

December

IT grows late and the curtain will soon fall upon the scene. Have we acted well the part that Destiny, the director, has given into our hands? Have we utilized the auxiliaries that Fortune, the property man, has bestowed upon us? And who has listened to Reason, the prompter?

Nay, there is no sadness in the closing scene nor need we bow to scant applause and hold forth our hands to little tribute.

Ours is the stage of life, and while the heart beats young and the brain responds and hands are eager to do their work, it is well to be a mummer, it is good to play, for it has been ordained that, praise be, there is always another act!—*The Optimist.*

A Boon

If Destiny should come to me and say
"I shall undo one thing that now lies done,
Speak but your wish and, as before, it stands
When yet Fate's masterwork was not begun."

Then would I answer, nay, nor hesitate.
Before each wish that lives within my heart,
Grant me but this and from it I will gain
A boon that is, of all, a part.

Give me but back my lost ideals, my hope,
My faith, my trust, belief in men and things;
For all that you have taken from me now,
No sadder loss to me its absence brings.

Long, long ago you took from this part,
Then gave me nothing in return when won,
And life has seemed a little longer since,
Less sweet the rosebuds are, less bright the sun.

To feel once more, just once, that hearts are true,
That confidence is not a sorry jest;
And somewhere in the world there is for me
A place where dreams grow real, where fancies rest!

What We Give to the World

THE great question for us all is not so much the name we leave behind as the power we continue to exert; not what we can give the world of wealth, of fame, of learning, but what we can give of an enriching personality; not the philosophy we may write, but the reality we give to ideals.

Character is the eternal increment of our world. Character is what I am, not what I may be thought to be. It is the sum and result of all the impulses, habits, aspirations, desires and passions of the life. It is the aroma and fragrance of a life or its stench and evil odor. It is of myself essentially and not superficially. It is the real contribution which my life makes to the whole world.

Henry F. Cope.



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 Pickling
“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.

A Reliable Name

And the Yeast
Is the Same

Fleischmann's

The U. S. Courts Have Decreed

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

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



OUR GUARANTEE OF PROTECTION IS BACKED BY THE COURTS

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

court in a case recently decided in the Western district of Pennsylvania:

“There is no infringement. The Bill should be dismissed. Let a
decree be drawn.”

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

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

THE WHOLE TRUTH IN THE CASE

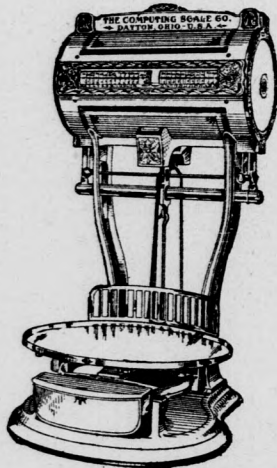
is that the American Account and Register System not only is amply protected by
patents decreed by the United States Courts to be ample but is giving the
merchant who uses the American, so many points of superiority that its sale
is increasing by leaps and bounds. The American stands the test not only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

THE AMERICAN CASE & REGISTER CO.

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

SALEM, OHIO

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.

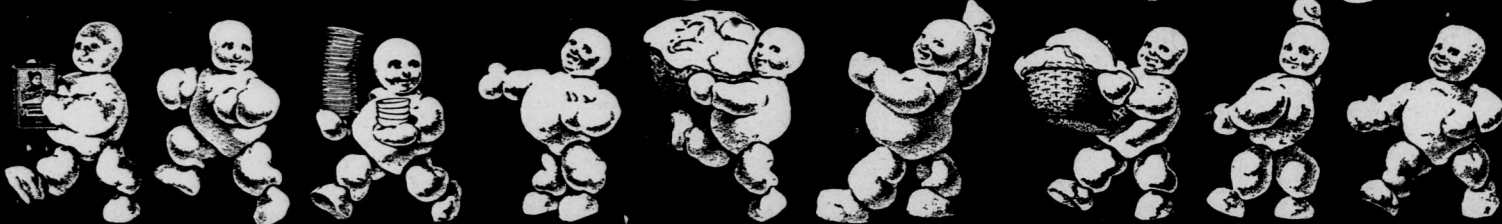
Local district sales offices in all large cities.



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 14, 1910

Number 1421

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MILLIONS IN MAIL ORDERS.

Sears, Roebuck & Co. is one of the greatest of the country's mail order houses. It has grown to enormous proportions not by the building up of a legitimate home business, but by ruthlessly raiding the business of every local merchant in the land. Live and let live is no part of its philosophy. With its alluring catalogues and enticing literature it invades every field and grabs all it can get of the patronage that should go to the local merchant.

How great this mail order house has grown may be judged from figures that have just been given to the financial papers. Sears, Roebuck & Co.'s gross sales during the single month of November were \$7,870,000, an increase of 19.6 per cent. over the same month last year. For October the gross sales were \$7,100,000, an increase of \$305,000 over October last year. The total sales for eleven months were \$58,000,000, and for the year they will be about \$64,000,000. In one day in November the sales reached a total of \$500,000.

How much of the enormous business done by Sears, Roebuck & Co. came from Michigan? How much of swell these stupendous totals? Let the trade which the retailers in this State ought to have had went to local merchants familiar with local conditions figure it ought each for himself, and then let them figure if it will be to their own advantage to have the facilities of the postoffice turned over to the mail order houses for the delivery of their wares. The proposed parcels post would be nuts for the mail order houses. It would be candy and pie for them. In fact, it would be a whole confectionery store and bake shop. But it would be tough on the local merchants, whose share of trade will be reduced to the leavings.

The merchants who do not want the grip of the mail order houses

made tighter should write to their Congressmen and Senators, and when you write do so as though you meant business.

WHERE ECONOMY BEGINS.

Surely there are hopes for us as a nation, for the Government has evidently come to a realization of the importance of economy in management. As a result of this conviction the work of one band of its employes has just been doubled, the salary to remain the same. Surely with this frugal management we can afford a few more battleships, and possibly raise the salaries of some of the leading people at the capital; then society functions can be rendered more elaborate, and our reputation among nations the more completely established.

The reform begins with the scrubwomen, who are now enjoying the princely salary of \$20 per month. This with only four rooms to clean daily was certainly a munificent recompense, but under the new regime eight rooms is the daily requirement. It is needless to say that they are the lowest paid of any of the employes.

Many of these scrubwomen are widows with families dependent upon them for support. They have no alliance with trade unions; they can not vote. They have neither time nor money to waste in airing their grievances. They are too glad to get the pittance which keeps starvation from the door to take any chances of pulling this door together with themselves on the outside and the spring lock set. They are too weak to fight against the luck which seems to them inevitable.

There are individuals who are willing to take advantage of weak women who would not for an instant think of treating a man so unfairly. But we did not suppose that Uncle Sam was of this class. There are employers who take pleasure in cutting wages to the lowest notch, fully realizing the fact that here will always be an abundance of help in these sweatshops because there are so many who can not step out of the treadmill far enough and long enough to find a better way of earning a living. But did you ever picture Uncle Sam as one of this sort of employers? Surely strange things are done under the plea of economy!

Do not invest unnecessary capital in stock that the jobber or manufacturer might just as well carry for you. Interest money comes out of your profits.

No matter how badly you need large profits you can not afford to get a reputation for being a high priced sore.

DANGER IN THE HANDSHAKE.

Experts have found death traps in all sorts of common and uncommon places; and yet when a Denver educator comes to the front with the assertion that there is "nothing unhygienic in kissing compared with handshaking," a jar is produced in the social world, the world in which friendliness predominates. Elders may doubt the truth of the assertion, and young people may laud; yet that little word implying comparison gives no special reason for the exultation of those who think the bans against kissing a resultant of prudish ideas rather than those governed by hygiene; while to the majority of thinking people the statement brings thoughts along a new line—and serious ones, too.

"Almost every hand," he declares, "encloses within the recesses of the nails or tissues millions of germs, which are communicated by the act of shaking hands."

In the Heinz pickling establishment special stress is laid to the importance of keeping the hands in order. And not only is the lavatory extensive, but every girl employed is required to have her hands manicured by their expert at stated intervals. Thus is emphasized the necessity of having hands which come in contact with food always clean.

It is safe to say that many who consider themselves tidily groomed are among the transgressors to whom Prof. Thompson refers. There is certainly good excuse for pressing the sale of manicure sets. We do not want to give up the cordial handshake. Neither do we want to become distasteful to the most fastidious in directly aiding in this newly discovered method of germ scattering.

Let us declare war against the germs on the hand, be the weapon a manicure set, soap, brush, or crash towel. There is no danger that anyone will overdo the process of keeping the hands in order, and much that they may neglect this point. Mission work of the very best sort may commence at this point. You owe it to yourself and to humanity to lend your aid in reducing the danger in the handshake.

KEEP SWEET, KEEP SMILING.

The holiday trade is now at high level. It is to be assumed that every live merchant has the situation well in hand, that he has the Christmas goods well displayed, the Christmas window dressing, store decorations and advertising all well looked after, that he is himself radiating the

This is the season of good cheer comes during the last week. If the Christmas spirit as glowingly as the preliminaries have been attended to

new coal stove. There is still the last grand rush, the final sweep of the Christmas shoppers which always as they should have been, this last week will pass smoothly and quickly. There will be an immense amount of work to do, much hustling, some and good will and it should be the season of good nature. You may be tired before the end of the week comes, your clerks may be worn to a frazzle; but keep sweet, keep smiling.

During this last week be considerate of those who are helping, encourage perhaps. But when the rush is the maddest and merriest, remember to keep sweet, to keep smile them to their best efforts, set them the example of cheerfulness and

of trying to accommodate and please. The best way to do this is to keep sweet and smiling.

The last week—we'll all be glad when it is over, storekeeper and shopper alike. And when the last week ends, if we find the stock reduced to a rag, and the money boxes full, then it will be easy to keep sweet, and to keep smiling.

A GOOD TIME TO AGITATE.

The winter is the time to think about and make preparations for the spring. One of the things worth considering at this season in every village and in every city too, for that matter, is what can be done to improve the appearance and conditions generally of the community. Villages have characters and likewise reputations, just as people do, and earned in very much the same sort of way. Here and there village improvement societies have been organized and where the movement has been carried on intelligently they have been very successful and very helpful. Communities that are without these associations may well take this season to think and talk it over and then as soon as the holidays are finished enter upon the work of organization and subsequent conference and planning.

More and more attention is being paid by municipalities large and small to these matters. To secure the best results organization and united effort are essential. There are many ways whereby the looks of a city or village can be greatly improved at comparatively small cost. The spirit of improvement along any civic line once inaugurated and properly pushed is both contagious and becomes imbued with the sentiment and a general slicking up and improvement comes naturally and easily. This is a good season for considering these things so as to have the plans well matured for inauguration in the spring.

LIZZIE'S CHRISTMAS.

One Girl Clerk's Method of Getting a Present.

Written for the Tradesman.

"And so," said Lizzie, "I looked in to the cracked mirror over my hemlock washstand and saw a tired girl's face there, a face with thin cheeks and eyes that looked hungry."

"And no wonder," interrupted Mame. "I guess coffee and sinkers won't put no one in training for any fat person's race."

"It was cold in the hall bedroom," Lizzie continued, "and so I did not stay there very long to get acquainted with myself. I just said to that fright in the glass:

"Lizzie Morrison, you're a coward! You're afraid to stand up for what belongs to you! Your time is worth enough money to feed and clothe you well, and keep you in a warm room and here you're shivering and starving just because you haven't got the grit to stand up for what belongs to you!"

"You unloaded that all right," Mame interrupted again, "only it don't get no fur capes singing that to a cracked lookin' glass. The boss is the man you want to murmur that to."

"Mame," said Lizzie, "I know what is the matter with you. You'll live in a hall bedroom all your innocent days if you don't chop off on that slang. I've heard the folks at the store talking about the way you take the count on the English language. You'll have to cut it, Mame."

"Any old time I can get the decision over you in slang," returned Mame, "I'll go back to the berry patch. Where did you cash in this monologue stunt you're telling about?"

"And I just said to myself that I was fading away for lack of beef and warm clothes," continued Lizzie, "and went out to my coffee and, repeating over and over again that I was a coward and afraid to ask for what belonged to me."

"That didn't get you anything," observed Mame.

"When I got to the store there was Dede Clovin, in a new blue suit with fur around her neck, and I says to myself that she ain't got nothing on me when it comes to delivering the goods in a department store. When Dede wants anything she ain't afraid to ask for it. You put her in a hall bedroom without any register or radiator and the minute she caught sight of herself in a cracked mirror she goes down the fire escape if she could get out of it quicker that way."

"She thinks a lot of herself," agreed Mame. "She won't stand for seeing that pretty face of hers creased chewing sinkers."

"Mame!" said Lizzie. "I wonder if you know how the slang you're producing sounds? If you ever get into society you'll get bumps for letting your talker get away from you like that."

"You seem to be going some yourself!" grinned Mame. "Go on and tell me where you cashed in."

"And I says to myself that I'll go

to the boss and tell him that I'm in the discard and don't belong there."

"I'll bet you didn't, though," observed Mame.

"You wait," continued Lizzie. "It was cold in the store that morning, and the scrubbers was late, and the floorwalkers was fresh, and I felt like going out and jumping off some dizzy height before the boss come down. Then I takes me nerve in me hand and goes up to his door and knocks."

"You're the girl who ain't afraid of her job, all right," said Mame.

"Honest," continued Lizzie, "while I stood there waiting for the portal to ope I wished the floor would drop to the basement, or there would be a cyclone, or an earthquake. I was that scared I almost fell down."

"I never could 'a' done it," said Mame.

"Honest," Lizzie went on, "when the kid opened the door and let me in there was birds singing in me puffs. It was nine miles by the watch from the door to the big desk where the boss sat putting his thoughts into cold storage by means of a machine that looked like a picture of his master's voice. The floor was tippy, and the walls was making faces at me before I got up to that desk."

"I'd 'a' hollered for help," suggested Mame.

"Listen, Mame. Honest, the boss looked up at me and smiled."

"Good morning, Miss Morrison," he says.

"Then he seen how wobbly I was on me Trilbys and pointed to a chair."

"Lizzie," observed Mame, "I hope you sorted out your United States before you opened out on the boss. You never went to giving him anything south of Van Buren street, did you?"

"I don't know, honest I don't," replied Lizzie. "There was a anvil chorus in me belfry and a sweet refrain cracking the fat on me figure, so I don't know what I said at the beginning. I got down in the chair without wrecking it and looked at the boss to see how he was going to begin the job of eating me."

"Come on!" said Mame. "Tell me what he said."

"What can I do for you this morning, Miss Morrison?" is what he says.

"Then without an overture or curtain-lifter, or anything like that, I opened up on the big act. 'You can boost me salary, if you please,' I says. 'I'm sleeping in the Arctic ship Roosevelt, and feeding on draw one and sinkers, and it don't look good to me.'"

"You never did!" cried Mame. "You never put all that South State street at him, did you?"

"I don't know," replied Lizzie, "I didn't take me private secretary with me. The boss says that I've been in the store a year, and that I'll be getting a raise in a few weeks anyway, and hadn't I better wait and get in with the herd? Say, Mame, but that made the language boil out.

'You're from the country, you know,' he goes on, 'and can't quite get the city game. Besides, it is better for you to be working here for the comparatively small pay the position is worth than to be lounging about home with the time from one matinee to another hanging heavy on your hands.'

"Say, but wasn't that a corker for a girl that saves up for a month to go to hear a five-cent artist sing, 'Love me and the world is mine?' 'Sure,' says I to him, 'I'm comforted by the thought that work is hygienic, and that toiling girls is advancing the welfare of the human race, but I think we ought to get pie now and then.'

"You never did!" exclaimed Mame. "You never said a word about pie to the boss. Now, did you?"

"You bet I did, and I told him that I'd heard that plenty of good hard work was an antidote for crime, and I was willing to climb ladders to top shelves for five bones per if I could reduce the percentage, but I did think they ought to trust part of the crime cure to the flatties on the beat, and not leave it all to girls who put newspapers between the sheets of their bed to keep from waking up dead with the cold in the morning."

"You're the limit!" cried Mame. "I'll bet you got canned right there."

"Not so you could notice it," Lizzie went on. "The boss sat back in his chair and looked about ten thousand miles away over me head, through the ceiling, and then says:

"So far as I know, Miss Morrison, your work has been satisfactory, but you still have something to learn of city ways."

"I know it," I says, "I knows that I've got to learn a lot of things to get into the prize row, but I ain't looking for that. I'm from the country, all right, and I sold everything from men's overshoes to mackerel to get money to come to Chi. with. I thought little old Chi. was good enough for me. I figured on the up-lift and the athletic exercise I'd get hanging to straps in the street cars, and the loss of embonpoint that would come with the five-cent delicatessen check. Sure I'm from the pasture, but that don't make it any easier for me to cheat me tummy out of what it has coming, or make myself feel like a free performer on the harp when it is down to two above in me suite of elegantly furnished rooms over the undertaker's."

"The girls will be proud of you, Lizzie!" cried Mame.

"Honest, Mame," Lizzie continued, "the boss just sat there and looked at me for a minute and touched a bell. I thought he was getting the blue envelope ready for me then, all right, but I couldn't do any more than to hike out to the pasture, anyway, for I was getting ashamed to look me mouth in the face, starving it the way I'd been doing. When the kid comes in to the boss the boss says to him:

"Take Miss Morrison down to the grocery department and tell George

to put her at work. If she eats up the mackerel and lowers the cracker barrel,' he says, 'that is to be charged to profit and loss.' He smiled at me again when he said that.

"Miss Morrison," he said to me, when I was finding out whether I could stand up or not, 'you'll get \$10 per after this, and when the rent is out on that refrigerator you've been telling me about, come to me and I'll put you wise to a place where you can get a corner room with a Palm Beach atmosphere for \$2 per.'

"He never said he'd put you wise, did he?" asked Mame. "You didn't trail him along in the lingo until he became infected, did you?"

"I'm not referring to me notes of the words he used," Lizzie said. "I'm trying to tell you what he said. And, Mame, if I'd 'a' had the nerve I'd 'a' got this Christmas present six months ago. There's lots of girl clerks who don't get what's coming to them just because they're afraid to ask for it. I've seen pieces in the paper about the front being defective as a result bringer, but it was the bluff front that got me this Christmas present of \$5 a week all the same, and you needn't look in a book for the proof."

Alfred B. Tozer.

Christmas Is Coming.

The folks'll come for Christmas—
I'm authorized to state;
They'll strike us sorter early,
An' sit up with us late;
The Joneses and the Jenkines,
The Butterwiths and Browns—
The old-time folks with old-time jokes,
From all the old-time towns.

You'd better stretch the table out—
If any room's to spare,
An' add a corner to the house,
An' buy some crock'ryware;
An' your mother says she's comin',
So we'll build a pulpit next,
An' I reckon that means preachin'
From the old familiar text.

It sorter seems unnatural,
An' takes a fellow down
That we never have big kinfolks,
Till Christmas comes aroun',
An' then they're with us early,
An' then they linger late;
But thank the Lord, there's turkey
For every pious plate.

But let us stretch the table out—
If any room's to spare,
An' pile the plates with plenty—
Since it's smiling everywhere;
An' since your mother's comin',
We'll build a platform next,
For we're pretty sure o' preachin'
From the old, familiar text.
—Frank L. Stanton.

The Fussy Man.

Every one knows one or more of those conscientious egotists who can not rid themselves of the idea that no one can be trusted to carry out the simplest details of routine work without their personal supervision.

It was one of these men who sailed for Europe, leaving in his brother's care a parrot, of which he was very fond. All the way across the Atlantic he worried about the bird, and no sooner had he landed at Liverpool than he sent over this cablegram to his brother:

"Be sure and feed the parrot."

And the brother cabled back:

"Have fed him, but he's hungry again. What shall I do next?"—New York Times.

When you see an opportunity to stock a new line of goods, stock them. Do not wait to see if some one else is going to do it or has done it. Get busy yourself and forget about the other fellows.

The Spirit of Christmas.

Written for the Tradesman.

Of all the Christmas stories ever written Dickens' "Christmas Carol" is the best.

With the return of these delightful and refreshing Christmas festivities, wherein the hearts of young and old are made to rejoice, one thinks of Old Scrooge, and the change which came over him.

Potent, indeed, is the spirit of Christmas, to have metamorphosed the "tight-fisted" Scrooge — the "squeezing, wrenching, grasping, scraping, clutching, covetous, old sinner" that he was! But transform him it did. And so Old Scrooge, having been born anew, startles poor, shabby Bob Cratchit half out of his wits when he exclaims:

"A merry Christmas, Bob!—A merrier Christmas, Bob, my good fellow, than I have given you for many a year! I'll raise your salary and endeavor to assist your struggling family, and we will discuss your affairs this very afternoon over a Christmas bowl of smoking bishop, Bob! Make up the fires, and buy another coal scuttle before you dot another i, Bob Cratchit!"

Yes; and "his own heart laughed within him; and that was quite enough for him. And it was said of him that he knew how to keep Christmas well, if any man alive possessed that knowledge. May that be truly said of us and all of us! So, as Tiny Tim observed, 'God bless Us, Every One!'"

Narrow and self-centered and poverty-stricken, indeed, is the man or woman who does not feel his or her spirit warmed and cheered and melted by the return of Christmas! Fraught with all the precious memories of childhood days when the quaint, squat figure of our benign Santa Claus and the marvelous, inexhaustible pack on his sturdy shoulders were realities to us, the Yuletide season comes to make the spirits of men young again.

Welcome, thrice welcome, thou spirit of mirth and cheer and good will among men! Life is all too serious and stressful and selfish! It is good for us that the tense periods of concentrated efforts, with the depleting, life-consuming worry incident thereto, should be punctuated by these frolicsome festive occasions, when spontaneous and resilient youth make us forget, for the nonce, that we are grown-ups.

Let us, therefore, bid this beautiful Christmas spirit a royal welcome to our hearts and homes. Open wide the doors—having previously swept and garnished your hearts for this the spirit of Christmas is, above all things, the spirit of joyfulness. He can not abide in the sorrowful, morbid heart. Make the heart glad. It is not a task impossible in the doing. On the contrary it is the easiest thing in the world, provided you go at it in the right way. You can fill the heart with joy and gladness by thinking of others; by striving to bring just a little joy and gladness by thinking of others: by striving to

bring just a little ray of sunshine into other lives.

That reminds us that the spirit of Christmas is, in very truth, the spirit of unselfishness. It memorializes the most unselfish event that ever transpired in the annals of time—the transcendent and unspeakable gift to the world of Him who is at once "the bread of life" and "the Prince of Peace." He who would enter into the spirit of this glad Christmas holiday must encompass in his thought and purpose interests other than his own. To the heart whose impulses are generous and considerate the Christmas spirit comes with a message of uplift.

What a wonderfully suggestive thought it is, that now, over the broad, fair, prosperous land of ours—and in other climes and countries as well—the hearts of people are responding to the masterly, loving touch of this wonderful Christmas spirit! Just now the whole, wide world is steeped in the spirit of love and goodfellowship; for everybody is thinking of somebody else and trying to surprise that somebody with an unexpected token of regard. Love is speaking in symbolism. Goodfellowship is embodying itself in concrete and tangible form. Men and women and the little men and women of to-morrow are giving gifts.

Yuletide is a perpetual stumbling block to the pessimist. To the man whose pet hobby it is to contend—either because he actually believes it or wants to acquire a sort of notoriety because of his alleged belief—that the world is utterly selfish, and the hearts of men practically immune to motives disinterested—to such a person the Christmas spirit is an effective rejoinder. The hearts of men are responsive to the spirit of brotherly love; and the world is growing better. More than ever before the poor and unfortunate, the weak and the lowly and the aged are being remembered by the strong and the vigorous and the well-to-do members of the social body. Love has not abdicated the throne; and the fine spirit of altruistic service has not perished from the earth. It is abroad more certainly than ever before in the history of the race; for ours is the noblest age the world has ever known.

The spirit of Christmas is the spirit of perennial youth. Youth is joyful and resultful and splendid forevermore. Exuberant life—the wish to be and to do; to believe in the good, great world and to love it; to love and believe in man and manly tasks; to heed the call of service; to brave dangers for the sake of rewards and honors; to serve an apprenticeship long and tedious for the sake of acquiring skill and self-mastery; to long to launch out in the swirling currents that we may have a part and lot in the big things of life—such is the dominant spirit of youth. It is restless—on the quiver that it may be up and doing. It is ambitious—that it may possess itself withal of the best. It is cheerful—because it is that period of our

age when the rich, red blood leaps most merrily through our veins. It is the time of productiveness—for then our life forces are at full tide. It is the time of optimism—for as yet we are not, in any sense, disillusioned; and the hard rebuffs and jolts, incident to the battle upwards, are alien to our experience. So the spirit of youth is glorious, prophetic—and to those of us who have past it somewhat, reminiscent as well.

This joyful Christmastide carries us back. It makes us live over again days that were, and are not, save in memory's sacred trust. With the memory of those happy, care-free days wherein the world seemed fresh and young and big with promised honors, there come to us the memory of youthful ideals and purposes. Some of them, mayhap, have grown a trifle dim. The logic of events has not been altogether kind to them, perhaps; and some of them, like ripened leaves, have fallen and blown hither and yon. And now we are carried back. We visit, as it were, the shrine of our youth—that altar to which we brought our loved and cherished oblations. How it mellows our hearts and dims our eyes! Somehow we feel better because the spirit of this glad season of the year hath come to carry us back. It helps us to face the future with new courage. Strangely, by the witchery of this Christmas spirit, we are invested again with something of the spirit of our own youth; and the world is fairer than it was. Our friends seem dearer. Life seems sweeter. After all, the fight is worth while. In moments of discouragement we may have said softly (to ourselves): "What's the use?" We wouldn't say that now—with the sense of this Christmas spirit upon us. No, not for worlds! Believe me, there is a use. We are here to battle. Others are dependent upon us. We can not honorably capitulate. The glad, care-free Yuletide season heartens us for the battles that are to be.

Therefore do we love this Christmastide and the splendid spirit thereof. Over the whole wide world, among civilized peoples, the spirit of Christmas is hovering. He is laying a cool, soothing hand upon fevered brows and rubbing out the furrows. He is stroking locks on temples that have throbbled with the anxiety of big enterprises. He is reminding these boys of the yesteryears of their boyhood pranks and escapades. With the sorcery of a magician he is making glory-tinted lights come and go on memory's crystal lens. Everywhere he goes he makes men better. He soothes aching hearts. He cheers fainting spirits. He re-energizes minds strained to the breaking point. He rehabilitates ideals that have suffered much because of the vandalism of untoward events. He makes the heart beat as in the days of youth. In spite of the gravity with which the flight of years has unconsciously invested us, he makes us laugh and hop and skip and romp with the children—and that is good for us. The joy which this imparts aids diges-

tion. And the turkey and the cranberry sauce; the cakes and the nuts and the candy and the goodies without end—also of these do we partake generously until we are positively stuffed to the limit. The world takes on a look of downright goodness. We have remembered our friends and our loved ones, and our friends and our loved ones have remembered us. Our cup of joy is filled to the brim.

Who is responsible for all this? This same spirit of Christmas of which I have been writing. He comes to heal and soothe and cheer. He comes to transform grown-ups into children. He comes to remind the aged and the infirm and the unfortunate people of the earth that they are not forgotten. He comes to propagate gladness among the children of men; and remind us once again that the ties which bind us together in a great common fellowship are both many and strong.

And therefore, because of all this, we bid him welcome! Come, thou gracious spirit of the glad Christmastide into the hearts of all of us; and especially into the hearts of this big, happy family of the Tradesman! By thy witchery make us to forget our worries; and give us back for a little while the spirit and enthusiasm of our youth! Help us to round out this good, old year 1910 by a rollicking time—a glad, spontaneous, cheer-bringing time like we used to have in the years ago! Help us to be thoughtful of others; and, above all, help us "to keep the Christmas well!"

Chas. L. Garrison.

Importance of Appearing Busy.

During the coming ten days every retailer in the land has the greatest opportunity of the entire year for doing a big business. The early shoppers will be buying their Christmas goods.

There are certain things that the retailer can not afford to overlook at any time. He must see that his stock is kept up, he must advertise judiciously and his window trims must be catchy, but right now—ten days before Christmas—his sole object must be to look busy. An atmosphere of activity inside the store is the best magnet in the world to attract transient trade.

Every successful business man has noted this fact, and it is a matter of paramount importance that precautions must be taken during this holiday period to make the store as inviting as possible. Salesmen chatting in front of the store or sitting on the stools reading newspapers, or unopened cases blockading the entrance, or the aisles obstructed, are things that tend to create the impression that business is quiet. At this season of the year there is always something to be done and there is absolutely no excuse for employees to be inactive. The importance of "looking busy" should be duly impressed upon them. The result is sure to be gratifying.

The farther you go to meet business the quicker it will get to you.



Movements of Merchants.

Otsego—Worst Bros. have engaged in the meat business here.

Sand Lake—Fred H. Peck has sold his meat market to Warren Wainright, of Ensey.

Mancelona — The Jerry Hoffman grocery stock has been sold to Smith & Lake, of Petoskey.

Belding—Will Ward has purchased a half interest in the City meat market of S. S. Smith.

Berlin—Ralph Burrell has purchased the hardware and shoe stock of Miss Bessie Raymond.

Beulah—P. A. Reed has sold his general stock of merchandise to C. M. Tinkham, of Grand Ledge.

Coldwater—S. Neveson, of Marshall, has purchased Geo. Lower's bakery and will continue the business.

Charlesworth—A. B. Howe, of Osseo, has leased the stone building here and will open a general store about Dec. 20.

Butternut—G. A. Carr, of Lansing, has purchased the W. B. Andrews stock of general merchandise in the postoffice building.

Holland—P. S. Boter & Co. will remodel their store, adding another story and making over the front with large plate windows.

Adrian—Florence and Edna Hines have opened a woman's exchange on East Maumee street and will carry a line of fancy goods.

Marshall—Earl L. Holmes has filed a petition in bankruptcy in the United States Court in Detroit. The liabilities are estimated at \$12,546.

Petoskey—Edward Kneal is completing a fine large greenhouse on his truck farm east of the city and will raise vegetables and flowers.

Cadillac—W. A. Truax, of the Cash Market, has bought the fish market of E. C. Manning and will continue the business with his own.

Copemish — Wynn Huffman has purchased Robert Plotler's interests at Harlan and will erect a new store building and continue the business there.

Cadillac—W. H. Selkirk, of Boyne City, who is soon to open a clothing business in the new Haskins' building, will move his family here at once.

Traverse City — Ralph Smith has purchased the meat market formerly owned by William Carroll and will continue the business at the same location.

Freeport—W. H. Pardee has sold his building and general store to S. S. Lockwood, of Marysville, O. Mr. Pardee has been in business here for twenty-two years.

Eaton Rapids—Borce & Stoddard have opened their new store in the Ford block and after the holidays will move the stock at the old stand to the new location.

Ionia—The firm of Lauster Bros. has been dissolved, the business being divided. Chas. F. takes over and will continue the grocery business and Fred G., the bakery.

Traverse City—Benj. Thirlby has sold his interest in the Traverse City Iron Works to W. F. Calkins, who now holds about 75 per cent. of the stock and will retire from business.

Vassar — The Michigan Savings Bank of Vassar has been organized with \$25,000 capital. Wm. J. Spears, Anna K. Spears and Nancy J. Huston are among the principal stockholders.

Hale—R. J. Featherstor's general store has been sold to S. B. Yawger and D. A. Pearsall, and Wm. E. Robart has sold his grocery and meat market to Geo. E. Morris, of Montpelier, O.

Crystal—G. A. Carr has purchased the W. B. Andrews stock of general merchandise in the postoffice building and will enlarge the line by adding groceries, clothing, shoes and furnishings.

Charlotte — Doyle & Penhalegon, dealers in dry goods, have dissolved partnership and the business will be continued at the same location by A. J. Doyle, who has taken over the interest of his partner.

Mendon — Fire Saturday night swept the business section here and the total loss is estimated at \$40,000. The sufferers were Loster's meat market, where the fire originated, Edward Kloce, harness dealer, Roy Olney, furniture dealer, North, Jeweler, J. W. Simpson, hardware, and the Hanbaugh Telephone Company.

Howard City—Local, professional and business men of Coral, Trufant, Pierson, Amble and this place have incorporated a Realty Company, for the purpose of buying, selling, holding and developing real estate in this section of the State. The company has a capital stock fully subscribed of \$4,100 and is officered as follows: President, Chas. A. Van Denbergh; Vice-Presidents, Sid V. Bullock, S. N. Densmore, Alton Petrie and Peter Hansen; Secretary, Albert Engleman; Treasurer, Alex Brunner; Solicitor and Sales Agent, F. N. Patterson; Counsel, J. Claude Youdan.

Manufacturing Matters.

Detroit—The Detroit Corset Co. has increased its capital stock from \$10,000 to \$50,000.

Grayling—R. Hanson & Sons, saw-mill operators, have increased their capital stock from \$100,000 to \$200,000.

Hesperia—Geo. W. Sowles has sold his interest in the White River creamery to his partner, Andrew Skinner, who will continue the business on a co-operative basis.

Port Huron—The Havers Motor Car Co. has engaged in business with an authorized capital stock of \$60,000, of which \$31,250 has been subscribed and \$6,250 paid in in cash.

Portland — The Wolverine Soap Company, W. W. Terrill, manager, is planning to manufacture tooth and talcum powder and baking powder and to grind its own spices and coffee.

Marcellus — Phineas Hough has formed a copartnership with W. L. McDonald and purchased a large tract of timber which will be made into butter tubs, barrels and stave bolts.

Traverse City—The Loudon Hydro Electric Co. has engaged in business with an authorized capital stock of \$30,000, of which \$25,000 has been subscribed and \$12,000 paid in in property.

Saginaw—The Saginaw Wire Fence Co. has been incorporated with an authorized capital stock of \$10,000, of which \$5,000 has been subscribed, \$50 being paid in in cash and \$4,950 in property.

Sparta—The cigar factory belonging to the Urban Bauman estate has been purchased by A. Betterly and E. H. McCall and the business will be conducted under the firm name of Betterly & McCall.

Detroit — The Perfection Lamp Lighting Co. has been incorporated with an authorized capital stock of \$3,000, of which \$2,000 has been subscribed, \$400 being paid in in cash and \$1,600 in property.

Harbor Beach—The Thumb Stamping Co. has engaged in business to manufacture car seals, with an authorized capital stock of \$6,000, of which \$3,000 has been subscribed and \$1,500 paid in in cash.

Eaton Rapids—The Ann Arbor Chemical Company has purchased the plant of the old Michigan Peat Company and it is said is securing options on surrounding bog lands with a view to resuming operations.

Hudson—The Medina cheese factory has been sold by C. C. Colvin & Son to Reuben A. Cooley. This building, situated near the Oak Grove Academy, was built in 1857 and has been used for a cheese factory since 1867. It will probably be remodeled.

Detroit—At the annual meeting of the American Association of Manufacturers of Sand-Lime Products last week reports were made showing seven factories in the State, with a total product of 32,000,000 sand brick. This is the largest output of any State.

Port Huron—John Murta is planning to go South for the winter and his business will be carried on by W. H. S. Taylor, who has taken an option for its purchase.

Paper Company Dividends.

The four leading paper companies of Kalamazoo have in the last fifteen months declared stock dividends aggregating \$2,310,000.

Fifteen months ago the King Paper Company had a capital of \$150,000 and this was increased to \$1,200,000. The original holdings were boosted to \$600,000 by means of a stock dividend of \$450,000, thus giving each stockholder four shares for each one previously held. Then \$600,000 in stock was sold in the open market.

The Kalamazoo Paper Company shortly after voted to raise its capital from \$180,000 to \$540,000, giving each stockholder three shares of stock for one previously held.

The Bryant Paper Company on deciding to erect its immense three machine mill placed \$600,000 stock on the market, at the same time declaring a stock dividend of two to one, thus increasing the original holdings from \$1,200,000 to \$2,400,000, making the total capital \$3,000,000 as it now stands. The last to cut a melon is the Monarch, which has doubled its capitalization by a \$300,000 stock dividend. While in June, 1909, the aggregate capitalization of these four concerns was \$1,880,000, it is now \$5,340,000 a raise of \$3,460,000. Of this amount \$1,150,000 was through the medium of cash sales, the balance being in the way of dividends to the original shareholders.

Aarons Building, Manistee.

The new Aarons building at Manistee is one of the handsomest in the city and has just been completed.



Harry J. Aarons will occupy the first floor with his clothing store. The Buckley & Douglass Lumber Co. will have their general offices on the second floor and the third floor will be occupied by the general offices of the Manistee & North Eastern Railroad.

Business News From the Hoosier State.

South Bend—I. A. Sibley, hardware merchant, has received notice of his election to the office of President of the Rhode Island Red Club of America, and also to the office of President of the Mid-Western branch of the American Poultry Association.

Fort Wayne—At the last meeting of the Retail Merchants' Association eighty applications for membership were received.

South Bend—George Hendershot and John Pears will open a grocery about Jan. 1 in the store recently vacated by Tynan & Walsh.

It does not rain very hard on the unjust if he is roosting under a stolen umbrella.



GROCERY AND PRODUCE MARKET

The Produce Market.

The local market has been considerably stirred up by the advance of the holidays. Turkeys are very scarce and cranberries are even scarcer. Onions and honey have also felt the increased demand and have advanced accordingly. With a new shipment of lemons that has just been received, that fruit has dropped in price considerably. The holiday demand for lemons is usually light. Virginia and Jersey potatoes have been dropped from the market and kiln-dried have taken their place at \$1.25 per hamper. Michigan apples are very scarce and Blacktwigs from California are now being offered by the local dealers at \$5.50 per bbl. Michigan cauliflower is also out of the market entirely. Peltries, which are marketed in considerable quantities at this season, are off and the indications are for still lower prices. The offerings for prime skins are skunk, \$2.25; muskrat, 35c; coon, \$2; dark mink, \$5.50, and pale mink, \$3.50. These prices are 10 to 15 per cent. less than two weeks ago.

Apples — Northern Spys, \$1.50@1.75 per bu.; Baldwins, \$1.35@1.50; Greenings, \$1.25; Blacktwigs, \$5.50 per bbl.

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 31c for prints; dairy ranges from 20@21½c for packing stock to 23@26c for No. 1.

Cabbage—50c 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, \$11 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—\$3.75 for 80s; \$4 for 54s and 64s.

Holly — \$4.25 per case; holly wreaths, single, \$1.50; double, \$2.25; evergreen coil, \$1.25 per 20 yards.

Honey—18c per lb. for white clover and 14c for dark.

Lemons — Californias, \$3.50@4 per box.

Lettuce—10c per lb. for leaf.

Onions—Spanish, \$1.40 per crate; home grown, 85c per bu.

Oranges — California Navals, 96s and 288s, \$3.25@3.50; Floridas, 126s to 216s, \$2.50@2.75.

Pineapples—\$4 per case.

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

Potatoes—The market is steady at 25@30c at outside buying points.

Poultry—Local dealers pay 11c for hens, 11c for springs; 7c for old roosters; 13c for ducks; 12c for geese and 19c for turkeys.

Radishes—30s per doz.

Sweet Potatoes—Kiln-dried \$1.25@1.50 per hamper.

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—A temporary strong market prevails in all refined sugars at the present time and prices have advanced several points. Cuban sugars will be coming into the American markets in greater volume this year than for some time and the crop from the Hawaiian Islands, it is said, will be a factor in the country's market for the first time in many years. The local quotations are 5.24 for Eastern and 5.04 for Michigan.

Tea—The market conditions are showing the usual holiday quietness. Japans are firm, with no signs of decline. The India and Ceylon crops are less than anticipated, with prices considerably advanced. The market in Colombo is particularly strong for good leaf and cable advices note a sharp advance in common grades. The China and Formosa markets remain about the same. Some importations of uncolored Gunpowders are being made and will be tried out in this country in sympathy with the pure food movement.

Coffee—There are certain features of the present coffee market which have an important bearing on the future strength of prices. The first is that retail merchants finally acknowledge they must pay more for coffee and get more in return to realize a profit. As a result of this conclusion on the part of the large body of retail buyers new business with jobbers is more active, and they in turn must soon renew orders in primary markets. Taking this view of the situation it is evident the market will settle down on this new high level of prices until near next July, when the new crop will have a more or less determinating influence on values.

Canned Fruits—The market is very firm on all varieties. Some of the California fruits are scarce. Eastern peaches and gallon apples are also showing an advance over prices of a short time ago. The demand con-

tinues heavy from the retail trade and higher prices are looked for on almost all lines before spring.

Canned Vegetables—The demand has been the largest in many years. The tomato situation is about the same as a week ago, although prices are firm and the buying is on a hand-to-mouth order. Very few, if any, are buying any supply for future use. Corn is firm at present prices, but the retailers will buy only as their demands require. Cannery report that their stocks are well cleaned up for the time of year. The market on peas has been a little stronger during the week and many are having difficulty in getting enough cheap to supply their trade. It is thought that the supplies of string and lima beans, pumpkin, spinach and squash are small for so early in the season.

Canned Fish—The market on canned salmon continues firm, but there is hardly as much activity as a short time ago. Stocks are small on the coast and firmly held. The sardine season has closed and the packers are short on their deliveries and are said to be having a hard time getting stocks to supply the demand. Short deliveries are also being made on mustard sardines. Prices on spot goods are unchanged during the week.

Dried Fruits — The advance in evaporated apples and the firmness of the market is thought to have caused an increased demand on peaches. This has been an exceptionally good year for dried fruits, as the demand has continued very good during the entire fall months. Evaporated apples are still firm after the late advances and peaches are also firmer than some time ago. The demand for small sizes of prunes is much heavier than a short time ago and prices on nearly all sizes are firm, but the small sizes are held at a premium by some of the packers on the coast. The demand for figs, dates, raisins and currants is very good this week.

Rice—The demand is fairly good from the retail trade. Prices remain steady for Honduras and Japan rices, as the feeling in the South on rough rice is firm, but the demand for milling purpose is said to be light. Holders do not seem anxious to sell any futures at present prices.

Spices—There is very little new to report about the market, although prices on all peppers are very firm and stocks are said to be small in importers' hands, as well as afloat for the United States that can arrive before Christmas. The rest of the line is in fair demand and prices are unchanged.

Provisions — Handsome advances were made last week in provision values. January shorts in particular, but shorts in general, contributed much to the advance. Short sellers had anticipated a big increase in marketings of hogs, but this failed to materialize. Instead, last week's marketings, while a little larger than a year ago, fell a trifle short of those of the preceding week and were decidedly short of those of two years ago, 429,000, as against 627,000 hogs. It was hardly

to be wondered at that prices of hogs advanced even faster than product, as the rather limited new investment buying of provisions contributed only a small part of the bulge. Pork acted rather congested throughout. Prices gained \$1.37½ per barrel for the week, lard gained 30@37½c and ribs gained 52½c. Last week's range of prices of the principal articles on the Chicago Board of Trade were:

	High	Low	1910
Wheat—			
Dec.93¾	.90¾	.90¼
May97½	.95¼s	.95¾
July94¾	.92¾	.92¾s*
Corn—			
Dec.47¾	.45¾	.45¾
May49¾	.47¾	.47½
July50¾	.47¾	.48¾s
Oats—			
Dec.32¾	.31¾	.31¾
May35¾	.34	.34¾s
July35¾	.33¾	.34¾s
Pork—			
Jan.	19.12½	17.75	19.12½
May	18.15	16.77½	18.15
Lard—			
Jan.	10.30	9.82½	10.25
May	10.07½	9.70	10.02½
Ribs—			
Jan.	10.02½	9.45	9.97½
May	9.72½	9.20	9.70

New Bank at Wexford.

D. W. Connine & Son will open a private bank in the prosperous little village of Wexford, Wexford county, about May 1. The firm has been in the retail merchandise business in Wexford and Interlochen for thirty years and is well known as a substantial business firm. Last summer their store at Wexford was destroyed by fire. It is their intention to continue the store at Interlochen but to devote their entire time at Wexford to the banking business. A handsome cement bank building will be erected in the spring which will be furnished with up-to-date bank furniture and fixtures. An order has been placed with the Grand Rapids Safe Company for a beautiful vault front and a large burglar proof safe and steel chest, equipped with time lock. The junior member of the firm, Edwin Connine, will be Cashier of the new institution and his wife will be Assistant Cashier.

The Drug Market.

Opium—Is steady.
 Morphine and Quinine—Are unchanged.
 Cocaine — Has advanced 10c an ounce.
 Cocoa Butter—Has advanced.
 Ergot—Is higher.
 Glycerin—Is very firm and tending higher.
 Menthol—Has advanced.
 Wahoo Bark of Root — Has advanced.
 Oil Wormseed—Is higher.
 Oil Peppermint—Has advanced.
 Gum Asafoetida—Has again advanced.
 Short Buchu Leaves — Have declined.
 Goldenseal Root—Has advanced.

The Michigan Wheel Co. has increased its capital stock from \$25,000 to \$75,000.

CO-OPERATION.

Get Together Meeting of Doctors and Druggists.*

"Get Together Meeting" doctors and druggists, at Traverse City, Nov. 29th, 1910.

Last month at the meeting of the State Association of Retail Druggists at which the toastmaster (C. A. Bugbee) and myself were the targets for a considerable portion of the brickbats, and, thank heaven, some of the boquets, we had present one of the veteran druggists of Chicago, Wilhelm Bodemann. In the course of his address Mr. Bodemann uttered a few sentences that rose to the top of our talkfest like the bubbles in the cahampagne we did not have to-night.

Mr. Bodeman said: "What are we here for? Nobody can or does deny that we are in business for the purpose of supporting our families. That is our main point. To befog the issue by talking about humanity and the public welfare sounds well, but is not true."

Only a few years ago the old adage "Competition is the life of trade" was being sadly overworked. Now we are approaching the opposite. We appreciate very keenly to-day that cooperation is the life of trade, of human endeavor, commercial or professional, and we are gathered here to-night, I believe, to improve the conditions of medical practice and the drug trade, by closer cooperation, and thereby to better provide for our families.

And in this respect I wish to present to you one very concrete method of procedure:

There are, in the territory tributary to Traverse City, a number of wagons that ply the "State Good Roads" and others not so good, delivering to the rural population salves, liniments, cough syrups, extracts and all such articles. This business is a direct encroachment on the trade of the drug stores, and, I believe those thousands peddle medicine in a manner that the medical profession disapprove quite as strongly as the druggist, both from the standpoint of the public health and the professional pocket book.

The Michigan Retail Druggists' Association is working hard to secure the enactment of an "Itinerant Vendor" bill that will put a damper on this business. Our measure would require these vendors to make a statement to the Board of Pharmacy regarding the articles they wished to sell, and if the board found nothing injurious nor immoral they would issue the license on the payment of \$600 yearly. It will require some careful work and some hard fighting to put this measure through, for these wagons are backed by corporations with plenty of capital, and the profits yielded by this business are enormous, and they do not mean to pass out any of those profits for the good of the people if they can sidestep fast enough. Already they have out among the farmers petitions reciting that this bill is the work of a drug trust, for the purpose of cornering the drug business, and raises prices,

*Address by H. R. MacDonald at the banquet of the Druggists and Doctors of Traverse City at the "Little Tavern," Nov. 29.

and addressed to the senators and representatives, asking them to vote against this bill.

For the benefit of our mutual friends Senator Walter, and Representative Chandler, I have prepared the following letter; to which the signatures of the present company will, I believe, add interest:

Traverse City, Mich., Nov. 29, 1910.

Hon. Robert E. Walter,

Traverse City, Mich.

Dear Sir—The undersigned, representing all the active practitioners of medicine, and all the drug stores of this city, in a joint meeting discussed the business known as "Medicine Wagons," and wish to ask your consideration to the following:

These peddlers serve absolutely no useful purpose to the people, pay no taxes on the business they pursue, and no rent on the small amount of property with which they do a comparatively large business, present unfair competition to the drug trade, sell extracts that the analyses of the Dairy and Food Department have shown are not up to standard, and distribute medicines in a manner that has been long recognized as inimical to the public health.

We therefore urge your active support to the bill which the druggists are pushing to place this business under the control of the Board of Pharmacy and make these peddlers amenable to the law, and pay something toward the maintenance of the State.

Respectfully submitted,

As this is the day of cooperation, so is it also the day of specialization. We find physicians who specialize in surgery, and even in the branches of surgery, and then again we find those general practitioners, who, while not only taking over the whole field of medicine and surgery, add on an imitation (substitute) drug store, and do the whole act themselves.

This condition is not prevalent in Traverse City, but it is in this State, and cooperation, "Get Together" between the doctors and druggists of Michigan is much needed.

The phrase "Business is Business" has some very warm enemies to-day among the most successful of men. Many of the biggest, busiest, and most phenomenally successful commercial men in this commercial age are recognizing that the Golden Rule is a better working motto every day than "Business is Business." The National Association of Retail Druggists has as its motto: "Live and Let Live," and on the gap just mentioned between the druggists and the physicians, is constantly hammering the druggist, through the columns of its journal, N. A. R. D. Notes, to break away from the practice of counter prescribing, which is the most common excuse given by physicians who dispense for not cooperating with the druggists.

The practice of counter prescribing is quite rapidly disappearing, and while all pharmaceutical associations are striving to eliminate it, the physicians on the other hand are not cooperating to reduce the practice of medical self dispensing.

It seems as though this is a subject that should be taken up by the medical profession, and as much done by them to break down the dangerous practice of self dispensing, as by the druggists to oust counter prescribing, for counter prescribing is no more a usurpation of the field of medicine, than is self dispensing of the domain of pharmacy.

If organized medicine would once show an inclination to co-operate with the pharmacists in this matter there would soon be some very noticeable changes in both professions, and for the better of both. I speak frankly here for I feel that the conditions will permit it. Medical dispensing and counter prescribing are indulged in to a very limited extent in Traverse City, and I believe that the physicians here are opposed to dispensing, just as the druggists find it best to send their customers to the doctor, instead of trying to dope out the case themselves.

When I say there is very little of either of these practices, let me ask why is there any at all? None of us will contend that we really add anything to our ultimate profits by stepping on the other's toes.

It would be superfluous to go into a general discussion along this line, but there is one point that I think we might open up with profit to the present company, and that is the matter of refilling prescriptions. So far as my knowledge goes, with a couple of exceptions, there is a general consent among the physicians of Traverse City that their prescriptions may be repeated as often as their patients desire, unless there is something unusual or they have expressly ordered them "Non Repeat." This is conforming to the wishes of the average, or of practically all the public, as they believe that they own the prescription and may do with it as they please. But sometimes prescriptions are peddled to outside parties, and this is bad for the parties and the profession. Physicians sometimes say that druggists encourage this practice, but this is not true.

Druggists recognize that this practice is dangerous, and also know that in the long run they gain nothing by it financially. But without the active cooperation of the prescriber we are unable to take any active steps to stop it.

It is, according to my observation, bad policy for a physician to forbid the repetition of his prescriptions universally, for it leaves a bad taste in the mouth of both the patient and the druggist. It makes it unpleasant for both. When a customer presents a prescription for refill, the druggists must be able to give some good reason why it should not be refilled, and sometimes when the doctor can not be communicated, with he is unable to so satisfy the customer, and the deal is seen by the customer in its financial light only, and set down as a graft, and as the druggists would be willing to do his part were it not for the doctor's orders, the whole charge falls upon the doctor.

Now, I believe that in all cases where a physician does not want a prescription refilled, he should so mark it, and also tell the patient, explaining that the quantity ordered is sufficient to meet the conditions for which it is designed, and that more should not be taken without consulting him. Under these conditions the prescription will not be presented for repetition and there will be no unpleasant argument.

I hope that we may get together frequently and combine our working power to secure better results. I believe that the cooperation between doctors and druggists is closer in this city than almost any other town to be found in the State, and hope that we may develop it further, and that we may be able to set an example for some other towns.

What has become of the man who did not believe in advertising? Is he not the same fellow that you have heard complaining of hard times?

Do not borrow money for speculative purposes. Raise it on your life insurance or rob the children's bank, but do not borrow to gamble.

Some men pay their bills with resignation, some others pay them with money, and a great many never pay them at all.

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

WORDEN GROCER COMPANY

The Prompt Shippers

Grand Rapids, Mich.

CHRISTMAS PRESENTS

Should Be Expressions of the Love That Is in the Heart.

Written for the Tradesman.

Now is the time par excellence of the whole round year, when the giftmaking spirit is upon us; and we feel thrust forth to equip ourselves with some token of our regard and love.

The goodfellowship and the love within in our hearts cry out for expression; for some definite, tangible, concrete embodiment. Therefore we buy "presents," simple and inexpensive or sumptuous and costly, according to the measure of our purse and the dictates of our affections. More important than the presents we give is the spirit which prompted the giving. It is the spirit of unselfishness and love—or at all events it should be. The intrinsic worth of the commodity given is not by any means the measure of the sentiment which inspired it. There may be a wealth of love back of the most inexpensive (and even inelegant) gift; while a very artistic and costly present may carry with it very little genuine sentiment.

Unquestionably a great many people give presents at Christmas simply because it seems to be the proper thing to do. The gift-custom, like all other customs, catches in its meshes all sorts. So we have the gift that is given because it is expected. This is the formal gift; and it is not a very edifying thing. Mere forms of any sort are, for the most part, empty vessels out of which the original content of precious sentiment has gone forth. Perhaps the best feature about this kind of gift-making is the fact that, sentiment or no sentiment, it helps business just the same.

Still, the absence of the sentiment creates a feeling of incompleteness. How empty and bare and desolate the halls and chambers of the home seem when the queen of the household and the happy, rollicking children are miles and miles away! How unspeakably forlorn and desolate and heart-oppressing the whole house appears when we have returned from the city of those who sleep, whither we have carried our beloved dead!

No, let us have real sentiment in our giving; otherwise it does not count.

Since giving Christmas presents is a custom of such universal sway, a great many people give when they are really not able to give. The family purse is often strained to the breaking point. The little ones in the home must have ever so many things—and some of them come high. There are relatives near and remote and friends and neighbors galore. Some people feel called upon to go through the formidable list.

This means skimping and saving for weeks before Christmas, and skirmishing and self-denying for weeks after the holidays are over. Thus to many a hard-worked man the return of Christmas means sacrifice and privation as well as good cheer and happiness.

And this ought not to be.

But there are so many people who are the slaves of custom. They feel as if they just must conserve their "pride," and make a decent showing.

I know a young married couple who have been having a hard time of it for the last ten or a dozen years. For the most part the husband has been down and out. He has ability but lacks stability. Also he has had, until recently, a penchant for the "great white way;" and he has been going the gaits. You know what that means? Accumulated bills; loss of credit; loss of one position after another; selling off some of the finer furniture; moving into cheaper quarters; struggling to get a new position and make a new start—it is the old tragic story.

But the little wife is brave—and, believe me, proud to the very core of her heart. When Christmas comes she gives her presents—remembering her girlhood friends, many of whom are married to prosperous men and have plenty. They remember her with elegant gifts. What on earth do you think she is giving? Her wedding presents—rare, beautiful pieces of cut glass, chinaware and silver!

Unfortunately, also, many Christmas presents do not succeed in bringing the joy that the givers meant to convey. They do not fit, for some reason or other. "If we could only keep what we give away and give away what we receive!" suggests the weary shopper, shifting her bulky parcel from one arm to the other, and changing her grip on the shopping bag that was distended to its fullest capacity. "I hardly know why I send this unless it is that I want it myself.

"The dear woman to whom I am giving it dotes on lace pincushions and satin glove boxes. I shall receive a pincushion Christmas morning, beautifully tied with pale blue baby ribbon. I shall appreciate the thought also that she made it herself; but I shall never use it. Into a drawer it will go, together with other dainty things too perishable to use or wear.

"My husband will receive cigars of a brand that he does not like and consequently will not smoke, and some neckties that he will never wear."

But in spite of these misfits, and notwithstanding the incidental hardships which some indiscriminate and pride-foolish people bring on themselves, the Christmas present is a delightful thing to contemplate. It is a symbol of love and esteem and goodfellowship. It is an expression of good cheer. It makes us feel better because we have given it. And last of all (but not least) it gives us merchants a season of refreshing activity.

Frank Fenwick.

What Other Michigan Cities Are Doing.

Written for the Tradesman.

Careful inspection has been made of all grade crossings at Kalamazoo by the State Railroad Commission. A meeting will be held at Lansing at some early date, when the railroads will have an opportunity of present-

ing their side of the case with reference to providing additional safeguards for the public.

Bay City's Chamber of Commerce will soon be fully organized and it is planned to expend \$10,000 annually in publicity and promotion work. Back of this organization is a guaranty credit fund of nearly \$200,000 pledged for the benefit of the city along industrial lines.

The Young Men's Business Association of Pt. Huron is hustling to secure more factories. This organization is only a year old and has been remarkably efficient along industrial lines in that brief period.

Lucius E. Wilson, Secretary of the Greater Des Moines Committee for the past four years, now returns to Detroit to take the secretaryship of the Board of Commerce, at a salary of \$7,500 a year.

Kalamazoo is prosperous. During the past fifteen months four of the leading paper companies have declared stock dividends aggregating \$2,310,000. The railroads entering Kalamazoo have expended in the past year over \$350,000 in betterments there.

Secretary Hannan announces that the State Fair will open in Detroit Sept. 18 and will continue ten days or two weeks. By prolonging the show the Association expects to strike some good weather.

The Ionia Board of Trade hopes to land a furnace manufacturing industry, now located in Chicago.

The Grand Haven Commercial Men's Association held an enthusias-

tic meeting last week and among the matters discussed were better roads for Ottawa county and improved street lights for the city. The Association is preparing to hold a big booster banquet soon.

The business men of Bay City met last Friday night and gave hearty endorsement to the plan of holding a district fair in that city every fall, following the lines of the West Michigan State Fair held at Grand Rapids.

Some of the cities of Michigan are well blessed with daily newspapers. Battle Creek has three dailies and will soon have a fourth paper if present plans of C. W. Post are carried out. Marshall, Kalamazoo and Cadillac have three daily papers each, while a number of other towns, like Big Rapids, Manistee and Ionia, are struggling along with only two.

Negaunee will have free mail delivery, the new service starting in February.

Lansing will entertain the State Association of Prosecuting Attorneys in the capitol Dec. 27 and 28.

S. C. Smith, banker of Boyne City, has addressed letters to the governors of the different states, asking for information as to this year's crop of potatoes. He wants this information for the benefit of the farmers in that section, who want to know whether to hold their crop or market it at once.

Almond Griffin.

Water and oil will not mix—and the same may be said of water and some men.



\$2.00
Christmas
Number
At \$16.50 doz.

Made of Fancy Fleece Velour, faced back with Mer. Satteen, and trimmed with Baby Ribbon.

Sizes 34 to 40.

If not the best values you have seen, return at our expense in three days.

Try our Fancy Crepe Kimona @ \$17, made with shirred waist and trimmed with baby ribbon bows.

We have a full line of Outing Night Gowns.

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Boys' and Girls' Night Gowns 10 to 14 @ \$7.50.

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E. A. STOWE, Editor.

December 14, 1916

WHERE DOES SMITH STAND?

Where does Senator William Alden Smith stand in the matter of the parcels post?

Senator Smith's newspaper, the Grand Rapids Herald, is advocating the so-called "local parcels post," and is trying to dragoon the Michigan members of Congress into line in behalf of such legislation.

Does his own newspaper represent Senator Smith's attitude, or has it in his absence gone off on a tangent?

This matter of the parcels post is of vital importance to every retailer in Michigan, and if the retailers are alive to their own interests they will lose no time in finding out where Senator Smith stands and what his vote will be when the parcels post bill comes up for consideration. Not only should the retailers as individuals seek information on this point, but the demand also should come from local organizations where they exist, and from state associations. The parcels post might very well be a topic for discussion at the annual meeting of the Retail Grocers' and General Merchants' Association of Michigan at Port Huron in February.

From the view point of the retailers and as a matter of public policy, the parcels post is thoroughly vicious. Its establishment will mean the annihilation of the local merchant and the exaltation of the mail order houses in the larger cities. Business in the smaller towns will languish, the money of the people will flow in an ever increasing volume to the big trade centers. This will be fine for the centers, but how will it fare with those merchants who have spent their lives in building up local trade and who have all their money invested in the smaller towns?

Under conditions as they exist today without the parcels post local merchants find it hard enough to compete with the mail order houses with their enticing catalogues and fake bargains. Open the mails to these trade pirates and their number will increase, keener and more unscrupulous will become the competi-

tion, and the end will be the elimination of the local merchant.

Now is the time to write to your Congressman and to the Senators, and especially to Senator William Alden Smith. In writing not only express your own views but ask them the direct question as to how they stand. And do it now.

The Tradesman will be pleased to open its columns to Senator Smith and the other members of the Michigan delegation for any statements they may wish to make concerning a subject which every retailer regards as of vital importance to his own welfare and to the welfare of the community in which he lives and does business.

THE SHOPLIFTER.

In the small town the problem of how to manage this nuisance is even greater than in the city because there is not the protection, the facility and force for keeping guard. Though the source of trouble may be satisfactorily located in the mind of the tradesman, proof that would convict is lacking. And he must worry along, acting as his own detective, perhaps with no clerk to help ravel the scheme.

It may be that to expose the theft would cost him more in trouble and good will than he can afford to lose; and so he keeps one eye open to what is going on and squints the other to shut out the moral duty. It may take tact as well as patience and forbearance.

One man watched more than once from the rear of his store as a woman with generous pockets supplied her wants in little things while purchasing the larger ones. To have created a disturbance would have cost him in the end more than the odds and ends were worth; yet his temper was more than once ruffled.

Again, a boy was the offender. One day he was called out for a few minutes and saw the boy go in after he had left the store. The lad evidently took into consideration his engagement elsewhere—one which was abruptly terminated, even though at a loss. He hurried back and stood at the door until what seemed the opportune moment, then entered just in time to meet the lad with a goodly supply of his possessions.

Did he scold? No; he only looked his astonishment as the equally astonished lad passed out in silence. But a visit was made to the parent later in the day; and the assurance given that unless the things taken at various times came back or were paid for there would be trouble. Many of them came back.

Where there is a gleam for hope of reformation, the shoplifter should be called to account. In well known cases of habitual stealing it is sometimes the easiest way for merchants to unite in watching, but taking the profit on bona fide sales to balance the little things which disappear in mysterious pockets.

Who ever saw a busy store with a dirty or empty show window? The store window tells not only what the store sells but also how it sells it.

CHRISTMAS CHEER.

"Forget your devils and keep your pink lamps lighted," says Francis Hodgson Burnett. "A pink lamp always makes everything look lovely." The counsel is never more imperative than during the holiday season, when we not only want to be happy ourselves but to make others happy. Christmas cheer should be a contagion unchecked and unfettered. The universal brotherhood taught by the one whose nativity is commemorated in the holiday season makes the element of cheer second to that of love.

All Christmas associations are warmed by it. The great fireplace, through which the patron saint gains entrance, is ever the embodiment of cheer. The face of the old gentleman ever reflects cheerfulness, if we may trust the portraits. And the little folks who have an interest in the stockings hung by the chimney but echo the sentiment. Cheer is in the Christmas air, as in the robin's spring note.

But yet there are always some corners where gloom rests; some shadows amid the sunlight. There are some clouds which none of us can remove; but there are the fleecy clouds which just obscure the light of love from some lives. A little gust of wind, a touch of the human breath, and they are dispelled, or at least shifted, and the sun shines over the shadowed spot.

Says Robert Louis Stevenson: "A happy man or woman is a better thing to find than a five-pound note. He or she is radiating a focus of good will; and his or her entrance into a room is as though another candle had been lighted." The Christmas tree should have many candles. Every little heart should be made to beat more radiantly; and it takes very little of this world's goods or of human kindness to render even the child of the street radiantly happy. A bit of cheer leaventh the lump of human misery. The wreathes of holly become a mockery unless we strive to add to the brightness of some neglected life.

AVOID EXTREMES.

Did you ever stop to think, it is the extremes in some direction which are the nucleus for the bargain sales at cut rates? Examine the shoes on which special prices are made and you will find that they are made over some unusual last. They are very narrow, or have the French heel in its most accentuated form. Or, perhaps they are striking rather than pleasing in color.

Turn to dress goods, and the same thought is in evidence. If large figures prevail it is the unusually large design which is left. While there are a few who pride themselves in securing the outer rim of any fashion, the more refined taste chooses rather the golden mean. The hat may be large, but there are others left in the shop which are larger.

As your patrons will surely be guided by the rule of Horace, "The golden mean is best," anticipate this in your own selections keep as nearly as possible within the bounds of good

taste and common sense. Any especially striking fad is bound to be short lived. Your customers are well aware of this. They will not buy a pattern which must be made to serve two or more seasons unless it is in tones so quiet that it will not appear obtrusive even after the style has given place to something else. The modest gray gown may be worn until threadbare and still look well while the glaring red must be discarded or remodeled by another season.

Form, color, fit, and fitness are to be considered. The feature which marks novelty to-day will but aid in pinning on the placard "Old Style" to-morrow. Many of the fads of the hour deserve the rapid decay they will receive. Aim to furnish good material, fashioned in tasteful patterns and in modest tones. Common sense survives most fashions. And then when a thing has passed the days of "new" it will still find favor without the necessity of putting it down to really slaughter prices. The shopworn Shakespeare will sell at a price that will let you out when you can scarcely give away the story of Flora McFlimsy.

WHAT HOURS DO YOU KEEP?

Jones is sure to open his doors in time to catch the calls for breakfast, or for the early trade of various sorts, while Brown loses this by taking a morning nap. The one places business before personal comfort; the other goes on the plan that it will all be the same a hundred years hence.

But whether the hour of opening be early or late, it should be uniform. Your patrons want to know when they will find you at your post, and can then make their own plans accordingly. If they have found you with open doors at seven in the morning or at ten at night they may reasonably expect to find the same condition again, Saturday night perhaps being an exceptional time. It is decidedly inconvenient to find that they have reckoned without the host; that this morning when they were in special need was one in which you were tired and concluded to take another nap.

The disappointment is keen enough to be remembered; and they will not only hunt an earlier riser but are liable to patronize him regularly thereafter. Dependableness is a virtue highly appreciated in trade. And when a customer finds out that he can expect to be served regularly he naturally acquires the habit of going there.

There are some merchants who make a practice of closing when they get tired. One night this will be at nine, the next perhaps not until eleven, depending upon the sales and the condition and temper of those around. The habit is a pernicious one. It destroys all semblance of system. It injures the first end of the next day, and disarranges the entire working of plans, both for the seller and for the buyer. Let it be known that you open and close at certain hours, and then promptly work into the space designated.

ALLEGED TRANSFORMATION.

One actual discovery of a scientific fact such as the causation of some dangerous disease, or the simplification and cheapening of some important industrial process, is worth a million alleged scientific dreams and vagaries, and if our university professors would devote themselves to real research instead of elaborating more theories, they would vastly increase the debt due them from the world at large, if they did not increase their material wealth.

These ill-natured observations are suggested by an alleged discovery by a professor of gymnastics, one Dr. Sargent, of Harvard University. He claims that women of to-day are growing in form and characteristics like men, and, conversely, the men of the present are degenerating into women. He argues that "women in the savage state were so like men in form that it was well-nigh impossible to tell them apart. Then, as civilization progressed, their essential feminine characteristics became accentuated until the exaggeration was almost painful to look at. Then the pendulum began to swing the other way. Women are again beginning to look and be more like men.

"The sloping shoulders of her grandmother's time have disappeared. They are no longer in fashion. In their place we find well-knit, athletic shoulders—broad ones. Her neck likewise is better developed. Her hips, on the other hand, are not so large as they once were. The entire pelvic region has decreased in size, and the result has been an enlargement of the waist. The small waist is a thing of the past. Her neck is thicker and more muscular, her limbs more smoothly developed, her hands and feet are larger. In every respect of which we in making measurements of many women daily take note the woman of to-day is getting to be more like man. From the overdeveloped Sandow, man has changed to the effeminate and the foppish being. The assimilation of the sexes by each other is a possibility to be decried. The development I have been speaking of is mental as well as physical.

Here is an attempt to predicate of a small number of each sex and apply to all the women and men in America the generalization observed in a few instances. Without doubt women who devote themselves to athletic exercises increase the muscular development of their limbs. The shoulders grow broader and more solid, the neck and waist increase and those changes make the width of the hips seem less, although there may have been no decrease. Hard usage will develop the hands and feet, but there is no evidence that there has been any change in the bony frame. It is not altered by exercise, but is built up chiefly of the lime contained in the drinking water consumed. The men and women who were reared on soft water, the rain water in New Orleans for instance, had small, bony frames, when those who grew up in the limestone districts of Kentucky, Tennessee and the valley of Virginia were noted for

their large bones and their stately forms.

As to savage women, some years of acquaintance with "squaws" of the Sioux and Blackfeet Indians, when those great tribes were in the prime of their fighting qualities and in large numbers, discourages the notion that the men and women were so much alike as to render it difficult to differentiate them. The married squaws, who were little more than slaves and performed all the toil, since the men would only talk politics, hunt and go on the warpath, soon showed an appearance of premature age that destroyed their active and agile grace, but they were not easily mistaken for men, although the fact that the men were beardless gave some resemblance.

If a few athletic women have undergone some modifications of external development, their condition can not be declared to affect all our American women, and moreover, did anybody mistake the "lady bareback rider" of the circus for a man?

As for a few dandies, male "sissies" and female impersonators, they furnish no evidence of a wholesale degeneration of our American men. Evidently the professor of gymnastics quoted above was only "talking with his mouth." He was called on to say something, and that was the sort of thing he said.

TIRED OF POLAR VENTURES.

The announcement comes to America that the British South Pole expedition under the command of Captain Robert F. Scott has sailed for the Antarctic and is by all odds the best equipped exploration party ever sent out. But this announcement will fall upon dull ears on this side of the water. The American people have heard about all they care to of polar exploits for a while. In fact they are just a little touchy on the subject. If England wants to send out an expedition to find the South Pole she is welcome and any honors achieved will not be begrudged her.

America has won the triumph of having discovered the North Pole. At least, Peary claims that he discovered it, although he has produced no absolutely conclusive proofs of that fact in the general mind. Dr. Cook now says frankly that he may not have reached it. After perpetrating what has been denominated as the most colossal fraud of history Dr. Cook now turns around and virtually confesses that he lied. But he also said something of more importance and that is that neither he nor anyone else in the absence of credible witnesses, would be able to prove that he had been at the pole even if he had succeeded in getting there.

Whether Peary discovered the pole or not is of little real consequence. It is of moment, however, to remember that we expected great things when the pole was discovered. There were to be important tabulations of polar magnetism, revelations concerning the cause of the aurora borealis, data about Arctic fauna and other matters which we can not now recall offhand. But so far as the public knows, Peary has not contributed

a single item to science. This may not have been his fault. Perhaps there was nothing to record. Apparently the only result of value from the long years of his toil at the expense of the public treasury was material for a series of lectures, and an unsentimental government now insists he go to work instead of making more money out of his exploits.

And this brings us back to the British Antarctic expedition. It would appear that America had sufficiently demonstrated the worthlessness of polar research. To be sure, there is an opinion among scientists that a continent exists at the South Pole. In that case there might be something worth discovering there. But it is pretty certain that any future honors of polar discoveries will be yielded cheerfully to England by America. And it is hoped that if Captain Scott finally stands at the South Pole he will be able to prove it to the satisfaction of his backers and of the world.

THE WORLD'S MEAT SUPPLY.

Some decades ago our great republic was the leading producer in the whole world of flesh food, and not only were our own people the greatest consumers, but we shipped to European countries vast quantities of slaughtered beef cattle, as well as living animals on the hoof. But now we are far outstripped in shipping meats to Europe by Argentina, in South America.

The settling up of the Western plains contracted our free grazing grounds, while Argentina, with a sparse population save upon the seacoast, possesses almost unlimited expanses of pampas or open plains, which furnish the finest and most extensive grazing grounds in the world.

It must not be supposed that our American beef packers were blind to the situation that was steadily overtaking them. On the contrary, they fully realized it, and lost no time in getting possession of the great opportunities offered in the South American Republic. All they had to do was to establish packeries contiguous to the seaports and to buy cattle from the stockmen who operate in the interior.

According to United States Commercial Agent Whelpley, at Buenos Aires, Chicago meat companies entered this field only seven years ago, but have already attained such a position that they are a decided, if not a dominating, influence in the progress of the trade and the control of prices. The extent of their interests is only partially known to the public either of Argentina or the United States, but they admittedly hold two of the seven companies engaged in the production and export of cold storage meat and are believed to have at least a working understanding with several of the others. They have also secured land for the purpose, it is believed, of establishing new plants. These two companies last year produced a third of Argentina's total output of cold storage beef and almost as large a proportion of the mutton and lamb, and they have jointly chartered all the space

in nineteen new steamships ordered by the Nelson (English) Line for the River Plate fresh meat trade.

The importance of the position of the Chicago companies in the Argentine is that, apparently, it puts the meat industry of the two principal producing countries in the same hands. Argentina is the largest exporter of beef in the world, and, next to New Zealand, the largest shipper of mutton. The Argentine now occupies the place formerly held by the United States as a purveyor of beef to Europe, the increase in the home consumption having cut down our exports in marked degree.

TO PROMOTE TEMPERANCE.

Out in Oregon there is considerable stir being made and interest manifested in getting up anti-treating societies. The idea is not new; indeed it is older than the state of Oregon itself. The theory is a pretty good one and if it could be put into extended practice would be about the best temperance influence which could be secured. Declaring that a man shall not eat or drink what he likes is almost inevitably to raise in his mind an immediate desire for that which is thus rendered unlawful. It is looked upon as an interference with personal liberty. People like to think that it is their privilege to put anything into their system they desire. The fact is that only the old togers go in and take a drink all by themselves, to their detriment. The others who go in alone and get a glass of beer, get only one and go out without sustaining very much detriment or damage.

Where the drunkenness comes in, especially among young men, is when two or three or a half dozen go into some place where liquor is sold and one man treats and then the treating goes down the line, because each wants to keep up his end and prove himself as generous as his associates. It frequently happens that by the time the end is reached those composing the line do not know which end they are at and thus have inflicted upon themselves a very considerable injury. Of course those who are very critical about it can say that an anti-treating law is a near neighbor to a prohibitive law, but there is, however, both a distinction and a difference. It allows every man to do as he pleases, only prescribes the way in which he shall do it. More drinkards are made by the treating habit than by all the other temptations put together. There are very few who have such an appetite for stimulants as to drink to their permanent detriment all alone. Anti-treating societies have been frequently formed, but few if any of them have ever lasted very long or accomplished very much because thought to be inimical to sociability and good fellowship. The fact remains, however, if the anti-treating custom could be firmly established it would go a long way towards working for actual temperance.

PHILOSOPHIC COMMENT.

Way To Become a Genius Is to Read The Tradesman.

Written for the Tradesman.

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

You are right, Mr. Editor. These few words just quoted, which were published in the last issue of the Tradesman, are as true as steel. The genius gets everything he wants. Things naturally flow into his mind and likewise into his pockets. He never needs to worry—if he did he would not be a genius. If your readers would try to be geniuses they could command the attention of more people in their communities. They would be able to live happily, wisely and successfully.

If a few of those who are reading this journal feel as though they had not as yet learned how to be geniuses I would advise them to sift every article published in the Tradesman every week, and if they would try to understand the things that are printed therein I know they would soon learn. Why do I say this? Because I have learned so much myself by reading these columns.

I am not a very great genius, but I am learning how to get the dollars, and they are staying with me. I would not think of calling a man a genius if he used cunning tricks to get money. A genius is the fellow who can command everything he needs and hold it, or the fellow who can borrow all of the money he needs—but pays it back. That fellow is a genius such as we all ought to be.

A genius is a fellow who treats his customers right, who keeps a good clean store, who pays his bills promptly, who buys goods when he needs them and not by and through the suggestion of the salesmen; who loves truth; who loves humanity and the fellow who listens to himself. It surely is great to be a genius.

In the November 30 issue of the Tradesman I read the following: "The public has confidence in the man who has confidence in himself."

Ever since the beginning of human intelligence the thought of "Know thyself," "Have faith in thyself," and "Be thyself" has been ringing in the ears of mankind, but too many of us fail to understand the language. It is like Greek, or a sort of conundrum or an undiscoverable intellectual capacity for many of us.

To gain confidence in ourselves we must learn more about the power that is within us. We must fully understand any machine before we can successfully control it and have confidence in it—and that is what we have to do with ourselves. Too many of us allow public opinion to control us. We do not like to get out of the path that others are making—we are afraid of our tender feet. There is no use in being confused and perplexed about anything that concerns us; we can know everything if we educate ourselves.

"The world hates a quitter." You know it does. So does our own in-

tellect, genius and mental adviser hate us if we are quitters.

There is a power behind every man showing him advancements, improvements and elevations that are going on all over the world. We are made to see them in thousands of different ways. The whirlpool of development is in and around us. The substantial material is in our brains and the power of our minds wants us to make good use of it—but too many of us are quitters.

There are no stopping places for the human family. Nature never intended that we should stop working with her. There is no such thing as perfection. Man will never be finished any more than anything else. A human quitter is not an intelligent being: he has not developed out of the wilderness; he needs an education. The clock works of his skull need repairing, he needs a good dose of ambition. His imagination is the creation of idle thoughts; that is to say, he is a setter without training.

We know too little about motion. It is the movable things that gather the snow. The quitter gets snowed under. The quitter is a mental sufferer, a dissatisfaction to himself as well as to every one else. The quitter is a crushed annoyance and a painful nuisance. He is discomposed and obnoxious, unpopular and unacceptable. He is a dreadful and fearful grumbler. He gets homesick at home and finds fault with everything away from home. His low spirit puts a damper on almost every one concerned in his welfare. His mournful frowning gathers the gloomy clouds of disappointment around those that would help him if they could. A quitter is the brother of the Devil.

"It is well to be useful, but do not let people use you." This hit me a blow under the belt. It made me put on my thinking cap, and it seemed as though my whole past life came up before my mind. The Tradesman has so many of these little "hot shots" in it that they keep me busy trying to get myself straightened out. Years ago I tried in every way to be useful to all of my customers. I gave them all the credit they wanted, delivered their goods in all kinds of weather, let them have money to pay the doctor, the rent man, the furniture man, the butcher, the undertaker and the grave digger. It is different now. I am next.

I still try to be useful, nevertheless, but I have changed my tactics. My generalship of politeness, my campaign of goodfellowship, my capacity for practical qualifications have been changed by the thought that we can not help others with dollars and cents or the product of our labor as much as we can with our intellect.

I want to be useful in telling my friends how to help themselves, by giving them advice according to my own experience. But no more goods on credit, nor will there be any more goods delivered, and the doctor will have to keep the people well or lose his account, and the rent man will have to do the best he can. The undertaker ought to go to the doctor

for his money because the undertaker covers up his mistakes. There is no one to cover up my mistakes; I have to stand all of the expense, and for that reason I am going to be very careful how useful I am to the people.

Knowledge is more valuable than money so I am going to give away all the knowledge I have and thus make room for more. Knowledge goes out of style the same as other things, and I shall try to keep up to date with a constantly replenished stock.

I Am That I Am.

An "Absent Treatment" Wooing.

Drifting into town a homeless waif, John Henderson had grown to manhood and by thrift and hard work had acquired a small farm and built a neat cottage.

One day John called on Squire O'cott, and being a man of few words expressed himself thus: "Squire, you know I came to this town a poor boy, you know I have made friends of everybody here, you know I have saved my money and bought a farm and built a house, you know I am 30 and have a bank account."

"Yes," said the Squire, "all you say is true."

"Well, Squire, I want to get married."

"Good for you, John; who's the lady?"

"You ain't never noticed a nice little black-eyed school teacher passin' up the street every day, have you? Well, that's her."

"I suppose you have her consent

and the affair is all arranged," suggested the Squire.

"Well, no, not exactly, that is what I want you to do for me. I have never spoken to the lady in my life," and the Squire with a hearty laugh said, "Where do I come in?"

"Don't laugh, Squire, this is a serious thing. I want you to write her a letter. Tell her about my being a poor boy, how I have worked early and late and saved my money. How I bought the farm and built the house and how I want her to—to—ah—to be my wife," and here John stopped, the blushes coloring his honest tanned face to the roots of his hair.

So the old Squire, who was a past master in the art of letter writing, spent a long time in composing the letter while John patiently waited. Finally it was finished and the Squire said, "Perhaps I had better read it to you and if it is wrong in any particular you can say so and I will change it to suit your ideas."

So he read the letter and it was a beautiful statement of John's life, his work, his desires, his accomplishments, about his farm and little cottage. So realistic it was that long before its close John was deeply distressed and big tears rolled down his cheeks.

"How will that do?" asked the Squire as he finished reading.

"Do?" said John, "do—it's just splendid." Then with a sudden burst of tears and candor he blurted out: "Squire, if that letter don't fetch her, she—she—she can go to blazes."—Mack's National Monthly.



TRISCUIT, the shredded wheat wafer, can be eaten in more ways than any other grain product except bread, consequently it is not only easy to sell, but because it takes part in so many meals a package is used quickly. You can depend on lively sales and a steady, constant all-year demand for





We help the sale of **Triscuit** by extensive magazine, newspaper, street car advertising, by sampling and demonstration in connection with **Shredded Wheat**. It will pay you to push **Triscuit** because you can be sure it will please your customers. Just call attention to its many uses as shown on the back of the carton. If your customers like **Shredded Wheat** for breakfast, they will like **Triscuit** for any meal as a *toast*, with butter, cheese or marmalades.

The Shredded Wheat Company



Niagara Falls New York

TOO CLOSE TO BUSINESS.

Does Your Store Need Attention in These Lines?

Every storekeeper, in time, suffers from becoming too close to his business. Being in the store each day, it becomes like home to him. If things about the store gradually run down or go wrong, he is not impressed, because he gradually becomes accustomed to them. So he loses his sense of perspective, and is unable to look upon his store through the eyes of the intending purchaser, and thereby loses sales without number, often without even knowing of this loss.

Often we notice that the windows of the small store will have the appearance of not having been washed for months. The window display—if there is a display at all—has been in position so long that the fabrics have faded, and the articles shown are fly-specked, dusty and sprinkled liberally with the bodies of defunct flies.

You have seen such stores. You know the impression created by such windows. Instead of attracting trade they repel it, and no article, no matter how alluring, can be made to look worth purchasing in the dim light of a dirty window—remember that.

Look to yourself. Are your windows frequently cleaned to spotless, crystal cleanliness? Are the lamps and reflectors kept in perfect condition, ready for instant use? Are the window displays themselves so frequently changed as to attract from the standpoint of novelty, in addition to the appeal of the merchandise displayed?

If not—if you have been careless or thoughtless—revise your windows for they are losing you money.

When we step inside the store of the thoughtless merchant, we too often find that the condition of the windows is duplicated in the interior. Stock is kept haphazard. When goods have been taken from the top shelf to be shown they are put on the counter or under it, or to one side instead of back where they came from. Soon a certain article can be found in a dozen places, here and there. What can possibly be more annoying to a prospective purchaser than to wait while a clerk is searching here and there for the article specified, perhaps muttering meanwhile, "We have got it somewhere—I saw it only yesterday—now where was it I saw it?"

We do not believe that customer would return, do you?

If your stock is not arranged in an orderly manner—if either you or your clerks are not able to pick out any article, of any size, in the dark—revise yourself. It will pay. In the retail store above all places should be written in words of fire, for all employees to read and observe—"A place for everything and everything in its place."

And the show cases. Remember that they are—or should be—silent salesmen. Their function is to display this or that so attractively that the caller will become interested, ask the price and buy—although they may not have even thought of such

an article when they entered the store.

Are your show cases clean as to glass and well dressed and appealing as to contents? If not, revise them. Make them earn their salary as salesmen. That is what they are there for.

And now as to the store itself: Are you sure it is attractive as it could be by a little effort?

Step outside and enter your own store—critically. Try to look at everything through the eyes of your most valued customer. Are you satisfied? Is everything orderly—neat—inviting—appealing? Think!

If not, there is a chance for revision—with dollars and cents for you in the balance.

And now as a last thought—are your departments arranged to the best advantage? Are articles which are usually purchased at one time located side by side? Or, will the buyer be compelled to go to the several different parts of the store to complete his or her purchase? Toilet soaps should not be in the grocery department for the sake of keeping all the soaps together, but with the perfumes and toilet articles. The white goods, corsets and women's suits should be together. Neckties, suspenders, hosiery and men's handkerchiefs should be side by side.

Save your customers unnecessary steps and you will save yourself dollars.

Remember the fundamental principle of merchandising which is, that all things being equal, people will buy most often from the store which is most attractive and where the buying can be most comfortably and easily done.

W. Merriam Ayer.

American Ginseng in China.

Consul General Geo. E. Anderson, of Hong Kong, writes that the present market in China for ginseng of American production is unusually good. Market prices run high and there is a special demand for some grades from the United States. Foreign ginseng is in strong demand generally and its purchase has been increasing for several years in Hong Kong, although the trade has been subject to violent fluctuations. It is next to impossible to make any accurate quotations, as ginseng not being a staple, its commercial value depends entirely on its merits, which can be determined only after inspection of the goods. To give a rough idea of the prices now obtainable in our market we will give as basis a root produced in Wisconsin or Minnesota or Iowa which we classify as "good" cargo. Such a root, if properly dried and in all ways satisfactory, might be sold to-day at about \$2,400 Mexican per picul of 133½ pounds, which price, at the present rate of exchange and after allowing for all discounts and charges, should show a net return to the shipper of about \$7.12 per pound.

The ginseng business of China at present seems to be in the control of an organization of Chinese dealers. Several foreign commission firms are ready to handle shipments of

American ginseng on commission and it is probable that under present conditions in the East the American product can best be handled through Hong Kong and through these foreign houses, because better prices are likely to be had outside of the Chinese combination.

Shipments of American ginseng have greatly increased in recent years, an estimate by a reliable authority placing arrivals in Hong Kong from the United States at 86,800 pounds in 1906, 128,133 pounds in 1907, 134,200 pounds in 1908 and 160,800 pounds in 1909. Present indications are that the current year's shipments will be a little larger than those of last year. The present supply of ginseng in China proper, aside from the United States, which is represented almost exclusively by Hong Kong shipments, comes from Japan, including Formosa, which supplies about 40 per cent. Until the past two years Korea supplied a material portion of the imports, its share reaching 26 per cent. of the whole in 1905.

About 40 per cent. of the Chinese imports go to Shanghai, about 9 per cent. to Foochow, about 6 per cent. to Amoy, about 5 per cent. to Chungking, and the rest is scattered all over the Empire, shipments from year to year varying greatly for each port. The demand varies greatly according to the prosperity of the country, the nature of the winter season (well-to-do Chinese like to drink a

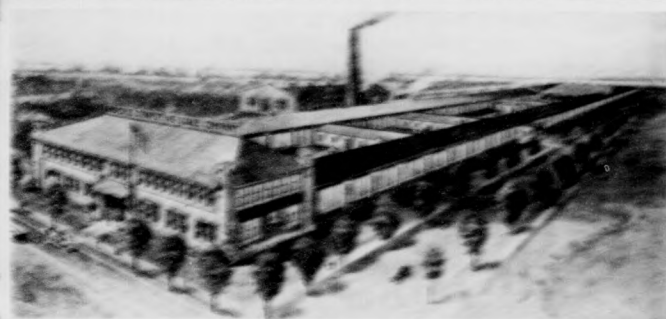
tea made of ginseng during rainy, cold, damp weather), the exchange value of silver and the introduction of modern medicine.

Shoplifters.

It is now the harvest time for the ever busy shoplifter and the merchant who does not suffer more or less from his depredations is indeed lucky. In big stores during the Christmas rush it is out of the question to guard with absolute success against shop thieves, but their activities may be curtailed to a certain extent if every employe of the store is warned against them. A good many stores have a fixed reward that is paid to any employe who may detect a thief, but there is always the danger of an overzealous embryo "Hawshaw" charging an innocent customer with shoplifting. One of the big stores in Chicago was placed in a very embarrassing position last season through causing the arrest of a woman who was charged with stealing goods that she was later able to prove she had bought. It is better to let half a dozen guilty persons escape than to accuse one wrongfully.

There are not many clerks who would not throw a fit if the boss held out a quarter or fifty cents of their salary without any particular reason. Yet these same people think nothing at all of beating him out of that much of their time. Funny, isn't it?

The New Home of The Scale that buys itself



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

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

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

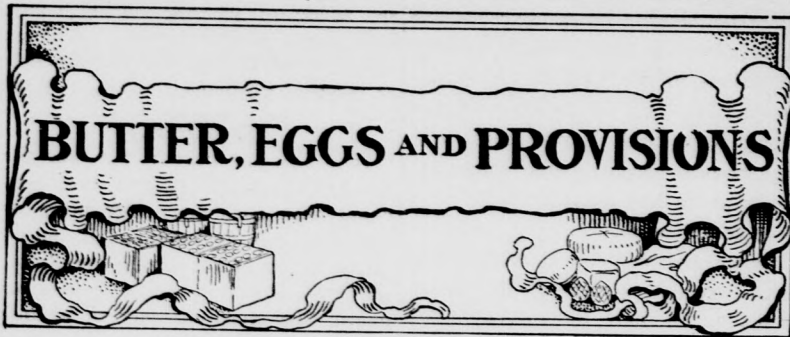
The ANGLDOLE is springless, thus requiring no adjustment for weather changes, and is sensitive to one sixty-fourth of an ounce.

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



Angldole Computing Scale Company

110 Franklin St. Elkhart, Ind.



Prize Essay on the Ideal Cream Buyer and Station.

The Oklahoma Dairymen's Association offered a prize for the best essay on "The Ideal Cream Buyer and Station," and the first prize was awarded to D. L. Cozart, of Fairmont, Oklahoma. The ideas he expressed will apply to Michigan as well as to the Western State, and the essay no doubt will be read with interest for the many good suggestions it contains. Here it is:

The ideal cream buyer, first of all, should be in this as in any other business absolutely honest in his dealings. He should feel that his success depended on this as much, if not more, than anything else.

He should hold the interest of his patrons and those of his creamery equal, or, in other words, he should be equally zealous that both creamery and patron should be treated justly as to weight and test. He should realize that it is one of the impossible things to give one patron a larger test than is due him without giv-

ing some other patron less than was due to him, and at the same time deliver the pounds of butterfat to his creamery that he has caused them to pay for.

The cream buyer's appearance is of the next importance. He, as well as his station, should be as clean as possible at all times. He should begin the day with a fresh laundered dairy suit of white, such as are used in our creameries. He should shave regularly to enable him to keep as clean as possible. Any neatness shown by the cream buyer will have its bearing on his patrons and slovenliness will have its bearing as well.

The cream buyer should be polite to everyone and be willing at any time to explain to his patrons things they do not understand, and above all should have control of his temper when confronted with propositions calculated to make a saint fall from grace. He can, by his manner, overcome a great many of these dif-

ficulties and inspire confidence in the larger share of his patrons.

He should remember that the Babcock test is a mystery to the ordinary patron and he should do all in his power to explain its workings and to convince them of its accuracy. His test room should be open at all times to his patrons and they should be convinced that there is no secrecy attached to the business, and that they are welcome to see the testing done any time it suits them, and he should even insist upon their seeing it done. The sooner his patrons understand these things the sooner will he be able to give satisfaction.

Then he should explain to them the "churn gain" proposition, or why it is that they are able to churn out more than the butterfat as shown by the test. By so doing he will save himself the annoyance of having his honesty questioned.

To be able to do these things he must have a thorough knowledge of his business and he should not be above reading everything calculated to fit him for his work.

The station should be built of cement as it makes a cooler and more sanitary building than other materials. If not possible to make the whole building of cement, the floors at least should be and the side walls up three or four feet should be plastered with cement. Where the side walls and floor meet there should be round instead of square corners, as germs, filth, etc., find lodging in square corners, and it is next to im-

possible to clean them. The floor of this station should be at least 28 inches above the driveway in order to save the operator as much lifting as possible when taking patrons' cans from their wagons.

The ideal station should of course have a small steam boiler, steam tester and contrivance for rinsing patrons' cans by steam, a wash-up tank, deep well, or some other supply of pure water. The boiler should be placed in a room separate from the cream room in order to keep the cream room as cool as possible during hot weather. The steam tester has a great advantage over the old hand method in that the operator is enabled to handle a larger volume of business, and can make better tests by having control of the temperature inside the tester.

The station should have a device for rinsing cans the same as is used in the creameries, and I think these rinsings should be kept in a separate can from the other cream, as impurities from the boiler are apt to spoil the flavor of a whole can of good cream and at least would raise the temperature more or less.

In an ideal station I would have a vat to place the cans in after filling where there would be a constant flow of cold water around them until time to ship to the creamery. This would hold the temperature down to a great extent and put a stop to the boiling over which causes such a heavy loss during the summer months. This vat can be built in the floor of the station at a very little

AN EXTRA PROFIT ON EGGS

That Is What You Can Make by Using
Star Egg Carriers and Trays

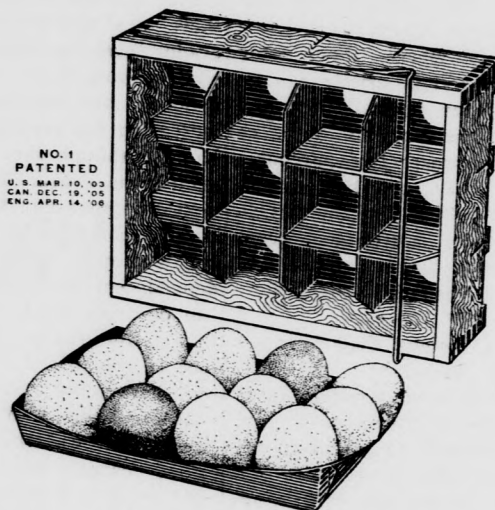
FOR SAFE EGG DELIVERY

They stop all breakage and miscounts and in this way make an extra profit of 1c on every dozen eggs delivered—cheaper to use than paper bags or boxes. Our book "NO BROKEN EGGS" proves this by figures. Write for it.

They also **save clerks' time** and **satisfy your customers.** Your ad on every STAR EGG TRAY brings business.

Shepard & Co., Providence, R. I., write—

STAR EGG CARRIERS and TRAYS are the only thing for delivering eggs. Send us four more dozen of the No. 1 size carriers.



Made in One and Two Dozen Sizes

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

expense and when built can be put to a double use. In summer it can be used, as stated before, for cooling purposes. In winter it could be heated by a steam jet and used for a bath for frozen cans, so a correct sample could be taken.

In an ideal station I would have a cabinet filled with dairy literature free to my patrons. The station should be provided with a rack on which to air and sun the empty cans from the time they come from the creamery until time to fill them. The lids should be removed and the cans placed on this rack as soon as received. Before filling again they should be thoroughly steamed and then rinsed with cold water.

A station such as I have described can be built complete with equipment for \$500. As the creameries furnish equipment this would leave something like \$400 outlay for the operator. Is that too much when you take into consideration the amount the patrons have invested in the business, and considering the expense the creameries have gone to in order to build up the business? The profits in a good station will easily justify the expenditure of this sum.

If one thing more than another has been a drawback to the cream business it has been the fact that too many cream buyers handle the business as though it did not amount to anything, and try to handle it on too cheap a scale.

The man who engages in the business can expect a great many difficulties the same as any other business, but he must come to the conclusion that it is a business and must have the attention of a business.

It is one business that can not be handled in a careless manner. Nor will anyone be able to do it or himself justice who tries to handle it as a side issue. The sooner the operator makes up his mind to put his whole energy into the business and the sooner he can persuade his patrons to give the business the attention it deserves at their hands; the sooner will Oklahoma be numbered with the dairy states of the Southwest.

A Question of Identity.

One day a farmer drove into town with a load of produce and spent the rest of the day and part of the night with convivial companions. On his way home he fell asleep, and his wagon came in contact with a tree by the roadside, startling the horses into a burst of speed. They broke away and went clattering down the road. The farmer slept on. He was thus found next morning at day-break by a stranger on horseback.

"Hello!" called out the horseman. "Who are you and what are you doing here?"

The farmer peered up and down the road in a dazed way. "Well," he said, "my name is Rogers, and I've lost a blamed fine span of horses."

Then he got down from his seat and inspected the vehicle. "And if I ain't Rogers," he added, "I've found a blamed fine wagon."

Farming as a Business.

Agriculture is rapidly becoming an organized business. It is dividing along natural lines into separate fields of operation. Until recent years the farmer endeavored to produce all his living from his farm. He raised a sufficient quantity of wheat, corn, potatoes, meat, fruit, etc., to satisfy the needs of his family. There was practically no market for the surplus. At present, however, there is a cash market for whatever products the farmer has to sell. This has made it possible for him to grow these products for which his land is naturally adapted, and for which his training and tastes have specially prepared him to produce. This modern trend in practical agriculture calls for a much greater degree of skill than the old method and Michigan is making it easy for the energetic young man to secure this special training required to make him an expert in various lines of farm work. If he desires to gain special knowledge of live stock, dairying, poultry husbandry, fruit culture, creamery management or general agriculture, he will have an opportunity to do so at a very small expense at the Agricultural College, East Lansing. The College, upon request, will mail, free of charge, circulars giving information concerning the short courses offered in these special lines of work.

The Good Workman.

I hired a toiler whose name was John to come with his weapons and mow my lawn, for long green whiskers were growing there; it badly needed some tender care. And John arrived at the break of day, and whittled grass in a cheerful way; the job was fierce, for the weeds had grown, and the dog had scattered some chunks of bone, but John, he labored to beat the band, and shaved that lawn with a master hand. He named his price when the work was o'er, and I gladly coughed up a quarter more. And whenever I find that my lawn is due for a good clean shave or a dry shampoo, I'll hunt up John, if he's still on earth, and pay him more than the job is worth. I will hunt up John if I have to trot from the court house clear to the dumping spot, for he does his work as a workman should, and does not quit until he finds it good. The streets are haunted by shiftless men, who seek employment and seek again; they say that jobs are as hard to find as pearls of price in a melon rind; their hopes are hazy, their chances gone—for most employers art hunting John!

Walt Mason.

Wisconsin Cheesemakers.

The annual meeting of the Wisconsin Cheesemakers' Association will be held at Milwaukee Jan. 11-13, and it promises to be an event of more than usual interest and practical value. Cheesemaking has become one of Wisconsin's great agricultural industries; and those engaged in it stand high in intelligence and skill. Experts in all branches of the industry will take part in the programme and the discussion that will

follow the papers read will be educational in the highest degree.

Enterprise.

The historic town of Bladensburg, Md., had a good bit of fun poked at it by reason of its alleged sleeplessness. For instance, the story is told that a Bladensburg merchant was dozing in his shop one day when a little boy came in with a pitcher and asked for a quart of milk. The merchant yawned, stretched himself, half-opened his eyes, and then, in the most injured tone said:

"Gee, whiz! Ain't there nobody that sells milk in this town but me?"—Harpers' Weekly.

WANTED
Eggs, Dairy Butter, Veal and Poultry at our new store
F. E. STROUP, 237 S. Division Grand Rapids, Mich.

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.

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

C. D. CRITTENDEN CO.
GRAND RAPIDS, MICH.
Distributing Agents for
Capital City Dairy Co.'s High Grade Butterine
Write for prices and advertising matter

W. C. Rea **REA & WITZIG** **J. A. Witzig**
PRODUCE COMMISSION
104-106 West Market St., Buffalo, N. Y.
"Buffalo Means Business"
We want your shipments of poultry, both live and dressed. Heavy demand at high prices for choice fowls, chickens, ducks and turkeys, and we can get highest prices.
Consignments of fresh eggs and dairy butter wanted at all times.
REFERENCES—Marine National Bank, Commercial Agents, Express Companies, Trade Papers and Hundreds of Shippers.
Established 1873

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

Established 1876
Wanted White Beans Clover Seed
Red Kidney Beans Brown Swedish Beans
Potatoes Onions, Eggs
Moseley Bros. Wholesale Dealers and Shippers of Beans, Seeds and Potatoes Office and Warehouse Second Ave. and Railroad.
Both Phones 1217 Grand Rapids, Mich.

The Vinkemulder Company
Jobbers and Shippers of Everything in
FRUITS AND PRODUCE
Grand Rapids, Mich.

WINTER PRODUCE SHOW.**Traverse City's "Big Store" Will Give Agricultural Exhibit.**

The Michigan State Grange will meet at Traverse City this week, and for the entertainment of the visitors as well as for the advertisement of the Grand Traverse district the Hannah & Lay Mercantile Company will give a big "Produce Show." The show will be a veritable agricultural fair, with premiums offered aggregating \$150, divided into 198 classes covering seven general divisions, grains and seeds, vegetables, fruits, dairy products, specials and juvenile. The very best in each class that the Grand Traverse district produces will be shown, and a more appreciative or intelligent audience than the Grangers could not possibly be gathered. The object of the show, as set forth by a circular that has been issued, is as follows:

"The sole object of the management of the 'Big Store' in putting on this second number of the Produce Show is to prove the advertising which has been done by the Traverse City Board of Trade and the Western Michigan Development Bureau. To do this most effectively it is hoped that everyone in the Grand Traverse region will co-operate by bringing in the best of their products from orchard, farm and garden to make such a collection of evidence that we have fertile soil and favorable climatic conditions, just as the advertising bureaus have been telling.

"To make this all the more interesting to all classes of people the 'Big Store' offers cash premiums for exhibits and will practically turn over the store for the exposition at the time of the meeting of the State Grange here the week of December 12-17, when thousands of strangers will be within our gates and will have the opportunity to see for themselves that this section of Michigan excels in horticultural and agricultural lines.

"To this end we urge every person in the country round about the Grand Traverse Bay to gather together the best in the line of produce and exhibit the same during Grange Week in the 'Big Store.'"

Following are the conditions and rules for exhibitors to observe:

"All exhibits must be in the store, properly labeled and classified, by 12 o'clock, noon, on Tuesday, December 13. No entries will be admitted after that time.

"Each exhibit must be properly named by exhibitor when entered, that same may be registered and placed in its special division. Errors through failure to follow this regulation will not be corrected.

"Each orchard, farm or garden exhibit must be produced in the Grand Traverse region and entered in the name of the grower, which will be registered by number, a duplicate of which will be given to exhibitor, as well as appearing on each article entered by him.

"No part of the exhibits entered in the collection classes will be eligible to compete for other prizes.

"The judges will begin making their awards at 10 o'clock a. m. on Thursday, December 15, and the result will be announced as soon as possible thereafter. Premium cards must be presented to obtain payment of the prize monies.

"Exhibitors will retain ownership of the exhibits, but none are to be taken down for removal until Monday morning, December 19."

The Produce Show will be a good advertisement for the Hannah & Lay Mercantile Company, but the individual benefit will be small and incidental in comparison with the benefit it will be to the Grand Traverse district in making people better acquainted with its resources. The Show, in fact, is entitled to rank as a public enterprise.

Bees and Their Diseases.

The honey bee annually produces a crop of honey valued at at least \$20,000,000, and there are vast opportunities for increasing this output. The most serious handicap to bee keeping in the United States is the fact that there are contagious diseases which attack the brood of the honey bee. There are now recognized two such diseases, known as American foul brood and European foul brood. From data recently obtained by the United States Department of Agriculture it is known that American foul brood exists in 282 counties in thirty-seven states, and European foul brood in 160 counties in twenty-four states, and it is estimated that these diseases are causing a loss to the bee keepers of the United States of at last \$1,000,000 annually. This estimate is based on the probable value of the colonies which die, and the approximate loss of crop due to the weakened condition of diseased colonies. The states in which the diseases are most prevalent are California, Colorado, Illinois, Indiana, Iowa, Kansas, Michigan, Missouri, Nebraska, New Jersey, New York, Ohio, Pennsylvania, Texas and Wisconsin, and it is unfortunate that these are the states in which honey production is most profitable, making the future outlook of the bee keeping industry so much the worse unless active measures are taken to control the diseases. Furthermore, the distribution of these diseases is by no means fully known, and they are constantly spreading.

The cause of American foul brood has been found by the Department to be a specific bacterium, and enough is known of the cause and nature of European foul brood, which is also a bacterial disease, to make it possible to issue reliable recommendations concerning treatment for both diseases. Both attack the developing brood and as the adult bees die from old age or other causes the colony becomes depleted, since there are not enough young bees emerging to keep up the numbers. When the colony becomes weak bees from other colonies enter to rob the honey and the infection is spread.

Both of these diseases can be controlled with comparative ease by the progressive bee keeper, but the

chief difficulty encountered in combating these diseases is the fact that the majority of bee keepers are unaware that any such diseases exist; they therefore often attribute their losses to other causes, and nothing is done to prevent the spread of the infection. It is therefore necessary in most cases to point out the existence and nature of the diseases, as well as to spread information concerning the best methods of treatment. Several states, Michigan among them, have passed laws providing for the inspection of apiaries for disease, and the bee keepers in other states are asking for the same protection, so that careless or ignorant bee keepers can be prevented from endangering their neighbors' bees. This inspection is a benefit in the spread of information concerning disease insofar as the inspectors can cover the territory. The Department of Agriculture is helping in this work by sending out publications to the bee keepers in infected regions by examining samples of brood suspected of disease, and by sending out information concerning the presence of disease, so that bee keepers will be informed that their apiaries are in danger. The co-operation of agricultural colleges, State bee keepers' associations and other similar agencies is being urged.

In view of the fact that these diseases are so widespread, every person interested in bee keeping should find out as soon as possible how to recognize and treat these maladies, and be on the lookout for them. A publication containing a discussion of the nature of these diseases and their treatment will be sent on request to the Department of Agriculture.

Eggs in Philadelphia.

Strictly fine fresh eggs are out of sight in Philadelphia this winter. The official quotation for real fresh goods is only nominal, 40c was obtained for for smaller lots. During the week ending Dec. 3 a shipper brought in sixty cases of near-by fresh eggs, which he sold in an incredibly short time direct to the trade at 40c net, \$720, for what would ordinarily be considered a small shipment. Some consumers are actually paying as high as 55c a dozen and the jobbing trade claim they have difficulty to get stock to supply the demand.

Kaw Valley Cabbages.

"This has been a great year for cabbage in the Kaw Valley," said A. T. Yoakum, of Edwardsville, Kas., to the Kansas City Journal. "Not only is the crop the largest that has been known, but it is in quality the finest. It is white and without blemish and many of the heads run from eight to fifteen pounds."

Mr. Yoakum is the Superintendent of a sauer kraut factory east of Edwardsville and about twelve miles west of Kansas City, that buys thousands of tons of cabbage each fall and transforms it into sauer kraut during about two months of active operation.

The crop runs from ten to fifteen tons to the acre and it averages about \$7 per ton at the factory. One farmer raised 1,500 tons this year and drew over \$10,000. Fifty cars of kraut have been shipped direct to jobbers, while an average of a car a day is sent to Leavenworth to be canned. The factory has twenty-five twenty-six-ton tanks for curing the kraut and uses 800 pounds of salt to each tank. The cabbage is cored, cleaned of dead leaves, ground and carried to the curing tanks, all by machinery. Shipment is made in barrels, about sixty-five barrels to the car.

Brag as much as you will about your store and about your stock, but do not brag beyond the facts. Be sure your exaggeration will find you out.

G. J. Johnson Cigar Co.

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

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.



Dorit 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!**

WHAT THE FARMER GETS.

His Share of What Consumer Pays Not Exorbitant.

One of the topics discussed in the annual report of Secretary of Agriculture James Wilson is the farmer's share of the prices paid by consumers. In the case of milk, in seventy-eight cities distributed throughout the United States where the subject was investigated by the Department, the farmer receives a scant 50 per cent., or one-half of the price paid by the consumer. The railroads get about 7 per cent., so that the remaining 43 per cent. of the consumer's price is received mostly by the retailer.

"The milk wagon of the retailer has a long route. It stops at a house or two in one city block, perhaps passes several blocks without stopping, and so proceeds to serve customers thinly distributed along a route of miles. At the same time the milk wagons of other retailers are covering various portions of the same route, and so there is a great waste of effort and of expense in the distribution."

The farmer receives hardly more than half of the consumer's price in the case of poultry; 69 per cent. in the case of eggs; cabbage 48 per cent. when bought by the head and 65 per cent. when bought by the pound; celery, 60 per cent. when bought by the bunch.

The apple grower receives 56 per cent. of the consumer's price when the purchase is by the bushel and 66 per cent. when by the barrel; the strawberry grower gets 49 per cent. of the consumer's price in purchases by the quart and 76 per cent. when by the crate. When the consumer buys a peck of onions at a time, the farmer receives 28 per cent. of the retail price; when he buys a barrel the farmer receives 58 per cent. So, in the case of oranges, when the purchase is by the dozen the grower receives 20 per cent. of the consumer's price, whereas, when the purchase is by the box the grower gets 59 per cent. The rule seems to be, the smaller the retail quantity the smaller the farmer's share of the consumer's price.

Among the many other products represented in the list are oats, with 74 per cent. of the consumer's price going to the farmer when bought by the bushel; melons, 50 per cent. when bought by the pound; parsnips, 60 per cent. when bought by the bunch; potatoes, 59 per cent. when bought by the bushel; string beans, 80 per cent. when bought by the barrel; sweet potatoes, 61 per cent. when bought by the barrel; turnips, 60 per cent. in purchases by the bunch; watermelons, 34 per cent. when bought singly.

Four-fifths of the coffee imported into the United States in the fiscal year 1910 came from Brazil; 17 per cent. from other countries in South and Central America and from Mexico, so that 97.2 per cent. of the imports were from Mexico and Central and South America.

In 1910 the coffee imported from American countries had an import

value of 7.8 cents per pound. The freight rate from Rio de Janeiro is about one-fourth of a cent per pound. For nearly all of this American coffee the consumers paid prices ranging from 20 to 35 cents per pound. In other words, the import value, plus the ocean freight charge, is from 23 to 40 per cent. of the principal range of prices paid for the coffee at retail.

The case is similar with regard to tea. The imports of 1910 had an import value of 16 cents per pound, and if it may be assumed that most of the tea consumed in this country is bought at retail prices ranging from 50 to 70 cents per pound, the import value of tea is from 23 to 32 per cent. of what the consumer pays.

After presenting many details with regard to the increase of prices on farm products between farmer and consumer, the Secretary of Agriculture declares that "the conclusion is inevitable that the consumer has no well-grounded complaint against the farmer for the prices that he pays. The farmer supplies the capital for production and takes the risk of his losses; his crops are at the mercy of drought, and flood, and heat, and frost, to say nothing of noxious insects and blighting diseases. He supplies hard, exacting, unremitting labor. A degree and range of information and intelligence are demanded by agriculture which are hardly equaled in any other occupation. Then there is the risk of overproduction and disastrously low prices. From beginning to end the farmer must steer dextrously to escape perils to his profits, and indeed to his capital, on every hand. At last the products are started on their way to the consumer. The railroad, generally speaking, adds a percentage of increase to the farmer's prices that is not large. After delivery by the railroad the products are stored a short time, are measured into the various retail quantities, more or less small, and the dealers are rid of them as soon as possible. The dealers have risks that are practically small, except credit sales, and such risks as grow out of their trying to do an amount of business which is small as compared with their number."

In continuation of this subject the Secretary of Agriculture suggests that the problem of high prices is one for treatment by the consumer. "Why do not consumers buy directly from the farmers?" he asks. "A distribution of farm products in this simple way has already begun in England where co-operative organizations of farmers are selling by direct consignment to co-operative organizations of consumers in cities. Farmers' co-operative selling associations are numerous in this country, but co-operative buying associations among the people of cities and towns are few. Aside from buying associations maintained by farmers, hardly any exist in this country. It is apparent, therefore, that the consumer has much to do to work out his own salvation with regard to the prices that he pays. Potatoes were selling last spring in some places where there

had been overproduction for 20 cents and in some places for even 9 cents per bushel at the farm, while at the same time city consumers in the East were paying 50 to 75 cents per bushel, although there was nothing to prevent them from combining to buy a carload or more of potatoes directly from the grower and for delivery directly to themselves."

Crop Conditions.

The Crop Reporting Board of the Bureau of Statistics of the United States Department of Agriculture makes the following estimate:

Winter wheat—Area sown this fall 2.5 per cent. more than the revised estimated area sown in the fall of 1909, equivalent to an increase of 28,000 acres, the indicated total area being 34,485,000 acres. The condition on December 1 was 82.5, against 95.8 and 85.3 on December 1, 1909 and 1908, respectively, and a ten-year average of 91.3.

Rye—Area sown this fall is 1.2 per cent. less than the revised estimated area sown in the fall of 1909, equivalent to a decrease of 25,000 acres, the indicated total area being 2,138,000 acres. The condition on December 1 was 92.6, against 94.1 and 87.6 on December 1, 1909 and 1908, respectively, and a ten year average of 93.5.

In Michigan the area is given at 966,000 acres, an increase of 5 per cent., and the condition is 94 per cent., which is the same as last year. The Michigan rye acreage is placed at 340,000 acres, a decrease of 5 per cent., and the condition is 95 per cent.

The Michigan crop report, as sent out by Secretary of State Martindale, on Dec. 1 follows:

Wheat—The condition as compared with an average per cent. is 96 in the State, 95 in the southern counties, 98 in the central counties, 99 in the northern counties and 92 in the Upper Peninsula. One year ago the per cent. was 92 in the State and in central counties, 90 in the southern counties and Upper Peninsula and 95 in the northern counties. The total number of bushels of wheat marketed by farmers in November at 124 flouring mills is 181,236 and at 115 elevators and to grain dealers 127,159, or a total of 308,395 bushels. The estimated total number of bushels of wheat marketed in the four months, August-November, is 4,500,000. The total number of bushels of wheat yet remaining in possession of growers is estimated at 10,700,000.

Rye—The condition of rye as compared with an average per cent. is 96 in the State, 95 in the southern counties, 98 in the central counties and 94 in the northern counties and Upper Peninsula. One year ago the per cent. was 91 in the State and central counties, 90 in the southern counties, 94 in the northern counties and 92 in the Upper Peninsula.

Live Stock — The condition throughout the State is 97 for horses, sheep and swine and 96 for cattle.

Fall Pasture—The condition as compared with an average per cent. is 91 in the State, 90 in the southern

counties, 92 in the central counties, 94 in the northern counties and 89 in the Upper Peninsula.

Maximum Poultry Returns.

A few tips to poultry shippers to get the maximum returns out of their shipments will mean dollars gained at this time of the year when the consumption of poultry is heavy.

Primarily the shipper should avoid sending to market any poultry that is thin. Fattened stock are the moneymakers, thin fowls and springs weighing less than one pound are a drag on the market and mean too often an actual loss for the shipper. Avoid heavy shrinkage in returns from live shipments of live poultry by not over-crowding coops. Where a box or barrel contains poultry of more than one kind be sure to put an itemized list at the top of such barrel or package which can be checked upon receipt of the package. This is one way to insure larger and accurate returns.

Hart Brand Canned Goods

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

Michigan People Want Michigan Products



Grand Rapids Electrotype Co.

1 Lyon St., Grand Rapids, Mich.

Makers of Highest Grade Electrotypes by all modern methods. Thousands of satisfied customers is our best advertisement.

Also a complete line of Printing Machinery, Type and Printers' Supplies.

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.

There is no risk or speculation in handling

Baker's Cocoa and Chocolate

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

52 Highest Awards in Europe and America

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



Hints for Advertisement Writers.

Only nine shopping days remain before Christmas. Here are a few suggestions for your last call advertising, taken from the announcements of the best advertisement writers. Work them over to suit yourself:

Men's Furnishings for Christmas Gifts—Every man welcomes and appreciates a pretty tie, a box of fine handkerchiefs, a warm muffler, full dress protector, a house coat or bath robe. This is the best place to buy such a gift, because one is assured of variety, value and the comforting assurance that the article is the best of its kind.

Women's Coats—Special Prices—Every dollar saved two weeks before Christmas means as much to many women as double the amount at any other time. These special prices on Strawbridge & Clothier coats mean, as always, dollars and cents saved, but no lessening of worth or durability.

Stylish Girls' Wear—Save—If a girl has waited thus long for her winter coat or suit, and now reads this page—congratulations! It means clear-cut, definite savings on every stylish suit, every warm, desirable winter coat listed. These last two weeks before Christmas are a time when most girls like to feel they are looking their best. We make it easy.

The Woman With a Coat to Buy has been waiting, maybe, to see what kind of a December the weather man has had up his sleeve. Cold and clear means hurry! The first winter month is here, and sharp, bracing cold is due to meet it. The right coat is here, at the right price. Hundreds of styles, just as right in style as in quality, whether you pay \$5 or \$500.

Christmas Slippers Here—What man, bachelor or benedict, does not take to pipe and slippers with a sigh of utter content at the close of a busy day? You can't go amiss in giving him house slippers. Almost as many styles here, for mere man, as for the sisters and sweethearts who about this time are hoping he won't forget their fondness for slippers.

We Sell Thousands of Umbrellas for Gifts—And we began to prepare for this holiday season soon after last Christmas. That means not only a carefully selected stock, a very wide variety of artistic handles, but careful supervision of quality and ample time to make up our orders. Reliability is assured here, always.

Christmas Ribbons—Even a small gift, daintily tied up with Christmas

ribbons—how it multiplies in value. Hundreds of people who like to give all the happiness they can are tying up all their Christmas packages. Here are the ribbons—plain red satin, red-and-green, Merry Christmas patterns, every gay Yuletide sort. A piece of ten yards will brighten lots of packages—8c to 45c a piece.

Pretty Neckwear for Women—If she wears a tailored waist, why not one of the lovely new jabots? Or an embroidered collar and cuff set—a welcome gift to any woman at any time? Or a dainty evening scarf—almost endless choice between 50c and \$22.50. But the neckwear store is crowded to running over with the happy holiday hints—no one of which could come amiss.

The Christmas Glove Store—Gloves for everybody, for every occasion—but we call them all Christmas gloves now, because we are selling thousands of pairs for gifts. Gloves make excellent gifts, but it is important that they be reliable quality. You are assured of that here—we sell gloves subject to exchange when returned in good condition. Try to shop early.

Cut Glass and China—First aid to belated gift seekers will be found in the basement to-day. Artistic wall plates, plaques, jardinières and steins beyond number. Always welcome to the man or woman who takes pride in the home—and just as easily chosen here at the eleventh hour as though selected weeks ago.

The Gift of Furniture—A gift that is most appreciated is one that expresses by its selection the sentiment of the giver. Furniture, if well designed and made, affords fine opportunity for the expression of the true gift sentiment.

Time Near at Hand For Passing Out Calendars.

One profitable method of advertising, which naturally comes at the holiday season, is the distribution of calendars. The actual benefit derived from the custom depends largely upon the manner in which they are given away. Calendars may be presented in a way which suggests that they are of value and implying that discrimination is used in their distribution. These are the calendars that will be more highly valued, providing, of course, they are somewhat artistic and adapted for practical use.

On the other hand, a merchant may hand out a calendar in a careless manner, which seems to say, "Here's a calendar; take it along if you want it. I have got lots of them and it does not amount to a whole

lot anyway." This is the calendar that a man will forget and leave in the barber shop and not bother to go back after if he should think of it again. This sort of a thing helps him to forget the hardwareman.

The question of distributing calendars has been well covered by a manufacturer of these goods. He says:

"To derive the greatest benefit from distributing calendars a retailer must know that they reach the right people in good condition, and the recipient must be convinced that the calendar has sufficient merit, either as a thing of use or as an ornament, or both, to insure its preservation for a year. The business man's advertisement is his representative, doing his talking for him at times and places where he can not do it himself.

"One naturally thinks of calendars as being distributed around holiday time, when the new year is about to be ushered in, and for many lines of business this is a desirable time to distribute them. But there is always a serious objection to distributing calendars at the same time all your neighbors are doing it. The best time is when they are likely to attract the most attention. This may be early in December, Christmas time, right after January 1, or as late as February 1, when most new calendars have been hung up.

"There are some lines of business for which it pays best to make the distribution at other times during the year. These include the ice man, who distributes his calendars in the spring; the coal man, who distributes in mid-summer, or at the beginning of the coal season, and other lines that begin their business campaign either in the fall or spring.

"Whether you hand your calendars out at the store, or send them preceded by an announcement of some sort, and that pre-supposes a mailing list.

"1. Advertise the calendars in the local paper and state that a copy will be reserved for all who call and register their names at your store before a certain date. Send calendars by mail on the first of January. Before advertising them arrange all names in alphabetical index; in this way you avoid sending out duplicates.

"2. Use the names in the telephone directory to assist in making up the mailing list and send calendars through the mail, or by messenger. Enclose with the calendar a note directing attention to the picture and to the leading features of your business.

"3. Use post cards as invitations for people to call and secure calendars after the date mentioned.

"4. After the first of January, when the rush of holiday business is over, send post cards describing the calendar to a selected mailing list, stating that one has been reserved and request the recipient to call and bring the card to make sure that calendars go to the persons for whom they are intended.

"5. In the country the post card system will work well. People will

drive miles to get a fine calendar, and, incidentally, do some business with you.

"6. Take your delivery wagon and distribute the calendars to regular customers.

"7. Place them on exhibition and by newspaper advertising and window cards announce that a calendar will be presented to each person making a purchase to the extent of \$1.

The Popular Flavor
MAPLEINE
Better Than Maple
Order from your jobber or
The Louis Hiller Co
Chicago, Ill.
THE CRESCENT MANUFACTURING CO.
SEATTLE, WASH.

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.

Sawyer's 50 Years the People's Choice.
CRYSTAL
See that Top **Blue.**
For the Laundry.
DOUBLE STRENGTH.
Sold in Sifting Top Boxes.
Sawyer's Crystal Blue gives a beautiful tint and restores the color to linen, laces and goods that are worn and faded.
It goes twice as far as other Blues.
Sawyer Crystal Blue Co.
88 Broad Street,
BOSTON - MASS.

INDIANA'S BROOM INDUSTRY.**Large Share of the World's Supply Made in That State.**

While Indiana does not grow as much broom corn as it used to, it makes a large percentage of all the brooms used in the country.

Located at Evansville is next to the largest broom factory in the world and between 6,000 and 7,000 "sweeps" are turned out every working day of the year. These brooms go to all countries where the busy housewife uses such domestic implements in her daily work.

The other big factory is located close to Terre Haute, at Paris, Ill., where enormous quantities of brooms are turned out. In fact, Evansville and Paris practically supply the broom trade, although there are other smaller factories in various parts of the country.

New brooms sweep clean, but they come high!

And this is caused by the fact that the broom corn industry is confined to a comparatively small area in the United States and the crop of brush is easily "cornered."

Experts in the Illinois district say that the local crop of the United States for 1910 will furnish material for 42,000,000 brooms, or about 10,000 carloads of the finished product, valued at \$15,000,000. A goodly portion of these "dust disturbers" will be made up in Indiana.

The brush, however, comes largely from Illinois, Kansas, Oklahoma and Tennessee. Illinois has the distinction of furnishing the choicest broom corn grown in the world. The working up of the raw material is not confined to any one section, and broommaking is also one of the prison trades.

The Indiana State Prison once manufactured brooms, while the Institution for the Blind counts it as one of its principal assets. It is peculiar that blind men and boys can be easily taught to make brooms and in this way otherwise helpless people are able to earn a good livelihood.

The art of broommaking is simple and requires but few tools. The brush is first assorted and gathered into a bunch of the size required for the grade of broom being made. It is then shaped on the handle and bound with wire. It then goes to the sewing bench, where a huge sewing machine puts in the stitches about midway the length of the brush, or at the padded or thicker end. After the sewing the brush is put under a sharp knife and trimmed to a square edge. The handles are labeled and the brooms packed in dozen or half dozen lots for market.

Formerly all of the work of making brooms was accomplished by hand, but now many factories use machines which turn out hundreds of the sweepers a day.

The growing of the corn, or "brush," as it is technically known, is a very remunerative occupation, although it entails much hard work and is said to be, in fact, the hardest of any kind of farming attempted. Owing to the fact that the brush growing is restricted to such a small area the

price for the fiber is unusually high, and growers receive all the way from \$100 to \$250 a ton for it.

Brokers in the broom corn district of Central Illinois say the 1910 crop will be a record breaker, although the price for the corn has not materially weakened. The 42,000,000 brooms—which is the 1910 crop estimate—would require 200 freight trains of fifty cars each to haul the output, allowing 4,000 brooms to a car. This would make about 100 miles of cars of brooms.

The counties of Coles, Edgar, Douglas and a part of Moultrie form the big part of the producing belt in Central Illinois. Here 15,000,000 brooms are grown, and it is in this section that the aristocrats of the broom world are produced. The brush brings the highest price and the products of it sell at an average of 50 cents each, retail.

In the States of Missouri, Oklahoma, Tennessee and Arkansas are grown an inferior quality of brush, from which the cheaper quality of brooms are made. Kansas furnishes a fair kind of brush, but it is principally of the dwarf variety, which is used in making whiskbrooms. The district surrounding Arcola, Ill., is regarded as the national source of supply for the choice corn.

Some broom corn is grown in Indiana, but not enough to be of any particular value. Many years ago some sections of the State, which were then new, grew considerable corn, but as prices were low and the work arduous the industry finally slacked until it virtually disappeared.

It has since been demonstrated in Indiana and elsewhere that the corn is peculiar to certain soils and will not do well as a general rule where Indian corn is grown. That the cost

of broom corn farming is far in excess of ordinary corn growing may have something to do with the restrictions on the growing area.

A field of growing broom corn is a beautiful sight, especially so when the brush begins to tassel out. In Illinois the farms given over to the cultivation of this corn range in size from ten to one hundred acres. The total acreage is from 30,000 to 50,000.

The origin of the industry in Illinois dates back to war days, when Col. John J. Cofern, a farmer, who had been visiting in Tennessee, brought home with him samples of the brush and a small quantity of the seed. This seed was planted in Douglas county, where it seemed that the soil was peculiarly adapted to it.

Cofern had immediate success and finally started growing the crop on a fairly large scale. His neighbors saw the brush and the industry spread to various sections, and within a few years Illinois became known as a broom corn state. Since that time Oklahoma and Kansas have grown a bigger tonnage, but the quality is said to be inferior to the Illinois grown.

In a radius of thirty miles of Arcola is grown the world's best brush. A Swedish colony which migrated to Illinois introduced the cultivation in Knox county and it succeeded beyond their expectations.

Beware of the Hook.

Local merchants are perfectly willing to admit that the "limited" parcels post would be of benefit to their business.

They realize that it would enable them to reach the rural buyers more easily. But they also realize that such a law is class legislation; that it is calculated to extend postal advantages to certain limited classes which

are not enjoyed by other classes. Even if such a law were right, it would not be in accord with the constitution of the United States, and the result would inevitably be that within a very few years the bars would be thrown down, and the parcels post rates would be extended to all sections of the country. This would put the Government into the freight carrying business on a gigantic scale, increase immeasurably the expense of the postal department by involving a complete reorganization of that department, and would result, sooner or later, in crushing out the local merchants, destroying the smaller towns, and centralizing business in the big cities. Land values would decrease, towns would be depopulated and big cities would wax fat.

The "limited" parcels post is merely bait. Beware of the hook.—Merchant's Journal.

Patronize the Home Man.

In Atlanta and Birmingham just now there are campaigns on to advance the interest of the home man, the home enterprise, the home merchant, the home factory and every thing that is made or offered for sale at home.

"It is just as important to keep money at home as it is to bring it here," says the Birmingham Ledger in a lengthy discussion of the conditions that prevail in the Alabama city. "We can never hope to develop in a healthy and normal way anything like our logical capacity so long as our own people discriminate against home enterprises in favor of foreign rivals and competitors."

When a customer is kept waiting his probable purchasing inclination declines with every passing minute.

PROGRESSIVE DEALERS foresee that certain articles can be depended on as sellers. Fads in many lines may come and go, but **SAPOLIO** goes on steadily. That is why you should stock **HAND SAPOLIO**

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.

A FATHER'S PATRIMONY.

Youngest Son Goes Into the Retail Furniture Business.

Written for the Tradesman.

Once there lived in the land where the cypress and the myrtle are emblems of deeds done in their clime a man whose name is of no consequence in this narrative.

This man had three sons; and his substance also was very limited. To be specific, it consisted of a spade and pair of corduroys, both commodities in fairly good condition, and qualified for further service; an empty bottle and a brickbat, and the brickbat was so highly colored and so soft you could write your initials with it; a lead pencil and a writing pad. On the outside cover of the pad there appeared the name of a local furniture dealer, and on the upper part of the leaves composing the pad were various printed arguments why you should buy your furniture from the dealer who gave it as a souvenir. It was good advertising; only in this instance the manager of the distribution department made an error in judgment; the old gentleman into whose hands it was placed could not have been in the market for anything in the furniture dealer's line.

When the old gentleman saw that the time had approached for him to "cash in," he called in his sons and began to distribute among them his worldly goods. It did not take him long to accomplish the task; but he did it according to the best he knew; and I claim that is all any of us can do. Along with the few things which the old man gave to his stalwart sons he handed out some good advice. Under the circumstances I think the old gentleman was perfectly justified in advising his boys. Among other things the old man said:

"Boys, I have lived a long time, have read a good deal, thought much and observed a good many things which men do under the sun. I have not been, as you will see from the nature of the goods that I am dividing among you, what you would call a success in life. Fact is, I've been up against it pretty much ever since I've been up at all. The trouble with me was that I didn't get started right. There's a whole lot, you know, in the start a man gets. And maybe, when you get right down to hardpan, it wasn't in me, to begin with, but, whether it was or not, at all events I haven't worked it out. So you young fellows will have to start in on the ground floor and build up. In the last analysis this isn't a handicap, and so, perhaps, the best thing that I have to offer you is my regret that I haven't anything to give you. Thus if you succeed in making good other folks can't say, 'The old man started 'em in business.' Now, as I was saying, I have been an interested spectator in the highly complex drama of life; and I think I've got the cue to what we call the successful career. Every man who has made good, is now making good, or who expects to make good,

will be found to possess these three qualities: Industry, imagination and honesty. If a man has these three elements in his make-up you can't keep him down. He'll forge to the front or bust a hame-strap trying. So my advice to you, boys, is: Get busy, cultivate the faculty of seeing things before they happen and be square."

Having delivered himself of this superb advice, the old gentleman proceeded to divide his goods among his three sons. To the oldest he gave the spade and the corduroys; to the second-born he handed the empty bottle and the brickbat; to the youngest he passed the lead pencil and the furniture dealer's souvenir pad. After this he died and was buried with his fathers.

When the boys had sufficiently mourned the departure of their father the eldest arose, put on his father's corduroy trousers, shouldered his spade and said:

"Fellers, Dad said, 'Get busy'—so here's fer me." And he went out and dug a prodigious hole in the face of the earth. As the sun went westering the eldest son mopped his perspiring brow on his shirt sleeve, climbed out of the pit and went home to ravenously eat his supper. After supper he walked forth contentedly, but, having in the meanwhile forgotten the pit he had dug, he fell therein upon his neck and broke it. They buried him in the bottom of the pit, using the spade as a temporary head-piece to mark his final resting place.

The eldest born had plenty of industry but he was short on imagination; therefore his career was brief.

Up to this time the second-born son had done nothing but grieve. Now, however, he said: "I, too, must get busy." Therefore he took the empty bottle which his father had given him, cleansed it thoroughly with hot water and provided a new stopper therefor. Then he took the soft brickbat, ground it to a fine powder and, by means of a funnel made from a bit of paper, filled the sixth part of the bottle with pulverized brick dust. The remainder of the bottle he filled with rain water. Having duly corked the bottle, he wrote out a preposterous statement concerning the alleged curative properties of the pinkish liquid within the bottle, advising that the contents be shaken well before using. Having done this, the second-born son washed his face and hands, combed his hair and went forth to heal the sons of men. He represented that the medicinal properties of the pinkish liquid within the bottle were a sure cure for each and every one of the multitudinous ills to which human flesh is heir; that it was perfectly immaterial whether it be taken internally or applied externally, the effect being the same in each instance. Being strong on salesmanship, and able by his appearance to inspire confidence in his fellow citizens, he readily sold the bottle to an old lady who was afflicted with rheumatism. With the dollar which he got for his first bottle of dope the second-born son bought

twelve new bottles from a druggist, uniform in size, but not quite so large as the original bottle. "Henceforth," said the second-born to himself, "the price will be the same—one dollar the bottle—but amount will be a trifle less. I believe in stopping leaks and making a given output go as far as possible."

Taking the residue of the brickbat the second-born son treated it to the same thoroughgoing process of pulverization, placing a like amount of dust in each bottle, and adding rain-water from which he had thoughtfully strained the wiggle-tails. Having filled and corked the twelve bottles, he placed thereupon labels similar in style to the label upon the first bottle. Having a few small coins left from the proceeds of his first sale, he bought himself a very tall collar and a tie of vigorous and conspicuous colors. Thereupon he set forth in quest of people who had real or imaginary infirmities. And he found them in almost no time; so that the twelve bottles were soon exchanged for twelve dollars. Thereupon he opened an account with a local bank, established a small plant, bought his brick-dust by the cart load and his bottles by the gross. He also contracted with a certain printer

of that burg to get him out gum labels and impressive looking wrappers and cardboard containers, bearing on the front side a wood cut of the author of this marvelous remedy, together with a list of the bodily infirmities, relief from which should be sought by an early purchase of a bottle of the remedy aforesaid.

The bank account of the second-born son grew to beat the band, while his plant seemed to grow overnight. But some of the citizens of that country, having been seized by a sporadic paroxysm of law-enforcement, analyzed a bottle of the aforesaid dope, and published their findings in the progressive journals of that land. Subsequently the second-born son was indicted by the proper officials, tried, found guilty and sentenced to the pen for the space of ten years. Now, having been first separated from his earnings by the lawyer who defended him and afterwards divided from his fellow citizens by some twelve feet of solid masonry, he had ample leisure to reflect upon his father's counsel. When he had pondered the matter at length he discovered wherein he had missed the mark; he had plenty of industry and he was not wanting in imagination, but he was short on honesty. And so he pronounced judg-

Klingman's Sample Furniture Co.

The Largest Exclusive Retailers of Furniture in America

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

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

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



We Manufacture

Public Seating

Exclusively



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

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

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

Write Dept. Y.

American Seating Company

215 Wabash Ave.



CHICAGO, ILL.

GRAND RAPIDS

NEW YORK

BOSTON

PHILADELPHIA

ment upon himself in these words: "Because I buncoed the people I'm all in."

Now during all this time the youngest son had done nothing but sit up and take notice. But now he said: "It seems to be up to me to get busy. Where's that pencil and pad?"

His first sharpened the pencil, then opened the pad to page one, and after that tried to think of something brilliant to write. But the more he cudged his brain the less brilliant his ideas seemed. He prodded his Pegasus in vain. To the youngest son of his father it appeared that the old Pegasus horse had lost his pristine penchant for aerostatics; for there seemed to be nothing doing either in poetic frenzy or literary prose. The young man nibbled off the elegant point he had previously given his pencil.

As he resharpened his pencil the youngest son of his father fell to reading the furniture announcements. All of a sudden it struck him they were clever advertisements. Beginning on page one, he read clear through to page thirty-two, and the more he read the more favorably impressed he became with furniture, saleable from the retailer's point of view, and viewed from the consumer's side, desirable. All at once it occurred to him that he would like to be the sole owner and proprietor of a large furniture store; "for, in that event," said the young man to himself, "I could be industrious, and I could give free wing to my imagination, and I could be honest—for surely the retailing of furniture is one of the most legitimate of all the businesses in which the sons of men may engage. Therefore," concluded the young man's logic, "I will be a retail furniture dealer."

Having made up his mind to go into the furniture business, this young man wisely decided that the first step in his progress towards the far-off goal was, logically, to learn something about furniture from the manufacturer's standpoint. He therefore applied himself to one of the citizens of that country who had a name for high grade furniture. He entered the factory as an apprentice and mastered the details of the cabinetmaker's art in a thoroughgoing manner. He learned how to run complicated machines which were used in the manufacture of various pieces of solid and enduring furniture; also he learned how to rub slabs of quartered oak and figured mahogany with rotten pumice stone. He became inured to the smell of varnish, and by and by the spell and witchery of real furniture got a grip on him good and proper. And the way that young fellow worked was enough to fill any foreman's heart with delight. He was on the job with a vengeance. By and by the young man was foreman. About that time the cashier of the bank which carried the young man's account began to speak very courteously to the young foreman when he met him on the street.

Having now mastered the manufacturer's end of the big, juicy furni-

ture proposition the young man began to look about for an opportunity to butt into the retail business in an opportune manner. It came sooner than he had expected. In that young man's city was an old dealer whose steps were wobbly and whose business methods were a trifle antiquated. Rumor had it that the old man was on his last legs in two senses: that his business had practically gone to pot and that his physical strength had all but petered out. Therefore the young man sought an interview with the veteran dealer in high grade furniture, made him a proposition which the old gentleman accepted with moisture in his eyes, and started in for himself. He began with a clearance sale which moved out several carloads of antiquated pieces. The natives thought the youngest son of his father had gone dippy; but he had not. However, they bought all of these old-time pieces in no time—being somewhat new to the clearance sale idea. When he had cleaned out this accumulated junk the young man called in certain carpenters and painters, who plied their crafts in those parts, and the way that old store was rejuvenated was a topic for the daily prints. He put in new windows and the store was illuminated throughout with the latest departure in the way of lighting apparatus. When it was all finished the natives turned out to see what had happened.

After that furniture began to arrive from famous factories in the famous world centers of furniture productiveness. And there was a grand opening the like of which had never been before in all that country round about. It certainly did make them set up and comment. Of course everybody went. There was an orchestra partially concealed by potted plants on a raised platform in the center of the store. Cut flowers were everywhere in richest profusion. Dashing and debonair salesmen handed flowers to the ladies and pinned flowers on the lapels of the gentlemen's coats. Hot coffee and sandwiches were served; also lemon ice, strawberry ice cream and frappe. There was a big bowl of steaming bouillon, and aqua pura in huge bottles, which stood noses downward and gurgled gloriously as the liquid ran out into goblets (or steins). Everybody was permitted to eat sandwiches and ice cream, to consume bouillon and drink hot coffee, frappe and water to the utmost limit of their capacities. There were enticing strains of music and the delicate perfume of numerous flowers; there was a glorious shimmer of soft, fine light on beautiful creations in quartered oak, mahogany and Circassian walnut, and the very atmosphere was positively rife with good cheer and ingratiating bonhomie. Souvenirs were handed out by the salesmen, enquiries about the material, use and price of this, that and the other were courteously answered. Sales were made galore, and the names and addresses of interested observers were carefully and tactfully ascertained. This informa-

tion was transferred afterwards to certain cards which went into the card system mailing list. It was a great day to the people of that city and the news thereof traveled far.

Everybody was proud of the young man, and the more they observed his doings the prouder they became of him. He cut a swath in the retailing business of that city which put him permanently on the map. He married the daughter of the Mayor, rode about the city after business hours in a maroon-bodied whizz wagon and succeeded in keeping a level head in spite of all his prosperity.

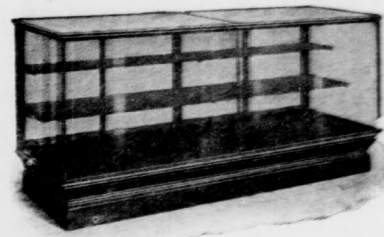
He, of all the sons of his father,

made good, for he alone added imagination to industry and honesty to imagination. Chas. L. Garrison.

Every day more or less opportunities pass by your door. Do not wait for them to come in and drag you out. Go out and seize them.

Two wrongs will not make a right and there is nothing to be gained by swearing when you or someone else has made a mistake.

To look for trouble is to find it. The man with a chip on his shoulder will always find someone to knock it off.



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.

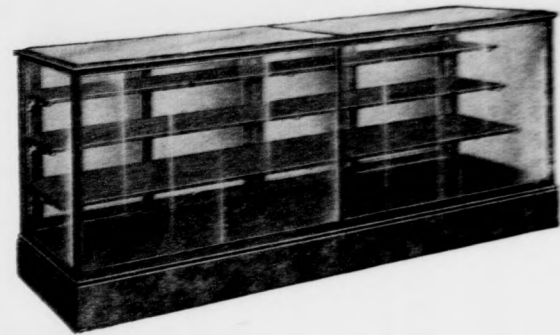
Grand Rapids, Michigan

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

Offices and showrooms under our own management: 734 Broadway, New York City; 51 Bedford St., Boston; 1329-1331 Wash. Ave., St. Louis.

The Largest Manufacturers of Store Fixtures in the World

The Druggist's Special



This is our No. 763, a narrow frame floor case with straight marble base. It is just the right height and width to be convenient for druggists' use. It has three shelves, front glass 30 inches high, and has, therefore, an unusual capacity both for holding stock and displaying.

Write for our new druggists' catalog

Our prices will interest you

WILMARTH SHOW CASE CO.

936 Jefferson Ave.

Grand Rapids, Mich.

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

Detroit show room—40 Broadway

ADVICE TO JOHN.

Do Christmas Hinting Early and You May Get What You Want.

If you do not want your wife to present you with a Christmas gift box of cigars which will fill you with misery, John, you should at once begin taking Time by the pompadour.

Now, you think of it, John, you remember that three times in the last week Mrs. John has casually remarked in the course of conversation that she does so wish she had one of those perfectly darling sets of gray fox, like Mrs. Naybors has. And the accent, you recall, was on the "so." It is perfectly legitimate for you to use the same tactics.

Begin to-morrow by purchasing a couple of your favorite swell occasion cigars—the kind you always choose when your spending friend, Royle, is footing the bill, and which you always smoke with what English people call "an air." Forget that you usually consider it a trifle vulgar to leave the bands on the cigars and leave them on. It is well to choose cigars of a distinctive shape, say clubhouse or pantella. Deposit the cigars safely in the outside breast pocket of your coat. If you put them in a vest pocket some keen-eyed friend is sure to spy them and commit the one form of robbery against which you can not even howl.

When you go home at night do not be ostentatious about the cigars. Do not mention them. After dinner, when you have settled yourself in your easy chair, take out one of the cigars and begin lazily searching yourself for a match. Keep this up until Mrs. John hops up, with a smile at your dullness and hands you a match out of the match holder at your elbow.

Do not start the conversation. We men are always so obvious about it when we start the conversation toward any certain point. Merely thank her and take up the cigar, looking inexpressively contented and happy.

"Why, John," she will say, "I thought you liked your pipe best when sitting at home evenings."

"I do, ordinarily, dear," you must say, for it would never do to let her dream how you fibbed just after last Christmas, "but to-day I got hold of some of the bulliest cigars I ever smoked. Just look at one, dear, and smell it. I'm sure you will notice the difference between it and the ordinary cigar."

She will, too. Every woman believes she can tell the difference between really fine cigars and common ones by feeling and smelling them before they are lighted. She will feel its texture and examine it as if it were material she was thinking of buying for a party gown, nor will she overlook the label. And she will confidently decide it to be a cigar of extraordinary excellence.

"It's just the shape I like, too—just exactly," you must then observe "Fits my mouth to a 'T' and feels comfortable and comforting. It is the most soul-satisfying cigar I ever smoked. That is why I left the band

on—so I wouldn't forget the name. I am so absent-minded, you know. I'm going to put the band in my desk drawer here. I have decided to smoke only these cigars hereafter, even if I have to go down to So-and-So's on Which Street near the corner of What to get 'em."

After that it is easy. All you need do is smoke your cigar with a happily tranquil look every night, occasionally commenting on its goodness. And when you come home late, remark that you were delayed by going out of your way to So-and-So's after your evening smoke. Call attention frequently to the fact that the cigars are sold at So-and-So's. Otherwise your wife is almost sure to buy your Christmas cigars on the grocery bill, and may be induced to accept some substitute.

Of course, John, your wife won't really give you a box of cigars. It is only the wives of men humorists write about who do that. Christmas for you will be the same old handkerchief shower. But this advice, with suitable modifications, will apply to many other things. The idea is this—for best results you must do your Christmas hinting early.

Cut Out Fake Advertising.

"If you merchants want advertising, go to the plants that have built your city—the newspapers. They advertise you more than the little 6x6 display advertisement you place in one corner of them can pay for. They sometimes say nice things about you, and often they do not say things about you which are not nice. The newspapers are the best advertisement a city or a group of business men possesses."

This was the text of a little lay sermon preached to 150 representative business men of Kansas City, Kas., one night by J. W. Robinson, a business man of Topeka, who told about the system used by the representative firms of that city in doing away with the advertising abuses forced on the merchants by lodges, churches and other organizations in the form of subscriptions and advertising programmes. The business men were so impressed by his talk that an organization similar to that in Topeka is to be formed.

"We formed our Association seven years ago at a committee meeting of the Commercial Club," Mr. Robinson said. "Each member of the Committee present had been held up that day for from \$5 to \$10 each by some organization for advertising space in a programme for a social or something of the kind. We decided right there to eliminate objectionable advertising and public subscriptions from our daily business life, and after dividing advertising under the heads of legitimate and illegitimate, we decided that outside of the newspapers 95 per cent. of it was illegitimate."

"We formed an association of representative business men, and now when a Committee from a church, lodge or other social or civic organization comes into our business houses for subscriptions or to sell

space in an advertising programme we refer them to a secretary, whom we pay to look up such requests. If the proposition is a good one we subscribe to it, but the merchants are not bothered by solicitors or 'forced' to give money for advertising which does not bring results, by the fear that a competitor down the street will get into the good graces of the solicitors by giving money."

"In Topeka it used to be that a lodge, which had a deposit in a bank, would go to the officials of the institution with a programme and they either had to take \$2 or \$5 or \$10 of advertising or lose the account, and by taking the subscription the bank officials gave the solicitors a leverage on every other bank in town. We do a great deal of charity work at a small cost to each member of the organization, and we are about the only philanthropic organization I know of that is not always broke."

"In the case of a public enterprise like building a new Y. M. C. A. building we pledge ourselves to give \$5,000, for instance, provided the Soliciting Committee raises a like amount from the business men who

are not members of the organization. One member of our Association, whose annual assessment is \$24, found that he was saving so much in the first month by our plan that he wrote the Secretary and wanted to send an additional \$24 to the fund. We never have less than \$10,000 in our treasury, and never have we failed to contribute liberally to every public enterprise such as street fairs, conventions and all forms of charity. We allow our members to advertise in any legitimate newspaper, in the city directory and to contribute to the Provident Association, but we fine them if we catch them advertising in the 'illegitimate' forms."

Get Busy Now.

Hard work will have to be done to defeat parcels post legislation this winter. Every grocers' association and every individual retailer ought to get busy NOW.—Grocers' Criterion.

Do not let your stock run out and your customers go away empty handed while you wait for a traveling man to show up. Buy by mail and get the goods while you need them.



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.

Christmas Candy

If you have delayed or forgotten to order your supply for the holidays tell us by telegraph, telephone or mail. We can take care of you.

"Double A" goods are in great demand. Also agents for Lowney's Fine Chocolates.

PUTNAM FACTORY, National Candy Co.

Grand Rapids, Mich.

Unwise Moving.

Written for the Tradesman.

Now and then a merchant may find it advisable to move from one part of the city to another, or from one city to another. But he ought to be very sure that the move is going to benefit him before he rents the store and calls in the moving vans.

Many people get into the habit of buying certain commodities at a given place—maybe because of convenience, and maybe for no particular reason that they could themselves give, further than that they have just gotten into the habit of it. Habit is all-powerful.

On a certain corner is a building which has been used time out of mind as a drug store. Possibly three or four different druggists have owned the store during the last twenty-five years; yet through all these years certain people in the immediate neighborhood have been buying their drugs and toilet articles at the same old stand. No matter who runs the store, they go there to trade. Ask them why and they will probably say: "Oh, well, it is convenient, and besides I have always traded there."

The dealer who runs a grocery store at a certain stand naturally has a lot of local trade that he can not take with him to another location half, or even a quarter, of a mile distant. And yet I have in mind just now a certain grocer in my town: who has the droll habit of building up a good business in one part of the city, remaining there two or three

years, then deliberately moving off and leaving it.

Why on earth does he do it? Well, I wanted to know, so I asked him. His answer was about as lucid as mud. In short, he himself did not know. Of course he thought he was bettering himself on each occasion; but he was not. For months and months after each move his business was small and he had to struggle along under a heavy handicap; but he understands the grocery business in spite of his nomadic proclivities, and give him time and he will build up a fairly good business almost anywhere he finds himself. But if the landlord happens to get a little brusque he will get peevisish and the first thing you know he is somewhere else, maybe ten blocks away!

Choosing a location in the first place is a serious proposition. It is something like getting married. You ought not to do it too hastily; but when you have finally made up your mind, moved in and become fairly well established you had better let well enough alone and stay right there on the same old site.

How frequently we read of the successful merchant in the small town, who gets the bee of larger commercial successes buzzing in his bonnet, sells out and moves to the larger city. Sometimes, to be sure, he makes good; but more often he does not.

As a small town dealer he is a pronounced success, because his competitors are just ordinary country dealers. He is the peer of any of

them—and a little more. He lays it over them. Maybe he happens to have a little more capital, or maybe it is because of superior executive ability, better salesmanship—any or all of these things; and it occurs to him that he can cut a proportionately wider swath in the big city.

So it is into the city for him. The county paper comes out with a big puff—albeit with a sad note therein—announcing "our popular and prosperous" Mr. So-and-So, feeling that he required a larger scope for his business capacities, decides, "to the regret of our citizens," to move into the city.

When he gets into the city, however, he finds that there is an oodling of dealers just as resourceful as himself—and some of them vastly more so; that they have the added advantage of a large acquaintanceship in the community; that they have become firmly established; that they have more capital than he, and that, take them all in all, they are resourceful and aggressive and eternally on the job.

About that time he begins to wish he had stayed at home, and unless he is a born genius the longer he stays in the big, new city the harder he will wish it. Eli Elkins.

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

The greatest force for good is faith in the possible good in a man.

Taking Chances.

One of the strongest instincts born in most men is that of gambling. A long chance is often preferred to a sure thing, even when the better judgment says it is a losing proposition. That the desire for gambling takes many forms in business, and unconsciously extends to a greater extent than is imaginable, is a fact not always or often fully appreciated. Can a dealer take this attitude with any assurance of success? We think not, and we think, moreover, that it is a dangerous method to pursue in running a business. A wise man insures his stock, but the gambler says, "No, I will take a chance of its burning." Usually he loses and loses heavily. How many dealers take a chance on having stock enough to supply their trade and fall short on the first order? That is gambling. Taking a chance on remembering to set down a charge sale later in the day, when opportunity offers itself, is gambling. It is gambling with the sales of the day, also with profits.

Taking these and other similar chances tends towards laxity, which is a sure road to business ruin. Employ competent assistants, carry insurance, keep accounts up to the minute, advertise, do a few other things and success will come so fast that there will not be time to take chances.

Don't call attention to a competitor's faults. Don't call attention to a competitor in any way, shape or manner.

Thousands Cannot Safely Drink Coffee

Hundreds of thousands of dollars are paid annually in pointing out the benefit derived from using



POSTUM

In place of coffee

When people quit coffee they drink Postum and the demand is steadily increasing.

The sale of Postum is guaranteed, and it yields good profit to grocers. Keep well stocked to supply the demand.

"There's a Reason"

Postum Cereal Company, Ltd., Battle Creek, Michigan



Be Prepared, For the Grand Rush Will Soon Be On.

It is to be assumed that you have your Christmas campaign planned; that your departments are ready; that you are prepared in every respect for the final grand rush of the Christmas shopping season.

From tots with their pennies saved up to tottering grandmothers with fond remembrances of granddaughters or son—they will all remember the gift season and if they have not already visited you they surely are on the way, and it is up to you to be ready for them.

Give your salespeople daily talks on combination selling. For instance, a tablet in the stationery department calls for envelopes and pencils. Ten yards of calico in domestics call for thread, hooks and eyes, and buttons. This method will do more to increase daily sales than any other one thing.

A word about gifts. People as a rule do not know what they want. They go up and down past your departments like an ocean liner at sea without a rudder. If you are a wise captain you will issue orders while yet in sight of land directing your first lieutenants, mates and even the deck hands to study suggestive hints as to whom the presents are for, the ages, sex and other information which will prove helpful.

You have countless articles in all departments suitable for presents. Suggest the practical things. Everyday needs are always good. Christmas shoppers are spenders. They have saved up for this event, the greatest in the year. They do not always buy the loud, attractive articles with the extravagant price.

Graniteware, nickel plated, copper ware; in fact, any staple department if live wires are in them will all increase their last year's figures, if persistently suggested to the right class of trade. Be practical, fair, reasonable in all departments and surprises will appear in all.

No doubt extra salespeople will be added to the regular force. See that the regulars aid the new recruits. They are not expected to know the stock like the old war horses. A haughty air of indifference on the part of a regular toward an "extra" often spoils many a prospective sale. Promptness in waiting on trade shows an aggressive trading post and not a hitching post. Most people do not come to spend a wasteful hour. They come to be waited upon, not to wait.

Organize your salespeople to handle the crowds when they come. See

that they do. "We encourage forenoon shopping. Avoid afternoon crowds." You see this in nearly all Christmas full-page advertisements. Better say "Hobby horses for the children, 48c to \$1.48."

One well-waited-upon customer is worth two or more half waited upon. The confidence of a buying customer is in a salesman's power—the pocket-book follows every time.

History of the Corset.

It is said that corsets were first worn by the women of France in the year 910. This is therefore the thousandth anniversary of its invention.

These first corsets were wide belts of rubber, stiffened on the inside, and enclosing almost the entire trunk. A hundred years later a corset of different type appeared in England and Germany. This was a narrower belt of stronger material with elastic insertions encircling only the waist and causing so little discomfort that even stout women were glad to wear it.

Then came the period from 1100 to 1300 during which French corsets were worn by the fashionable women of Germany, France, England, the Netherlands, Austria, Russia, Hungary, Italy and Spain. These corsets were of two kinds—one rounded and close-fitting, the other a wider form of rubber inserting, fitted with metal stays. It is in this period that long slender waists first became the fashion, and the first "torture corsets" were devised.

In the period from 1350 to 1450 the "comfortable" corset with soft elastic lining was preferred in Germany and other countries. But this went out of style and in the fifteenth and sixteenth centuries corsets of this kind could be found only in the country. At the time of the Thirty Years' War and in the rococo period the "torture" corset was again in favor. For the first time whalebone was now used, although in a primitive manner. The corsets of this period were of so monstrous a form that about half of the women who wore them fell ill with abdominal troubles, which often caused years of suffering.

During the period from 1650 to 1800 there were two distinct classes in society as regards the wearing of corsets. The women of one section, realizing the evils of the "torture" corsets, laid them aside entirely, while the others stubbornly refused to sacrifice their slender waists.

This condition lasted until the year 1870, when an entirely new direction was taken, at first in England and France, and then between

1880 and 1890 in Germany as well. The strongly laced corsets were gradually laid aside by the best society and smaller corsets, supporting the bust, were worn.

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.



Handkerchiefs retail one cent to a dollar
Hand Bags retail twenty-five cents to six dollars
Books retail five cents to a half dollar
Papeterie retail ten cents to a half dollar
Perfumery retails five cents to a quarter dollar

Merchants can make no mistake on the above items. They are good after the holidays are over.

Rush orders given immediate and careful attention.

Grand Rapids Dry Goods Co.

Exclusively Wholesale

Grand Rapids, Michigan

Telephone Your

Hurry-up Orders for

Christmas Goods

Citizens No. 4377

Or Bell Main 219

And same will receive prompt and careful attention.

P. STEKETEE & SONS

Wholesale Dry Goods

Grand Rapids, Mich.

On account of alterations we have a few show cases for sale very cheap

Modern Woman and Her Furs.

At one time animals only were skinned to provide furs. But, nowadays, the husband who presents his wife with a set of furs finds that he is pretty well "skinned," too.

When women get furs, they want something which sets you wondering how on earth their husbands could have afforded it. Women love to own a fur which sounds expensive and rare. For instance, a set of furs fashioned from the domestic cat and labeled as such would never find a purchaser. But put it into a bargain sale ticketed as "Parisian Tigerette," and you would have ten women quarreling over possession of it inside of three minutes.

Women want furs which sound more expensive than they are. You never hear a woman boasting about her rabbit skin stole or her sheepskin coat. And so, to find a sale, our commoner animals have to masquerade as Indian weasel or Chinese puma. Of course, it does not make them any warmer as garments, but it makes the prices a bit hotter.

A woman would never feel proud about her furs if you reminded her that it was all a tossup whether the skin she was wearing became a set of furs or a hearthrug.

The way a woman wears furs is peculiar. She tells you she wears them because they are so nice and warm. And yet she carries her muff in one hand, and hangs the other affair loosely over her shoulders, with just sufficient careful carelessness to display all the brooches she is wearing. Ask her why she does not wrap herself up closer and she replies that furs make one so hot. Queer creatures, women!

There is no more elastic a term in the feminine vocabulary than "furs." To one woman it means a skinny little muff; to another it means a muff and neck attachment; to a third it means nothing less than a fur coat. One woman, mentioning offhandedly her "furs," refers to a thousand dollar fur coat; another, speaking of her "furs" in tones of dignity, may only be meaning her set of "radium-dyed dogette."

In these days furs are within the reach of all. There are cheap furs about which the vendors will be no more specific than to call them "original fur;" there are others furs which the rich can just manage to buy by the exercise of economy in other directions.

The woman arriving at the theater in an expensive fur coat usually has a low neck to her dress. This may be one form of economy.

After the "Turn of the Year."

Whether the financial and industrial markets are to have plain sailing, after the money tension, so long prevalent, has relaxed with the ending of the year, or whether we are really in for a period of reaction and slow trade, is as much a topic of controversy in Chicago as elsewhere, writes a Chicago correspondent. It gives a peculiar atmosphere of obscurity to the forecasts of experienced business men regarding 1911.

It is fair to say that among the largest distributors of merchandise, and especially with the dry goods and clothing and shoe interests, there is an optimistic feeling as to the future. This is induced by the belief that falling agricultural prices, when caused by genuinely large crops, have never caused the country merchants, or any other legitimate interest, to lose money, and on the further belief that the buying power of the people will be of the same magnitude in 1911 as it was in 1910, that consumption of goods will go steadily on and that there are no burdensome stocks in any section of the country. They also make the point that their sales of goods for spring delivery are far above earlier expectations, and show gains of 10 to 15 per cent. over the same period last year. For the present there is a good volume of trade, both wholesale and retail. Holiday business is well under way, and promises to be larger than in recent years.

Notwithstanding these views, there are other well-informed men, close readers of speculative and business conditions, and who have the best of information, who say that they do not look for any such increase in business for the next six to twelve months. They point to the signs of readjustment in many industries, to possible tariff legislation, to the complaint of the railways over existing rates, and to other important factors, which they believe will prevent buying of goods on the scale that existed during the boom of recent years. These men regard conditions as only the natural reaction from the activity of the past few years—an activity which had reached a feverish stage before the panic of 1907, and which returned with abnormal rapidity to that condition after the panic was over.

How To Figure Profits.

That a great many errors are made by merchants in the figuring of profits is the opinion of H. E. Robertson, a well-known Chicago collar man who has devoted considerable time and study to the twin subjects of costs and profits. He illustrates a common mistake due to computing profits on the wrong end of a business deal with the following example:

A merchant buys a line of shirts at \$12 a dozen or \$1 per shirt and sells each shirt for \$1.50. What percentage of profit does he make? A common answer to this problem, and an answer that is entirely wrong, is 50 per cent. Suppose a merchant figuring his profits in this manner makes a deal with a man to go out and sell these shirts in a house-to-house canvass of the country trade. Each shirt costs him \$1 and sells for \$1.50, and as he figures his profit to be 50 per cent. he agrees to give his agent 33 1/3 per cent. commission on all sales. The agent sells each shirt for \$1.50, deducts his commission of 33 1/3 per cent. or 50 cents, and turns over to the merchant the remainder, or \$1 for each shirt.

The merchant's fancied profits of 50 per cent. have been eaten up by the agent's commission of 33 1/3 per cent. merely because the merchant figured his profit on the purchase price when he should have figured it on the selling price. A rule which Mr. Robertson always follows in obtaining the correct percentage of profit on any transaction is to subtract the cost from the selling price, add two ciphers to the difference and divide by the selling price.

In marking goods, if a merchant, wishing to mark them for a certain per cent. profit, has only the cost price to go by he can find the selling price by subtracting the per cent. of profit he wishes to obtain from 100 and in this way find the relation the cost bears to the selling price. For instance, an article costs \$3.75 and the merchant wants to make a profit of 25 per cent. To find the price at which the article must be sold to realize this profit he first deducts 25 from 100. This gives a remainder of 75, the percentage of the cost. If \$3.75 is 75 cent., 1 per cent. would be 5 cents and 100 per cent. 85, which, of course, is the price the goods should be marked.

A convenient table for the merchant in marking his stock is the following:

- To make 16 2/3 cents profit, add 20 per cent. to the cost.
- To make 20 per cent. profit, add 25 per cent. to the cost.
- To make 25 per cent. profit, add 33 1/3 per cent. to the cost.
- To make 33 1/3 per cent. profit, add 50 per cent. to the cost.
- To make 50 per cent. profit, add 100 per cent. to the cost.

The Christmas Spirit.

Take advantage of the Christmas spirit. If you don't your competitor will and you might just as well have your share of the Christmas trade and reap the profits as the other fellow. People are not normal during the days of the holiday season. It makes them feel as if the days are charmed and it is the time to follow the policy of "Good will to all men." In fact, some people who ordinarily would squeeze a penny until the Indian whooped become all of a sudden spendthrifts and buy recklessly. Everybody has somebody to remember during Christmas time, and the little remembrance the merchants are expected to furnish, so it is up to you to furnish your share. Granted, then, that all people are more free with their money during the Christmas season than any other time of the year it behooves the merchants to make the most of it and take advantage of the spirit.

During these days the store, the merchandise, the clerks and even the boss should be at their best. Smile and help the customers pick out the presents they want to purchase.

Make suggestions and help them all you can. A customer values a merchant's or clerk's opinion very much during these days.

Arrange your gift merchandise attractively and give it the best position where your customers can handle the goods.

Make special features of decorations such as tags, seals, fancy ribbons and anything that is necessary to make the articles purchased complete to be sent.

Do not forget the decorations on the interior of the store and the show windows. Make your place look neat and attractive by decorating with Christmas colors and make it look real Christmaslike.

If your work is not congenial to you, don't let that fact prevent you from doing it well. Success cannot afford to humor inclinations.

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

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

H. A. SEINSHEIMER & CO.
 CINCINNATI
 MANUFACTURERS OF

Perfection
 COPYRIGHTED
BOYS' CLOTHES

IS IT A DREAM?

Customers Can't Talk Back To Automatic Clerk.

Written for the Tradesman.

"The corner grocery of the future," said the man on the up-end soap box to the man on the potato basket, "will consist of a long, narrow room with holes in the walls, holes of all sizes."

"Some of them have holes in the walls now," observed the young clerk, who had just been employed and didn't know any better than to interrupt when Uncle Cy and Deacon Boggs were settling the affairs of the world. "And some of them holes in the roof, also," continued the new clerk.

"And some of the employes have large openings without any power of keeping them shut," observed Deacon Boggs, whereat the others in the store laughed heartily, as was the custom when the Deacon came back with sarcasm. One could always tell when the Deacon meant to be sarcastic, for he italicized his speech with winks at those about him.

"Yes, sir," continued Uncle Cy, "there'll come a time when all one will have to do to get a quarter's worth of coal will be to put a quarter in a hole in the wall."

"I'm of your opinion," said Deacon Boggs.

"And crackers," resumed Uncle Cy, proud of having his thoughts approved of by so wise a person as the Deacon, "and crackers. When you want a dime's worth of crackers, all you will have to do will be to drop a dime in a slot and take out your crackers, all wrapped up nicely."

"Sure!" said the Deacon. The new clerk went back to the book-keeper and stood with his elbows on the top of the high desk.

"What do you know about that?" he asked.

The old book-keeper sighed and laid down his pen.

"There's a company being formed in Philadelphia to bring about just the condition those men are talking about," he said.

"A-nickel-in-the-slot grocery?"

"The same."

"But how will the stuff be measured and weighed?"

"All put up in packages and dropped into chambers back of the slots. The packages will be released, of course, just as the gum-machines release the packages."

"And syrup, and vinegar, and lasses, and kerosene?"

"All in little tin cans."

"That will be a fine scheme," said the new clerk.

Then he stood for a moment with a thoughtful look on his face.

"Say," he said, then, "where will the clerk come in?"

"Why, he will be behind the walls filling the chambers."

"I see," said the clerk.

"And in them days," the grating voice of Uncle Cy went on, "when you buy a dime's worth of anything you get a dime's worth. What?"

"I should say so," replied the

Deacon. "Why, I came down here yesterday and bought a quarter's worth of soft coal to light fires with, and when I got home I weighed it. Now, at what rate do you suppose I paid a ton for soft coal?"

"About fifteen dollars."

"Twenty!"

"Gee!" said the new clerk, to the book-keeper, "I guess those men think a man can hire clerks to handle coal in nickel lots, and wrap it up, and tie it up, and brush the dust off the paper, at eight dollars a ton."

"Twenty dollars a ton for soft coal!" continued the Deacon. And I wanted some kerosene, the other day, on account of the Standard Oil man not seeing our sign and stopping, so I came over here to get a quart to pull through. Now how much do you think I paid a gallon for that kerosene?"

"Fifteen cents," guessed the other.

"Twenty!" shouted the Deacon. "He charged me a nickel for a quart!"

"Now, what do you think of that?" demanded the new clerk. "He had had vinegar, or something sour, in the bottle, and he asked me to wash it out. And he didn't bring any cork, and so I had to hunt one for him. And I had to go to the trouble of lighting the gas in the basement, too!"

"And sugar," the complaining voice of the Deacon continued. "That will be a good thing when you want to buy sugar. You put your dime in and get just as much in proportion for your money as you would if you bought a ton. Oh, this grocery will be all right—this grocery where the slots in the walls weigh and measure and deliver the goods."

"I wonder how the Deacon will get his nibble of crackers and cheese?" asked the new clerk.

"And how will Uncle Cy get his bit of fine-cut?" asked the book-keeper.

"And there won't be any flies," Uncle Cy went on. "I come in here in the summer, now and then, and find the store alive with flies. They're on the provisions, and all over everything. I don't believe it is healthy to have flies coming in here and getting on the goods."

"That's the limit," observed the new clerk. "We keep our goods covered up, away from the flies, but you ought to see the interior of Uncle Cy's house. I went in there one day to take a bar of soap, and the flies weren't going to let me out again. If the old lady hadn't come with the broom and attracted their attention to herself, I guess I should have been eaten alive. He's a nice old codger to talk about flies."

"Everything will be tied up in packages, or soldered up into cans," Uncle Cy went on, "and you won't have to watch and see things weighed. Just think how nice it will be for the poor in the big cities!"

"I reckon the poor in the big cities pay about twelve cents a pound for sugar," said the Deacon.

While the old man talked a woman with a red shawl over her shoulders and her spectacles on her forehead

came in and asked for two pounds of cotto-suet.

"How much is it?"

"Fourteen cents," replied the new clerk.

"That's gone up, too, has it?" the customer demanded. "Let me see what it looks like."

The new clerk brought out about a pound on a paddle.

"That's too yellow," she said. "I don't like it so yellow. Looks like it had been burned or something."

"How much do you want?" asked the clerk.

Two pounds. I guess you heard what I said. Now, you just take that thick wooden dish off the scales. If you think I'm going to pay fourteen cents a pound for hemlock you're mistaken. And you needn't put that thick brown paper on the scales, either. That don't cost no fourteen cents a pound.

"Did you bring a pail to put it in?" asked the clerk.

"A pail? Of course I didn't bring no pail."

"Then hold your pocket up here and I'll put it in there."

"Well, of all the impudent young rascals!"

"But, look here," said the new clerk, "you won't let me put it in a dish or in wrapping paper."

"Put it in some of that thin paper," said the woman. "Then you can give me one of them wooden things to put it in, after you get it weighed."

"Yes, sir," the voice of the Deacon broke in, "the packages will be all put up nice, and there won't be no impudent clerks to talk back to the man who is spending of his money."

The new clerk went back to the book-keeper after he had taken the pay for the cotto-suet.

"Say," he said, "won't it be funny, when these new nickel-in-the-slot groceries get to going, to hear a woman like that standing with her hands on her hips talking like that to a hole in the wall? The woman comes in and drops a dime in the slot, and out comes a package of starch. Then she gets red in the face and says to the machine:

"That ain't near so big a package of starch as I got at the other store for ten cents, and you just take it back and give me full weight! Say, but that will be fine. What about it?"

The book-keeper turned around on his stool and watched a customer who had bought ten cents' worth of eggs and was asking the proprietor to throw in three sticks of candy for the children.

"Anyhow," she was saying, "eggs are only thirty-five cents a dozen, and you charged me at the rate of forty."

"If I give you four for a dime," said the boss, "that will be at the rate of thirty cents a dozen, and I should lose money."

"Then give me a cent back," and he did.

"I'm afraid it is a dream, this nickel-in-the-slot grocery," said the new clerk. "People won't trade where they can't make trouble for the clerks. Just think of a woman stand-

ing in front of a slot machine and asking the concern to throw in a stick of candy, or an apple! Or a woman buying a dime's worth of tea and wanting a couple of cookies free for the babies! It is a dream!"

Alfred B. Tozer.

No Justification For Lying.

A question in the ethics of salesmanship has been recently discussed, the question being put in this form: "What is a salesman to do if his employer requires him to praise some article which he knows to be of inferior quality?"

We do not think there are many stores in which that is likely to occur. Most assuredly, it is not the rule in any of the great stores of this or any other country, because every successful store goes upon the principle that it is better to try to hold old customers than to depend wholly upon a continual succession of new ones.

Somebody has said that "A man is exactly as honest as the goods he makes," and there are those who stretch this to read, "A man is only as honest as the goods he sells." That, of course, means that he should honestly adjust the price to the article. There is such a thing as honest shoddy, if the shoddy is not misrepresented and is sold at a price consistent with its intrinsic value and real quality. The fraud is in selling the shoddy for the real, whether it be in clothing or diamonds; in silks or shoes.

We do not believe any salesman is justified in executing an order to lie about the quality of the goods he sells. He should be careful, however, that he knows what he is talking about and does not guess at it, in making up his opinion, for it would be as dishonest to his employer to understate the goods as it would be to the customer to overstate them.

On the whole, there is a vast preponderance of fairness and squareness in modern retailing. Some merchants may be honest simply because they think honesty is the best policy; but the fact remains that they are honest.

Neither a clerk nor a merchant can afford to lie. He can not afford to thus undermine the foundation of his own judgment. The truth is not so simple a thing always as some people seem to suppose. It is not always a plain, simple matter, easily demonstrable, like a line of the multiplication table. In human affairs it involves nearly always the question of judgment and opinion, and the consideration of many phases and sides of a given proposition.

It is the principle that counts. The whole question of honesty in shoe selling is to the fore at this time, because of the creeping in of dishonest practices. All reputable stores, doing square business, may well combine to fight the disreputable fake stores which are unloading cheap stuff in many localities.

The profits of a store are just about in a direct ratio to the quality of the system used in handling the business.

"Here's What You Have Done Today"

The storekeeper who can say this to his clerks at the end of the day has solved his biggest business problem. He is getting his clerks to shoulder their share of responsibility for the success of his business

HE can say this to his clerks and get a great deal of valuable information besides about his business with a National Cash Register.

Our new National Cash Register gives each clerk his own adding wheels showing how much business he does in the day. From these wheels and from the printed record furnished by the register the storekeeper can quickly tell each clerk how much business he has done in the day. He can enter the record in a book for prizes or promotion. He can give a prize for the largest amount of goods sold and another prize for the largest number of customers waited on. One is as important as the other.



Talking Over Today's Business Helps Tomorrow's Records

The National Cash Register Way is the Modern Way of Building Business

Bright Clerks Welcome This System

Clerks want to get ahead—to earn more money.

If each one sees that you have a way of comparing his record with other clerks and relieving him of the responsibility for other people's mistakes, you get his best work.

He soon develops real salesmanship in disposing of goods that the customer cannot see to ask for.

He soon sees that politeness and attention to every customer, big or small, rich or poor, helps his record and makes him more valuable. With this register each clerk stands on his own record.

Meanwhile your trade grows—all of your customers get better service—your profits increase.

Business Building Without Expense

If you have four clerks and were able to increase each clerk's sales only \$1 a day for the whole year, that would mean increased business of over \$1,200 a year. Isn't a plan that will do that worth investigating?

The National Cash Register is the only business system that gives this result in a practical way.

More than 917,000 Nationals have been sold. We could not sell this great number unless they saved money and increased trade.

What You Get With This National

Separate adding wheels for each clerk up to nine clerks—each clerk has practically his own cash register.

Total of all money taken in.

Total of all "Charge" Sales.

Total of all money "Paid on Account" by customers.

Total amount of money paid out.

A printed record of each sale on a roll of paper inside the register.

A printed check with each record—or the register can be built to print on a sales slip.

Separate cash drawer for each clerk, up to nine clerks.

With single cash drawer the register can be used with cashier.

Can be operated with electricity.

Built to stand on floor or counter. Does anything that any other register can do.

Prices run from \$290 to \$765, according to size.

"It Pays For Itself"



The National Cash Register Co., Dayton, Ohio.

D. M. T.

Send me full information about National Cash Registers. This does not commit me to buy

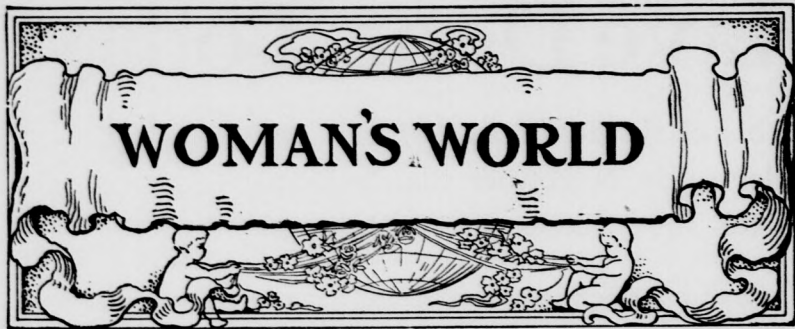
Name _____ Business _____

Address _____ No. of Clerks _____

ASK US to send full information about this National Cash Register built to suit your business. Investigate. You cannot begin to protect your profits any too soon.

The National Cash Register Company, Dayton, Ohio

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



WOMAN'S WORLD

What the Cooking School Can Not Supply.

Written for the Tradesman.

An open letter in a current issue of a popular magazine tells of a man who recently walked into a social settlement in New York City and asked whether his wife might not go there and learn to cook. He said that his salary was \$60 a month and that his bill at the delicatessen, where his wife bought practically all the food for the two of them—cooked and ready to eat—was \$30 a month. He said that he really did not get enough to eat, and that he could not afford such an outlay for food as \$30 a month. The idea was beginning to dawn on him that if his wife would only learn to cook they might have better food, more food and cheaper food.

In this little story from real life, which I have quoted exactly as it is told, and which covers but a single paragraph, is written a whole domestic tragedy. Poor, shiftless, thriftless, short-sighted, incompetent wife! Poor hard working, ill fed, nose held to the grindstone, living hand to mouth and never will be able to get ahead any husband, who finds, when it is too late, that he has in ignorance and thoughtlessness irrevocably thrust his head into the matrimonial yoke with such a mate! and poor dumb, blind, masculine hopefulness and optimism that, under such circumstances as those depicted, can pin its faith to cooking schools to better the pitiable condition!

Two people trying to live in New York City on \$60 a month, the wife with nothing to do but the little housekeeping for the pair, and buying their food, high in price, scant in quantity and deficient in nutritive qualities at the delicatessen shops! Do you say that the poor thing did not know how to cook? Why was she not taught how? Why was she not lying awake nights figuring on how to make the very most of their slender income? Why was she not besetting every capable and economical housekeeper of her acquaintance to tell her just what kinds of food would do them the most good for the least money? Why had she not hustled out and found the cooking school herself long before the idea forced itself upon the slow-working masculine brain that something ought to be done, and to keep from sheer despair he went to the social settlement with his difficulties? The answer to all these questions is easy. It may be read plainly between the lines of the brief description given. This

woman has not any headpiece. That is the whole trouble.

Will the course at the settlement that her husband desires her to take up supply this lack? There hardly is one chance in forty that it will, and that lies in the bare possibility that the woman may yet be only a child in mind, having not really come to years of understanding, and that association with the settlement may awaken her dormant mental faculties and arouse in her a sense of her responsibilities. But if she has not the mental faculties to awaken, if she is lacking in good natural capability, then neither a course in cooking nor anything else can afford real relief for the pecuniary troubles of this unhappy pair. Unpleasant as it is to make gloomy predictions, humanly speaking, for such a family as the one described — for every family where the husband has only a limited earning capacity and the wife no ability to economize — there is nothing before them but a long-continued grind of poverty, and when sickness and misfortune overtake them, utter penury and wretchedness.

Nature gives to some of her daughters good looks, to others talents and attractions of various kinds, but to each of her real favorites she hands out just a good headpiece.

The woman who is so endowed can do almost anything. I have known women who, previous to marriage, were teachers and business women, and really knew very little about housework, who, in a few short months, by diligent application of their brains to their tasks, became notable cooks and housekeepers. I have known other girls who never did anything but housework in their whole lives, and who, in homes of their own, simply went one better than their mothers in incapacity and extravagance and slovenliness.

Now I am not opposed to schools of cooking and domestic economy. On the contrary, when they are conducted along practical lines, I consider them a move in the right direction, and calculated to confer great benefit. The mathematical probabilities with almost every girl are that sooner or later she will need to know how to cook and bake and sew. Then let her learn these things while her mind is quick and active, and she can get hold of them easily. The woman who takes up housekeeping later in life, while she may do it well, is somewhat at a disadvantage. It is always harder work for her than if she had learned earlier. Every woman of intelligence, who never has

taken a course in cooking, realizes that there is much about the chemistry and nutritive properties of food that she ought to know, which she can not learn at home, but which the good cooking schools teach.

So much for the advantages of domestic science. But the cooking school, like everything else, has its limitations. The man who hopefully looks upon it as a panacea which can cure all his cost-of-living ills is destined to disappointment, for no cooking school can supply its pupils with that priceless boon for which every woman should earnestly pray—a good headpiece.

The term is not synonymous with a good education. A woman who can hardly read and write, and is shaky on spelling and grammar, may have a headpiece that is first class; while college graduate with A. B. and M. A. and L. L. D. after her name may lack one that can take hold of the practical affairs of life.

The woman with a good headpiece, provided she has an affectionate disposition and a fair degree of womanly tact and agreeableness, is the real grand prize in the whole matrimonial lottery. She it is who can take a small amount, often a pitifully small amount, of common lucre—dirty silver and filthy, germ-laden bills of the lesser denominations—and transmute it into an incredibly large quantity of good food and warmth and clothing and comfort and home cheer, and even have something left over for life insurance and savings accounts. She it is to whom her husband may profitably turn over his whole earnings and in whose heart he may safely trust. Quillo.

Forget Self.

To be "happy although homesick at holiday time" one must strive to forget self and think of others. Try to make happy some one a little less fortunate. Each of us, no matter what station we occupy, knows some one a little less happily situated, and it is only by denying ourselves of some coveted or perhaps needed thing and bringing a little brightness into another's life that we may hope to find happiness—the happiness that endures and brings such a feeling of exaltation that self and loneliness are forgotten.

Some may say, "I have so little." Dear sister in loneliness, it is that which makes the gift worth while. The thousand dollar gift of a millionaire does not bring the happiness that a 25 cent toy would bring to a poor child, or some dainty to a poor invalid, or even a 25 cent meal to a street waif. And I do not believe it counts for as much "up there," while your pay must be as a hundredfold in happiness. Then, too, "you have done it unto one of the least of these," so have "done it unto" Him. Lottie A. Gannett.

It is a waste of time and energy to persist in trying to accomplish the impossible, but be sure you are wrong before you quit.

It is always easier to love your enemies than your rivals.

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.



PROOF OF THE PUDDING.

Eat a Little, See a Great Deal and Sing Praises of Heinz.

Written for the Tradesman.

That H. J. Heinz is one of the largest advertisers in the world is well known; but the unique follow-up system which he practices, one in which there is left the impression that it is you yourself who does the following, is worthy of more than casual mention.

While there are branch houses in various parts of the country and in foreign lands, one should visit the main plant at Pittsburg, Pa., to get the keynote to the advertising scheme. For while its position is rendered possible only through the lavish use of printers' ink, that the methods here employed greatly intensify results can not be for a moment questioned. No one would care to see the factory of the Heinz products were they not well advertised; but no one who has ever partaken of the hospitality of the home plant will fail to be interested in the printed notices—and in what they stand for.

When several blocks away, the appetizing aroma of catsup assured us that we were going in the right direction. And the group of absolutely clean buildings, washed on the outside at frequent intervals, instinctively creates a friendly feeling for the place. Rare Japanese tapestry is hung on either side of the entrance to the Administration Building, and we were conducted through a spacious rotunda of marble, a fountain bordered with palms forming the center of attraction, to the reception room. The latter is luxuriously furnished, and on every side are proofs that the head of the establishment is a liberal patron of art. After registering and checking packages, we are seated to await the guide, pen, ink and post cards—of the Heinz establishment—being provided for the accommodation of guests.

Presently a guide escorted the party back to the rotunda, explaining the significance of each of the mural paintings. These show the various stages of work from tilling the soil for cucumbers to growing the olives in Spain. But one of special note is a two-story brick building where the business commenced forty years ago in Sharpsburg, five miles up the Allegheny River, when a young man of 23 conceived the idea that the world wanted and would pay for grated horseradish root, if well prepared. In 1904 this modest monument of a great industry was floated down the river on a raft, being left intact save for the removal of the chimneys. But when it reached the city it was found to be just four inches too high to go under the bridges spanning the river. There was nothing to do but to wait for the river to fall. And now the building is one of the architectural prides of the notable Hollow Square, its method of transportation being regarded by scientists as no slight engineering feat.

We were then taken through the power plant, where great dynamos supply motors and electric lights to

all the buildings, besides furnishing the steam for sterilizing and preserving. The stables are models of comfort, everything being furnished which equestrian luxury could suggest, even to the Turkish bath.

Most of the work is done by girls, and there was evidence on every side that they are at least as well looked after as the horses. There are commodious dressing rooms where the required uniform of blue and white with white cap is donned and doffed daily. A natatorium 40x25 feet assures personal cleanliness for each employe. A professional manicure carefully attends to the nails of each at regular intervals.

There is a large dining room in which each girl is given a chair. She brings her own dinner but is given all the tea or coffee, sugar and milk that she wants for the nominal price of one cent daily. In the recreation room adjoining are a piano, choice paintings, plants, books and periodical literature; and once a week 50,000 volumes from the Carnegie Library are placed at the disposal of all who wish, thus saving to them the time and car fare necessary to make a trip to the central library. A roof garden with baseball grounds still further renders the noontide hour enjoyable.

The white tile tables for work are the personification of cleanliness. No products are allowed to remain upon them over night; all must be fresh. The hard maple floors of the kitchen give evidence of the daily scrubbing, and the polished kettles in the preserving department speak of excellent care. Not a single member of the "57" can be followed in its life history from start to finish without a pleasurable surprise. The rapidity of work, the careful attention to detail—every step from the making of the can to the filling, sealing, labeling, final sterilization and testing has its lesson.

Even the seemingly simple process of packing pickles in a jar becomes a fine art. Every pickle must lay just so, and if even the shortest piece of stem creeps in, the jar must be re-packed and the offending part removed. The pickles are deftly arranged by means of a slender grooved stick, and while every bottle of the retail products must be according to the approved pattern, thus securing uniformity in quantity as well as making every package a veritable trade mark, the display jars are open to originality on the part of the packers; and the artistic designs carried out in stuffed olives and other things are a pleasing surprise to the uninitiated.

After seeing beans baked to the point which makes the mouth water, peanuts ground into butter and countless other processes, all of which were most pleasing to the olfactory, we were conducted to the auditorium, seating 1,500, and the gathering place of the employes for lectures and entertainments of various sorts. Here came the crowning surprise, where all was wonder, an invitation into an adjoining room to sample some of the products.

Small tables, each covered with spotless white, were arranged in the sampling room. Napkins bore the monogram of the firm; this mark also appeared in green on one side of all china, the other bearing the well known cucumber trade mark. Piled high at the side of the room were samples of the "57."

On each table were placed mustard, catsup, pickled onions and other relishes. Waiters brought tiny bowls of tomato soup steaming hot and reflecting the veracity of one who assured us that it was concocted only of the choicest tomatoes, sweet cream and pure spices. Then came in succession baked beans served with tomato sauce, apple butter tarts, strawberry preserves, and finally a piece of delicious mince pie. While the portions received were small, they were sufficient to prove the quality. As each course was served the size and price of the different packages were shown; but no one was asked or was seemingly expected to buy. Hospitality seemed at all points uppermost. And while the demonstration proved the quality of the goods, the successive courses were an object lesson to the housewife regarding the possibilities of the Heinz products for supplying an entire meal in an emergency.

The guests were then taken back to the auditorium, where a lecture, illustrated with slides, gave a realistic picture of the business both at home and in foreign fields. The visitor leaves with the impression that he

has been royally entertained; that the establishment is cleanly in the extreme, well organized and all details carefully provided for; that the man who has built up such a business from a small beginning is entitled to a pier in the ocean which is one of the most popular spots in a most popular summer resort; that he was sincere when, in replying to the query whether so much expense for the comforts of his employes paid, he said: "I never thought of that. When we see that our employes' lives are made happier and better we are fully repaid. We believe in having a little of our heaven here below, and the means which we employ to accomplish this end are what we call sentiment in business." We see in the results some of the secrets of Mr. Heinz's success as an advertiser. He is an expert in "following up" his advertising.

Bessie L. Putnam.

Gessed It Easy.

"Children," said the minister, addressing the Sunday school, "I want to talk to you a few moments of the most important organs in the world. What is it that throbs away, never stopping, never ceasing, whether you wake or sleep, night and day, week in and week out, month in and month out, year in and year out, without any volition on your part, hidden away, as it were, in the depths, unseen by you, throbbing rhythmically all your life long?"

And during the pause for oratorical effect came a small voice: "The gas meter."



Why does nearly every man who offers you flour guarantee it equal to CERESOTA?

Because CERESOTA is the standard.

Why don't they guarantee it better than CERESOTA?

Because as good as the best is good enough.

Why don't they get CERESOTA price if their flour is just as good?

Because consumers will not pay it.

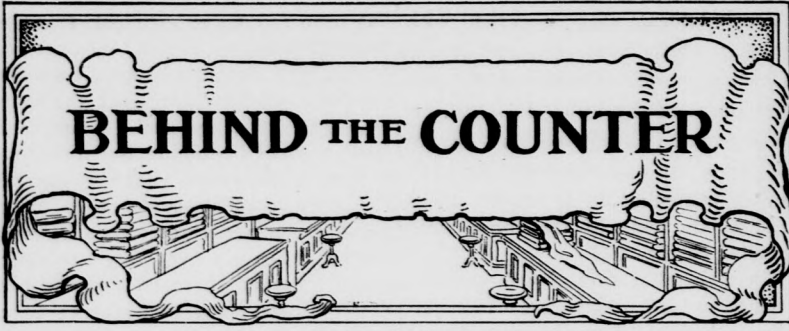
Guaranteeing quality is not the same as proving it.

JUDSON GROCER CO.

Distributors

Grand Rapids, Mich





New Results Can Not Grow From Old Methods.

Written for the Tradesman.

There are plenty of men doing business "with their elbows," as the wives of long ago used to observe in describing how husbands sewed on buttons. Most of these men know that their systems are wrong, that there is something about their way of doing business or of hiring men that is not right, but they are the hardest men in the world to give a new man a chance. They expect a new man to work wonders while following their own old and inefficient methods.

In order to illustrate the point it may be well to tell the story of Stillson, who operated a little department store in a little city and just managed to get enough to eat out of sixteen hours a day—eight of which were spent at his desk and the other eight wondering why he could not have things like other men had.

Stillson was always advertising for a manager, and always getting a new one. When an applicant for the job struck town and looked about he was usually full of hope. He saw a thriving little city, the center of trade of a large farming community, and also saw a shiftless lot of merchants lounging in front of their stores, with bad display windows, and dirty floors and a general air of not knowing how to do business.

"This will be a snap," the new man usually thought, walking up from the depot. "I can walk all around these fellows when it comes to running an attractive store. If Stillson really wants a manager I'm his man."

Then he would walk in on Stillson, and something like this would take place:

"So you want the job as manager?"

"That is what I came up to see about."

"You have had experience?"

"Yes, began in the business sweeping out stores."

"That is just what I want, a man who knows the business from the ground up. When could you take hold?"

"Right now."

"Well, then go at it! I wish you luck."

"But hold on, here! What kind of a job am I getting into? I understand that you want a manager?"

"Yes; that's what I want—a real manager."

"A real manager, to go ahead and do things, and not an errand boy to sit about and wait for orders?"

"Yes, a real manager. You go ahead and see what you can do."

"How much do I get?"

"I'll tell you that at the end of the first month."

That was the first conversation. The next took place when the new manager tried to get out of a rut. One manager got his when he caught Simons, the shoe clerk, coming into the store an hour late. He talked to Simons about the way he was attending—or not attending—to his work, and Simons talked back.

"You go to the cashier and get your pay," said the new manager. "I have no use for men of your stripe here."

The shoe clerk came back with Stillson, who demanded to know what was the matter with Simons.

"He is inattentive to business and impudent," was the reply. "I fired him."

"But, look here," said Stillson, "Simons is one of the old stand-bys."

"He hasn't been here long enough to know his duty or to be civil," was the reply.

"But he has been here long enough to get a special trade which will go to some other store if he is discharged," said Stillson.

"Can't help it," the manager said.

"Make it up with him," urged Stillson.

"Not on your life," declared the new manager. "He's got to go if I remain."

"Then you go," said Stillson, and Simons grinned triumphantly.

"All right," said the ex-manager. "You get another manager. You brought me here to brighten up your business. Do you think I can bring about desired results and still stick to your old methods?"

Stillson did not know what to say to that, so he said nothing. The next new manager was a dressy sort of a fellow who ripped out the display windows the first morning he came on duty and began building in a winter scene, it being about Christmas time.

"That is a good idea," said Stillson, looking over as the job progressed. "We need something new in the way of window work. You'll find the figure of Santa back there in the storeroom, and the cottage is packed up in the garret."

"I'm going to put a city scene in," said the manager. "I have the canvas for the street, and the Santa will be a train of cars coming in."

"Oh, say, look here," said Stillson, "we have always had Santa coming through the woods and look-

ing up at a cottage chimney. I do not think we'd better cut him out this year."

"I thought you wanted something original in the way of window work." "Oh, yes, I do, but—"

The new manager went back to the closet and put on his coat and hat.

"You may find a manager who can make more money for you by following all your old, shelf-worn notions," he said, "but I don't believe it."

"But you're not going to quit? You agreed to stay a month, anyway."

"Useless expense," said the ex-manager. "Put your errand boy in as manager. He will do just as well if you are going to stand around and run things."

Then Stillson had to get a new manager. Some of the friends of the store said he didn't need a manager at all, as he could just as well look after things, while others declared that he never would get his paper out of the bank until he found a man who would take him by the scruff of the neck and send him off hunting for six months. The new manager that came next was a man who had made a hit as an advertiser.

"I'm glad you've got some original ideas regarding publicity," Stillson said to him, the first day. "We've been needing a good advertising man for a long time."

When the evening newspaper came out with the advertisement in it, on the best page, in the best position, and with double the usual number of inches, Stillson hunted up the new manager.

"I guess you didn't find the cuts," he said. "They are in the middle drawer of my desk. We have used them a long time, and the people wouldn't know our advertisements if we left them out. And I see you've quoted prices on some of those cloaks. I never do that. Interest the people in the stock and get them into the store. If you mention some of our prices you will scare them away."

"So you want me to make money for you when you can't make it for yourself, and expect me to do it following your old ways, which you admit have not proved successful. Good day!"

The next business manager Stillson got had ideas of his own about the arrangement of a store. Stillson's hadn't been changed in any way in about forty years. The jewelry department, which brought no custom to the other departments, and was run at a loss, had the best location in the store. The new man had the whole stock moved by the time Stillson got down that first morning. Where the jewelry had been he put the shoe stock.

"Here," said Stillson, "as he walked into the store. "What are you doing? The jewelry department has been there for years. In fact, Miss Angell, the society girl who runs it, won't stay if it is moved back there."

"All right," said the new manager, "let her go."

"But," said Stillson, "she is a very fine lady, and—"

"If she goes," said the new manager, "get a young man in here."

"But I want Miss Angell."

"Say," said the manager, "what will you take to go off hunting for three months? I rather like this town, and want to remain here, but I can't stay if you keep holding me down to customs which have already proved failures."

"I do need a little rest," admitted Stillson.

"It is the store that needs the rest," said the manager.

"You're brutally frank about it," said Stillson.

"That's what I'm here for," said the manager. "You have sent every other man you have hired away because he wouldn't adopt your methods. You hire a man to put new life into the business, and then keep him in the old rut."

Stillson grew red in the face and coughed desperately.

"Well, wait until I get out of town," he said. "You'll have all the clerks quitting, and have a dickens of a mess here, and I don't want to stay and see it."

"Then you're going?"

"Yes, I'm going! I don't give a continental what you do. I've done my best to make money here and have failed. Now you go ahead and see what you can do. Only wait until I get out of town."

The manager did wait, and the cashier at the bank where deposits were made came near writing to Stillson that the manager was drawing out all his money and not putting any in before the tide turned. But Stillson was satisfied with the store and the business when he got back. If you ask him about it he will say:

"If you pay a man for managing, let him manage." Alfred B. Tozer.

Be a Worker.

Do not do your work poorly. Anything that is worth doing is worth doing well. Be a worker, not a shirker. Do not take an hour to complete a task that you should complete in ten minutes. Never refrain from showing goods because of the belief that your customer is not ready to buy. If you are too lazy to take down and put up goods, step aside and call a live salesman.

The man who is afraid of work will never have a chance to fear success. A man never gets higher than his aspirations. Aim high. Do not think your employer would be compelled to retire from business should you sever your connection with the firm, but make yourself so useful that he will value your services accordingly.

Above all things be honest. Be honest, ambitious, discreet, persevering, vigilant, polite and friendly; and do not forget that cleanliness is next to Godliness.

Waiting for something to turn up was the old, Micawber-like way. The new way and the only way that will win to-day is to start right in and turn something up.

The loafer has the longest hours and the shortest years.

Ten Essentials of Success For Store Salesmen.

In the make-up of a successful salesman there are, in my opinion, ten qualities essential to success. If I were conducting a store I would endeavor to inculcate these qualities into any of my employes who did not seem to have them, and to encourage them in those who already possessed them. These ten principal qualities are:

Health, honesty, ability, initiative, knowledge of the business, tact, sincerity, industry, open-mindedness, enthusiasm.

Just in proportion as a man possesses these attributes will he succeed in business.

Now when I say he should have health, I do not mean that you want to go to the extreme of interfering with a man's private life and telling him what he should eat and drink, or anything of that kind, but I believe that in the selection of men the question of health should enter largely, because in my own experience I have always found that a healthy mind is better nourished in a healthy body than otherwise. The man who has health of the body is surer to have a healthy mind than the one who hasn't bodily health.

Into this question of a salesman's health enter the things he should not do. There is hardly a salesman in the country to-day but is not doing something that is injuring his health. The greatest thing that bothers us all is our habits. I refer particularly to the subject of eating, drinking and smoking too much.

A salesman's mind should be on the qui vive all the time. Just like a race horse, he should be ready to go when the bell sounds. Now every man knows he is better off if he does not drink at all. I don't think that drinking ever benefited any man, and the same thing applies to smoking, but there are some of us who can do these things temperately and are not much harmed by them.

But if a man wants to take a drink or two he should not do it in the daytime. A business man particularly should not take a drink until after 6 o'clock in the evening.

We see a great deal less drinking in the daytime now than ten years ago, and I am very glad of it, because as business men we have no right to do that thing in the middle of the business day which will in any way interfere with our efficiency for our afternoon's work.

I know of nothing that will so unfit a man for business as a drink or two in the middle of the day, because at 2 or 3 o'clock in the afternoon he is lazy and heavy and unfit for work.

Salesmen, above all others, if they feel they must drink, should not do so until after 6 o'clock at night. The man who will stick to this rule will have more dollars in the bank at the end of the year than the man who does not. I speak from experience, like the man who says: "It pays to be honest, because I have tried both ways."

In speaking of honesty I do not refer to it in the baser sense, because

a man is nothing short of a fool nowadays who is not absolutely honest. But honesty goes farther than just what a man does. Honesty means what a man thinks as well as what he does. After all, there is only one man in the world who knows whether a man is honest and that is himself. Our wives think we are honest, and whether we are or not, it is a good thing to keep them thinking that way, but they could not prove it to save their souls.

Whether you are honest or not is something that only you, in the depths of your heart, can tell. But I give it to you as good sense and business logic that honesty in all things must be the rule of all men if they are going to succeed. I tell you it is a good thing that some men are dishonest, because if they were honest, coupled with their natural ability, you and I would not have much of a chance.

In regard to ability, I have found in my limited experience that most men have two arms, two legs, two eyes, two ears, a nose and mouth and considering their height, they weigh about the same. Now, what makes the difference between one man and another? Nothing but brain power. That is all. One man has developed his brain farther than the other.

If all men were created equal in brain power they would not remain that way. You remember the parable of the talents? Some of us are so afraid that what we have will get away from us that we wrap it up in a napkin and keep it, and we have that talent always, but never add to it.

It has been my experience that there are but three kinds of men in the world—first, the kind you have to tell once to do a thing and you can bet your life it will be done. The second is the kind you have to tell three or four times, and the third is that great business-producing, creative lot of men who do not have to be told at all. They have initiative. They know what to do and they go ahead and do it.

What we call skill in a surgeon is initiative in a business man. If a surgeon had you on the table and had operated for appendicitis and found that he had made a mistake and some other condition existed, he has not time to go and take a book from the shelf and say, "I will read up on this subject." No, he has to go ahead and finish the job, whether it is your finish or his finish. They call that skill in a surgeon, but it is initiative in a business man, because he must face critical situations, he must face untried problems and must solve them for himself. He must do something.

I have always noticed that the lawyer who reads the most law books and keeps up to date on law is, as a rule, the best lawyer. The insurance salesman who can tell you offhand how much insurance should cost at your age always makes a favorable impression.

Similarly, the hardware salesman who knows why a certain kind of implement or tool is constructed as it is

and who can tell clearly and simply its advantages, is, other things being equal, the best hardware salesman. I know the statement that "Salesmanship is a profession" is worn threadbare, but it is true, nevertheless. A man ought to have all the knowledge of his business that he can possibly obtain, keeping in mind the old saying that "knowledge is power."

Tact, the next quality, is that rare trait which enables a man to know how to deal with his fellowmen. Tact is something it is pretty hard to give a man. He must cultivate it himself. Some people mistake tact for "jolly." A man who can jolly you into something is not always tactful; he is merely expedient.

He has done the most expedient thing at this time, perhaps, but he probably has not been honest with you. So do not mistake the thing. Tact would not jump out of a window unless he saw a soft pillow at the bottom. It is pretty hard to describe it, but we all know that tact is a great quality to possess.

Sincerity is that rare quality which not only makes friends but holds them. You can tell from the way men talk whether they are sincere or not. Men are affected by everything you say or do. You know that throwing thoughts at a man is nothing more nor less than throwing something tangible at him. Now, I claim it is impossible to throw insincere thoughts at a man and have him catch sincere thoughts.

It is just as impossible to do this as it is impossible for me to throw a hammer at a man and have him catch a monkey wrench; if he catches anything he will catch the hammer. Men are unconsciously affected by the sincerity or insincerity of the man they are dealing with; so I believe in being sincere in all things. Insincerity has taken a few orders, but insincerity never held a job long.

I admire a sincere man and so do you. I hate a jollier. It is your friend who criticizes you and your enemy who flatters you. Your friend is sincere, wants you to improve and tells you where you are wrong. But the man who tells you that you are the best fellow on earth when you are wrong, is not your friend, because he is encouraging you to continue to do things that are not right. Therefore, accept criticism, because it is your friend.

As regards industry, I think the man who coined that sentence "always on the job" did a good day's work, because industry is a great thing. Keep busy. Keep your clerks busy. Teach them to do their work right.

Open-mindedness is the willingness to take suggestions. The man who knows it all is standing on a banana peel placed there by a fool-killer who is waiting just around the corner. The man who is not open-minded will get into a rut, and, after all, the only difference between a rut and a grave is the width and depth. We should all be willing to receive suggestions. The day is long past when salesmen used to resent

suggestions. Most salesmen accept them nowadays.

I have heard of cases where men have made suggestions to a superintendent or a manager and he has told them that that was his business, and has gone so far as to "fire" them for interference. The man who is doing the work every day is the man who is best of all and able to tell you how to improve it. If we are to progress we should solicit and gladly receive suggestions.

A man might have honesty, health, ability, initiative, knowledge of the business, tact, sincerity, industry and open-mindedness, but without enthusiasm he would be only a statue. Enthusiasm is the white heat that fuses all of these qualities into one effective mass.

To illustrate enthusiasm: I can take a sapphire and a piece of plain blue glass, and I can rub the plain glass until it has a surface as hard as the sapphire. But when I put the two together and look down at them I find that the sapphire has a thousand little lights glittering out of it that you can not get out of the blue glass if you rub it a thousand years. What those little lights are to the sapphire, enthusiasm is to the man.

I love to see enthusiasm. A man should be enthusiastic about that in which he is interested. I like to go to a ball game and hear a man "root" for the home team, and it never bothers me a bit, because I know that that man has enthusiasm. He has interest. I would not give 2 cents for a man who works for money alone. The man who does not get some comfort and enthusiasm out of his daily work is in a bad way.

Hugh Chalmers.

There are Misfits.

There are plenty of misfits in this world. Men who would have made good mechanics have become poor clerks; men who would have made a success of farming are struggling along as lawyers with few clients and little income; men who might have been good salesmen are sitting in offices with a physician's shingle on the door, waiting, waiting, waiting for patients who never come. In fact, every trade and profession contains many men who are not fitted for the work they are trying to do, but who would be able to do good work somewhere else. The world has more respect for a good mechanic or a good laborer than it has for a poor clerk or an incompetent physician. Some folks will tell you that every trade and profession is crowded. So it is, but the crowd is at the bottom of the ladder and not at the top. The men who lead in every walk of life are the men who love their work, not the men who have chosen such work because it was considered more respectable than other vocations. Misfits are always unhappy, always growling and grumbling at the fate that keeps them down. The man who loves the work he has chosen is contented with his lot although ambitious for greater things. The man who fits will rise, while the misfit will hover around the bottom round of the ladder of success.

BANKER LATOURETTE.**His Disastrous Failure Forty Years Ago.**

Written for the Tradesman.

H. B. Latourette opened a private bank in Grand Rapids about forty years ago. Rooms on the corner of the Arcade and Lyon street (now embraced in the salesroom of the Giant Clothing Company) were occupied and for a brief time he did a flourishing business. Previous to his arrival in Grand Rapids Latourette resided at Fenton, Mich., where he was engaged in banking, farming and mercantile pursuits. He was a leader in civic affairs, prominent in religious and charitable work and had represented the Genesee-Livingston senatorial district in the State Legislature. He brought an excellent prestige to Grand Rapids and quickly established himself in the business and social circles of the city. Many desirable accounts were opened and the future of the banker looked prosperous. He employed but one assistant, Frank R. Alderman, who attended the windows, posted the books and assisted Mr. Latourette in the correspondence of the institution.

Mr. Latourette presented a solid appearing financial front. In the big show window he displayed gold and silver coins, government bonds and bills of various denominations and bunches of money, proven later to have been of the "Wahoo bitters" issue. These bunches helped swell the mass of financial solidity displayed. A number of secret fraternities and charitable institutions opened accounts and a great deal of newspaper space was used ingeniously in presenting the claims, based upon these and kindred facts, of the banker for consideration. Within a year from the day of his opening Latourette closed his doors and a court of bankruptcy took possession of his effects. An investigation revealed the fact that Latourette was practically without means when he began business in Grand Rapids; that his property at Fenton was encumbered for sums amounting to its full value and that he was unworthy of confidence. In the final cleaning up of his business affairs creditors received ten cents on a dollar of their claims. Mr. Latourette went to his boyhood home on Long Island, near New York City, where he died a few years after his failure.

Arthur S. White.

Work—But How?

I have no quarrel with work. In point of fact, I am positively convinced work is man's greatest blessing.

Work keeps the body healthy, the mind steady. When the heart is sick—work. When hope is dim—work. After failure, get up and work. Go at obstacles on the run. Tackle impossibilities hard. Measure to-day by last year, four years ago. If progressing, fine; work. If losing, too bad; work harder. Be glad that you have work to do.

And, if you haven't any definite work, find it quick and get at it.

Work is a great joy; verily, the

greatest. But you want to do things that you like. In these strenuous times a division of effort is a scattering of results.

Sit down and think this over. Be honest with yourself. Are you in love with your work—are you getting out of your business all the possibilities which it contains? Could you not be more successful if you worked harder?

Some men work on impulse or passion, while others do things by thought. Impulse and passion often seem more powerful, but they are intermittent. It is living on stimulants, as it were. The result is, they soon expend themselves—while study, deliberate thought and consecutive work win out.

Mark yonder thinking man. He has a goal for his ambition; so has his friend. But the latter is in a hurry to reach it. He wants to go by fits and starts—by jumps and leaps—with as little hard work as possible. The former sets a pace and keeps it up. And on the home stretch you see him coming in at an easy canter, while his friend drops out of the race.

Work! But you have got to keep out of the rut, and do things differently from the average. Take no stock in ancient methods. Have your own way and let it be the best way. Strike off on original, untrodden paths. Use your own brains. Pay no attention to what anybody else may say if you feel sure your ideas are good ones.

Finally, if you have done your work, and earned leisure, and are not worn out, don't rust out. Travel; study; write; lend a hand; help somebody somewhere, somehow.

That is living! Chauncey Taylor.

Wills and Wishes.

Great souls have wills, feeble ones have only wishes, is the way the Chinese put it. And isn't it true? How many people do you know who are dreaming their lives away, always intending to do something to-morrow but always beguiled into further dreaming when to-morrow arrives? They travel the road of By and By until they reach the town called Never—and all because they could not summon enough will to make a start at something. Irresolution grows upon the soul like a drug habit, until finally the victim can not shake it off and become a man again. The more carefully you compare the vice of irresolution with the vice of drug indulgence the more resemblance you will find between them. At the start both vices delude the unwitting victim with beautiful dreams and delightful phantasies that never can come true. Both vices forge their chains while the victim indulges in gorgeous visions that are as false and cruel beneath their fair appearances as any siren that ever mocked a drowning sailor. When it is too late the victim realizes. He makes a weak and futile fight and then succumbs, to spend the rest of his life in regret and in vain attempts to coax back a few fleeting

moments the iridescent dreams that once brought bliss. As you value your soul, fight against irresolution and infirmity of purpose. Banish alluring visions and turn to something real. If you decide to do something, make a start at once even if you begin wrong. Turn wishing into willing, hoping into acting, dreaming into doing. Every time you decide to do something and fail to do it you weaken the force called will. Do it often enough and irresolution will surely claim you for its own. But, on the other hand, every time you resolve to do and then do, your will power strengthens. Every resolution kept, every wishing turned into acting, makes it easier for you to will and accomplish in the future. If you have decided to break a bad habit or to form a good one; to take up a study, to learn another language, to accomplish anything, start now. The only difficult time is the first twenty-four hours, remember that. Once you have held to your purpose a single day, your task grows easier and easier every day that follows.—The Touchstone.

Rebuke To False Pride.

"The late John S. Huyler," said a New York confectioner, "was, for all his millions and all his philanthropy, a man of shrinking modesty. Although he came of an excellent family, Mr. Huyler laughed at those persons who, in a democracy like ours, boasted of their ancient lineage.

"A banker once declared in Mr. Huyler's presence that he was descended from the Princess of Powys—Wales, seventh century, you know. "Is that so?" drawled Mr. Huyler. "Yet I heard a man tell your brother the other day that he could trace his family back to the days of armor and shirts of chain mail, and your brother said in answer:

"My wife made me stop my tracing when I got back to the shirt-sleeves and overalls."

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MERCHANTS at times have surplus money—

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If YOU have money waiting investment why not send such money to a strong central bank where it will draw interest and where you can get it any day if needed?

Any questions about investments or other financial affairs cheerfully and promptly replied to. Our long experience may be valuable in these matters.

National
City Bank

Grand Rapids
National Bank

In process of consolidation to become the

Grand Rapids National City Bank

Capital \$1,000,000

MONEY TALKS.

How James Triggs, Needing Ready Money, Obtained Credit.

James Triggs.

"Dear Sir—We have instructed our driver not to call at your house for any more orders, nor do we care to extend any more credit until you have paid us something on account. Your bill is much larger than it ought to be, and we request that you give the matter your immediate attention.

"Respectfully,
"Smith, Jones & Co."

The above "charming" epistle from a firm of grocers greeted James Triggs, popularly known as the new shoe dealer, when he reached home to partake of a belated dinner, and there were other letters, less insistent perhaps, from the "butcher, the baker and candlestick maker." They all wanted their money—a few because of "large payments to be made" in a few days, and others, less polite, because they wanted it and meant to have it.

Six months previously Triggs had come to Waldoville and established the Family Shoe Store, but the season had been a bad one, even for the dealers who had been in business long enough to boast of an "established" trade.

"And just think of it, dearie," he said to the life partner of all his joys and sorrows, "we all belong to the Merchants' Association; in fact, up to a certain point we are brothers banded together for mutual protection."

"Which reminds me," replied Mrs. Triggs, "that the certain point appears to have been reached."

"I guess that is the answer," said Triggs, seemingly with a tone of regret, but with a look that indicated that he had not quit even yet.

A day or two later, when Triggs had returned from the city, his observing wife was pleased and surprised to notice an occasional smile on his heretofore dejected countenance, but there were no explanations forthcoming, although with that curiosity possessed by all women Mrs. Triggs had made a few pointed enquiries.

On Monday of the week following the avalanche of dunning letters Triggs, with head erect, strolled leisurely down the main street looking the part of a capitalist waiting for a chance to buy the town. Passing the great grocery emporium presided over by Smith, Jones & Co. he was observed by the junior member of the firm, Mr. Jones, and invited to step into the store.

"We sent you a letter last week, and we are sorry that we did," said the junior partner when Triggs had entered, "which," interpolated Mr. Triggs, "merely lost you a good customer. I am not accustomed to receiving letters of that kind. Where I came from my settlements were made quarterly, and no tender missives like yours on the side, either. But make out your bill and I will give you a check and we will call it all off."

"But, my dear Mr. Triggs, that is just what we don't want you to do.

We apologize for the letter and beg of you to forget it. In the meanwhile, we have instructed our driver to call at your house as usual for orders and we prefer that you pay your bill quarterly, or any other way that best suits your convenience."

Reluctantly Mr. Triggs consented to excuse the grocer, and the fat cigar which he lighted as he left the store served as a seal to the verbal contract of renewed business relations.

Mr. Triggs had a similar experience with several other creditors during that morning's walk, and when he returned to the store an hour or two later he was feeling on good terms with himself and all the world. When he entered, his head clerk was conversing with a bright-looking chap, and when the introductions had been made Mr. Triggs realized that he was standing in the presence of the State salesman for a prominent manufacturing firm whom he had long dreamed of doing business with, yet never expected to.

"Yours is a great line, son, but my rating is not good enough for your firm to consider me as an applicant."

"Never mind that," said the salesman, "I have been making a few enquiries and you are the man we want. Jackson has it all over you in the rating books, but you are the most popular man in town, and it is live ones for us. The grocer up street says you are a hustler and that while you do not make any talk about your financial capabilities he happens to know that you have money to burn."

The traveling salesman was soon busy taking down sizes and widths. And with the appearance of the new line a few weeks later, backed up by an abundance of clever advertising, trade turned towards the Family Shoe Store.

"Now, Jim," said Mrs. Triggs, when her husband had become the most successful merchant in town, "I have waited long enough, and now I want you to tell me how you did it."

"Sure, dearie, you ought to know. The gossips did it. I played the gossips to win, and it was a cinch. My old dad used to tell me that money talks, and when I was up against it that motto caused me to do a good deal of thinking. I did not have the money, so I did the next best thing. That day when I went to the city I stopped at the bank where I had a balance of about \$15, and secured a new pocket check book.

"When I got ready to purposely lose that check book it was a dandy. It showed hundreds of dollars paid out on the stubs, and a balance of \$14,000 and some odd dollars on deposit. That is all, little girl. The check book came back—but the finder had rubbered and the assistant gossips did the rest. It was a risky thing to do, but under certain conditions even a timid man may become temerarious. Next summer we will have a vacation trip that will make you the happiest little woman in Waldoville."

Get Together.

Not many years ago the merchants in a small town, some twenty or thirty, hardly knew each other. Men in the same line of business did not speak to each other on the street, or recognize each other in any way. Jealousy reigned and every man's hand was turned against his fellow-man.

A young fellow found himself at the head of a shop, through the death of his father. He had different ideas about business than his fellow merchants. He believed there was a living for every man in this world and a pleasant living at that.

Now this little town had no real large stores, and all were affected greatly by a larger city's close proximity and a ten minutes' service by trolley between the two. Trade was reported as going to the dogs, that is, to the large city, and things were pretty "rotten"—to use the expression more than one of the merchants had on the end of his tongue.

Now, here was a bad location for any man to start business in, but the young merchant was also his own landlord and as property was held low could not sell to advantage. He decided that something should be done to stop the trade from leaving

the little place and going to the larger. But what that "something" would be he could not determine. So he took the bull by the horns, hired a local lodge room for the night, saw that it was lighted and heated, that there were a number of chairs and tables there, and sent forth his invitation to the merchants to be present to discuss ways and means of stopping trade from going to the large city. This was a live topic with them all and they turned out to a man. That evening a Business Men's League was formed with the definite aim in view of securing more business for the local stores. Today the merchants know each other well, their families intermingle and intermarry, too, and the town is flourishing.

It is necessary for the merchant to listen to the hard luck stories of many other people, but it is very foolish for him to tell any of his own.

When you lose your temper in discussing anything with a clerk you lose the respect of the clerk and your influence over him as well.

It seems to be another bit of human nature to want to pat a man on the back if he wins and to kick him if he loses.

Capital \$800,000		Surplus \$500,000
Our Savings Certificates Are better than Government Bonds, because they are just as safe and give you a larger interest return. 3% 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 an **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.



Importance of Catering to Juvenile Shoe Trade.

Written for the Tradesman.

I have had occasion before to speak of the importance which the average shoe dealer is now giving to his juvenile shoe trade.

Ready-to-wear garments for little tots are made with much more regard both to materials and workmanship than used to be the case. This is assuredly the case when it comes to footwear.

The past five or six years have witnessed a very marked development in the style and workmanship of the shoes which our manufacturers have turned out for juvenile customers. Most of us can recall the extremely crude and ungainly clogs that little people used to wear in the years ago. Some foot specialists aver that these heavy, unwieldy and often ill-fitting shoes with which our childhood feet were tortured have been a prolific cause of foot troubles with which the present generation is more or less afflicted.

Be that as it may, the fact remains that great progress has been made in the development of lasts for little feet. And this is due primarily to the fact that both producers and retailers of shoes have come to discover big possibilities, in the way of profits, in this class of trade. Nowadays little folks' shoes sell for fancy prices: anywhere from a dollar and half to four dollars a pair—and sometimes higher than that.

And there can be no doubt about the "class" which now attaches to this modern juvenile footgear. It is certainly nifty. If you have anything like a well stocked juvenile department you are in a position to put in a window display that will arouse wants in the hearts of the little folks who pass your windows.

Take, for instance, these high top boots which the little people are now so fond of. They are modish to a degree. When a little lady of some six or seven summers sees a pair of those boots with their patent vamps, mat kid tops, and the foxy red cuff, and the black silk tassel, her ladyship's cupidty will arise instantly. If mamma or papa happens to be along, she'll domesticate the idea on their mind that she wants a pair right off. And you can't blame her.

And how those foxy little mannish shoes appeal to the boy! And those high top boots, with the strap and buckle at the top! And those dear little rubber boots with the alluring red collar at the top! It was a brilliant idea—that of adding a dash of red there at the top. It carries

me back to my boyhood days when I wore regular calfskin boots with the red top, and the rooster stamped thereon in silver! I wonder if the reader ever wore a pair of red-topped boots. If not, he missed something I tell you.

Shoe manufacturers are beginning to pride themselves upon the goodness of the shoes they turn out for children's wear. One firm announces to the trade: "We have children of our own—boys and girls. We test our lasts and patterns and try out the wear and when we present them to the retailer we know that they will fit and wear right."

And there is the secret of the success which has attended this quiet but general grading-up process in children's shoes: it centers in the last, which is largely the determining thing about the shoe. It determines absolutely the shape, its fitting qualities—and, therefore, very largely its comfort-giving, wear-subserving qualities as well. Of course the leather must be right, and the workmanship must be good; but we begin always with the last.

And the last has been made a subject of much study by those who are really interested in putting out dependable shoes for little tots. Time was when children's lasts were pretty much alike, and they had about as much class to them as a lap-stone. And in those days manufacturers were not saying, as they are now, that "contented happy boys and girls make prosperous men and women." And they couldn't have found much joy in turning out that class of footwear—working into it, as they did, culls and scraps. Contrast with that the statement of a certain producer of children's shoes: "I am in love with my work. My shoes, I am told, reflect this love." There is no law that compels me to put into my shoes the care I do. But if I slighted the least detail I'd feel ashamed to put the shoes on the market. From the cradle to the graduating platform I find my wearers. They mean much to me, and in turn, they know the shoes I make to be their satisfaction."

Now while this is a specimen of the way manufacturers of little folks' shoes talk to retailers, it is pertinent here in that it shows the new sense of dignity which the entire subject of juvenile footwear is now receiving.

One producer bases his claim for recognition largely on the alleged fact that his children's shoes are "solid all through." And the time was when they didn't come that way.



You'll Need a Lot of Bear Brand Rubbers

That stock in the basement is dwindling and the sizes are broken, when the next storm comes there will be something doing, you are going to find a lot more people after the Bear Brand quality than you expected. The

Wales Goodyear Bear Brand Rubbers

always a leader, are better this year.

Some mighty bright retailers have caught on and are pushing Bear Brand Rubbers hard—some of them have increased the rubber business a third or more. The sales you lose by running short of sizes will pay the freight a good many times over.

Herold-Bertsch Shoe Co.

Grand Rapids, Mich.

Distributors of Wales Goodyear Rubbers

Makers of the Famous

"Bertsch" and "H B Hard Pan" Shoes

STRONG---LIGHT



This is a light shoe of great strength made from the best grade of chrome leather; wears well in wet weather.

As a medium priced durable combination of foot comfort and style it is a grand success.

Rindge, Kalmbach, Logie & Co., Ltd.

Grand Rapids, Mich.

Apt as any other way you'd find paper, leatherboard, glue and almost any old thing in your children's shoes. Nothing seemed too rotten to go into their manufacture.

Another manufacturer stresses the fact that he believes in "correct fitting footwear for little feet." And that means that all five of the little toes shall have plenty of room; that they shall lie side by side without having to contest the limited space within. And the same producer goes on to say that "parents are everywhere coming to know that shoes to be good for the feet must allow for natural growth."

And looking at the matter from the retailer's point of view, it remains to be said that he has a sense of awareness that he did not possess in time ago. He has finer ideals of little tots' footgear; and he demands the better sort. If they do not make good, as per the advertising in the trade papers, and as per the claims of Mr. Traveling Salesman, the retailer wants to know why. He'll try out the line; but if it doesn't come up to his ideas of what's what in children's footwear, he'll switch.

Oh, yes, in children's shoes nowadays there is "class" and "style" and "individuality" and "mode" and "top notch" achievements in this, that and the other thing. And the styles of little folks' shoes parallel in a measure the style of grown-ups. And the "world do move."

And shoe dealers—and ditto shoe dealers' salespeople—are fitting little feet with more care than they used to exercise. It is now pretty well agreed that these little folks will grow up to be men and women some day. Therefore it is well to look to their actual requirements. That means fit them properly; that means take time to do it. Therefore don't rush matters because your customer is young in years and limited in experience. Use the measuring stick. Study the peculiarities of the little foot—for little feet have peculiarities just as truly as grown-ups' feet.

And there are certain dangers peculiar to juvenile customers. For instance your little customer may take a violent fancy to a certain pair of shoes. They do not quite fit her (as you know), but she says they do—just because she likes them better than the other styles. Unfortunately you haven't a complete line in that shoe to which her fancy inclines; and you are just out of her size. But she wants the shoe. And she insists that it fits; and begs mamma to buy it. Afterwards mamma finds that it was too large or too small or too narrow or too something that ought not to have been; and she doesn't cherish kindly thoughts of you and your salesmanship. And you can't blame her. You cannot be too careful in the fitting of little feet.

And finally retail shoe dealers who cater to the foot-needs of little people are realizing as perhaps never before the importance of winning the hearts of little people. Children are excellent judges of human na-

ture. They are quick to form likes and dislikes. Their prejudices are often deep-seated and hard to move. I recall a man who, years and years ago, shied a rock at my kitten. I was a mere slip of a lad. But I loved that cat. He threw the rock in fun. He didn't mean to hit the cat—threw wide of the object in fact. But he threw. And he made as if he meant to smash that cat. And I resented it. He laughed over the incident as if it were a huge joke. It was with him, but not with me. I loathed him after that. In my youthful mind his very name was a synonym for all that was low and mean and heartless. If he had been a shoe dealer, and the only one in my town, I'd have gone barefoot in mid-winter before I'd have gone into his store for a pair of shoes.

Cultivate little people. It will pay you to do it. And you will find lots of fun in doing it. And I can tell you from what people have said to me again and again, people—men and women, I mean—like for you to notice their children, and make over them, when they come into your store. Of course, it must be done in a tactful manner. You can't give 'em blarney, and lay it on three layers deep and all that. You've got to be skilful in your advances.

And give 'em little presents, souvenirs and the like. The merchants who are making the big successful coups with little tots are the ones who are willing to make concessions in order to get next. And you can very well afford to do it.

By all means take this children's trade proposition seriously. For it's a paying thing. Cid McKay.

Why Tans Should Sell.

"Only a few years ago," remarked a Brockton manufacturer of men's shoes, "the production of tan leathers was in its infancy. The methods of tanning had not been perfected and the results to the wearers of the few tan shoes that were sold were unsatisfactory.

"Dealers who bought tan footwear in the early days were frequently called upon by their customers to make good on shoes which had gone to pieces through defective stock. Naturally, after a few experiences of this kind, the dealer became prejudiced against colored shoes and advised his customers to wear black shoes exclusively. All this came back to the shoe manufacturer and he in turn cut down his purchases of colored footwear to a minimum. All this was in the early days.

"The multiplicity of colors caused another difficulty in the sale of colored goods. With many different shades on the market the manufacturer and dealer were at a loss as to which would be the best sellers. In buying a variety of shades they were likely to have some colors left on their hands at the end of the season and thereby make a serious loss. These conditions all tended to restrict the sales of colored footwear and to prejudice people against these shops.

"During the past few years, how-

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 \$ 30
- 831—Women's Dong. Vamp Fall Qtr. Pl. Toe, White Fleece Lined 1 00
- 832—Women's Kang. Vamp and Fox Lace Blue Beaver Top, Flannel Lined Pl. Toe 1 10
- 833—Women's Dong. Fox Felt Top Red Flannel Lined, Pl. Toe 1 00
- 834—Women's Dong. Fox Lace Black Felt Top, Pl. Toe, Felt Lined 80
- 835—Women's Blue Beaver Lace Felt Sole and Heel 1 00

Juliets



- 850—Women's Black Fur Trim Juliet \$ 80
- 852—Women's Wine Felt Juliet Fur Coney Trim 80
- 853—Women's Brown Felt Juliet Hy. Coney Trim 90
- 854—Women's Mixed Green Felt Juliet Ribbon Trim 1 07 1/2
- 855—Women's Wine Felt Juliet Ribbon Trim 1 07 1/2
- 856—Women's Brown Felt Juliet Coney Trim 90
- 857—Women's Purple Felt Juliet Ribbon Trim 1 07 1/2
- 858—Women's Dark Blue Felt Juliet Coney Trim 75
- 857—Women's Brown Felt Juliet Fur Coney Trim \$ 80
- 858—Women's Black Felt Juliet Fur Coney Trim 80
- 859—Women's Brown Felt Juliet Ribbon Trim 1 07 1/2

Slippers



- 861—Women's Brown Lady Marian Ribbon Trim \$ 90
- 862—Women's Blue Felt Slipper Flexible Sole 80
- 863—Women's Felt Moccasin Mixed Green Ribbon Trim 85
- 864—Women's Elephant Grey Felt Moccasin Ribbon Trim 85

Men's Slippers



- 870—Men's Black Felt Slipper Felt Sole \$ 37 1/2
- 883—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 17 1/2
- 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
- 932—Men's Tan Kid Everett Dull Qtr. Lined 80
- 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.

ever, remarkable improvements have been made in producing colored leathers. As now tanned, the process is the same as that used in producing the black stocks, and the wearing qualities are, therefore, as good in the one as in the other. The tanners, some time ago, arrived at the point when they realized that there were too many colors on the market. They are now limiting their production to two or three shades. This is a great advantage to the retailer, inasmuch as he is not confused through the many colors which were brought to him in the past. Having found what suits his trade best he confines his selection closely to one or two shades. The changes which have been brought about in the production of colored leathers have been of inestimable benefit to the manufacturer, dealer and consumer.

"It has been thoroughly demonstrated that the tan shoe is a legitimate article of footwear, one suitable for all seasons of the year, but especially for warm weather. There is every reason to look for a continued increase in the sales of colored goods right beside the black footwear without injuring in the least the latter's popularity."

Women's Shoes For 1911.

General low effects will prevail.

Several colors of velvet are being experimented with.

Plain pumps will be called for to a considerable extent.

A low-heeled pump, one and one-half inch heel, is well thought of.

In Oxfords the new drop-front vamp pattern is a strong feature.

Heels are of moderate height; there is nothing extreme in sight.

Silk-figured and twilled cloth will be used a great deal in topping.

One-eyelet ties promise to sell well, with new designs to choose from, also two-eyelets.

Patent leather much used in combination with dull calf or dull kid and in all-patent pumps.

There is considerable interest manifested in high-grade tan calf boots for spring and early summer wear.

There will be a revival of interest in that attractive leather, black suede, that being the only color used in suede.

Black satin will be much used in afternoon dress pumps and boots, as well as in evening slippers.

Black velvet will be strong as a novelty in pumps for all occasions, also in combination with patent leather in oxfords.

Two and three-button oxfords will be used, some of these being made on pump lasts, forming what is practically a buttoned pump.

The waistline pump is a new model that will be taken up extensively, the fastening with tie, slide or strap being halfway between the instep and the throat.

The Cuban, military, "Rooter," Spanish, plain French and flaring concave top-lift French heels are used in about the order mentioned as to quantity.

Toes vary considerably, from a French suggestion at one limit, this

being a long recede and very trim and neat in effect, to a resemblance to the "knob" toes, current in men's shoes, at the other.—Dry Goods Reporter.

Use of Gift Checks.

Gift checks or certificates can be effectively used at this season in the sale of shoes, slippers, gloves and other articles that need to be fitted. For instance, some one wishes to give a member of the family a pair of slippers or shoes but is not sure of the size or style that will please. He can secure a gift check made out to the person in question for the kind of merchandise desired and the gift check is given as the present. It is possible to keep a stub book numbered to correspond with each gift check, and upon this stub book is placed the price paid for the gift check. This plan is used so that the recipient will not know how much was paid for the article, should this be the wish of the giver. When the gift check is presented for exchange the clerk notes the number, then consults the stub book and knows exactly the price of goods to show the recipient.

They Hurried Home.

It was in a pretty Western university town, where the co-eds are held in high respect and sought after as they should be, that this scene took place: A man and a maid were strolling aimlessly about one pleasant evening. The moon was not too bright, just light enough to throw weird shadows, dim spooky outlines of really respectable, upright trees, in the most unexpected places. The night and the walks were entirely too popular for the afore-mentioned couple, so they were continually searching for the less frequented haunts of the lovelorn.

At last they came to the town cemetery and as the maiden was anxious to be brave before William, and William was thinking only of his fair one, they wandered in. It was as secluded as they had hoped. No more bumping into other couples intent as they upon peaceful scenes. William and his ladylove had just entered the cemetery. Presently they came upon a log and decided immediately that they had traveled far enough. It was rather tiring to walk slowly, so they sat down. The log started. Oh, horror! it rolled over and said something! It was a man! But William and his best girl had not waited to hear what it said. They were speeding homeward, past the cemetery gates, past all those romantic spots they had gazed at in such enjoyment a short time ago. They did not stop to look at the long shadows and the soft light from the moon lighting that long stretch of meadow.

William did not even stop for that girl whom he had told earlier in the evening he could never bear to be separated from. The girl did not wait for William, however, but made a record for home—and they say now in that little university town that there is a strong feeling in favor of declaring girls eligible for the track team.

Sale of the Julius C. Abel Home.

In the year 1871 Julius C. Abel, an attorney, lived on South Lafayette street in an old-style, one-story house, built of stone, on the ground now occupied by the "Home for the Aged." The tract owned by the Squire is now bounded by Lafayette, Cherry, South Prospect and Holland streets. John Mowatt, of the Grand Rapids Chair Company, who had bought a home in the neighborhood, learned that Abel wished to sell the property for \$6,000 and urged the late Elias Matter to buy it. Mr. Matter refused to consider the proposition, saying he would not care to live in the country. His home at that time, located on North Ottawa street, adjoining the Elks' Temple, he considered quite remote from his place of business, on Canal street. Mr. Mowatt mentioned the offer to Rev. C. B. Smith, who purchased the property with no more delay than was necessary to prepare and execute the required transfer papers. He reserved the corner of Cherry and Lafayette streets, upon which he erected a substantial house for himself (still standing) and quickly disposed of the re-

maining lots, which he had platted, for an amount equal to the cost of the entire property and the house and barn he had erected. C. B. Smith's addition was covered with attractive and substantial houses within three years and is now one of the most valuable residence sections of the city. Arthur S. White.

An Unanswerable Argument.

Socks being all the rage for little girls, Margaret's mother had bought her some very pretty ones, and the child appeared at her grandmother's, proudly displaying her decorated legs.

"Do you think it is wise, with mumps so prevalent, to allow that child to wear socks this chilly day?" said grandma.

Surprise and the fear of having her treasure torn from her made Margaret dumb for a moment. Then she burst out:

"Grannie, did you ever hear of any one's having mumps in her legs?"—The Delineator.

You have no kick coming if you deserve the mean things said about you.

MICHIGAN SHOE COMPANY

146-148 Jefferson Ave. DETROIT
Selling Agents BOSTON RUBBER SHOE CO.



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

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Michigan Representatives

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Market and Monroe Sts.
Chicago

THE CAMPAIGN OF '84.

Memories of the Hottest Fight Ever Waged in Michigan.

Written for the Tradesman.

The interesting article in the Tradesman last week by At. S. White, telling of Conductor W. W. Long's experience campaigning with General B. F. Butler, recalls my own experience with that famous soldier-statesman, and it awakens memories also of what was probably the most exciting political campaign ever waged in Michigan.

It was the presidential campaign of '84, instead of the State campaign of '82 as stated by Mr. White. Disaffection in the Republican ranks and fusion of the Democrats and Greenbackers in '82 had elected Josiah W. Begole Governor of the State. Governor Begole was candidate for reelection in '84 and against him was General R. A. Alger. In national politics James G. Blaine was the Republican candidate for President. Grover Cleveland was on the Democratic ticket. Benj. F. Butler was the choice of the Greenbackers. John P. St. Johns was the cold water champion. The Democrats and Greenbackers "fused" on presidential electors on a basis that would give each a portion of the electoral vote should the Republicans fail to carry the State. Michigan in that campaign was doubtful, and to "save" it both sides poured in their biggest men and much money.

In those days I was a cub reporter on the old Grand Rapids Leader, then the Greenback organ, and was "doing" politics. General Butler was sent through the State by special train in behalf of the Demo-Greenbacks, and I was assigned to meet this train at Ionia and come in with it. My recollections of General Butler are that he was uncommonly cross. He had been campaigning for several weeks and was tired, which perhaps accounted for it. He dozed in his seat most of the time between stations, and as he dozed he carried an unlighted cigar in his mouth. This cigar would slowly disappear, apparently going down his throat and then it would suddenly shoot out full length. Watching this cigar and wondering what would happen if it should go clear down was one of the fascinating features of that trip. Will A. Innes, Secretary of the Greenback State Central Committee, was in charge of the train, and when the whistle sounded to indicate a coming stop Innes would give Butler a shake and then jump out of range of the angry snort he knew was coming. We reached Grand Rapids in safety. A great crowd was at the old D. & M. station to meet the hero of New Orleans, and most of them wore miniature spoons emblematic of a war time episode. Butler spoke that night and the next day his special train moved on.

General James B. Weaver, the Greenback candidate for President in '80, toured Michigan in '84 for the fusion ticket, but not by special train. I went with him to Muskegon, where he spoke in the evening. He wanted

to get away that night and after the meeting we hung around the hotel until about 2 o'clock in the morning, when we caught a freight on the old Chicago & West Michigan, arriving at Grand Haven about 4 o'clock, in time for the east bound steamboat express. I did not sleep that night, but Weaver bunked down in the caboose and forgot his troubles at least part of the time.

St. John, the Prohibition candidate, also spoke here in that campaign, but beyond having a pleasant chat with him there was nothing out of the ordinary in our relations.

The great event in the campaign of '84 was the all star Republican special sent through the State. In the party were James G. Blaine, the Republican candidate for President, and his running mate, General John A. Logan, General John C. Fremont, the pathfinder, and General Alger, the Republican candidate for Governor. Judge P. T. Van Zile, then Chairman of the Republican State Central Committee, was in charge of the train of several Pullmans and day coaches. After the meeting here the train pulled out for Muskegon well loaded with local patriots and invited newspaper correspondents in addition to the big guns, and with a cub reporter's nerve I went along. On the way to Muskegon I chatted with Fremont and Logan and made the acquaintance of Alger—an acquaintance, by the way, that lasted until his death. On the return trip I braced my way into Blaine's private car, but instead of interviewing him, it was he who asked most of the questions. He asked my politics, and I confessed to the Democratic faith. He asked the political status of the Leader—it was Greenback. He asked as to how Michigan was going—I expressed the honest conviction that the Democracy had something better than a fighting chance. He asked many other questions, and some of my answers made him smile and some did not.

About ten minutes after I left Blaine in his car, returning to the day coach. Chairman Van Zile touched me on the shoulder: "The train will stop about three seconds at the Ferrysburg junction and we will be there in about seven minutes," he said significantly. "If this will save you a hard walk you are welcome to it," he added, offering a \$2 bill. I declined the money with thanks, but the hint was sufficient. Other than invited newspaper men were not welcome. I was not invited. I got off.

Michigan went Republican in that election, but it was a close shave. Alger's plurality for Governor was only 4,000, the big vote in the Upper Peninsula saving him. Blaine's plurality was only 3,308. Seven of the eleven congressmen elected were Democrats or Greenbackers, and among these were C. C. Comstock from this district and Edwin B. Wignans, afterward Governor. The Legislature was Republican but by a very narrow majority. L. G. S.

Fuller Brothers.

Written for the Tradesman.

E. P. and S. L. Fuller, brothers, were popular, prosperous citizens of Grand Rapids forty years ago. They carried on a business in banking and real estate and were influential in the business and social life of the city. E. P. Fuller was a large, jolly, kind-hearted man, who loved genial companionship, good stories and clean sport. His brother, S. L. Fuller, a tall, thin man, was solemn, serious, sedate and impatient with frivolity. With him "life was real, life was earnest." The larger brother played practical jokes on the other and roared with laughter over his achievements. The Fuller & Rice Lumber Company was one of the pet enterprises of the larger Fuller, to which he gave much time and direction, and when his son, "P. C." should finish his education at Yale, it was his purpose to train the young man to manage the same. Meeting Mr. Fuller in one of his joyous moods one morning he remarked to the writer: "My boy 'Phil.' has been graduated from Yale and came home last week. He walked into my office and said: 'Father, I wish to go to work.' 'Work?' I replied. 'Work? I never knew a Fuller who would work. The only real work that was ever indulged in by a Fuller was when you pulled the stroke oar in Yale's boat in the race with Harvard.' A Fuller that wants work? Say, you are a novelty. Go to the lumber yard and report to the foreman. Tell him you want to get busy." Say, my friend, what do you think that boy did? Why, he bought a pair of overalls and a jumper and when, on the following morning, I drove to the yard I found him engaged in piling lumber. The most surprising experience of my life was to see a Fuller at work. Every day I drive out to the vicinity of the yard and watch the boy from the bushes, in which I conceal myself. He is engaged to marry a Miss Gilbert and when the wedding takes place I shall send him across the sea for a couple of years in Europe. You know

a newly married man does not amount to a d—n in business, but in two years he will be glad to return and settle down." Mr. Fuller's plans worked out as he desired. When the son returned he entered the office of the Fuller and Rice Manufacturing Company and in a comparatively short time mastered the details of the business and took upon himself the management in which he continued for some years after the death of his father, when his time was demanded by the father's estate.

Samuel L. Fuller owned a large farm adjoining the village of Ada, and during his life was prominent among the able body of horticulturists, who did so much to develop the farming interests of Western Michigan. Among his friends were Edward Bradfield, Mr. Holt, Mr. Dickinson, William Rowe, William Graham, Perley W. Johnson and John Ball. Arthur S. White.

Cruel.

He had asked an unsuspecting friend to take a cross-country walk, and had picked a route that ran through the long-unvisited scenes of his childhood. His fond recollection presented every last one of them in view—the orchard, the meadow, the deep-tangled wildwood and every loved spot which his infancy knew. He told his friend just exactly how dear they all were to his heart.

Finally he pointed to a very small mud pond.

"Would you believe it, when I was a boy I used to bathe in that mud hole?"

"Yes," answered his friend wearily, "and it doesn't look as though they had changed the water since."

And then they discussed Roosevelt's chances for a third term.

Mayer **Leading Lady**
Fine Shoes
for Women
A SNAPPY LINE

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 heard as soon as the first sheet is returned.

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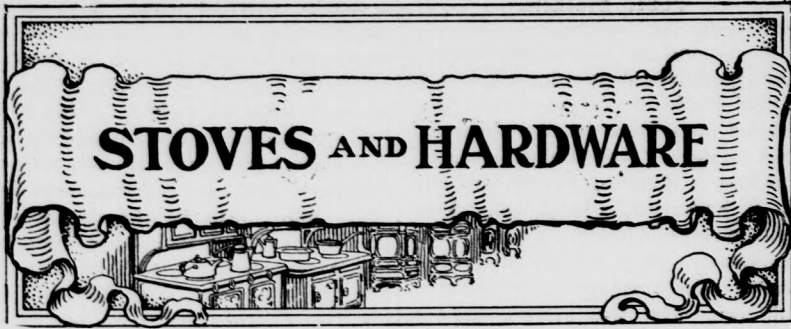
Everything for the Office

TISCH-HINE CO.

5-7 Pearl Street

Grand Rapids, Mich.





Invasions of the Hardware Field and Their Lessons.

There is on the part of some hardware merchants a disposition to complain that merchants in other branches of trade are trespassing on hardware ground, because they sell some goods which naturally belong to and are ordinarily found in the hardware store. Many drug stores are handling cutlery, and especially safety razors, and in some parts of the country sell paints and oils. Grocers in a good many towns carry stocks of various goods which the hardware merchant would like to keep to himself, such as tin and galvanized ware, baskets, some kitchen utensils, brushes, tacks, rope, wooden ware, and sometimes something of a line of cheap hardware articles and tools. Furniture stores, too, have become distributors of stoves, and to some extent of house furnishing goods, while lumber yards are selling nails and in a limited way other goods which go naturally with building materials. A multitude of other illustrations may be mentioned of the breaking down of the division line between the trades, which involves raids into hardware territory.

There is a disposition to complain of this state of things and to dwell on the special form of such competition as if it were not only a hardship, but something to be deprecated and denounced. Associations in their zeal for their members have, indeed, condemned jobbers and manufacturers who have sold goods to druggists or furniture dealers or lumber yards. It would be comfortable—for him—if the local hardwareman were protected against competition of this character, if a wall were built around his business and he permitted to cultivate it without the apprehension of encroachment, such as now is a familiar experience. Any such protection for the hardware merchant is, however, out of the question. Trade is free. Other merchants have their rights as well as the hardwaremen. Manufacturers and jobbers are not to be restricted in the disposing of their wares by any such limitations devised for the benefit of any special class of merchants. Where people want to buy goods, either for their own use or to sell again, if they have money to buy them, they will be able to obtain them.

The hardware merchant, too, should be very slow to enter complaints against his fellow merchants who are selling some lines which he

regards as belonging to him. The hardware store has of late years broadened out greatly, including a multitude of goods, not a few of which were formerly handled by other branches of trade. Little by little, or sometimes by a bold invasion, these outside goods were taken over and given place in the hardware store, where they add materially not only to the extent of the assortment offered to the public, but to the interest and attractiveness of the establishment. This is especially the case, because many of these articles thus brought into the hardware fold are finer and more showy goods, which do much to take away the crudeness and monotony of the old time hardware store, and to make it bright and pleasing to the eye. A well appointed and well stocked hardware store gives, indeed, one of the most interesting assortments of articles which are to be found in the line of trade—articles of much inherent attractiveness and at the same time representative of the progress which is making in the mechanic arts.

In this fact is another reason why the hardware merchant should not complain of the inroads which other branches of trade are endeavoring to make in his territory. Most of these invaders are, in fact, well nigh driven to take up some other line of business because their own is so limited. With the changes which have taken place in the drug trade, for example, the druggist is almost obliged to go into lines which had no place in the old time apothecary shop and have no real connection with drugs and medicines. His little patch of ground on the strict theory that would confine a merchant within the narrow boundaries of his particular business is quite insufficient, and to do justice to himself he must extend it. If he puts in a stock of safety razors and cutlery there should be no ill-feeling or surprise on the part of the hardware merchant. He certainly should not complain. He should look on this as one of the chances of trade and take it good humoredly, although none the less should he energetically see to it that he holds his own in the battle for business. Criticism and complaint of what others are doing is a poor occupation. Instead of finding fault with the enterprise of other merchants, even although it take the form of encroachments on his particular field, he should set himself with renewed vigor to become more wide awake and enterprising in the prosecution of his own business. His field

is rich and broad and despite the intrusion here and there of other merchants gives ample opportunities for growth and greater usefulness and profit.

The tendency of the times is toward freedom in trade, and the boundaries between different kinds of business are becoming less definite. Of all merchants in special lines, the hardware merchant, however, is the last who should complain of the invasion of his territory. He has been aggressive in laying hold of any kind of goods which will work in with advantage to his particular line. He has thus broadened the term hardware so that it now takes in a multitude of goods which a generation ago were regarded as outside the hardware fold and belonging to other branches of trade. No better illustration of this can be found than in the catalogue of a great jobbing house compared with the catalogue of the same house twenty-five years ago. The hardware trade has, as it were, iron in the blood, and sturdily and aggressively reaches out for new fields to acquire. The result is that it is the recognized distributor of a host of goods not strictly hardware in the old sense, and has an exceedingly important and inviting field to cover.

Nashville's Stove Industry.

The stove industry, says the Merchant and Manufacturer, is one in which Nashville has of late years established a world-wide reputation. The wonderful growth of this industry has made this city rank third in the manufacture of stoves and ranges in the United States, and considering the few years in which our manufacturing points to an "under" position in quantity as well as quality it is rather a remarkable incident of the industrial life of this Southern city. Nashville is located be-

tween the best beds of coal and iron in the South, and with this as one of the advantages the stove manufacturers have brought a world of energy and skill to play in enlarging and fostering the industry, and with the pluck of our manufacturers who know no failure, each year has shown an enormous increase in the output of stoves from the lowest to the highest degree—from the \$5 round drum to the finest hotel range running up into hundreds of dollars in price.

Frost on the Window.

There is nothing on earth that will keep windows from frosting in very cold weather except proper construction and the right kind of ventilation. If your windows frost write to one of the firms that specializes on window construction. They will tell you what must be done in your particular case and how much it will cost you—and they will guarantee to make your windows frost proof. Any other method is a makeshift.

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
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The Weatherly Co.

18 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.

Giving Things Away.

A lot of practices are being followed in many of our stores that need stirring up with decided vigor, and one of the foremost of these is the art of giving away one item to sell another. How many dollars' worth of merchandise do you suppose has been passed out over your counter this year without proper record having been made of it?

How many boxes of shells or gun cases have been given away with guns that were already marked at restricted prices?

How many dollars' worth of files have drifted out as complimentary company to saws you have sold?

How many boxes of double-pointed tacks have you presented to purchasers of wire cloth?

Don't you think the putty you have given away with glass would make a pretty big pile?

Did a scythe stone never show its perfect friendship for a scythe by agreeing to go out gratis with its chum?

The miles of rope you have presented to the people of your community would have tied up every stray dog in the city, but it went out free with sleds.

The screws your employes have given away in the past five years would probably fasten a hinge into every door in town.

Paint is not sold on long enough profit to justify free brushes, yet some of your clerks seem to think so.

You may be able to afford a free teakettle with every cook stove sold, but you did not figure it in when you marked those stoves.

Many a poor victim on the roof of a burning sky-scraper would have given a fortune for the straps that have been given away with skates in your store, and a stream of water turned out of the nozzles that checked out free with hose from your place of business last year, would stop an eruption of Mt. Vesuvius.

We pride ourselves on being in a business that calls for more than ordinary ability, but any hodcarrier in the country can sell stoves when he throws in a coal hod or stove board. There are all sorts of people working in hardware stores who are past-masters in the art of cutting prices. They can not sell an anvil without its free hot cutter or cold cutter.

Start seining for these chaps and your drag net will bring up free grass catchers with lawn mowers, cold shuts with chain, nail sets with hammers, free brushes with razors, etc. It is tough, fellows, but it is true, and the quicker we fall to the fact the sooner we will be on Easy street.—Iron Age.

The Woman Who Kicks.

"I hate to kick," said Mrs. Jones to Mrs. Brown, "and when I first went to housekeeping, I just wouldn't do it. But I have found that the people who kick are the ones who get the best treatment. I have simply been obliged to learn how to kick about things that come out from the store.

It don't seem to work to simply trust to your grocer always filling your orders carefully because you are a good customer and pay your bills promptly. If you don't kick, you will get the worst of it."

Ask the women about this, and the chances are that you will find that a large majority of them will endorse the above sentiment.

It is rather an unfortunate state of affairs, and it shows that there must be some ground for the complaints.

For it is a fact that, little as you, as a merchant, like to get kicks on your goods, the women who do the kicking like the job of kicking still less.

Women don't kick just for the fun of it, or to vent their spleen, or work off a bad case of grouch. There are a very few women who may be classed as chronic kickers. The average woman is not. She has learned to kick because she finds that other women who do kick get better treatment than she does.

The merchant should see to it that his customers are all treated right, and then there will be no necessity for kicks.

It isn't fair to the woman who does not kick, to work off the small potatoes and the bad cuts of meat on her. If anything, she should be rewarded for her refusal to kick by getting the very best of everything.

If you are obliged to send inferior stuff to a customer, because there is none other obtainable, notify the customer of the conditions by telephone, or through your delivery man, and offer to either make a suitable reduction in price or to cancel the order.—The Merchants Journal.

Get the Children.

Get the children to come to your store. Christmas is their feast and most of the purchases are made for them. If you are selling toys, make a big display of them and then invite the children to come in and see them. Make it an object for them to come—give them a souvenir of some sort or have an entertainment for them. When they come, their mammas will come with them and they will have an opportunity to see what a fine line you have. Put a price ticket on everything in sight so the visitors will not have to ask what things cost. Right now is the time to plan your holiday sales and get ready for any special features. It is not difficult to entertain children. A moving picture machine will serve the purpose. If that is impracticable, a man dressed as Santa Claus is a never failing source of delight and wonder to the youngsters. There are endless ways of attracting them without much expense or trouble and it will prove well worth while.

Holiday Prices.

Holiday business comes so easy and people buy what is offered so readily in December that occasionally a merchant comes to the conclusion that he can boost his prices a bit and still get the trade at an added profit. This is a hazardous

experiment and one that is likely to react against the store. It is wrong to think that people buy blindly simply because they buy readily. There are many possible new customers in your store at Christmas time. Perhaps some of them are trading with you for the first time and are sizing up your store. You can not afford for a few cents extra profit to lose the chance of their steady trade. Mark up the novelties and fancy goods—they will stand an extra profit, but let prices on staples stand.

Help Wanted.

The rumbling and groaning train had been toiling along from Memphis, Tennessee, toward Bald Knob, Arkansas, all through a hot afternoon. The stops had been frequent, but at last came one of unusual duration. After a tiresome interval the conductor walked back through the mosquito punctuated aisles until his glance met a sympathetic face. He bent over the kindly looking passenger and whispered:

"Stranger, have you a bit of string about you? The engine's broke."

Folks who really have halos are never discovered before mirrors.



DON'T FAIL
To send for catalog showing our line of
**PEANUT ROASTERS,
CORN POPPERS, &c.**
LIBERAL TERMS.

KINGERY MFG. CO., 106-108 E. Pearl St., Cincinnati, O.

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, Miss.
Walter Shankland & Co.
Michigan State Agents
6 and 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



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MERCHANT AND HIS CLERKS.**Duty of the Employes To Keep the Store Atmosphere Right.**

Written for the Tradesman.

Just a word to the merchants who have more than six clerks in their employ. Do you notice any change in the atmosphere in your store every time you happen in by surprise? If you do, do you know the real cause of it? Do your clerks jump and run to their department on your unexpected arrival? and do they keep track of your departure? If they do there is something wrong with you.

We are prone to believe that all the misconduct of our employes is all their fault. Right here is where too many of us make a grave mistake. There is surely something wrong with our mental atmosphere when our employes disobey their better judgment.

We should not forget that everything from the smallest detail up to the largest department in the store is controlled completely by and through the power of intelligence (we all know this but our artificial memory controls us) and to relieve ourselves of this error we put the blame on some one else.

We ought to be extraordinary in our manners, important to all departments, and ought to be serious concerning our noble, precious and mighty thoughts—which are those we know are true to us. When we get right along these lines, the atmosphere in the store and in the minds of our employes will be the same.

We should not err in our knowledge concerning the power of suggestion. Most of us know that everything controlled by human hands is done through the creative power of suggestion—in one way or another—so if you and I are going to take the responsibility of managing our business we are in duty bound to be truthful to ourselves as well as to our employes and give them to understand that we are going to throw out all the suggestions that should be followed, and all the employes will have to do is to fall in line and let themselves be governed by them. We will stop right there. I hear some one ask how we are going to make each and every clerk "fall in line." The answer is this, we should not compel our clerks to do any thing. To have a clear atmosphere about you, you must unbind, unchain, unlock and set free all of your own thoughts. Some of us are overflowing with fancy inspirations and these influences makes us believe that we are "the whole thing" as it were, and when our minds throw out such suggestions—the bright minds out in the store catch them and govern themselves accordingly.

So it can be plainly seen, if we throw out the right suggestion, that they will do the right work without compulsion, force or mental energy.

Why should the manager of any business be painfully annoyed and let grief and mortification bewitch and

paralyze his brain just because some one in his employ fails to do his duty?

When we become instrumentally productive it will not take us long to discover the misgivings of any of our employes and we will be able to cull the good from the bad as easily as we can see the right and wrong side of our own lives.

In many cases we are directly responsible for the misgivings of our clerks, some of us do not wish to concede to this fact, but if we are wise, filled with self-confidence, and all egotism has been driven out of our minds, if our admiration for good qualities in others is developed—we will discontinue being responsible for at least a few mistakes done while we are away from our business.

I have seen clerks jump as if they had touched a live wire when I stepped into the store and in each case I wondered what was the matter so I made up my mind to find out, and after I had gone into my "closet and shut the door" I received the right answer to my questions concerning such a party and governed myself accordingly. After I had tried all of the good suggestions I received "in silence" and all of the good qualities of my own mental forces to cause this party to answer the right suggestions in the right way concerning the business in general, and if my labors were in vain and I could not get this party to respond to his higher intellect—then I would let him go—to seek employment elsewhere.

We must be careful about the discipline and the punishment given our co-workers. It is very foolish for us to make ourselves believe that we can discharge and employ people at will and that the world is full of people eager for employment and on this account make ourselves think that there is no use in trying to be a help to our employes.

The trouble with too many of us is, we want to be too important, we want to show too much almightiness, omnipotence and authority when our clerks know our inability and helplessness by seeing us collapse and faint when things go up in smoke on account of brain flashes. Our human electricity, personal magnetism and our mental energy ought to be elastic in order that we may bring pressure to bear on each and every mind that is willing to do the right thing at the right time. None of us will ever be able to do the right thing at the right time if we pretend to be self-controlled.

Nine times out of ten it is our own disqualifications that cause friction among our employes. I know very well that we do many things almost every day that cause trouble among those whose energy we are depending upon but we do things unintentionally and the only cause we can find for all these undesirable things is—ill-luck.

I am happy in the thought that, as far as I am concerned, there is no such thing as ill-luck. I am personally responsible for the physical as well as for the mental atmosphere

that is hovering around my business.

There is no use in us trying to be the engine, the whole medium of power, the only resource for instructions, the needful, essential, indispensable agency for advice needed if we can not use it wisely and have each machine, as it were, running smoothly all the time.

Let us try to take the above and think about it with a deep sense of justice for all concerned and see if we can not develop something different and something better to make the atmosphere in and around us more pleasing and valuable. It can be done, why not do it? Don't let us be in the class where the impossibilities float around doing the same things over year in and year out under great stress—mental and otherwise.

Life is too short to use our energy in the wrong way. If one thing can be made to move smoothly—all things can.

He who would enter into the realm of bright and progressive thoughts must first divest himself of all intellectual pride.

Conceited opinions are always suicidal in their influences.

Edward Miller, Jr.

Cheer Up and Try Again.

Among the many lovable things Robert Louis Stevenson wrote was this: "Our business in the world is not to succeed, but to continue to fail, in good spirits." To those of us who fail much oftener than we succeed there is a great deal of cheer and encouragement in this wise bit of humor. It is like a hearty slap on the back of the discouraged one, or an arm affectionately thrown over our shoulders as we limp from the arena, sore and grimy.

The world is naturally a hero worshipper and it takes little interest in the man who fails; few of us do, because really he isn't very interesting. And yet for every time we succeed we must fail many times and for every one who succeeds there must be many who fail.

There are few men who would not like to be very successful. Every writer would like to write really great things and every merchant would like to make a great success of his business. Yet there are few great writers, and there are many merchants who do not succeed. It is seldom because they do not try, for many who fail try harder than some who succeed; but circumstances, or their environment, or their opportunity is against them, or else they just get "in wrong." There are few of us who would not like to live up to our highest ideals, and there are few of us who do. Instead of succeeding, we fail, often miserably. What Stevenson would tell us is to cheer up and try again, even if we must "continue to fail, in good spirits."

There are two kinds of unhappy people in the world—those who are sad because they are not known and those who are miserable because they are.

Window Shopping.

When the lady gets the shop bug she wanders o'er the downs,
She looks and looks—but doesn't buy
—at hundred dollar gowns;
She rubbers, cranes, and envies—but
coin she doesn't cough.
She buys it on a smaller scale—or
else she sleeps it off.

—From "The Ballads of a Lady Shopper."

This is the time of year when all women with a grain of the true feminine instinct are stricken with infantile insanity, better known as the shopping craze. The exigencies of oncoming Christmas demand it and woman has fallen for it just as she always has. But there are several kinds of shoppers; the woman who knows what she wants and knows she knows she wants it, and buys it; and the one who does not know whether she knows she wants a thing and spends a great deal of time trying to find out.

The shop windows are for this species, but whether they fill the bill is difficult to say. Of course, they exhibit everything from kimonos and \$500 gowns to inkwells and cream separators, in the hope that they will attract customers. But window shopping does not seem to aid one in selection of gifts.

"Say," says a fair young thing to her companion, "can you beat that? Perfectly lovely, isn't it, dear? Notice the lovely goods in it—and it only costs one fifty. Isn't it dear?"

"Now listen, Gert," returns her companion. "I've got to select some presents for a few of my friends—say, isn't that shirtwaist just lovable?—and I want you to help me. I thought maybe I could see something in the windows here that would just suit me. Now, I want to get my brother a smoking set or—look at that skirt, will you! And so cheap it is almost a shame to sell it—well, anyway, I want to get him something."

"Try a pipe," says May.

"O, yes; let's look at the pipes. There's a perfectly dear one, but it costs too much. How can a poor girl like me tell how much to invest and what kind of a pipe to select when there are about 6,000 to select from? And there's a smoking jacket—he might like that. But look at those ash trays. Maybe he'd like—but, no; I had better look at something else."

Thus it goes. The window display is so dazzling in its amplitude that the prospective buyer can not concentrate attention on any one thing long enough to decide.

But what a wealth of pleasure would be lost if the stores withdrew their gorgeous displays! A woman wouldn't know what to do if she couldn't spend at least a few minutes each week in window gazing. But as for aiding in the selection of a gift, a woman knows less what she wants after she has beamed joyously on objects ranging from powder boxes to salt shakers than she knew before she looked.

There is one thing to be said in favor of summer. We have warmer friends then than we have in winter.

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.



OUT OF HIS ELEMENT.

Traveling Man Finds Drawbacks in Life on the Farm.

Written for the Tradesman.

"Hello, Grant! Back again I see. How's things up country?"

Two men shook hands and chatted on a street corner of the Valley City not many moons ago.

"Things are all right so far as I know," returned Grant Fosdick. "I haven't been up there in six months.

"Why, how is that? I understand you had tired of the city and had betaken yourself to quiet country shades. Let me see; it was about three years ago that you told me you had bought a forty up near the Muskegon and was going to make your home in the open air, away from city sights and sounds. The country for you; it was the place for a man, for his wife and children—"

"Yes, yes," laughingly interrupted the other; "I was struck with the bucolic club good and hard. The eternal grind of the city and the knock around life of a traveler was ruinous to good health and good morals. I admit, Jack, that the lure of the country was strong upon me three or four years ago."

"You speak in the past tense—"

"That I do. The lure is past; as a disillusionized mortal I am back among busy folks once more, back to the work which I understand. I leave farming to those who like it; it's not for me, Jack."

"What was the trouble? Line fence dispute—"

"Not that exactly, although that would have been sure to come had I lingered many more moons up among the pine-clad hills of the Muskegon. I got my fill of rusticating."

"Tell us about it, Grant. What have you done with your forty?"

"Sold it for a song. I was glad to get back with a whole skin."

"They must be a sad lot of fellows up where you have been, old man."

"Oh, no, on the contrary I never had a better lot of neighbors in my life. I could get along with them all right."

"What, then, was the trouble? You seem to have lost your enthusiasm for the country rather soon. Are you on the road again?"

"Yes, and shall not go off until I am able to go into business for myself. Do you know what I have in mind, Jack?"

"Haven't the least idea, Grant."

"It is to go to that country and start a sore. The farmers are nearly all prospering to the limit."

"I suppose so, but there's no Northern town where business of a mercantile nature is not overdone."

"In one sense that is true. I can not subscribe to the claims of some of the merchants that a school needs to be started to educate the farmers as to their duty with respect to mail order houses. One thing is certainly true, however, there is enough business with the mail order fellows among the farmers of one township up where I lived to make half a dozen country merchants independent if they could corral it."

"Yes, IF," returned the other.

"I learned a lot about this country trade with the big city firms, which I am sure will be of value to me if I should ever go into trade. Some time I will give you pointers on the subject; just now I am in something of a hurry."

"I'd like to hear about your farm experience just now."

"There isn't so very much to that, you know," laughed Grant Fosdick. "I simply couldn't stand the racket, that was all. I bought that forty right in the fruit belt and meant to make of it a valuable fruit farm—"

"Which you couldn't expect to do in three years, you know."

"Certainly not. I had my mind made up to stop a dozen years if need be. I had read about the bonanza fruit growers, of one acre producing a thousand dollars' profit. I did dabble in small fruit to some extent, but my experience with stumpers cured me of the fruit-farm fever."

"You had stumps to contend with?"

"Sure. Nearly all the land available for settlement at low prices is stump land. I had a ten acre field to stump; hired a man with a machine to come on and pull the stumps and put them in the fence. There were, as I figured it, about four hundred to get out. To pull and move them would take about two weeks the stumper boss told me.

"I figured the cost at a trifle over \$200 and let them in. That was where I fell down—boarding the stumpers as a part of the bargain. What promised to be a short job turned out to be an all the fall and into the winter proposition. A more lawless set of men never turned a furrow or toggled a broken log chain. Talk about soldiering! Those fellows had the veriest weary Willie skinned to the bone.

"Two big teams grew fat off from my corn crib. Fact was I had to buy \$20 worth of grain to fill in at the

last, besides an expense bill for broken harness and tools I lent them to hasten the work. What those fellows did not break or steal before they got off my place was not worth carrying away.

"And in the house! Muddy boots on the carpet, tobacco smoke in the parlor, dirt and confusion everywhere! The boss stumper wanted his pay faster than he had earned it; had all I could do to keep from going broke in that way. Wife and I breathed a long sigh of relief when, after many long weeks, with the job of stumping only half done, those men got off the place.

"It came like pulling teeth to rout them at the last. Like barnacles they seemed to cling to the snap they were enjoying. The boss stumper was a big, swaggering bully, who had no more the instincts of a gentleman than a stall fed ox. He made his brags to others that he found in me an easy mark, and that he was going to work me for all there was in it—and he did."

"I should think as much," laughed Jack Haverill.

"Well, the worm always turns, give him time enough. I turned at the last; told the boss stumper to his face that I had no further use for him. He came near burning up my buildings and much valuable timber by setting fires which I had strictly forbidden him to do.

"We had several wordy encounters, the last winding up in my ordering him to pull his machine off the place."

"And he did it, I suppose?"

"He had to. After it was all over I found that the land from which the pine stumps had been removed had cost me \$40 to clean up, which added to the original cost, put me back at least \$50 per acre. I sold the whole forty for \$10 the acre and pulled back to town."

"Discouraged, I see. Well, I don't blame you much. I never knew the country folks were quite such dead-beats and leeches—"

"Oh, don't misunderstand me, Jack," quickly interjected the experimental farmer. "The country people are much like you and me, good, bad and indifferent. Just as many whole-souled fellows among 'em as elsewhere, and, as I said at the outset, the country folks are in the main pure gold. They are thrifty and good spenders, many of their homes being furnished better than lots of their city brethren.

"When I am able to make the rifle I mean to go back Up North and open a store. It won't be by scolding the farmers for mail order trading that I shall expect to reap benefits, but by meeting the Chicago houses on their own ground and beating them out. It can be done. Don't you forget it."

"I wish you luck anyhow, but you will have a harder row to hoe than you did on the farm," laughed Fosdick's friend as they separated.

J. M. Merrill.

The Town and the Hotel.

"Talking of good towns," said a traveling man the other day, "the hotel has more to do with the reputation of a town than almost anything else. I go into a town that at first sight looks good to me. I think, now here is a town where I would like to locate. Then maybe I strike a bum hotel. The table is so poor that I can hardly make out a meal and the beds are worse than the table. Right away I get a grouch at the town. The longer I stay at the hotel the more the grouch grows. In twenty-four hours I am crazy to leave and go away swearing to myself that I will never go back to that town if I can help myself. On the other hand I have gone into a little old town that did not look good to me at all. The walks were not kept up as they ought to be and the stores were not painted, but as luck would have it the hotel was run by a landlord who knew how to run a good one. The table was up-to-date, with

The Breslin

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Most convenient hotel to all Subways and Depots. Rooms \$1.50 per day and upwards with use of baths. Rooms \$2.50 per day and upwards with private bath. Best Restaurant in New York City with Club Breakfast and the world famous

"CAFE ELYSEE"

NEW YORK

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 Question in Addition and Multiplication

Add one big airy room to courteous service, then multiply by three excellent meals, and the answer is

Hotel Livingston
Grand Rapids, Mich.

clean table cloths and clean napkins and good grub. When I hit my room I found a good clean bed and plenty of clean towels and a good dresser and clean bowl and pitcher. There was a good carpet on the floor; everything neat as a pin. In the morning the landlord brought me a pitcher of hot water. Everything about the place was inviting. One meal was just as good as another. The landlord was kind and obliging and the girls who waited on the table were neat and prompt and attractive. I wanted to stay and hated to leave when my business was over. When I went away and met any other traveling man who asked me about that town I told him it was a bully good town. It was all on account of the hotel. I noticed that other traveling men were like me. They had a good word to say for the place almost altogether on account of the hotel."

Quantity For Him.

"The late Winslow Homer," said a Fifth avenue picture dealer, "overflowed with stories of his beloved fishermen. Most of these stories were grave—they illustrated the hardships and heroisms of the fisherman's life. I remember, though, another of a different sort.

"A visitor to a Maine fishing village—so the story ran—took an old fisherman to a 'speakeasy' for a drink.

"What kind of whisky have you?" the visitor asked, as they stumbled into the dark, underground room that served the 'speakeasy' for a bar.

"Three kinds of whisky, stranger," the proprietor answered, "15 cents, 10 cents and 5 cents."

"Well, give us the 15-cent, please," said the visitor.

"The proprietor set a bottle and two glasses on the bar, but the old fisherman coughed and muttered humbly:

"If it's all the same to you, sir, I'll ask you to make mine three of the nickel kind."

Boys Behind the Counter.

Charlotte—Jay N. Swift has gone to Benton Harbor to accept a position with the H. L. Bird Drug Co.

Muskegon—Bert Waalks, salesman for the Walker Candy Company, has resigned to accept a position as manager of a chocolate room in the candy factory of Halley & Hoops, New York City.

Engadine—Steve Eakley has accepted a position as clerk in the new dry goods and grocery store of C. Bretz.

Shelby — Arthur Wightman, who was head clerk for L. H. Wood, has gone to Hart to take a position with the C. A. Eddy mercantile establishment.

Big Rapids—Rol. Caldwell, a Ferris Institute graduate and for some time in George W. Milner's drug store, has accepted a position as analytical chemist with the Central Ansonia Sugar Co., located at Azua, Santo Domingo.

The trouble with the man who knows nothing is that he is always the last to find it out.

Glycerin Situation—Why the Price Has Advanced.

The late advance in value of glycerin inaugurates a range of prices which has never before been reached; in fact, the change which has come over the market during a comparatively short period of time, may be regarded as hardly short of phenomenal. Only a few years ago, in October, 1906, to be exact, C. P. glycerin was being sold in car load lots at less than eleven cents per pound, and was, at that time, a "drug on the market."

The appreciation in price since January, 1909, is now more than fifty per cent, and the price is still advancing. Many people, whose opinion should carry weight, seem to think that this late advance is only the predecessor of still higher prices in the future. The cause of this unprecedented appreciation in the value is not far to seek, and has resulted from two different conditions, namely, scarcity and high price of raw material, and second, the enormous and continually increasing demand for glycerin in one form or other.

With reference to the first of these two conditions, one has only to look at the enormously advanced prices of linseed and all other vegetable oils and fats, as also of animal fats, fish oils, etc., which have compelled the soap makers to fall back on paraffine, which yields no glycerin as residue, and also on other raw materials, which yield only a limited quantity of glycerin. Both of these factors have tended to lessen the supply of crude glycerin, at the same time enhancing its cost.

It is also true that had it not been for the enormous quantities of Soya beans, the oil from which has been largely used by soap makers during the past year, which have lately been imported into Europe and America from the far East, the acuteness of the price in which the glycerin market finds itself would have been much more deeply accentuated.

As regards the other factor in this case, it is only necessary to consider the great increase in gold mining, the immense requirements for blasting purposes in the construction of the Panama Canal, as also in the construction of railroads, especially in British North America and South America, to understand the enormous demand for dynamite glycerin now prevailing. It may not be amiss to cite one instance in New Jersey, where a certain railroad, in straightening and shortening its lines, has, for the past two years, received shipments of three carloads per month of dynamite for blasting purposes in the construction of only a few miles of road.

The demand for dynamite and glycerin is more likely to increase than to decrease in view of the fact that daily new lines are being opened up and new railroads planned and commenced.

To sum it up it would appear that these factors which are responsible for the advance in value, are working in parallel lines and in such harmony in the direction of driving up the prices, that while such a state of af-

fairs continues, not only can no reduction in price be foreseen, but a further advance is most probable.

Ignoring Small Bills.

Ignoring the prompt payment of small accounts is a fault too frequently alleged against merchants. The bank draft or note, representing hundreds or thousands of dollars, always receives prompt attention, while the account of a few dollars is put away for payment when convenient. The note must be paid at maturity or disagreeable results follow, yet the prompt payment of the small bill is just as important. These small accounts amount to a considerable sum in the aggregate, and when a firm has a number of them out it becomes a serious thing. The greatest offenders in this matter are firms who can pay but won't. Perhaps the head of the firm is wholly unconscious that these small bills are being shelved by the book-keeper until he receives a sharp personal letter from some creditor demanding payment. The demand for the payment of a small bill usually causes feeling of resentment against the creditor, yet at the same time, should the firm find a number of small accounts on its books which ought to have been paid long ago, it would be quick to send dunning letters. There is no consistency in some firms when they expect prompt payment of small accounts due them and ignore those which they owe. This state of affairs causes a good deal of friction in commercial circles. A firm may get a reputation for slow pay, when possibly this state of affairs may apply to small accounts only. It should be the rule of every business, be it large or small, that small bills be paid promptly. The small firm is oftentimes put to serious inconvenience through not receiving its money when due. It should be borne in mind that the small firm may grow to be a large one, then the trouble it has been put to in collecting its account will be remembered against the firm which failed to pay when due. Prompt payment of small bills pays.

Japan Teas.

There has been some complaint that a large part of the first crop of Japan teas are poor in quality and flaky. Those who do not understand the conditions which are necessary for the production of good tea have ascribed these characteristics to the want of care in the picking and curing of the leaf. Tea requires a somewhat hurried atmosphere, with plenty of sunshine. At the time when suitable weather was required for the proper growth of the leaf, a cold spell set in, followed by rain, thus forcing the leaves to grow without the aid of sunshine. Tea in Japan is grown on small farms, and partly cured by the farmer, who sends it to the go-downs of the exporting firm at Yokohama and other shipping ports to be finally prepared for the market. Consequently, the leaf which contained an unusual amount of water, owing to the cold and rain, upon

being refired, turned out light and flaky. The weather conditions during the gathering of the second crop were more favorable, and the quality was good both in cup and leaf. The farmers, however, having to devote a great deal of their time to the replanting of rice, neglected tea, thus allowing the leaf to grow too hard. The third crop was almost an entire failure, and this caused a picking of a fourth crop, something that is not usually done. The cause for the rise in the price of Japan tea is the unfavorable climatic conditions causing a short crop. Although the average quality is not so good as that of last year, lower prices can hardly be looked for in the face of the statistical position.—Seattle Trade Register.

The West Founded on Bacon.

The epic of the West can not be written without a tribute being paid to bacon. The adventurers who faced the wilderness depended on bacon as upon nothing else for subsistence. There were times when game was scarce or when one did not dare venture forth to shoot it, and then the side of bacon loomed up as a life-saver. Every man who dropped in from off the criss-crossed trails was welcome to his bit of bacon, and his "sopping" of bacon gravy for the inevitable biscuits. If no bacon were forthcoming then the host was poor indeed. Out in the hills the grizzled old trappers and prospectors stuck to their task as long as there was a bit of bacon and a little flour on the back of the old pack horse. In later years, when the cattlemen swarmed over the plains, it was toward the sizzling bacon that cowboys raced when they deserted the roundup at the glad cry of "Grub pile!" If the horses went lame or became saddlesore, bacon grease was the cure-all that fetched them back to usefulness.

Without bacon the struggle in the old-time West would have been even harder than it proved to be. Territories and states were founded on the universal food of the hillmen and their brothers of the plains. Bacon was the homely fare of heroes—and now here it is up to 40 cents, and regarded as a titbit for epicures, like pate de foie gras and nightingales' tongues. Verily it is a world of sweeping changes!—Denver Republican.

The Right Number.

A teacher in giving a lecture to the members of her junior hygiene class had cautioned them against eating anything hard, such as nuts, hard candy, etc. A small boy held up his hand.

"What is it, Sammie?" she enquired.

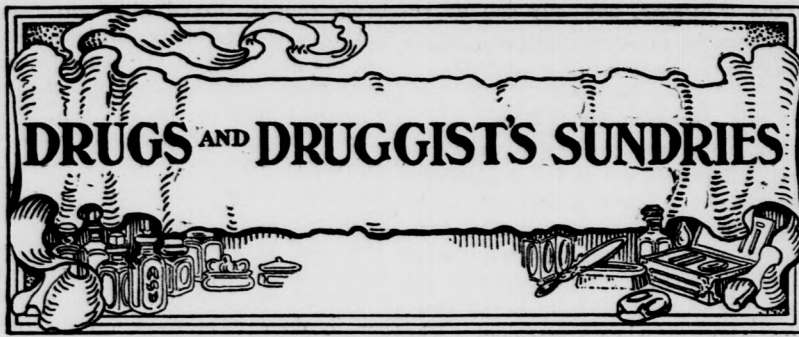
"Say, did you ever see any of these here candy jaw-breakers?" he asked.

"Yes, I believe so," she hesitated wonderingly.

"Well, Willie here," indicating another boy in the class, "stood right in front of Gregorie's store yesterday and et five of them right down."

"Ate," corrected the teacher.

"Aw, was it eight? I was thinkin' it was only five."



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GUARDIAN ANGELS.

Doctors Need Them and Druggists Sometimes Play the Part.*

You may think doctors do not need guardian angels, for they seem oftentimes to bear charmed lives, going with impunity into storms, wars and pestilences and coming forth unscathed. We need no protection from wolves, for all are in a state of affluence, as it is the custom of our patrons to pay all other debts before the doctor's bill.

The newspapers' standard joke of us is the enormity of our charges and the promptness with which we demand payment. If you are not convinced by the time I am through that doctors more than any other people need guardian angels and that our hosts to-night stand in loco quo of these protectors of our lives and state of happiness you may say I am like the boy taken recently by his mother to the office of one of my colleagues. He was an overgrown child of 14 and his expression was dogged and glum. His mother did not seem so frightened as she did excited and impatient.

"I hear, Doctor, that you are a specialist in everything, so I have brought my boy to have you see what ails him; he's lost his voice; he hasn't spoken a word for two days." The doctor tested his pupillary reflexes and thumped him on the occiput and expressed the fear that there might be a tumor at the base of the brain; next he looked at his teeth,

*Address by Dr. Sara T. Chase at the Druggists' and Doctors' Get Together meeting at Traverse City, Nov. 29.

ran his fingers through his hair a la the Ilder Breakey, tested his knee jerk and shook his head solemnly; next he looked into the throat, had him run out his tongue, open and close his jaws, breathe in turn through either nostril and ran his index finger up in the post nasal region, hunting for adenoids. By this time the boy acted mad; he gagged and sputtered and enquired what the doctor was trying to choke him for. At the sound of his voice the mother showed great joy. She thought some adjustment had been made that restored her son's power of speech. The doctor was so surprised he forgot to claim the cure but said: "Why, boy, nothing ails you; why haven't you talked?" "How could I when I didn't have anything to say?"

Looking back through the pages of medical history we learn that the professions of drugman and physician were one and the same. The physician gathered his own drugs and carried them with him on his rounds. I shudder at the thought. What if Dr. Bartlett and myself had to go through wood and field at all seasons, stepping upon snakes, toads and rhus tox, tasting some root or berry to differentiate it from another that looked just the same.

Doesn't the druggist guard us from such dangers? We do not have to test our drugs upon ourselves, our friends or our domestic animals either, since this division of labor.

The druggist must also protect himself and the public from the effects of our ignorance since we have ceased to learn of the preparation of our drugs. If our prescription calls for the mixing with mortar and pestle of the harmless substances of sulphur and potassium chlorate he should not be abused by us for substituting something else just as good as a means of prolonging his own existence.

He protects the patient from our ignorance as well as he does us from the laws of the land when he refuses to dispense lethal doses of arsenic, morphine or cocaine as per our prescription. If he can not get us by phone to show us the error he tells the customer he does not have the drugs to fill it and must send away for them by special order rather than to tell the patient the doctor's medicine would be his finish.

All this angelic guardianship is most welcome and appreciated with gratitude—there is another kind not so well received.

Once in a while a druggist will display his superior knowledge while

showing the customer how to save his money and remark: "You need not have paid the doctor for prescribing that, for I could give you a better remedy for just the price of the medicine." I will give you an illustration to show how this guardianship may work out. One of our druggists sold a woman a bottle of patent medicine to cure stomachache. She went home, read the directions on the bottle and proceeded to take it accordingly. The first dose struck her as very powerful medicine, but it would not stay down, so she took some more, which did no better. A neighbor chanced in (neighbors are always ready to give advice and usually recommend a change of doctors) and asked her what the matter was and what she had done for it. She limply pointed to the bottle. The neighbor was familiar with the remedy, and also with the English language, so she proceeded to find out how the directions were followed. The sick woman said: "I took a tablespoonful; it said 'ten drops for an infant, thirty drops for an adult and a tablespoonful for an emetic.' I knew I was not an infant nor an adult, so I felt sure I must be an emetic, and the pesky stuff has turned me nearly inside out."

Here's to our hosts, the guardian angels of the doctors. May our relationship be as pleasant in the future as it has been in the past.

Play Up Toilet Articles for the Holiday Trade.

Some pharmacists pay very little or no attention to the holiday trade, but most of them very wisely close their eyes to old time ethics and go in strong to make the most of the opportunities which the holiday season brings. It is during the Christmas season that people are on the constant watch for holiday inducements. Your place of business should be made more attractive than usual by proper decorations, re-arrangement of goods and a few mottoes or signs appropriate at that season of the year. If you handle any side lines whatever, some of them will appeal particularly to holiday customers and these should be given a prominent place in your store. The window displays should take on a holiday air and, if nothing else, let your customers know that you recognize the season of the year and realize that it is one for good cheer and kind fellowship.

The toilet articles which every drug store carries should be pushed with vigor. This department can not be made a genuine success unless the stock is well displayed and the right kind of goods are in stock. Few merchants are aware of the large number of articles which properly come under the head of toilet accessories, and a detailed list of the entire assortment would doubtless furnish a surprise even to many experienced buyers. There are perfume and toilet waters in fancy bottles, single or in sets; brushes in great variety and for all purposes, hair, hands and clothes may be offered, some in cases, some without. Toilet sets are popular as

latest patterns are copies of sterling silver sets which have had a large sale in exclusive jewelry establishments, and many of these reproductions are made so well that they will give even better wear than those of sterling silver. Manicure implements often appeal to the makers of gifts. Soaps can be made very attractive. Manufacturers have devoted a large amount of time and money in improving the appearance of their packages, many of them going to considerable expense in employing artists and designers for original sketches and designs for wrappers and boxes. The result of this has been that many packages of toilet articles are really beautiful and artistic, and sell much more freely. Buyers who have taken advantage of this action of manufacturers and who are properly displaying these artistic packages are finding themselves well repaid for their efforts. The first thing a buyer must do in order to suggest holiday toilet goods is to make the department as attractive as possible through the proper display and the employment of such decorative features as are appropriate for this season of the year.

When to Take Medicine.

Alkalis, iodine and the iodides are better given when the stomach is empty as they diffuse more rapidly into the blood. If given during digestion the acids and starch alter and weaken the process. When it is desired to give acids they will be found to be more readily diffused into the blood between the digestive acts. Acidity of the stomach or an excess of gastric juices are remedied by taking acid before meals. Irritating and powerful drugs should be given directly after food. Among this class we may mention the salts of arsenic, copper, zinc, and iron, except where local conditions require their administration in small doses before meals. Silver preparations should be given after the process of digestion is ended; if given during digestion chemical reactions destroy or impair their special attributes and defeat the object for which they were prescribed. Alcohol, tannin and metallic salts, especially corrosive sublimate, disturb digestion and should therefore be administered during its greatest period of inactivity. Malt extracts, codliver oil, phosphates, etc., should be given with or immediately after food so that they may enter the blood with the products of digestion.—Med. Summary.

Merchants, Attention

Just Opened

Alfred Halzman Co.

Wholesale Novelties, Post Cards

BERT RICKER, Manager

A complete line of Christmas, New Year, Birthday, Comics, etc. Our stock is not rusty—it is new. Fancy Christmas Cards from \$3.50 per M. up. Write for samples or tell us to call on you any where in the state.

We are located opposite Union Station and fill mail orders promptly. Our prices will interest you—ask for them.

City Phone 6238 42-44 South Ionia Street
 Bell Phone 3690 Grand Rapids, Mich

WHOLESALE DRUG PRICE CURRENT

Table listing various drugs and their prices, including categories like Acidum, Ammonia, Aniline, Baccae, Balsamum, Cortex, Extractum, Flora, Folia, Gummi, Herba, Magnesia, Oleum, and Syrup.

Table listing various drugs and their prices, including categories like Lycopodium, Macis, Magnesia, Mannia, Menthol, Morphia, Myrrh, Nux Vomica, Os Sepia, P D Co., P D Co. doz., Quassia, Quina, and Rubia Tinctorum.

HOLIDAY GOODS

Druggists' Sundries
Books
Stationery Sporting goods

RELATED BUYERS

WE yet have a few samples as well as a small quantity of regular stock of Holiday Goods that we can offer you for prompt shipment at satisfactory prices and terms—early buyers get the first selection.

- Albums
Books
Bric-a-Brac
Burnt Wood
Cut Glass
Dishes
Dolls
Games
Hand Bags
Iron Toys
Manicure Goods
Perfumes
Pictures
Postal Albums
Stationery

Yours truly,
Hazeltine & Perkins Drug Co.,
Grand Rapids, Mich.

LaBelle Moistener and Letter Sealer

For Sealing Letters, Affixing Stamps and General Use

Simplest, cleanest and most convenient device of its kind on the market.

You can seal 2,000 letters an hour. Filled with water it will last several days and is always ready.

Price, 75c Postpaid to Your Address

TRADESMAN COMPANY GRAND RAPIDS, MICH.

GROCERY PRICE CURRENT

These quotations are carefully corrected weekly, within six hours of mailing, and are intended to be correct at time of going to press. Prices, however, are liable to change at any time, and country merchants will have their orders filled at market prices at date of purchase.

Table with columns ADVANCED and DECLINED, containing various grocery items and their prices.

Index to Markets By Columns

Table listing market categories A through Y and their corresponding column numbers.

Main table with columns 1, 2, 3, 4, and 5, listing various grocery items and their prices.

Continuation of the main table, containing items and prices.

Continuation of the main table, containing items and prices.

Continuation of the main table, containing items and prices.

Table 6: Market prices for various goods including flour, sugar, and other commodities.

Table 7: Market prices for POTASH, PROVISIONS, and various meats and oils.

Table 8: Market prices for Mackerel, Whitefish, and various types of soap.

Table 9: Market prices for various types of tea, gunpowder, and other beverages.

Table 10: Market prices for various types of splint, wire, and other hardware items.

Table 11: Market prices for various types of wool, pelts, and other animal products.

Special Price Current

AXLE GREASE



Mica, tin boxes .75 9 00
Paragon 55 6 00

BAKING POWDER



YOUR OWN PRIVATE BRAND



Wabash Baking Powder Co., Wabash, Ind.

80 oz. tin cans 3 75
32 oz. tin cans 1 50
19 oz. tin cans 85
16 oz. tin cans 75
14 oz. tin cans 65
10 oz. tin cans 55
8 oz. tin cans 45
4 oz. tin cans 35
32 oz. tin milk pail 2 00
16 oz. tin bucket 90
11 oz. glass tumbler .. 85
6 oz. glass tumbler .. 75
16 oz. pint mason jar 85

CIGARS

Johnson Cigar Co.'s Brand



S. C. W., 1,000 lots 31
El Portana 33
Evening Press 32
Exemplar 32
Worden Grocer Co. Brand

Ben Hur

Perfection 35
Perfection Extras 35
Londres 35
Londres Grand 35
Standard 35
Puritans 35
Panatellas, Finas 35
Panatellas, Bock 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 38 5c pkgs., per case 2 60

FRESH MEATS

Beef
Carcass 6 1/2 @ 9 1/2
Hindquarters 8 @ 10 1/2
Loins 9 @ 14
Rounds 7 1/2 @ 9
Chucks 7 @ 7 1/2
Plates 6 @ 5
Livers 6 @ 5

Pork
Loins @ 16
Dressed @ 11
Boston Butts @ 15
Shoulders @ 12 1/2
Leaf Lard @ 13
Pork Trimmings @ 11

Mutton
Carcass @ 10
Lambs @ 12
Spring Lambs @ 13

Veal
Carcass 6 @ 9

CLOTHES LINES

Sisal
60ft. 3 thread, extra. 1 00
72ft. 3 thread, extra. 1 40
90ft. 3 thread, extra. 1 70
60ft. 6 thread, extra. 1 29
72ft. 6 thread, extra. 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; Godsmark, 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

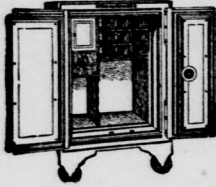
Cotton Lines
No. 1, 10 feet 5
No. 2, 15 feet 7
No. 3, 15 feet 9
No. 4, 15 feet 10
No. 5, 15 feet 11
No. 6, 15 feet 12
No. 7, 15 feet 15
No. 8, 15 feet 18
No. 9, 15 feet 20

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
Knox's, 1 doz. Large .. 1 80
Knox'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.

What Is the Good

Of good printing? You can probably answer that in a minute when you compare good printing with poor. You know the satisfaction of sending out printed matter that is neat, ship-shape and up-to-date in appearance. You know how it impresses you when you receive it from some one else. It has the same effect on your customers. Let us show you what we can do by a judicious admixture of brains and type. Let us help you with your printing

Use

Tradesman

Coupon

Books

Made by

Tradesman Company

Grand Rapids, Mich.

Tradesman Company

Grand Rapids

BUSINESS-WANTS DEPARTMENT

Advertisements inserted under this head for two cents a word the first insertion and one cent a word for each subsequent continuous insertion. No charge less than 25 cents. Cash must accompany all orders.

BUSINESS CHANCES.

For Sale—Two boilers, 14x54, with 4 in. flues complete with hollow blast grates. First-class condition. Also carriage and track friction, nigger, etc., almost given away. W. R. Jones, Muskegon, Mich. 73

For Sale—By Jan. 1st, only variety store in growing town 3,000 people. \$3,000 cash required. Reason for selling, other business. Address No. 72, care Tradesman. 72

For Sale—Clean drug stock, invoices \$2,500, at 65c on the dollar. Address No. 41, care Tradesman. 41

9,000 acres short leaf pine in Miss. Will cut six thousand feet per acre. Close to railroad. \$15 per acre. 640 acres rich alluvial timber land in Central Louisiana, ash, cypress, oak and gum. In sugar belt. \$25 per acre. Would take good clean stock of merchandise as part payment. Address No. 71, care Michigan Tradesman. 71

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.

We are overstocked in clothing. Would like to exchange with one who is overstocked with shoes, floor cases or safe. Address No. 68, care Tradesman. 68

For Sale—On easy terms, a \$4,000 hardware stock, a \$2,500 dry goods stock, a \$2,500 drug stock in the best town in Michigan. Address X. Y. Z., care Tradesman. 77

Good hotel needed in good live town. Good sight will be given to man who will build \$6,000 hotel and run it. Box 47, Weoga, Ill. 75

Here is your opportunity if you contemplate going into the mercantile business or wish to change your location in a live town, well equipped brick building to rent 30x106, warehouse adjoining 30x30. Address Box 47, Weoga, Ill. 76

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

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

To Merchants Everywhere

Get in line for a rousing Jan. or Feb. Special Sale. Our wonderfully effective methods will crowd your store with satisfied customers. Our legitimate personally conducted sales leave no bad after effect, and turn your surplus goods into ready cash. Write us today.

COMSTOCK-GRISIER SALES CO.
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

Compelte 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—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 Lavid Van Loven. 52

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

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

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

If you want a half interest in a good live hardware business that will pay all expenses, including proprietors' salaries and double your money in two years, address Bargain, care Tradesman. 45

For Sale—Old-established shoe stock, finest location in Michigan's best town of 30,000. Valuable lease and absolutely clean stock. Will invoice about \$12,000 easily, reduced to \$3,000. 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

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—Stock of general merchandise in one of the best towns in Michigan, invoices \$8000. Can reduce stock to suit purchaser. Reason for selling, poor health and my son leaving. One competitor. Address Box H, care Tradesman. 864

Safes Opened—W. L. Slocum, safe expert and locksmith. 62 Ottawa street, Grand Rapids, Mich. 104

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

For Sale—One 300 account McCaskey register cheap. Address A. B., care Michigan Tradesman. 548

HELP WANTED.

Wanted—Drug clerk, registered, familiar with stationery, books, wall paper. Permanent place for right party. F. W. Richter, Niles, Mich. 69

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. 747

SITUATIONS WANTED.

Position Wanted—Ten years' experience in clothing and furnishings, four years as buyer and manager. Age 30. References. Box 111, Reading, Mich. 74

Situation Wanted—First-class all around baker, bread or cakes. Sober. Earl Johnston, Cross Fork, Pa. 70

Want ads. continued on next page.



Here Is a Pointer

Your advertisement, if placed on this page, would be seen and read by eight thousand of the most progressive merchants in Michigan, Ohio and Indiana. We have testimonial letters from thousands of people who have bought, sold or exchanged properties as the direct result of advertising in this paper.

Simple Account File

Simplest and Most Economical Method of Keeping Petit Accounts

File and 1,000 printed blank bill heads. \$2 75
File and 1,000 specially printed bill heads. 3 00
Printed blank bill heads, per thousand. 1 25
Specially printed bill heads, per thousand. 1 50

Tradesman Company, Grand Rapids.

NEW YORK MARKET.

Special Features of the Grocery and Produce Trade.

Special Correspondence.

New York, Dec. 12—Coffee continues active, but the inclination to mutiny among Brazilian troops is a cause of some uneasiness. The sales during the forenoon of Saturday amounted to 93,000 bags. At the close Rio No. 7 is quoted at 13½c. The spot market maintains its strength and the demand has been satisfactory.

Sugar moves along in the usual midwinter fashion. The streets are badly blocked with snow and considerable delay has occurred in consequence. Quotations are practically unchanged.

Tea is somewhat neglected as everybody is paying more attention to holiday goods. Proprietary packet teas seem to make good Christmas "fillings" for boxes and much is used for this purpose.

Rice is about unchanged. The sales are individually small, but there is some movement all the time and quotations are firmly maintained on the basis of the last report.

Spices are quiet and unchanged in any respect.

Molasses has had a fair call and sellers seem to be quite content with the situation. Prices are unchanged. Syrups are moving slowly in a small way.

Nothing new in canned goods. There is a "waiting" about this time every year and matters will lag until the new year is ushered in. No changes worthy of note can be chronicled. Considerable interest is being shown in the approaching Cannery Convention.

Butter is firm. Deliveries are delayed and prices may show some advance. As yet, however, they are about unchanged from last report.

Eggs are firm and higher, with every prospect of further elevation. Best Western are close to 44c.

Cheese is unchanged. Stocks are not large, but there seems enough to meet requirements.

THE DEADLY HATPIN.

We hear much about the dangers in undesirable immigration, especially of the class that is prone to pull a stiletto to avenge the slightest grievance, and yet there is far more danger from the fashionably attired woman in the crowded street car than from many foreigners.

The concealed knife is only used under the impulse of a real or a fancied wrong. The terrible hatpin gets in its work upon any innocent fellow passenger who may chance to be within range of the shake or nod of the feminine head. An unexpected move may at any time put in jeopardy the sight of some innocent party. If the car gives an extra jolt, the mischief is liable to be done.

No man enjoys chasing a run-away hat. It hurts his dignity. Yet banishment to the hospital for weeks with perhaps a permanent blemish is not very much more reassuring to the dignity of the average mortal than to his appreciation of justice. He would be censured at least for

carrying a loaded gun into the car or upon the crowded thoroughfare; surely the suffragettes have at least the advantage at this point!

But so long as the immense hats are worn, so long must be used a means sufficient to secure them in place, say the devotees to fashion. We gain relief only from the fact that the powers that be, in fashion circles are said to have decreed that the freak hat, with the hobble skirt, must go. With its return to moderate dimensions let us hope that the fair face will be content to be decked with bear claws or some less savage ornament.

Meantime, dealers have it partly in their hands to effect a reformation. Goods not kept in stock can not be purchased. By concerted movement against the dangerous ornament its popularity must eventually wane. The habit is more thoughtless than vicious in its origin.

Fable of the Woodpecker and the Duck.

A woodpecker, looking down from his high perch on a willow, remarked to a duck, who was preening his feathers and waddling in and out of the reeds:

"I say, what a dull-looking, unattractive little person you are—and so conceited!"

"Not conceited, merely contented," replied the duck.

"How can that be," asked the woodpecker, "when you have neither size nor plumage to commend you? Now, look over there at those handsome ducks with the green bodies and red heads—those are what I call beautiful birds!"

"That proves," replied the duck, "that the only brilliant thing about you is your top-knot, and that's on the outside. If you didn't spend most of your time in knocking you might have acquired sufficient discernment to know that those ducks, which you so greatly admire, are decoys—mere wooden things painted red and green and staked out there to catch suckers like you."

Moral—There's many a clothier's dummy wearing a dress suit and a forty-four chest.—Judge's Library.

The advantage of buying cheaper is not that it enables you to sell at a lower price, but that it enables you to make a better profit.

Good intentions are always hot stuff; that is why they are used for paving material in a certain locality.

The man who considers himself one in a thousand naturally regards the other 999 as mere ciphers.

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*NO SQUARE DEAL POLICY

Some time ago I assisted in adjusting a fire loss for a grocer. Among the stuff set aside for adjustment of loss sustained was a lot of breakfast food supposed to be damaged by smoke. I opened several packages and found them not damaged by smoke—but decidedly stale, and refused to make any allowance whatever on these. We also found a lot of packages containing a biscuit—popular and well known. Upon examination I found these decidedly rancid and unfit for food. I learned later that all these goods had been bought in large quantities in order to get the price, and, as is often the case, the quantity could not be disposed of while fresh and saleable. Age does not improve anything edible. There is a limit even to ageing Limburger and Rocheford cheese—where loud smell gives some class in the nostril of the epicure, but I have yet to find the first cereal or package foods, or foods sold in any form, that improve by age, and the sooner manufacturers of food-stuffs change their system of quantity price and follow the "Square Deal" policy of a Battle Creek cereal the better for themselves, the reputation of their product, and the better for the grocer. I just want to add here that among the Cereals put out as damaged by smoke, none of which had the least trace of smoke, were "Kellogg's Toasted Corn Flakes," (and three other brands*) and others, not one of them crisp and fresh but Kellogg's Toasted Corn Flakes. Why? Kellogg's was the only cereal there not bought in quantity. Single case purchases kept it on the shelf fresh, crisp, wholesome and appetizing. From every standpoint, considering quality, capital or warehouse room, the square deal policy is the best and only policy for the Grocer.

*Names furnished on application.

*REPRINT FROM "UP-TO-DATE"

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