60c, with one quoting 4.55c from consignment points.

Rice is rather quiet, but the season is comparing favorably with previous ones, and sellers seem hopeful for the year. Primary markets firm. Prime to choice 4½@5½c.

Foreign advices relating to spices are showing an upward tendency, and the market here is well sustained. The demand is not rushing, but there is quite a steady run all the time and the aggregate will prove satisfactory. Singapore black pepper 8¼c; white 14½c. Zanzibar cloves, 15¼c.

Molasses has been in good request and the market is pretty closely sold up. Good to prime centrifugal 25@32c. Syrups unchanged. No. 3 standard tomatoes have been in fairly good request though there is still room for improvement. The general quotation remains at 72½c and anything below this is regarded with some suspicion that it will not rate strictly as standard. Peas in light supply and tending upward. Before new goods arrive next fall the pea market will certainly be "an object of interest." Corn, too, of reliable quality is seemingly running short. Other goods remain about unchanged, but upon the whole the canned goods market is in a fairly satisfactory condition.

Butter is lower and the market somewhat depressed. Creamery specials, 30c; extras, 28½@29c. Imitation creamery, 24@25c. Factory, 23@24c.

Cheese unchanged at 15¾@17¼c.

Eggs steady with best Western quoted at 42@44c; firsts, 37@39c. Refrigerator stock, 25@26c.

The Earthly Paradise.

The reading matter in the average magazine of to-day is almost invariably pessimistic. "Muck-raking" has brought to light such gruesome horrors in the political, business and so-

cial life of the nation as to almost justify the comment of an uncritical reader, who remarked: "Well, Hades seems to have broken loose on earth."

But in the same magazine is evidence that we are living in an earthly paradise. Turn to the advertising pages. Here is sunshine for every despairing soul. There never were prettier girls anywhere than those who eat candy on the advertising pages, or chubbier babies partaking perseveringly of patent foods, or happier households than those which gather around a new kind of lamp, or more brilliant parties than assemble here to enjoy the latest invention in self-playing pianos or transcendent talking machines, or more perfect Apollos than are here attired in Braid & Button's Fall Suits.

The advertising world is a place of perfect happiness, of perfection even in trifles, of music and light and sport and delightful new books and absolutely safe investments. The only problem ever presented in its cheery columns is how to get enough money to buy all the things advertised; and even then satiety would be impossible, for there is always a new advertisement of just the thing your very soul has longed for through unavailing years until now.

To return from the enchanted precincts of the advertising world to the sterner and drearier aspects of real life, as represented in the reading pages of the magazine, is to come down with a "a dull, sickening thud." —The Keystone.

Butter, Eggs, Poultry, Beans and Potatoes at Buffalo.

Buffalo, Dec. 7 — Creamery, 27@30c; dairy, 22@26c; rolls, 22@26c.

Eggs—Fresh candled, 40@45c; cold storage, 25c.

Live Poultry—Chickens, 12@14c; fowls, 12@13c.

Dressed Poultry — Turkeys, 20@22c; chickens, 13@16c; fowls, 13@14c; old cox, 11c; ducks, 17@18c; geese, 13@14c.

Beans — Marrow, \$2.50; medium, \$2.25; peas, \$2.25; white kidney, \$3; red kidney, \$2.75.

Potatoes—45@50c per bu.

Rea & Witzig.

The Drug Market.

Opium—Morphine and quinine are steady.

Cassia Buds—Have declined.

Oil Wormseed—Has advanced.

Glycerine—Is higher.

Prickly Ash Bark—Has advanced.

Oil Sassafras—Natural is higher.

Haarlem Oil—Is lower.

Buchu Leaves—Have declined.

Some are never sure of the love of the Lord until their neighbors get into trouble.

BUSINESS CHANCES

For Sale—Residence, store building and stock of general merchandise. Good location on two railroads and in center of dairy country, tributary to a new Van Camp condenser. Ill health, reason for selling. Enquire of C. L. Robertson, Adrian, Michigan, or Ryal P. Riggs, Sand Creek, Mich. 67

For Sale—Drug store doing good business, splendid location; bargain. Half interest in grocery and market, does \$30,000 year business. Restaurant and lunch room, good stand, cheap. Merchant tailoring business. Wayne Agency, 111 W. Main St., Ft. Wayne, Ind. 66

Here's The Proof Kellogg's "Square Deal" Policy Protects Both GROCER AND CONSUMER

*NO SQUARE DEAL POLICY

Some time ago I assisted in adjusting a fire loss for a grocer. Among the stuff set aside for adjustment of loss sustained was a lot of breakfast food supposed to be damaged by smoke. I opened several packages and found them not damaged by smoke—but decidedly stale, and refused to make any allowance whatever on these. We also found a lot of packages containing a biscuit—popular and well known. Upon examination I found these decidedly rancid and unfit for food. I learned later that all these goods had been bought in large quantities in order to get the price, and, as is often the case, the quantity could not be disposed of while fresh and saleable. Age does not improve anything edible. There is a limit even to ageing Limburger and Rocheford cheese—where loud smell gives some class in the nostril of the epicure, but I have yet to find the first cereal or package foods, or foods sold in any form, that improve by age, and the sooner manufacturers of food-stuffs change their system of quantity price and follow the "Square Deal" policy of a Battle Creek cereal the better for themselves, the reputation of their product, and the better for the grocer. I just want to add here that among the Cereals put out as damaged by smoke, none of which had the least trace of smoke, were "Kellogg's Toasted Corn Flakes," (and three other brands*) and others, not one of them crisp and fresh but Kellogg's Toasted Corn Flakes. Why? Kellogg's was the only cereal there not bought in quantity. Single case purchases kept it on the shelf fresh, crisp, wholesome and appetizing. From every standpoint, considering quality, capital or warehouse room, the square deal policy is the best and only policy for the Grocer.

*Names furnished on application.

*REPRINT FROM "UP-TO-DATE"

Edited by J. W. Rittenhouse, official organizer of the Retail Merchant's Association of Pennsylvania, is, according to its official title "Published in the Interest of the Retail Merchants of Pennsylvania for the purpose of Promoting Organization and Maintaining in Pennsylvania the largest Body of Organized Merchants in the United States."

IT PAYS EVERYONE TO STICK TO

Kellogg's



Price Protected—
Trade Profits
Assured

No "Free Deals"
to induce
Price-Cutting

No "Quantity
Price" to favor
big buyers

Nothing to
encourage over-
buying goods

No Coupon
or Premium
Schemes

Best advertised
and most popular
American Cereal

Quality and
Flavor always
the same

Goods never
Allowed to
Grow stale

Sold only in
the genuine
Kellogg package

Price the same
everywhere and
to everybody

Pays an honest
profit to the
grocer

Backed by the
Kellogg name
and reputation



Common-Sense
On Safes

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.



Why a Bilt Rite Carrier System?

Do you want to give better service to your customers without increasing the cost of doing business?

Do you want a perfect check on every transaction—whether cash or credit?

Do you want to know which clerk makes the most sales and the most profitable ones?

Do you want a cashier and office assistant without an increase in your payroll?

Do you want the details of every transaction centralized at one place so that in an instant you can place your finger on the record of any sale?

Do you want to have every transaction, cash or credit, go through two hands, thus eliminating the chance of errors, disputes with customers and temptations for your salespeople?

All these things and more

BILT RITE CARRIERS

CASH AND PARCEL

will do for you, without increasing the number of your employees or swelling the amount of your payroll.

Bilt Rite Cash Carriers cut out the running from customer and counter to the cash drawer and the time saved can be utilized in attending to the wants of another patron.

A *Bilt Rite Cash Carrier* removes the chance for error and temptation in handling cash because each transaction must pass through two hands.

A *Bilt Rite Cash Carrier* will tell you what each clerk sells and in this way informs you which ones should be rewarded.

Bilt Rite Parcel Carriers go farther, they insure absolute accuracy in handling both cash and goods—prevent over generosity on the part of clerks and

force both the money and the merchandise to pass through two hands.

There are many more advantages to be obtained by the use of *Bilt Rite Carriers*, which are fully described in a booklet which we will be glad to send you, free; it is yours just for the asking and it contains many valuable tips about handling goods, cash and store service.

Just a word as to how *Bilt Rite Carrier Systems* are made. All good points of all other systems are built in them—the defects of the others have been left out. *Bilt Rite Carriers* contain many valuable patented devices, found on no others, that make them simpler, more durable, lighter, speedier and comparatively noiseless.

The mechanical construction of the *Bilt Rite Carrier* is fully described in the booklet mentioned.

The International Store Service Company

MINNEAPOLIS, MINNESOTA

The McCaskey Register Company

Alliance, Ohio

Sales Agents

Address all inquiries to The McCaskey Register Company, Alliance, Ohio.