

Christmas Sentiments

IT is a good thing to observe Christmas day. The mere markings of times and seasons when men agree to stop work and make merry together is a wise and wholesome custom. It helps one to feel the supremacy of the common life over the individual life. It reminds a man to set his own little watch, now and then, by the great clock of humanity.—*Henry Van Dyke.*



It was always said of him that he knew how to keep Christmas well, if any man alive possessed the knowledge. May that be truly said of us, and of all of us. And so, as Tiny Tim observed, God bless us, every one.—*Dickens.*



But I am sure I have always thought of Christmas time when it has come around—apart from the veneration due to its sacred name and origin, if anything belonging to it can be apart from that—as a good time, a kind, forgiving, charitable, pleasant time.—*Dickens.*



Without the door let sorrow lie;
And if for cold it hap to die,
We'll bury't in a Christmas pie,
And ever more be merry.

G. Wither.

BUT they didn't devote the whole evening to music. After a while they played forfeits; for it is good to be children sometimes and never better than at Christmas, when its mighty founder was a child Himself.—*Dickens.*



I wish you health and love and mirth,
As fits the holy Christmas birth.



England was merry England, when
Old Christmas brought his sports again.
'Twas Christmas broached the mightiest ale,
'Twas Christmas told the merriest tale,
A Christmas gambol oft could cheer
The poor man's heart through half the year.
Scott.



Cheerful looks and words are very
Sure to make the Christmas merry.



Come, bring with a noise,
My merry, merry boys,
The Christmas log to the firing;
While my good dame she
Bids ye all be free
And drink to your hearts' desiring.

Robert Herrick.



Neighbors shaking hands and greeting,
No one sorrowing, no one sad,
Children, loving parents meeting,
Young and old alike are glad.



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

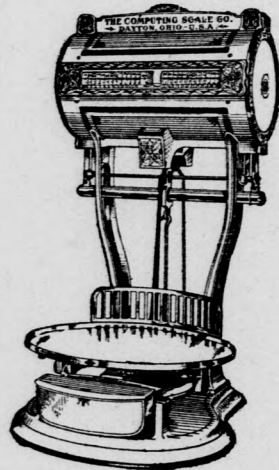
is that the **American Account and Register System** not only is amply protected by
patents decreed by the United States Courts to be ample but is giving the
merchant who uses the American, so many points of superiority that its sale
is increasing by leaps and bounds. The American stands the test not 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.

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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-
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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
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it as part payment on the purchase of our modern scale.

Local district sales offices in all large cities.

Moneyweight Scale Co.

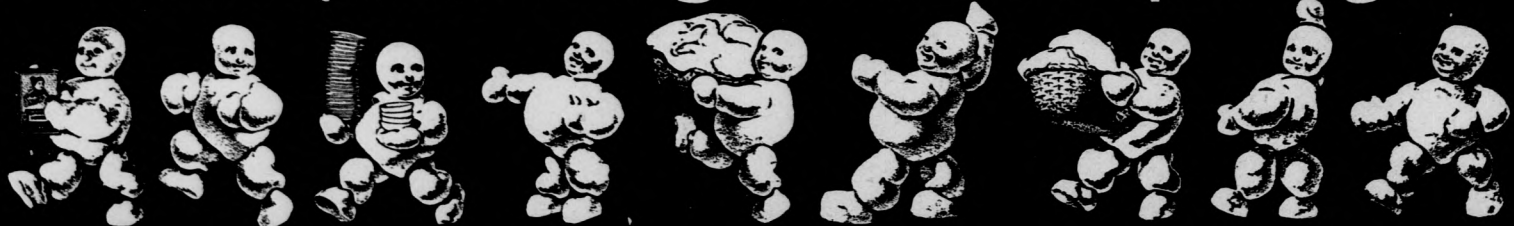
58 State Street, Masonic Temple

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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 21, 1910

Number 1422

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WELCOME GOOD FORTUNE.

Are you afraid to sit down when you would make the thirteenth at the table? Well, then, you very likely are afraid to pick up a pin when the point is toward you, or to see the moon through glass or over your left shoulder. Maybe you do not go under a ladder without spitting, and if you break a mirror you doubtless watch for grandpapa to die. Gives you a sort of thrill—oh, of course, you don't believe in anything so foolish—but it does give you a sort of peculiar feeling to have an umbrella opened in the house.

Then, whenever you say, "I haven't had a touch of hay fever this summer, you hasten to rap on wood. Mentioning your good fortune would not give you hay fever—but not for worlds would you let the remark go without rapping. If you smash a dish you are worried until you have smashed two more. There is no end to the little superstitions that pester you, half without your own knowledge, every day. Would you begin an underaking on Thursday or Friday? Would you get married on the 13th of the month?

Believe in all these omens if you wish. Take fiendish delight in wondering who is to die next when any one of a number of "death signs" occur. Take pains to pick a quarrel with your best friend because she went round the other side of a tree when you were out walking. Do all of these things, and as many more as will make you contented—but don't fall into the habit of believing that good things are not going to last.

Life is sometimes a hard problem. In fact, for we may as well be honest about it, life is nearly always a hard problem. And yet, life is likely to be much better than we give it credit for being. We don't give it half a chance. Any good fortune gets discouraged when the welcome it receives is: "Well, come in if you like, but I know you won't stay more than a minute and then bad luck will be knocking at the door." It is a very poor habit to get into—this looking

for a "joker" in each piece of happiness that is given you. A better way—indeed, the best way—is to live in the present. Easy enough to preach, but dimly hard to practice. We clutch the present nervously, with a backward glance at the past and one hand trying to ward off the future. In some things, naturally, we must look ahead. But why do this more than is necessary? The future, with whatever it holds of good or ill, is coming toward us relentlessly, inevitably. No amount of worrying or of pleasant anticipation will hurry or delay it.

Bring your children up to be happy. Don't let them be any more superstitious than you can help. But, at any rate, avoid one horrible, haunting belief that good things can not last. The good things are the only eternal things of the world.

KEEP WITHIN YOUR SCOPE.

As a woman viewed an elegant party dress sent by a rich relative for Christmas, and thought of the attention she would attract by wearing it to church or any of the little social gatherings in her own town, she remarked to a friend: "I sometimes wonder what society Cousin Laura thinks I am in to make use of the stuff she sends."

The carrying of coals to Newcastle is not more absurd than the sending of lace dresses to the Eskimo or of diamonds and pearls to the Hottentot. Neither is it more incongruous to expect in a strictly rural population to dispose of an evening dress which would be more in keeping with the most fashionable Washington society belle.

There is fitness in all things, and we must regard this or come to grief. Take an inventory of your surroundings, your patrons' needs and tastes and order goods accordingly. You may think that you can broaden your horizon. Perhaps you can; try it cautiously. Along certain lines progressiveness will be thankfully received, but do not carry the matter too far, or by too rapid strides. There are many needs of the present generation not realized by their parents—or if they were, the substance for filling them was lacking. There are new things constantly coming, which will soon be within your legitimate scope.

But do not think that because your horizon line is defined you must stick to the old rut or the same dusty highway. There are fresh fields on all sides, new possibilities springing up by the wayside every day. Some of them may prove mushroom-like, ephemeral in nature. Yet they are important while they last. Others are permanent and profitable. Keep a close tab upon your patrons and

strive to lead them on the upward road. But never attempt to drag them over it. Keep within your scope, but pick the richest and most inviting places.

Michigan Potatoes.

Leroy—Potato buyers are playing in hard luck. They have their warehouses and cellars full of the tubers. There is a great demand for them, but no cars are available in which to ship them.

Greenville—Osman & Chase have credit for making the largest potato shipment in one day this season, 14,000 bushels in thirteen carloads.

Mancelona—With 30,000 or 40,000 bushels of potatoes in his warehouse, Mr. Wisler wonders when he will be able to empty his houses when he gets only about four or five cars per month. Four cars came for his use last week. He should have received many more. This matter of car shortage is taking on a serious aspect when thousands of bushels of potatoes all through this section are being held up for want of proper shipping conveyances.

Marquette—John Kreiger, a farmer of Skandia township, has just harvested a crop of 1,150 bushels from a plat of ground two and one-half acres in extent.

Kalkaska—The potato trade is practically paralyzed these days. About 40,000 bushels are in storage here, and every storehouse up and down the line is crammed to the roof with the tubers. At 20c a bushel and with such a congestion of stock there is naturally little doing in the spud line. About 175 carloads averaging in the neighborhood of 600 bushels to the car have been shipped from here so far this season.

Business News From the Hoosier State.

Decatur—Chas. H. Elzey and Glen Folk have purchased the J. H. Voglewede & Son shoe store.

Daleville—A Commercial Club has been organized here with the following officers: President, Frank J. McAllister; Secretary, Wilbur Polhemus.

Geneva—Mrs. Lydia Wegmiller has purchased the interest of Mrs. Minnie Krouse in the Barnes & Krouse millinery store.

Richmond—John H. Roling, at one time a leading merchant here, will again engage in the hardware business at his old stand on Main street.

Saginaw—The Dolson Drug Co. has merged its business into a stock company under the same style, with an authorized capital stock of \$25,000 common and \$10,000 preferred, of which \$25,000 has been subscribed, \$300 being paid in cash and \$24,700 in property.

Australian Names.

"Nearly all my friends," remarked an Australian the other day, "call me a Cornstalk. I quit correcting them long ago.

"Now, as it happens, the term should only be applied to the people of New South Wales. They are the tall, slim blokes, who look as though you could break them in two between your finger and thumb. I come from the colony of Victoria, where we are known by the still more unattractive sobriquet of Gumsuckers, on account of our great forests of blue gum trees.

"Queensland is in the tropics and its inhabitants are called Banana Eaters. The South Australians are Crow Eaters, because in times of drought the natives are sometimes reduced to the use of crows as food. West Australia occupies nearly half of our island continent, and nine-tenths of its area consists of a hot and arid desert. For that reason the native born colonists are known as Sand Gropers.

"So, call me a Gumsucker if you like, but never a Cornstalk, and the next time you want to apply a nickname to an Australian ask him from which colony he comes."—Chicago Record-Herald.

Kalamazoo Grocers.

Kalamazoo—Oysters, cigars and business will occupy the attention of the Kalamazoo Retail Grocers' Association on the evening of January 17, when the organization will get together to discuss several propositions which will come before the State Association in February. A plan is on foot to more closely unite the various local organizations by means of a state credit system. Many of the retailers state that they lose a considerable portion of their charge accounts through "floaters" who move from one city to another. It is to keep track of these and compel them to show a clean financial record before opening an account at a store in another place that the state credit system is advocated. It is proposed to include in the system a co-operative collection system, which it is believed will help toward compelling purchasers who run up bills and then move to other cities, to pay. Before this matter is brought up in the local organization an oyster supper will be served, following which a smoker will be held.

If you have a little more money than your neighbors do not fail to lord it over them; they are nothing but human beings anyway.

The reason there are not more sinners in the world is because there are not more people.

MISTLETOE AND HOLLY.

Christmas Not the Time To Talk of Conservatism.

Written for the Tradesman.

What would Christmas be without the mistletoe, the holly wreathes and the spruce pine "Christmas trees?" These have become emblematic of the Yuletide holidays. But the cynic says: "Wherefore all this waste? Could not the money spent on these perishable things be put to better use?" The answer is obvious; and besides there is no use arguing with a cynic. Even if you should overthrow his objections and maintain your point, he would snarl at you and persist in his opinion.

They tell us that the annual cuttings of young spruce trees for holiday uses is lending its mite towards the destruction of our forests of noble spruce pine. This is a better argument than the cynic makes; namely, useless extravagance. On the other hand, it is claimed the tops of larger trees, and perhaps some of the larger limbs, can be used for this purpose; and the remainder of the tree devoted to other and perhaps more serviceable purposes.

"Yes," says the cynic, "and you'll pay more for your 'Christmas trees' this year than you did last. Vermont has added a tax duty of 5 cents upon each 'Christmas tree' cut, and in Maine and New Hampshire a duty of 3 cents per tree has been added. This is due to a decreased supply. But," he adds with characteristic bitterness, "the people will go on paying the price just the same. It will require twenty cars to haul the trees that will be used in my city. Each car will contain about 1,500 trees, making a total of 30,000 trees. They will retail at from 75 cents to \$1.50 apiece. The average price will probably be about \$1.10 each, or a grand total of \$33,000 for Christmas trees alone! Bah!"

In a way, doubtless, the cynic is right. Money will be spent for mistletoe, holly wreathes and Christmas trees that might be put to better use; but Christmas comes but once a year, and somehow it seems natural and—well, more cheerful and Christmas-like to have these decorations. One tree will suffice for a single family, and in many instances two or three families will enjoy the same tree. What if the tree did cost \$1.25! Is not the light that dances in little eyes, when they behold the glory of the tinsel, the popcorn strings, the glistening bangles, the shimmering beads, the red paper bells and all the wonderful things thereon—is not the joy and rapture which pictures itself in little eyes worth the price? You can buy beautiful holly wreathes for 25 cents apiece—and each one of them proclaims that Christmas is here. Every separate red berry that nestles in among the dark green leaves peeps out at us with a suggestive and knowing little wink. I warrant that the money spent on showing the children a good time Christmas is spent ungrudgingly.

After all, you can juggle with figures in such a way as to deceive yourself if you are not careful. Seventeen

cents a day buys a typewriter. Only 28 cents a day buys a marvelous work in forty-eight volumes—the accumulated wisdom of the ages! Buy the book—and it is only a dollar, or maybe five dollars down—and the rest paid on the easy installment plan—only 28 cents a week, for—well, I have forgotten just how many weeks the agent said. In the meantime you can be absorbing—think of it!—all the treasured-up wisdom! Perhaps by the time you have gotten the book paid for you will be a very, very wise man or woman. For one thing, I will guarantee you will be wiser in one particular than you were before; that is, you will discover, out of your own experience, that a very slight obligation coming with the regularity of the dawning day mounts up like smoke during the progress of the months.

Scold me for my extravagance if you will. I will plead guilty. In one way or another most of us are extravagant. But give me, please, my mistletoe and holly berries and spruce pine Christmas tree. They carry me back to childhood days, when the world was new and big and strange; to those happy Christmas eves when the Christmas tree in the family room was gorgeously decorated with its wealth of shimmering trophies, and the pink and red and yellow and green and white candles were aglow. They carry me back to that morning of mysterious and ecstatic awakening, Christmas morning! How vividly all the scenes and associations and impressions of the Christmas times that were come back to me now! I can shut my eyes and see a familiar room in the old home, far away. It is the bedroom of a little tow-headed lad of 7 years. The rays of the newly risen sun are stealing gently through the window and over the coverlet under which the little tow-head was tucked by loving hands the night before.

Judging from certain movements under the coverlet I should say that little tow-head is verging on the point where subconscious dreams give way to conscious alertness. Yes, I heard him yawn just then, and "stretch"—mercy on us! what's the matter with tow-head? His eyes are open wide! All traces of sleep have vanished! He is sitting bolt upright in bed—for it has suddenly occurred to him that this is Christmas morning. Out of the bed he hops, with the little heart of him all a-flutter, and across the room he glides—his little bare feet going pitter-patter—to where his stocking hangs, fairly bulging with the good things dear old Santa Claus placed there during the night! Was he happy—this little tow-head? Ah! happy—the word is inadequate! His little heart was fairly bursting with joy! I know whereof I speak, for I myself was a little tow-head and the impressions of those beautiful mornings of awakening are stamped forever on my memory. Many subsequent joys and triumphs and achievements have been experienced—and forgotten; but these Christmastide joys of my boyhood days will endure through the years.

Show your boy a good time Christmas. If you have a little girl, show her a good time, too. If you have two or eleven, show every one of them a good time during these joyful Christmas holidays. A good Christmas for the children need not entail an extravagant outlay. If you must be economical in all things, you can be economical in this and still conserve the joy and spirit of the occasion. Why must we skimp and save anyhow? When we die we can not take it with us. No; not in its present form; but if we translate this money into joy and happiness we can make it an abiding possession. Somehow I can not resist the feeling that the money we spend in making our children and our friends happy at Christmas is the best and most permanent investment we can make. It pays dividends of joyful remembrances all during the years. Nobody can take it from us, and we never worry about the principal. It is a good investment.

Give me my mistletoe and my holly berries; for I want them just this once during the whole calendar of the year.

Chas. L. Garrison.

Children and Their Days.

Every age is reflected in its toys. Athenian boys played with miniature horses of Troy, as Christian children play with Noah's arks. In the catacombs of Rome are found toy instruments of martyrdom. The children of the French revolution were delighted when presented with mimic guillotines. Toy crocodiles have been found with little mummies taken from Egyptian tombs.

This year's scientific progress is recorded in the aerial and mechanical toys displayed in the shops. Intricate, complicated bits of mechanism—airships, automobiles, electric motors, electrostatic machines, electric torpedo boats, cinematographs—achievements of science in miniature; models that are so carefully realized in every detail as to appeal to the adult rather than to the child mind.

For the generic child changes but little. The small American to whom is given these wonderfully constructed toys, proof of the mechanical ingenuity of the age in which he lives, differs but little from those Greek children of long ago, who puzzled an Athenian philosopher.

"Why do children break their toys?" this wise searcher after truth asked himself as he paced in stately fashion between marble colonnades shimmering white in Athenian sunshine. After a time, out of the depths of his wisdom he answered: "The child destroys in order to try and recreate, for by nature he is an artist and a creator."

So the wise mother who hears declamations against the modern, expensive toys as destroyers of the imagination, only smiles. She knows that all the products of the fertile toymakers, be they ever so complicated and ingenious, are destined for the same end.

Since the beginning of time children have played. They have played with sticks, with straws, with mud, with acorns, with pebbles, with dainty

trifles of china tinsel, with articles of bamboo and ivory and lacquered ware, with tin soldiers and silver soldiers. It has made but little difference with what. The material object has varied with the age and the people, but the play instinct is common to them all. With that play instinct has gone the so-called destructive tendency that leads to the breaking of elaborate toys. But the philosopher and the wise mother know that the destructive tendency of childhood is really constructive, inquiring, creative. Simple Simon cut his mother's bellows open to see where the wind lay. The ingenious mechanical toys that some fear will deaden the modern child's imagination make of him a materialist who can not "make believe," one who knows only the things of the senses that can be seen and felt—these toys, too, will be used as material for investigation. Childhood, the gods be thanked, is as fanciful, as far apart from dead realities as it was when the race itself was young.

And so long as children break in order to make there need be no fear as to the deadening of the imagination through the complexity and perfection of toys. Only when the boys have really learned to be careful need the toymakers of Nuremburg and the human race itself take thought as to the morrow. So long as boys destroy material forms, so long as they treat them as a means, not an end, so long will the toymakers find occupation and the race itself, virile at its source, may face the future fearless, unafraid.

Henry B. Chamberlin.

Cutting Off Their Pig Tail.

The most distinguished queue in Chinatown was cut off by a pair of American shears Wednesday, when Li Yung Yew, Chinese Consul-General, entered a barber shop and had his hair trimmed a la pompadour.

"Next!" the barber called out, and Li Yung Yew stepped into the chair, ready for the hirsute rite, which he underwent with the blandness of any Western dandy having a hair-cut.

Fu Chien Yu, Secretary of the Chinese legation in Mexico, accompanied the Consul-General and also sacrificed his queue, making the barber go over his head with a pair of clippers to get the extreme effect in contrast to the manner in which he formerly dressed his locks.

Both hair-cuts were the result of the imperial edict issued recently at the suggestion of Tao, Prince Regent, ordering all Chinese consular and ambassadorial representatives to sacrifice their queues and adopt Western dress and manners.

Prince Tao visited the United States about a year ago, and upon his return to China he interested himself in many reforms founded on Western ideals.

Young China has already begun to wear its hair short, but it took a royal proclamation to make the more conservative government officials consent to the shearing of the queue.

The passing of the queue means that China is officially committed to a broad and general scheme of emancipation.—Pacific Coast Gazette.

What Other Michigan Cities Are Doing.

Written for the Tradesman.

What is termed a "traffic school" will be launched this week in Detroit by the transportation bureau of the board of commerce. It will be patterned after the meeting held under the auspices of the Grand Rapids board of trade transportation committee.

The Flint board of commerce is looking for a Secretary, a "live wire" publicity man to give his entire time to promotion of the interests of the city.

Residents of Battle Creek and suburbs are being offered prizes amounting to about \$600 in cash for best results in making the city more beautiful the coming year.

New business structures costing over \$800,000 have been erected in Kalamazoo during the past year. The largest item in the list is the new Burdick hotel, which will cost a quarter of a million dollars.

The Lansing Business Men's Association rejoices over the fact that a Lansing manufacturing concern has closed a contract for its product that will mean the employment of 4,000 to 5,000 men within the next four years.

The manufacturers of Pt. Huron are taking a lively interest in the industrial exposition of home made products, which is to be held in that city in January. Pt. Huron people themselves know little of the manufacturing resources of the town and the coming show is likely to enlighten them as well as others.

Saginaw has paid yearly for her recent smallpox epidemic, in loss of lives, and business interests have suffered as well. It was shown by board of health reports December 1, that there were less than 50 persons in the city who had not been vaccinated or were not exempt for good reasons, which indicates the thoroughness of the health regulations there. This has been expensive also, bills for \$18,000 having just been presented to the council for approval.

The new board of commerce at Bay City has subscriptions for nearly \$9,000 of the \$10,000 per year for a term of three years, which sum is being secured to forward the city's industrial interests.

Two organizations of Saginaw, the board of trade and the Merchants and Manufacturers' Association, are discussing the plan of jointly employing an expert promoter to advance the interests of the city.

The Commercial club of Menominee is taking steps toward a bigger and better city. Funds are being raised for advertising purposes.

Kalamazoo won the 1911 convention of state grangers after a warm contest. "Come to Kalamazoo and we will furnish every lady with an electric curling iron," exclaimed Secretary Clement of the Kazoo Commercial club. This captured the attention of the feminine delegates, who stormed the convention for the Celery City.

An Upper Peninsula development bureau is being organized to work along the lines of the western, with

eastern and other Lower Peninsular bureaus to boom that section of the State.

Almond Griffen.

Saving the Grains of Sugar.

Waste in the handling of goods is one of the biggest drains on modern business. This is due to the fact that we are continually working under the stress of "making time." Because of this universal feeling of feverish activity it is all the more remarkable that there is such a slight loss in the handling of the millions of pounds of sugar that is imported every year from Cuba, and brought to the American refineries to be turned into white crystals.

A loss of three pounds of sugar out of 1,000,000 pounds handled in the process of unloading it from the steamer, weighing it on the government scales and reloading it on to freight cars doesn't seem a big loss, but is too big to satisfy the men who buy the sugar.

Of the 6,000,000 or 7,000,000 pounds of sugar lifted from the holds of the tramp steamers that put into New York or Boston or New Orleans, it is seldom that twenty pounds is lost by leakage or other causes. This amounts to .00033 of 1 per cent. Sugar is put up in bags weighing about 320 pounds when full. From 20,000 to 30,000 bags therefore are unloaded, weighed and reloaded on to trains at the insignificant loss of twenty or twenty-five pounds. This is all the more remarkable when into each bag, as it is weighed, three men dig with long circular scoops called

tryers, which take out samples of the yellow sugar.

Every grain that falls from the scales or from the bags at any other stage of their trip from the ship is carefully swept up, set aside and weighed by itself at the end of the day. It is entered in the government weigher's books under a separate heading. Then the decks and hold of the steamer are swept for "ship sweepings," which also are weighed and entered on the books. The "dock sweepings" and the "ship sweepings" are analyzed and tested separately.

But this isn't all. During the trip of a week or ten days from the West Indies the moist sea air often causes the sugar to stick to the bags and sometimes even to saturate the bags with saccharine matter. The bags, after being tied as thoroughly as possible, are carefully washed, the water being used to melt the raw sugar when it is being prepared for further purification at the refinery.

At this point the bags, which are not always available for sugar traffic again, are sold. A number of concerns make a business of buying them, mending the rents made by the insertion of the "tryers," and selling them to be used for potatoes, onions, etc.

The work of the weigher at the docks isn't the easiest thing in the world. Standing between two of the government scales, he keeps track of the weight of nearly 4,000 bags of sugar in a ten-hour day.

If You Don't Get This Money--- Others WILL

Thousands of retailers are selling Dandelion Brand Butter Color, and making money steadily. If you are not one of them, you should be. Don't let all these profits go to the other fellow. Stock up now.

Dandelion Brand Butter Color

Is a staple. It sells all the time, and sells itself.

Don't bother with the "coal tar" butter colors. Sell Dandelion Brand Butter Color—the pure vegetable butter color. Get any dairyman to use it once and he will buy it ever afterwards.

Dandelion Brand Butter Color never turns sour or rancid. Neither does it affect the taste, odor or keeping-qualities of the butter.

Send us an order now—at least a *trial* order.



We guarantee that Dandelion Brand Butter Color is purely vegetable, and that the use of same for coloring butter is permitted under all food laws—State and National.

Wells & Richardson Co., Burlington, Vermont
Manufacturers of Dandelion Brand Butter Color



Movements of Merchants.

Torrey—Dr. Trask has opened a new drug store.

Denison—S. B. Dell succeeds J. C. Borchars in his general store.

Beulah—Percy A. Ried has sold his general store to C. M. Tinkham.

Kalamazoo—M. Brink & Son have started a bakery in the Bosman building.

St. Johns—M. Antonio has opened a candy and fruit store in the Cross block.

Albion—The R. F. Church jewelry stock has been sold to V. C. Morse, of Ithaca.

East Jordan—Muma & Co. have opened a meat market at the rear of their bakery.

Cadillac—George Giuffra has sold his confectionery business to Mrs. Bertha Nichols.

Belding—Mrs. E. A. Blair has closed her millinery parlors and moved to Holland.

Northport—Kehl Bros. have purchased the stock of groceries of Mrs. W. B. Johnston.

Cheboygan—Mrs. James Turner has leased a store and will open a restaurant and bakery.

Hart—Archer Bros. have filed a petition in bankruptcy. The assets are \$1,200; liabilities, \$1,632.

St. Johns—The grocery firm of Parr Bros. has dissolved, L. D. Parr continuing the business.

White Cloud—The Wenona Mineral Water Company, of Big Rapids, will soon remove to this place.

Durand—O. C. Perrin & Co. are remodeling their building and will add hardware to their plumbing line.

Harbor Springs—J. F. Stein has purchased the A. D. Loomis stock of dry goods and shoes at Cross Village.

Ganges—C. W. Bowles has sold his store in the postoffice to Leon French, who will take possession January 1.

Middleville—H. J. Chapman has rented the Campbell building and will soon occupy the same with his furniture stock.

Manton—The Meyer Hardware Co. has filed an involuntary petition in bankruptcy. Assets are \$7,433; liabilities, \$6,428.

Six Lakes—W. C. Westly is erecting a new store building and as soon as it is completed he will open a general store.

Hillsdale—J. E. Southern, formerly in the merchandise business at Lickley's Corners, has bought the Steamburg store.

Marquette—Con Wellman, who has been a traveling salesman for about a year, has purchased the grocery

store on Champion street, recently conducted by Lowney & Madigan.

Marshall—O. L. Linn, of Homer, has purchased the clothing stock of Wilkes J. Jewell and the business will be continued.

Cadillac—Hector's Table Supply House is the name of the store that Emil R. Hector has opened in the Odd Fellows' block.

Adrian—The August Lindvall merchant tailoring store has been closed and the administrator, A. Bennett, is settling up the estate.

Hart—G. VanAllsburg has sold his retail meat business to R. Dukes, who has had charge of the business for the past two years.

Maple Rapids—F. M. Osborn is closing out his stock of jewelry and bazaar goods, with the intention of leaving here in the spring.

Petoskey—W. L. McManus, Jr., and Robert Wolff have placed orders for the necessary equipment and will soon open a modern laundry.

Newaygo—C. H. McGregor will open a general hardware store in the Edwards building, recently made vacant by the removal of W. J. Pike & Son.

St. Johns—C. E. VanSickle, of the drug firm of VanSickle & Gaspie, went to Cheboygan recently and purchased a drug stock and store fixtures.

Saginaw—A. D. Miller has opened a second hand furniture store at 118 North Jefferson street. The old store was not large enough for the business.

Dowagiac—Another dividend has been declared to the creditors of the City Bank of Dowagiac of 5 per cent., making the total paid to date 35 per cent.

Newberry—J. C. Foster has purchased the Engadine hardware business and will continue the same. Clarence Siebert will have charge of affairs.

Cadillac—Dr. C. S. Purdy, who was recently elected coroner of Wexford county, has sold his drug business at Wexford to E. A. Bower, of Ellsworth.

Eaton Rapids—The W. D. Brainerd store on Main street, now occupied by J. F. Knapp & Son's grocery, has been sold to J. J. and D. G. Vaughan.

Fremont—C. F. Tripp and Max Tyler, formerly of Hart but recently of Detroit, have leased the laundry building and will put in a modern equipment.

Kalamazoo—I. R. Jones, of Galesburg, Theron A. Aldrich, of Hickory Corners, and Chas. F. Moreau, of Delton, under the name of the Jones,

Aldrich & Moreau Co., have filed articles of incorporation to conduct a general hardware and merchandise business in Galesburg. The capital stock is \$9,000.

Marcellus—Wm. P. Glover, of Nicholville, has sold his property, store and hotel to Abner Hathaway, who is planning to make it a first class resort.

Ogden Center—The Ogden Mutual Telephone Co. has been organized with an authorized capital stock of \$5,000, of which \$3,725 has been subscribed and paid in in cash.

St. Joseph—The Standard Merchandise Company, which recently purchased the Collins shoe store, has bought the stock of W. E. Hogue, at Baroda. Both stores will be continued.

Durand—Obert Brothers have closed out their stock of groceries and remodeled that department into an up to date shoe parlor. They now have a model dry goods and shoe store.

Lakeview—Charles E. Butler and Austin Zimmerman have purchased James Lynch's store building at Amble and expect to acquire the stock of general merchandise as soon as it can be invoiced.

Mendon—The Mendon Improvement Association has been organized by the leading citizens to advance the interests of the city. E. E. Harwood is President and W. A. Carpenter is Secretary.

Bay City—The General Auto & Supply Co. has engaged in business with an authorized capital stock of \$2,000, of which \$1,800 has been subscribed, \$300 being paid in in cash and \$600 in property.

Traverse City—The produce show given at the "Big Store" by the Hannah & Lay Company last week, when the State Grange met here, brought out 150 exhibitors of farm products of all kinds, and it is estimated 10,000 visited the display during the week.

Muskegon—John Hanson, formerly an employe of A. Aamodt, the grocer, has purchased the grocery store of Andrew Hopperstead, on Clay avenue. The new firm is to be known as Hanson & Hanson, a brother of John Hanson being interested.

Grayling—The citizens in and around this place have united and are building a hospital, which will be equipped with modern conveniences. It will be a four-story building and will have about forty beds. It will be turned over to the Sisters of Mercy upon completion in the spring.

Manufacturing Matters.

Sibley—The Sibley Brick Co. has changed its name to the Church Brick Co.

Jackson—The Imperial Automobile Co. has increased its capitalization from \$150,000 to \$450,000.

Detroit—The Russel Motor Axle Co. has increased its capital stock from \$100,000 to \$150,000.

Kalamazoo—The Monarch Paper Co. has increased its capital stock from \$300,000 to \$600,000.

Saginaw—The capital stock of the

Modart Corset Co. has been increased from \$125,000 to \$175,000.

Burr Oak—The Whitehouse Underwear Mills has increased its capital stock from \$10,000 to \$20,000.

Detroit—The capital stock of the Detroit Gear & Machine Co. has been increased from \$100,000 to \$150,000.

Detroit—The Lindsley & Eckliff Co., steel manufacturers, have changed their name to the James C. Eckliff Co.

Bellevue—The Burt Portland cement plant has been closed for extensive repairs, and will probably not reopen until about March 1.

Battle Creek—R. J. Spaulding and Chas. M. Davis have leased quarters and will manufacture a patented sanitary shaving cup of aluminum.

Holland—The De Pree Chemical Company has added 86x132 feet to their real estate holdings and another addition is to be built to the plant.

Detroit—The Pontiac Drug Manufacturing Co. has engaged in business with a capital stock of \$10,000, of which \$5,000 had been subscribed and \$1,000 paid in in cash.

Mayville—The Mayville Creamery Co. has been organized with an authorized capital stock of \$3,000, of which \$1,550 has been subscribed and \$1,000 paid in in cash.

Portland—The plant of the Verity Manufacturing Co., makers of garment hangers, has been sold to the Wire Hardware Co., of Chicago, who will take possession Jan. 1.

Tawas City—The Tawas Paper Co. has engaged in business with an authorized capital stock of \$150,000, of which \$80,200 has been subscribed and \$80,000 paid in in property.

Cheboygan—The Embury-Martin steam log hauler has been traveling back and forth from the woods to the mill this week, making roads to enable them to begin hauling logs at once.

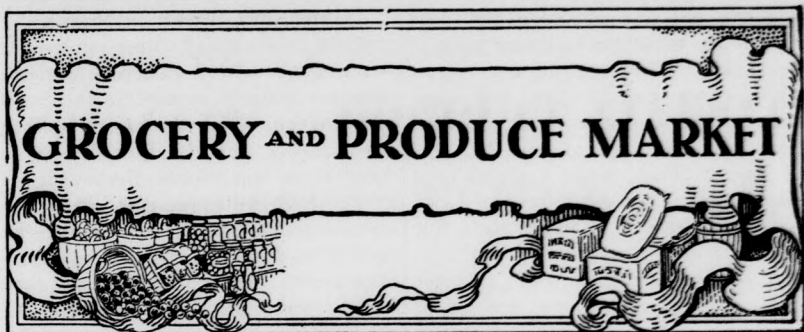
Detroit—A new company has been organized under the style of the Ideal Commercial Car Co., with an authorized capitalization of \$10,000, which has been subscribed and \$1,000 paid in in cash.

Detroit—The Endurance Tire Co. has engaged in business with an authorized capital stock of \$150,000, of which \$100,020 has been subscribed, \$20 being paid in in cash and \$100,000 in property.

Detroit—The Chief Motor Car Co. has been incorporated with an authorized capital stock of \$200,000, of which \$100,000 has been subscribed, \$4,000 being paid in in cash and \$96,000 in property.

Laurium—The Lake Superior Brass Foundry Co. has been incorporated with an authorized capitalization of \$25,000, all of which has been subscribed, \$100 being paid in in cash and \$24,900 in property.

Detroit—S. H. Morgan has merged his business into a stock company under the style of the Morgan Manufacturing Co., for the purpose of manufacturing and selling pumps and pumping machinery, with an authorized capital stock of \$10,000, of which \$5,000 has been subscribed and \$2,000 paid in in cash.



The Produce Market.

The local markets are steady this week and the merchants report that this year's Christmas business is the best in years. The only changes are in favor of the consumer. Cranberries have dropped 50c, as also have California oranges. Holly green has also come down a little. Butter and poultry prices have dropped some and are expected to hold steady now until after New Years. There has been a heavy movement in chickens the past week, with large receipts and prices weak. Turkey held very firm at first but the development of a large over supply had a weakening effect on the market. Potatoes are quiet with light movement. This is due in part to good supply at consuming points and partly to the difficulty in securing refrigerator cars. Radishes, lettuce and eggs are the only products that have advanced, and these changes are but slight. Red Emperor grapes have been dropped from the market now the only grapes offered are the Malaga.

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 lb@2.50, according to size.

Beans — \$1.75 per bu. for hand-picked and \$1@1.50 for screened beans, according to qualities.

Beets—50c per bu.

Butter — Local handlers quote creamery at 30½c for tubs and for prints; dairy ranges for packing stock from 23@25c 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, \$10.50 per bbl.

Cucumbers—\$1.20 per doz.

Eggs—Local dealers are paying 32c f. o. b. shipping point.

Grapes—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 per 20 yards.

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

Lemons—Californias, \$3.50@4 per box.

Lettuce—15c per lb. for leaf.

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

Oranges — California Navals, 96s and 288s, \$2.75@3.25; 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 10c for hens; 10c for springs; 7c for old roosters; 13c for ducks; 11c for geese and 18c for turkeys.

Radishes—40c 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.

Bank Consolidation.

The consolidation of the Grand Rapids National and the National City banks will become effective at the close of business Dec. 24. The new bank will be the Grand Rapids National City, with \$1,000,000 capital, \$200,000 surplus and \$150,000 undivided profits, and will have deposits of about \$7,000,000 and total resources of nearly \$10,000,000. It will be the largest bank in the city and allied with it will be the City Trust and Savings Bank, with \$200,000 capital, \$40,000 surplus and a considerable undivided profits fund. The National Bank will occupy the quarters of the Grand Rapids National City, Monroe and Ottawa streets, and the State Bank will be located in the old quarters of the National City, in Campau square. Dudley E. Waters will be Chairman of the Board, James R. Wylie President, and H. W. Curtis will be Cashier of the Grand Rapids National City and Frank Welton of the City Trust and Savings.

The Ignition Starter Co., of Grand Rapids, has been incorporated to manufacture and sell starters for engines, with an authorized capital stock of \$50,000, of which \$30,000 has been subscribed and paid in in property. Those interested are John W. Fitzgerald, Warren W. Annable and Geo. O. Seeley.

The Judson Grocer Company entertained all its employes at a banquet at the Pantlind Saturday night and covers were laid for about 100. It was a social, get-together, family affair, an annual function of long standing. Wm. Judson presided as usual and radiated good humor.

R. J. Hillock was in the city last week buying a general stock for a new store he will open near Douglass. He placed his grocery order with the Worden Grocer Co.

The Crittenden Company, commission dealers, filed a trust mortgage to Wm. J. Landsman Saturday. The liabilities are estimated at \$15,000 and assets \$5,000.

The Grocery Market.

Sugar—Raw is quite firm and shows an advance of about 25 points from the lowest point. The squeeze is due simply to temporary short supplies of sugar, and will end some time in January, when prices should take a drop. Refined sugar is steady and is quoted in the local market at 5.29 for Eastern and 5.14 for Michigan.

Coffee—No important change has occurred in the market during the week. Both Rio and Santos are unchanged and quiet, although actually no weaker. Milds are still very strong and show a shade further advance for the week. Mocha has advanced ¼c, due partly to sympathy with other coffees and partly to scarcity. Java is unchanged and quiet. Local houses have been advised by Arbuckle Bros. of an advance of 1c in package coffee, which will make the price to the trade 20½c, taking effect Dec. 28.

Canned Goods—The announcement during the week that the 1910 pack of tomatoes amounted to only slightly over 8,000,000 cases, against nearly 3,000,000 more than that last year, has stiffened the market although as yet it has caused no radical change. The demand has increased, probably through fear of an advance. Corn is about unchanged, the supply being small and the situation firm. The demand is fair. Peas are unsettled by reason of the exhaustion of supplies of certain grades; price and demand are unchanged. Future Western peas are now selling at the same prices as last year. Apples are dull at stiffly maintained prices. Jobbing holders of Eastern peaches, who have been selling goods about 15c below the packers, have advanced their ideas about 5c per dozen, although they are still 10c below the packers. California canned goods are unchanged and with light demand. Small Baltimore canned goods show no change, with the exception of spinach, which is very scarce.

Dried Fruits—There has been an advance in several lines of dried fruits, the largest being on evaporated raspberries—3c per pound. Evaporated apples have been advancing quite steadily during the past month and prices were raised another cent per pound last week. The demand has not been very large as yet, but the supply is said to be much smaller than usual. Currants have been in good demand and prices were advanced one-half cent per pound. Raisins are also being taken freely for the holiday trade and prices are unchanged. The prune market is causing the most excitement and prices have advanced on the coast and are said to have reached the highest price known in many years. The crop was a small one and most of the packers on the coast have very little to offer at any price, but small sizes are most in demand.

Syrup and Molasses — Glucose shows no change. Compound syrup is unchanged and in fair demand for the season. Sugar syrup is dull and ruling very low. Sales were made by the refiners during the week at

the lowest price in years. The scarcity of fine new crop New Orleans molasses is beginning to attract attention. Already the market has advanced about 4c per gallon in the primary markets and may go higher.

Rice—A slight improvement is to be noted in the demand. Japs seem to fare better in this looking up and there are some who report an advance of about an eighth of a cent. Heads continue unchanged with little better demand to be seen. The strengthening in the market on Japs is attributed to the efforts made by the growers in protecting themselves against a continued sluggish market by holding back their stocks, waiting for the demand to improve. This apparently has been brought about. However, it is probable that the large quantities of rice to be had will have a depressing effect upon the market.

Maine Sardines—The pack is estimated to be 200,000 cases short of last year's, having been gradually growing smaller for several years, and as last year's pack was well cleaned up it is expected that there will be quite a shortage before the pack of 1911 arrives on the market. The price of mustard sardines has been advanced \$1.50 per case and also that of sardines in oil 25c per case. The 1910 pack was nearly a failure early in the season, and the catch later was said to be interrupted by stormy weather. The supplies remaining in the hands of the packers are very small, by far the lightest in years.

Provisions — Values were higher for January delivery and steady to a little easier for May at the close of business last week. There is still a scarcity of product for next month's delivery, despite the increases—moderate thus far—in the receipts of hogs, but there appears to be no doubt of the ultimate size of the hog supply. The Government will on Wednesday, Jan. 25, give the number of and value of hogs and other live stock on the farms and ranges on Jan. 1. The report will be of great interest to the trade. Pork prices closed with gains for last week of 2½ to 3½c, lard unchanged to 5c higher and ribs 25c higher for January to 5c lower for May.

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

	High	Low	1910
Wheat—			
Dec.	\$.92½	\$.90½	\$.91½
May96½	.95½	.95½
July94	.92½	.93½
Corn—			
Dec.46½	.45	.45½
May48½	.47½	.47½
July49½	.47½	.48½
Oats—			
Dec.32	.31½	.31½
May34½	.33½	.34
July34½	.33½	.33½
Pork—			
Jan.	19.47½	18.65	19.47½
May	18.30	17.70	18.17½
Lard—			
Jan.	10.35	10.00	10.30
May	10.15	9.80	10.02½
Ribs—			
Jan.	10.25	9.75	10.20
May	9.77½	9.40	9.65

FUR INDUSTRY IN LEIPZIG.

Workers Have Wonderful Skill in Making up the Pelt.

Next to the making of books, the dressing of furs is the most important industry in Leipzig and employs the time of several thousand people in the city and the neighboring villages, writes Wm. E. Curtis in the Chicago Record-Herald.

They have been engaged in this occupation for centuries, the secrets of dyeing and dressing having been handed down from generation to generation in the same families, improving with time, so that to-day some of the Leipzig fur dressers are able to convert the skins of the most ignoble animals into rare and aristocratic furs. They sometimes work miracles. They make sable out of woodchuck, ermine out of rabbit and catskins and seal from nutria, and nobody knows the difference. The results would even deceive the animals themselves. Millions of rabbit and cat skins come to Leipzig, but none ever go out. When they are shipped they are ermine, with little cony tails sewed on, and their value has been multiplied twenty times or more.

London and Leipzig are the two great fur markets, but their business is conducted in a very different manner. In London all furs are sold at auction, and they come in from all directions, both finished and unfinished. At Leipzig all the furs come in raw from the original sources of supply, and are redressed, dyed, matched and put into shape, for the manufacturer between the fairs, which are held at Easter and Michaelmas—in March and September. They are all handled by commission houses, and jobbers and buyers come from all over the world—often from the very places the furs come from—to make their selections and ship them home.

The volume of business amounts to between \$25,000,000 and \$30,000,000 at each fair. The shipments of furs to the United States alone in the fiscal year of 1910 were valued at \$6,977,155, a gain of \$2,287,619 over the year 1909. These were all dressed, dyed and matched—finished furs, ready to be made up into wraps, muffs, boas and trimmings. At the same time furs and skins valued at \$6,722,854 came from the United States to Leipzig in a raw state to be treated for the market.

The largest source of furs in the world is Siberia. Sable, foxskins of several varieties, squirrel, mink, lynx, marten and other varieties come principally from that quarter. The next largest source of supply is Alaska and the shipments are handled entirely by Americans. Very few sealskins come to Leipzig; they all go to London, but everything else comes here, and several large American firms have their offices in the Bruhl.

Our Central and Southern States furnish many woodchuck and muskrat skins, which are made over into sable; skunk skins, which are very highly prized for stoles and muffs in France and Germany; otters, which are used chiefly for collars and other trimming; opossums, squirrels to be

made into cloaks, coats and trimmings, and rabbits, which are turned into ermine. From Alaska is derived the largest supply of bear, beaver, red and silver gray fox, lynx, marten, mink, otter, wolf and wolverine skins, from South America come the nutria, which is a cheap sort of seal, chinchilla and beaver skins; from Asia chiefly Persian lamb skins, or caraculs, as they are called, and from Germany, Hungary and other European countries rabbit and cat skins.

After the skins are dressed and dyed they are trimmed, matched, made up into packages and stored to await the messin, or fair, when 2,500 or 3,000 buyers from all parts of the world will come to Leipzig to obtain their annual supply. These messins, which, as I have said, occur immediately after Easter and Michaelmas, are managed by an association, which has headquarters with a corps of clerks where all trades are recorded and are practically guaranteed. No buyers are deceived. An imitation is sold for an imitation, and if the buyer chooses to deceive his customers at home it is his own business.

Everything is sold at private sale. There has been a decided advance in the prices of all kinds of furs, but most of the money goes to the middle men and manufacturers. For example, in 1900 sables were sold to wholesale buyers by middle men at the fair at Yakutsk at \$3.61 each, while in 1909 they were selling at \$82.40 each. In 1900 squirrel skins were selling at 10 cents each, while in 1909 they sold at 49 cents each; yet the hunters and trappers who brought them in received no more than formerly. When these skins get to market there is a big jump in price which is not justified by the cost of dressing and handling. For example, a set of lynx skins which brought the trapper perhaps \$50 or \$60 are sold at retail for ten times that money, and a silver fox, for which he gets \$156 is worth \$1,000. A coat of muskrat skins, which are worth \$3 or \$4 each at wholesale, will sell for \$300 or \$350, and other furs bring similar prices.

The demand for caracul, or Persian lamb skins, is so great that more than 2,000,000 pieces, valued at \$10,000,000, were shipped from Bokhara during the past year, and probably an equal number from other stations in Turkestan along the Central Asia Railway. There is no way to get the actual statistics, but it is entirely probable that the lamb crop of Turkestan brought \$25,000,000 into that country during the last year.

These skins are brought into market unmatched in bunches of ten and of different sizes, which sell in the khans for \$25 to \$150 a bunch, according to quality and condition. The smaller the skin the higher the price, and the skins of unborn lambs are the most expensive, as they should be, because they represent the sacrifice of the mother sheep as well as her offspring.

The demands of fashion for lamb skins has pushed prices up very rapidly. They used to sell for \$1 a skin, regardless of quality, and \$2 was considered an excessive price. To-day

you can not buy anything for less than \$2.50, while the ordinary price is \$5 a skin. The demand for wraps, muffs, coats, cuffs, collars and trimmings is the largest from Russia, then from England and next from the United States. The coarser qualities used for linings are not often sent to Leipzig to be dressed. Indeed, very few of the lamb skins used in Russia ever see Leipzig. There is a large local demand for coats and fezes which are worn all over Turkestan, Persia and the Caucasus. A Caucasus dandy will pay \$50 or \$100 for an especially fine shakko made of lamb skin.

The skins come in from the ranches and villages tied up in bundles of ten. They are then packed in bales containing 200 pieces and are shipped by rail to Moscow, Nizhni Novgorod, where they are sold to agents of Leipzig commission-houses, who are not allowed to go into Turkestan, their source of supply. That is a closed country, a military despotism, where none but Russian merchants are allowed to trade. All the skins intended for the English, continental and American markets are sent to Leipzig to be redressed, trimmed, combed and curled, and in one of the suburban villages are families so skilful in that sort of work that you would not know a skin after it had been through their hands. The curing of the wool requires a special knack, which is possessed to a high degree by several families in that particular village. They have been doing it for generations, and nobody can do it any better. Their dressing quadruples the value of a skin, although their pay is comparatively small. The commission man enjoys the biggest part of the profit. After the skins are redressed they are matched, tied up in bunches of dozens and packed away for the fair.

There are no manufacturers in Leipzig. You cannot buy a wrap or a stole or a muff here to any advantage. Geneva or Paris are the best places for that, and the manufacturers from those cities are the largest purchasers of dressed furs.

American dealers here tell me there is scarcely a county in the United States that does not furnish its share of the skins that come to the Leipzig fairs. Farmers' boys are the chief producers. They bring the skins of the animals they catch to the country merchant; he ships them to St. Paul, or Chicago or St. Louis, and they gradually find their way into a New York exporting house, where they are packed in bales and shipped to Leipzig.

The most remarkable of all is the number of skunk skins that are shipped here from America. That is not a comfortable animal to handle, but he is scattered very widely through the United States, and millions of them are caught and skinned annually to gratify the taste of the women of Germany and France, who seem to prefer skunk furs to anything else.

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.

Green and Brown in Vogue.

Have you noticed how green is coming up again? There are those who predict that it will be the commanding color for spring, together with brown. At the horse show in New York last month the vogue of green four-in-hands was generally commented upon. Parallel with the spreading demand for green in scarfings is the return of green suitings. For several years the fashionable colors in neckwear have kept step with the fashionable colors in garments and the revival of green is an added evidence of it.

Brown is another candidate for favor that has steadily pushed its way forward. It was relatively weak in the early autumn lines, but has gathered great strength in the holiday lines. The sudden request for gold shades was the culmination of this demand. Next spring brown will be a big factor in sales, both in light and dark colors and in harmonious mixtures with a well-contrasting color like green. To be sure, these are merely advance signs of the probable trend of the demand, but they express the views of well-informed manufacturers.—Clothier and Furnisher.

Left To a Worse Fate.

The business man was sitting in his office, thinking of starting for home, when a suspicious looking person came in with a leather bag in his hand.

"If you don't give me £5," said the visitor, coming at once to the point, "I will drop this on the floor."

The business man was cool. "What is in it?" he asked.

"Dynamite," was the brief reply.

"What will it do if you drop it?"

"Blow you up!"

"Drop it!" was the instant command. "My wife told me when I left home this morning to be sure and send up a bag of flour, and I forgot it. I guess it will take just about as much dynamite as you have there to prepare me for the blowing up I'll get when she sees me!"

He threw himself back in his chair and waited for the explosion, but it did not come.

"I'm a married man myself," said the dynamiter, and quietly slipped out.—Illustrated Bits.

Commercial Motor Car Show.

A comprehensive display of motor trucks, delivery wagons and self-propelled road machines for all sorts of industrial purposes is to be held in Chicago during the week of February 6 to 11 next. It will follow immediately after the annual automobile show and will occupy the same building and be conducted by the same management, under the auspices of the National Association of Automobile Manufacturers. It is estimated that upwards of 200 different models of work vehicles will be displayed, representing a value of more than half a million dollars. In addition the gallery and second floor of the Annex will be filled with 150 industrial displays of parts, fittings and supplies pertaining to the motor car.

NEW YORK MARKET.

Special Features of the Grocery and Produce Trade.

Special Correspondence.

New York, Dec. 19.—The spot coffee market is as firm as ever. Sellers are not anxious to part with holdings, and the purchase one day last week by a leading roaster of an amount of Santos coffee estimated at 20,000 bags 4s, at $13\frac{5}{8}@13\frac{3}{4}c$, served as an additional stimulus to holders. In store and afloat there are 2,987,594 bags of Brazilian coffee, against 4,530,358 bags at the same time last year. At the close No. 7 is worth $13\frac{1}{2}@13\frac{5}{8}c$. Only an average sort of trade is being done in milds, and quotations are practically without change, good Cucuta being held at $14\frac{3}{4}c$.

One might think that the high cost of coffee would turn the thoughts of the consumer to teas; but the contrary seems to be the case and greater interest than ever being shown in coffees, attention is diverted from teas. After the turn of the year it seems to be the general opinion the market will show decided improvement. Quotations show little, if any, variation.

There has been a slight rush for granulated sugar, and for a day or so the market showed considerable excitement. The increase this month has been about 20 points, the prevailing rate being 4.80c.

Rice growers are firm in their views and there seems to be rather a duller market than usual. Sales are of small quantities, but there is some movement all the time, and rates are well sustained at $4\frac{7}{8}@5\frac{1}{2}c$ for prime to choice.

Spices are quiet and practically without change. All hands are waiting for January developments.

Molasses has been in good request and prices are well sustained, especially for open kettles. Good to prime centrifugal, $25@32c$. Syrups are quiet and unchanged.

Canned goods are quiet. Holders of tomatoes are not disposing of stock for less than 75c for standard 3s and are not anxious to sell at even this figure. The 1910 pack promises to be about 8,000,000 cases—a big slump from the huge outturn of a few years ago. Corn is in light supply and firm. Other goods show little, if any, change.

Butter is firm for top grades, creamery specials being held at 31c; extras, 30c; firsts, $27\frac{1}{2}@28c$; process, $25@26c$; imitation creamery, $24@24\frac{1}{2}c$; factory, $23@24c$.

Cheese is firm at $15\frac{3}{4}@17\frac{1}{4}c$ for full cream.

Eggs are way up. Best Western are quoted as high as 45c. This may be extreme, but the quotation stands. Extra firsts, $38@40c$; held, $26@33c$.

New Orleans as a Fur Market.

We so commonly associate all idea of trade in furs with Northern countries, that we do not realize that right here in New Orleans raw fur skins taken in the State and surrounding country are marketed to

the amount of some three million dollars a year.

Formerly in that line of business alligator skins were the chief article of commerce here, although they were classed as hides and kept company among the dealers with the skins of cattle and sheep intended for tanning into leather. There is still a demand for the hides of our great saurians to be tanned into leather for fancy traveling cases and hand bags, but it is only in late years that our home production of fur skins to be made into winter wraps has grown into importance.

The conversion of our Northwestern territories into states, and the extensive mining of gold in Alaska and British Columbia have so attracted population to those regions that the slaughter of fur-bearing animals has been excessive, and in consequence the prices of the Northern furs have increased exorbitantly. The people of the United States are the most prodigal and wasteful hunters in the world, and this is seen in the fact that in 1866, when the construction of the Union Pacific Railroad was begun, it is estimated that there were fifteen million wild buffaloes on the Western plains of the United States. To-day, and for a decade or so in the past, there is not one. Other fur-bearing animals have disappeared or greatly decreased in numbers in like manner, and the seals that were so numerous on the islands in Behring Sea, when they were acquired from Russia, have become extremely scarce and are well on the road to extermination.

In the same way as sealskins have become scarce and high-priced, other fine furs, such as ermine, sable, pine marten, silver fox and blue fox, have gone up so in price that they are out of reach of any but the extremely wealthy, but ingenious workmen are able to dress and dye cheaper furs and make excellent imitations of the finer varieties. For instance, a prominent London firm, scornful to pass off imitation furs as genuine, advertises long fur coats of musquash (musk rat), handsome as seal but not pretending to be other than what they are, at twenty-five guineas, something over \$125. Moleskin and squirrel coats are offered at the same price.

Ermine, sables and martens all belong to the mink family, and their furs are commonly counterfeited with those of the ordinary mink. Musk rats and minks are very common in Louisiana, and their skins are in large demand by the furriers of Northern cities. The skin of the otter is the highest priced of our Southern fur-bearers and first-class pelts bring \$12 to \$14 each in our market.

The local quotations on furs are as follows: Mink, per skin, best quality, \$3.75 to \$4; muskrat, 20 to 22 cents each; skunk, \$1.50 to \$1.75; red fox, \$2 to \$3.50; gray fox, 60 to 90 cents; and other skins, such as raccoon, opossum, wild cat, and even our domestic house cats at corresponding prices. House cat skins are worth 10 to 25 cents each. We are

coming to a time when there will be no more wild fur-bearing animals, and our fashionable ladies will have to wear the skins of cats and lambs. The common dog, like the panthers, tigers, and the like, have no fur but only hair, and such skins are only of use to manufacturers of leather.—New Orleans Picayune.

Moving the Left-Overs.

In the disposition of goods left from a season's selling, the question always comes up as to how much of a reduction shall be made in the price in order to dispose of the goods. The policy of some retailers to cut the price deep at once and run the goods out without delay has its good points provided the campaign of selling is so conducted as to get the possible customers in without allowing the sale to drag along and give too much opportunity for it to become stale before the object is accomplished.

To cut deep and to push the sale is to lift the money with the greatest possible speed and have it for other uses. One firm that does many thousands of dollars' worth of business in ready-made goods has followed the policy of final cuts to begin with for a number of years and declares it to be a most satisfactory means of letting out the left-overs. For instance, on the first business day in January all extreme styles left from the winter's selling are advertised to be sold at exactly half-price. The goods are prominently displayed and the advertising is quick and to the point. The stock remains on hand but very few days, with few exceptions. On the 15th the same policy is pursued with everything else desired to be rid of. The sales are pushed with all possible speed and while there is always a loss attendant upon original cost, the fact that nothing remains to bind up the capital and that the stock is free for new purchases is ample reimbursement for the loss.

The public has learned that these sales are genuine, and while it may be true that some people wait for these sales before purchasing, it is also to be considered that they would not otherwise buy. The amount on hand for such disposals varies with the business of the season, but, of course, every previous effort is bent

toward having as little stock on hand as possible on the first day of the year. An absolute cut fits public fancy. A third, a quarter, or a half, off the price is a contrast to the long practice of odd figures that seem to be intended to fool people.

Waste in Retailing.

The recently published interviews with James J. Hill, the railroad magnate, who prophesied troublesome times in business in the coming year, have brought out hundreds of comments by editors, educators and business men. Among the most interesting remarks on this line were recently published as given by a prominent Chicago jobber. In substance, the ideas expressed were as follows:

"The trouble with American business to-day is that there is too much extravagance in conducting it. You hear the consumer complain about high prices of dry goods. If this consumer would stop to think what he demands of the retail store and what the retail store is willing to give on account of these demands, he would realize why the necessities of life, as applied to merchandise, have necessarily advanced. The immense department stores are conducting their business on a basis that represents the unnecessary expenditure yearly of thousands of dollars. If the retailer would bring about forced economy in the distributing of merchandise, the consumer would be able to take care of his requirements on a cheaper basis. At the same time the retail store would still be able to maintain its legitimate profits.

"Some system will have to be devised in the large department stores, for instance, to prevent the unnecessary gathering of customers at only certain hours during the day. This rush hour of customers to the stores necessarily demands a clerical force that is idle except when this rush of several hours is on. This labor that is so unnecessarily employed to take care of the rush-hour trade in a retail store could and would find a place to create wealth. As employed to-day, it does not help create its share of wealth to the country, and it is an extravagant waste of energy."

It is all right to be sociable and chatty with a customer, but be sure you know how much of this to mix with the business talk without spoiling a sale.

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E. A. STOWE, Editor.

December 21, 1910

MERRY CHRISTMAS

To all its readers and to all their sisters and their cousins and their aunts, The Tradesman wishes a Merry Christmas and many returns of the day. To you all may Christmas be a day of gladness and content, of feasting and friendship and good fellowship.

The greatest happiness is that which comes from making others happy. Remember the children, who are easily pleased, have a thought for the aged, who may think they have been forgotten, be good to those in distress and misfortune.

The sentiment of Christmas is peace on earth good will to man, and may this be your spirit on this Christmas day. If you have old grudges—forget them. If you have old scores against your neighbor—wipe them off the slate. Prepare now to start the new year with conscience clear and heart undefiled.

SALE OF MICHIGAN ARTISAN.

At. S. White has sold the Michigan Artisan to the Furniture Record Company, and will devote himself to his large job printing and publishing business and other interests, and at the same time will take life more leisurely, as befitting a man in his comfortable circumstances.

It was in 1880 that At. White started the Michigan Artisan. At that time he was city editor of the Times, and the city editor in those days was on the pay roll for \$12 to \$15 a week. Mr. White had less than \$100 cash capital to start with, but, encouraged by the Grand Rapids manufacturers, he plunged in where a timid man or a man without nerve would have hesitated and been lost. He bought his equipment on credit, and for the first issue and for many subsequent issues he not only wrote all the matter for his paper but set the type as well. The publication was a success from the start. Mr. White paid for his outfit as the bills fell due and, enterprising and progressive, he expanded as circumstances and opportunities pointed the way. Mr. White now is at the head of one of the largest printing and engraving plants in the city, and has

many outside interests, and, best of all, he has good health, the spirits of youth and the disposition to enjoy life.

When the Michigan Artisan was started, thirty-one years ago, Grand Rapids was just beginning to be known to the trade as a furniture producing center. To-day Grand Rapids is the recognized and acknowledged capital of the furniture world. Always loyal to the home industry, always staunch in maintaining its supremacy, always zealous in making known its fame, the Michigan Artisan and At. S. White have been among the most important factors in bringing about this splendid development.

A CONGRESS OF LAME DUCKS.

The last session of the present Congress, which has just assembled, is seemingly not a particularly happy gathering, owing to the fact that so large a proportion of the members have not been re-elected to the next Congress, and are, therefore, serving their last session in the National Legislature. In the House of Representatives that assembled last week there are 120 members who will not be present when the next Congress assembles in December, 1911. While more than eighty of the retiring members are Republicans, the Democrats are not without their lame ducks in the shape of men, who have been replaced by others of the opposite party or who have failed of re-nominations by their own party.

Even the Senate will undergo a material change after March 4 next, and many faces that have been familiar in the upper house of Congress for many years will be conspicuous by their absence. Some of them are very able men, but they have been caught in the maelstrom of popular displeasure and have been retired to private life. Some of them have voluntarily retired, either because they saw the handwriting on the wall or because they had tired of the quarrels within their own party. Such men as Hale and Aldrich, who have been leaders for so long that the Senate will look strange without them. While the upper house of Congress will not undergo a change of party control like the lower house, it will be more evenly divided between the two great parties than has been the case in many years.

The radical transformation in the political control of the House of Representatives from the Republicans to the Democrats is no new thing. In 1890 the Democratic majority was much more overwhelming than it will be in the next Congress, yet four years afterwards the House was Republican by 142 majority. It is, in fact, seldom that the strength of the two great parties in the House of Representatives has been sufficiently close to hamper the majority. The Republicans have had control, without a break, for sixteen years, but unless precedents are valueless they are apt to be in the minority for some time to come, as landslides are not of overfrequent occurrence.

There is some consolation for the

congressional "lame ducks" in the reflection that in many cases the people who have recently rejected them will think better of the matter and later on again return them to public life. Some, of course, will bid a final adieu to their congressional careers on March 4 next, but they will probably be a minority of the full number of those retiring. They should console themselves with the reflection that republics are proverbially ungrateful and that under a popular form of government the people have the privilege of choosing their representatives without regard to past records or any other consideration but their own sovereign will.

LINCOLN'S PROPHECY.

The New York Sun recalls a prophecy made by President Lincoln concerning the increase of the country's population which is interesting as a bit of reasoning on the probabilities and also as a warning to other prophets. It appears in the annual message of 1862 during the course of an argument in favor of the adoption of a resolution for an amendment to the Constitution under whose terms it might be possible to secure emancipation by the offer of compensation to slaveholders. The population was considered in the argument on the theory that the larger the population the easier it would be to discharge the obligation, and hence the prediction. The period in which abolition was to be brought was to run to Jan. 1, 1900, and the President said:

The aggregate sum necessary for compensated emancipation, of course, would be large. But it would require no ready cash, nor bonds even, any faster than the emancipation progresses. This might not, and probably would not, close before the end of the thirty-seven years. At that time we shall probably have a hundred millions to share the burden, instead of thirty-one millions as now. And not only so, but the increase of our population may be expected to continue for a long time after that period as rapidly as before, because our territory will not have become full. I do not state this inconsiderately. At the same rate of increase which we have maintained on an average from our first national census in 1790, until that of 1860, we should in 1900 have a population of 103,208,415. And why may we not continue that ratio far beyond that period? Our abundant room, our broad national homestead is our ample resource.

Taking the annual rate as 34.60 per cent. the President went on with his estimates and achieved these results. 1910, 138,918,536; 1920, 186,984,335; 1930, 251,680,914. He had a noble purpose and he was quite carried away by his figures, saying that the country would reach them "if we do not ourselves relinquish the chance by the folly and evils of disunion or by a long and exhausting war springing from the only great element of national discord among us." Possibly the rate of increase was affected by the continuance of the war with its

loss of life and the check it exercised in the growth of the country. But the actual figures to-day prove that a very reasonable case on paper may fail to work out according to the prospectus.

HAVE YOU WRITTEN?

Have you written yet to your Congressmen, to Senators Julius Caesar Burrows and William Alden Smith and Chas. E. Townsend, who will be elected Senator—have you written to them yet, telling them what you think of the parcels post, and asking where they stand?

The gross sales of Sears, Roebuck & Co. this year will reach the enormous total of \$64,000,000. What were the gross sales of Montgomery Ward & Co. have not been reported, but no doubt they will run nearly as high up into the millions. These are the two largest, but there are other mail order houses, all practicing the same insidious methods and all drawing from the smaller towns the trade that should go to the local merchant. How much of their many millions of gross sales the mail order houses draw from Michigan is impossible to find out, but if local merchants will have confidential chats with their postoffices the amount of money that flows annually to Chicago will surprise them. This outflow of money may be good for Chicago, but it is fatal to the prosperity of the town.

The mail order houses no doubt will continue to do business; they will continue to draw in the millions from the small towns and rural districts, but the local merchants will not be alive to their own best interests if without protest they permit the mails to be opened to package delivery. The time to protest is now. The way to protest is to write to your Congressmen and to the Senators.

ANOTHER PLEASURE GONE.

The good old fashions, the simple manners of our fathers are passing, passing. The habits which made them distinguished for simplicity, even in a democracy, are no longer good enough for their sons and daughters. Ceremony is now the rule, and instead of a knife, fork and spoon, a complex and effete society has loaded the dining table with a collection of tools which resembles a silversmith's window at holiday times.

To add to this luxury a St. Louis man has invented a "noiseless soup spoon." The bowl of the spoon is fitted with a fixed lid which covers half of it, the half nearest the user. A small slit allows the liquid to pass silently into the diner's mouth, thus eliminating the noise which has heretofore annoyed supersensitive ears.

A certain American philosopher has declared that it was one of his chief pleasures to go to places where he could hear the rich eat. It seems that even this is to be denied us.

Be glad that houses are not made of glass—perchance your good reputation depends upon what is not found out about you.

COLLEGE MAN IN BUSINESS.

There is a generally received notion in this country that a college education is of no value whatever in business. Unless a man intends to qualify himself as a schoolmaster, a college course is a disadvantage to him in any other calling.

A college must be differentiated from a university in the fact that in the college the Latin and Greek languages, mathematics, some literature and some superficial studies in science are required for graduation, whereas in a university there is no prescribed course of study, but each student may pursue any subject that may please him.

The result is that while the ancient classics may be studied, they are regarded as of little use in any practical walk of life or line of business, and there is an active pressure on the colleges to force the abandonment of classical studies and teach only such subjects as may be of practical use in the actual business of life.

But the youth who has spent four years of his life in a college, studying even in a moderate way the history and works of the men who have been foremost in the world's development in the past ages, and have learned that honor, honesty, truth and virtue are of more importance than the mere amassing of money, have acquired something that while it may not make them multimillionaires, may at least keep them in the ways of rectitude, if it does not set them up as landmarks in morals. Character is worth something. Men who believe that to gain wealth is the most important work of life may not be wholly scrupulous as to how they get it, but the men who began at the bottom and by hard toil, faithful service, economy and sobriety worked their way to the top were always honest. Such men as old Commodore Vanderbilt found the strenuous conditions of his early life a sufficient training school for character, but he believed that men should also have some culture and accomplishments to enable them to occupy properly the positions which their wealth had forced upon them, and so he founded and endowed a great university.

When old George Herbert sang: "My mind to me a kingdom is," he realized the satisfaction that a good education could give even a poor man, much less one who is wealthy and important. Not many of our multimillionaire captains of industry have received college educations, but J. Pierpont Morgan, who is at the head of active American wealth, has studied at home and abroad, and is an LL.D. of Harvard. His education has doubtlessly won him his place as the master of American finance, so that an education should be no bar to any man's success.

ENTHUSIASM IN TRIMMING.

The most successful window trimmer is the one who exercises not only good taste but enthusiasm. For the time he puts his whole soul into the subject, imagines that he is designing for royal favor. If he has

fruit at his disposal he can easily think that he is preparing the centerpiece for a state dinner at the White House; and with the luscious varieties now on hand one may shape a most artistic group.

See that the brightest and reddest apples are in the collection, and that the polish upon them is as faultless as upon your plate glass windows. Pick out oranges of regular form and equal size. If the quality is seen to vary much, the fact that you may not give them the largest without fuss leads the customer on to the next window, where all are fair.

Grape fruit always attracts notice, and the nuts of various sorts add to the completeness of a beautiful as well as appetizing window.

Even the prosaic boot and shoe window may be made to look positively charming. But it takes enthusiasm, the more inasmuch as the goods are more uniform in themselves. For a basis there is nothing better than cotton batting, although white crepe paper may be substituted with fair results. Cover the base with it. Let it appear on the display racks; long strips, torn in a jagged manner to represent icicles may depend from the ceiling; and if there is a sprinkling of diamond dust over the whole thing the glistening moon light effect on snow is produced.

Then there is the big fireplace, made of tile or paper simulating brick. Stockings line the top, and in front of it, seated on one of your finest fur rugs, sits a great doll, dressed in your latest styled goods. This will attract not only the little folks but the mothers. Show that you have thought for others, that you are trying to do your best.

THE POWER OF AMBIGUITY.

A young girl had her heart set on a cream colored lawn dress. She so expressed her wish to the clerk, and together they went through the collection, but nothing was found which met her wishes. Finally a dainty rosebud pattern was produced, and although the store was dimly lighted and the color as it appeared under the adverse conditions not quite the clear one she had pictured, the clerk pressed the case, the beautiful pattern, etc., and when she again asked if it were cream he mumbled in his German accent something which she understood for the assurance. But when she got it home—it was a delicate shade of green. She then recalled the words, "It is green," and saw how she had been deceived.

She being a brunette, the dress proved an exceedingly unbecoming one, and every time she wore it the clerk who had thus imposed upon her unfamiliarity with his foreign accent came to mind in not a very enviable light. No doubt he quieted his own conscience by the fact that he had not prevaricated. When she insisted that she must have cream, he only assured her that this was "green," a fact too well proven later.

Years passed. The clerk prospered in a way, and has long been at the head of the establishment. But the girl, now a woman, always shuns

the place, and with reason. More, the ambiguous practices of youth have followed through life and the public have learned that they must use their own eyes and ears. That, while no unmitigated falsehoods are told, there is the ambiguity constantly cropping out which really amounts to little better, morally or commercially. Phrases that look two ways seldom prove profitable in the end. The square deal, the straightforward answer, even although adverse for the time, prove best in the end.

CHRISTMAS GREENS.

On every side we see the mingling of scarlet holly with the green, and it must be admitted that a generous mingling of evergreens helps to keep green the Christmas spirit. The loving drapery of hemlock may serve to conceal quite a quantity of imperfections, and the holly sprig to brighten a collection of quite ordinary goods.

Yet with all the gaiety of the season there comes the thought that somewhere the holly tree has been pruned almost to the point of death; and visages of slaughtered evergreens come before the minds of thinking people like a ghost about the banquet halls. We read of the number of trees slaughtered every year to satisfy the Christmas trade. We figure the rate of growth, and the problem of how to keep up the supply at this rate becomes a perilous problem. It is the young, symmetrical trees, too, that are wanted for the trade—just the ones which are most needed to replenish our forests.

But there comes one palliating thought, it is making employment for hundreds of people who have no other real means at this season of making a living. It is converting into money material which would at this stage have no other commercial value. It is selling our forests as we sell our broilers, when they are immature, yet at a good price if measurement counts.

We would not like to part with the brightness of the Christmas greens, yet we can not afford to rob earth permanently of its beauty. Let us strive to instil a universal disposition to protect them from destruction. As hoarding is not true economy, neither is wanton waste the generosity instilled by the spirit of the season. Every branch of evergreen should be made to do its part. Let there be no waste, but only careful use of all parts, even the small branches.

THE PRICE OF SUCCESS.

Every school boy is familiar with the brilliant victory of General Anthony Wayne over the Indians of the Northwest after the crushing defeat of St. Clair. Washington had instructed Wayne that "another defeat would be irredeemably ruinous to the reputation of the Government." And from June to November "the General who never slept" had been busy in Pittsburg drilling the troops for the coming battle. Once in the early days of the drilling came word of a threatened attack. So thoroughly frightened were his men that a third

of them deserted. Wayne soon saw that such soldiers would never serve his purpose.

He worked with them systematically, inspiring rivalry between the divisions—any measure to develop skill and inspire confidence. And when winter came, to avoid a life of inactivity in the city, he made his camp twenty miles down the Ohio, where they would need to be watchful, yet where sufficiently protected to keep up their courage. Such was the training which ultimately led to the overwhelming victory!

But history tells only of the results, and not of the routine of preparation. And thus we are accustomed to do in many things. We want to accomplish things with the dash of "Mad Anthony," but are not willing to put into them the preparation which he gave to his raw recruits. We hope to pick the fruit without having first cultivated the trees. We are disappointed that our apples are only wild crabs. The blossoms may have promised fair, yet the wild fruit proves small and worthless. Careful training and intensive culture are even more essential now than in the days of Indian fighting. The most brilliant successes are those achieved through systematized labor.

OTHER PEOPLE'S BUSINESS.

A lady shopping in a city of some 10,000 inhabitants was desirous of a handkerchief box as a Christmas present. She was sent from dry goods store to fancy store, drug store and book store; she even invaded the jewelry departments and began to wonder if she would be advised to try the groceries. But only the cheap holly boxes rewarded her efforts. Kindly disposed salesmen looked puzzled, and after suggesting places which she had already found useless admitted that they did not know of any one keeping the article. Finally, in conversation with a friend, she was referred to "the new Japanese store," with the assurance that they kept fancy boxes of all sorts, and even if the desired article were not found the enjoyment of seeing the beautiful things would repay the trouble.

More than twenty tradesmen had neglected to mention this place, a new one, to be sure, yet for this reason it should have been more clearly in the mind. The point is that in attending to our own business we sometimes go to the extreme of being oblivious to what is going on around us. It pays to take notice of what others are doing, even although the stock may not seem to be in rivalry with our own. Our own customers may ask some question which we will be glad to answer. The articles along our own line may differ enough to furnish some item of value in future purchases.

It is a safe rule to make a practice of keeping our eyes open as we pass the various windows. Signs, arrangement and novelties all have a bearing on our own business more or less directly. Whether we praise or criticise, we do well to know what others are doing; this as a matter of business, but never of gossip.

PUBLIC DOMAIN COMMISSION.**The Work It Has Been Doing and Plans for the Future.**

The public domain commission of Michigan, created by the last legislature, organized at a meeting held at Lansing, July 8, 1909. Secretary, A. C. Carton, delivered an address before the recent Michigan Forestry Association reviewing the work the commission has been doing and some of the plans for the future. In part he said:

Some of the problems that confronted the commission were the protection of the growing timber from that great enemy of reforestation, fire, and the protection of the more mature timber from the trespasser. By authority vested in the commission, they at once appointed a supervisor of trespass whose duty it is to see that the timber upon State lands is protected. The wisdom of this action will at once be seen when I tell you that since his appointment, we have dealt with 264 cases of trespass upon State lands, and, in addition to criminal prosecutions, we have collected and turned into the State treasury \$9,000. I am satisfied that if this good work is continued and as vigorously prosecuted as it has been in the past two years there will be, in the future, little or no trespass upon lands belonging to the State.

Soon after the organization of the commission, they had maps prepared showing all State lands in the different counties in the State and from these maps and the reports of our examiners, the selection of lands for forestry reserve purposes was made. After a thorough investigation, the commission found that there were 55 counties in which forestry reserves could be created and consequently, lands in all these counties were set aside and placed in a permanent forest reserve. Practically every county north of Saginaw contains a forestry reserve and the reserves are in counties even as far south as Huron, Lapeer and Gratiot. It will, perhaps, be pleasing to the President of your association to learn that the Public Domain Commission has created a forestry reserve in the county in which he lived so many years, namely: the good county of Kent.

The United States Government had created some forest reserves in the State and it was deemed advisable that all State lands situated within the boundaries of the United States Forest Reserves and adjacent thereto should be withdrawn from sale in the hope that later on an exchange might be made between the United States government and the State of Michigan which would allow each to control the lands within the boundary lines of their respective reserves.

I am much pleased to say that through the efforts of the Public Domain Commission a bill authorizing the proper United States authorities to make this exchange of land with the State of Michigan is now before congress with a fair chance of its passage and we hope that the coming winter the Michigan legislature will enact a law which will enable the

Public Domain Commission to make this exchange of lands with the United States government.

The matter of fire prevention was at once taken up with the State Game, Fish and Forestry Warden and he was instructed to see that all locomotives running through the northern part of the State were properly screened so as to prevent the throwing of sparks and eventually the spreading of fire. He was also advised to confer with the superintendents of the different railroads, looking to their co-operation with the Public Domain Commission in the prevention of the starting and spreading of fire. His report made to the Public Domain Commission not long ago shows that this work has been pursued very vigorously during the last two summers. He was also instructed by the Public Domain Commission to see that the rights of way of all railroads were properly cleared of combustible material and that furrows were ploughed along the right of way fences so as to prevent fire which originated on the rights of way from spreading to adjoining lands. In addition to the above, the Public Domain Commission is investigating the advisability and feasibility of having railroads running through the northern part of the State use oil burners during the dry and dangerous season.

Our forestry reserve headquarters at Higgins Lake, a new cement house is being erected for the use of the custodian and his family. We are also building a cement dam on the little creek which flows into Higgins Lake and we will install a hydraulic engine for the purpose of pumping water to the buildings for consumption and fire protection and also for the supplying of water at the nursery. The water will be pumped into an air pressure tank on a hill adjoining the buildings and from there piped to the different places where it will be used. This will give us ample water for use in the nursery, which we intend to extend the coming year so as to have room to grow more seedlings.

A telephone line has been built into forest reserve headquarters and in the near future, we hope to have both reserves connected and telephones installed in our look-out stations at the different high points throughout the reserve.

Under instructions from the Public Domain Commission, all deeds issued for State Tax Homestead lands during the last year have contained a clause reserving to the State all mineral, coal, oil and gas rights and the right of ingress and egress over and across lands bordering upon streams or water courses.

In addition to this, sales of State Tax Homestead lands are being held at the county seats of the counties in which the lands are situated.

The Public Domain Commission, believing that true conservation means the prevention of waste, are disposing of all the dead and down timber upon forest reserve lands under a contract with private individuals, which contract provides that the brush shall be removed and piled at

a distance from growing timber so that the growing timber will not be injured from the burning of the brush. Besides the disposition of all dead and down timber on forest reserve lands, they are disposing of all dead and down timber on other State lands.

You will kindly excuse the digression when I say that perhaps the thing that has operated to the disadvantage of true conservation and reforestation more than any other is the fact that it has not been treated as a progressive movement.

The Michigan idea of true conservation is that it is a progressive movement and in order to be a success must keep step with the march of progress.

The feeling that is abroad in the land is that conservation and reforestation means the stopping of progress in the localities where it is practiced; that it means the closing of the school house, the prevention of highways being constructed; and in short, the stopping of all improvements in the community.

This is not the Michigan idea of reforestation and conservation.

It is unfair to any community to keep from the tax rolls large bodies of land without assisting in some way in the building of highways and in the keeping of the school doors open. The State should pay a school tax and a highway tax upon every acre of forestry reserve land. Roads make good fire paths; they are desirable in getting help in and out in case of danger to the reserve; they allow the traveler to go on his way without camping on the reserve where he is liable to leave fire burning which will destroy the growing timber. Last year, the Public Domain Commission paid \$900 in highway tax in the counties of Roscommon and Crawford and this is being used to build highways around and across the State Forest Reserves.

I am thoroughly convinced that if the above line of action is pursued in regard to all forestry reserve lands, good results will be forthcoming. Let us treat the reforestation proposition as a progressive movement, one that will improve the country instead of hindering its development; one of the great steps toward that Utopian condition which is the dream of every good American citizen.

There is another matter that I would speak of at this time and that is the development of the water power in the streams in this State.

I look upon the development of the water power in our rivers as one of the great aids in the conservation of our coal and wood.

We are told upon good authority that the water powers developed in the State of Michigan to-day are saving 2,000,000 tons of coal per year, worth approximately, \$6,000,000, and that there is still undeveloped in our streams enough power to run every manufacturing establishment in the State and heat and light every home. If this were done, it would save 4,400,000 tons of coal annually, which is worth approximately \$13,200,000. You will thus see that the

people of the State of Michigan are contributing \$13,200,000 annually for the privilege of depleting the coal fields of this country. And yet we find those who claim to be working in the interests of conservation fight the development of the water power in our State.

It would seem to me that all people who are interested in true conservation should be interested in the development of the water power of this State under such rules and regulations as will prevent monopoly or the charging of excessive rates, or the distribution of this power outside the boundaries of the State. I can see where no one should be interested in the prevention of the development of the water power of this State, with the exception of the coal trust, and the question to-day is whether the friends of conservation are to cast their lot with the coal trust or with the honest development of the water power in our streams.

Under our constitution, the State can not engage in the development of the water power even though she owned the flowage rights, which she does not, and it should therefore be the settled policy of the State of Michigan to encourage the development of all her latent water power as an aid to true conservation, realizing at the same time, that the welfare of the people will not be furthered by embarrassing the efforts of any who are engaged or who propose to engage in the development of such power. Any unnecessary burden which is heaped upon the distributor or producer will and must of necessity be delivered over to burden the consumer and the duty of the State should be to make the path leading to the development of this water power as easy and inexpensive as possible, so that the consumer in turn may reap the benefits, and the coal and wood of this country be conserved.

Perhaps no word in the English language is more misunderstood and more abused than the word "conservation." Conservation, as I take it, does not mean the placing beyond reach forever or the locking up indefinitely of the good things of this world. Nor does it mean the putting away of things for generations yet unborn; but it does mean the handling and use of things by the present generation in such a way that they will not be impaired when turned over to those who are to follow us.

To conserve some things, we must protect and regulate and to conserve other things we must develop. The latter is true in regard to the water power in our streams and rivers. It is as much of a waste and as contrary to the true idea of conservation to allow the power in our streams to go unharnessed as it would be to set fire to a coal mine and let it burn without anyone deriving any benefit from it.

The Public Domain Commission, through its work with the development bureaus in the northern part of the State, has brought about a harmonious and friendly feeling

which is bound to operate to the benefit of all. I look upon this friendly feeling, this thorough understanding and this spirit of co-operation, as one of the greatest steps made by Michigan toward bringing about that for which the Public Domain Commission is laboring.

I would also advocate the placing of the immigration work of this State in the hands of the Public Domain Commission. This perhaps, may seem a little strange at first thought and we may wonder how immigration or the settlement of our good northern lands with actual settlers would be of much advantage along the line of reforestation; nevertheless, it is true. The people in the north country are interested in the development of their good agricultural lands and if the Public Domain Commission can assist them in the settlement of the lands in their counties, they in turn will assist the commission in carrying on the work of reforestation. It is the old idea of co-operation, which is the only successful mode of procedure in carrying out any great work. The placing of the immigration work in the hands of the Public Domain Commission would do more toward bringing about a condition that will be conducive to the best results from a reforestation standpoint than anything I know of.

There is no question in my mind that in the next year we can add another hundred thousand acres to the forest reserves in Michigan without disturbing conditions, providing the Legislature will back up the Public Domain Commission in the work it has mapped out.

It seems reasonable that we can have a thousand private individuals engaged in reforestation on their own account, providing the Legislature will enact such laws as will make it possible and profitable for them to do so.

Unless there is a constitutional objection, I can see no reason why a law can not be enacted which will allow such private individuals as are desirous of engaging in reforestation to deed their lands to the State where the question of taxation will be eliminated by virtue of the fact that State lands are not taxable. The State could then make a contract with them for reforesting those same lands and the deeding back to them at the end of a period of twenty or thirty years, by having them reimburse the State to the amount of school and highway tax that had been paid upon the same during the years the title was in the State.

The idea should be not alone for the State to do what it can towards reforestation of her non-agricultural lands, but for the inducement of private individuals to engage in the same work. This matter should be looked into very carefully by your Association and the Public Domain Commission and some line of action be worked out which would permit private reforestation in the State of Michigan.

I think that the new definition of conservation, as laid down by the Public Domain Commission, and the

treating of the same as a progressive movement will have much to do in bringing about good results. As soon as the people in the north country realize that conservation does not mean the closing of the school house and the non-construction of roads and highways, electric lines and steam roads nor the non-development of their water powers, then the whole situation will take on a new aspect with them and they will be in hearty accord with the work.

Whether this work progresses to any great extent or not depends upon the action of the next Legislature. An appropriation of no less than \$30,000 a year should be made. Whether this amount is appropriated or not will depend largely upon the friends of true conservation.

I am more than pleased to note that there is a tendency for all parties who are interested in this movement to work together. It is one of the real healthy signs of success.

A year and three months have elapsed since the organization of the Public Domain Commission and as we look back over the things accomplished by it, we find that we have a forestry reserve of 277,000 acres, which is equal to a strip of land one mile wide and 432 miles long. On a part of this reserve which is situated in Roscommon and Crawford counties, we have 75 miles of well-kept fire lines and a mounted patrol to protect the reserves during the dry and dangerous season. All State forestry reserve lands are under the direct supervision of the State Forester, Marcus Schaaf. Mr. Schaaf's headquarters are on the forest reserve and he has been giving the matter of fire protection his undivided attention and it is gratifying to the commission to know that during the last two summers no timber has been destroyed by fire upon either of the two reserves.

Besides planting a large number of trees upon our own lands, we distributed over two million trees, at the actual cost of production, to people throughout the State and we have growing in our nursery at the present time, for future use, over three million seedlings.

The field notes for the rest of the 277,000 acres of forestry reserve lands have all been written and are being bound into book form to be ready for running of the lines and the establishment of fire paths as soon as the Legislature will appropriate sufficient funds to carry on this great work.

With very few exceptions, the Commission has held a meeting every month since its organization, and all matters pertaining to public lands have been thoroughly discussed and, I think, wisely dealt with. I doubt if in the history of Michigan a commission has ever been created who have given so unstintingly of their time and thought to the work assigned them as have the members of the Public Domain Commission. In my whole recollection, I have never come into contact with six men whose ideas of right and wrong are more clearly defined and I am pleased to note that their work is being appreciated by every thoughtful citizen of the State.

Value of Pure Air.

One of the matters to which every merchant ought to give attention during the winter months is that of proper ventilation of the store. The effect of impure air upon the employes is far from conducive to their giving proper attention to customers, for carbon dioxide, or carbonic acid gas—a prominent constituent of impure air—is poisonous, and when unmixed with air is fatal to animal life. Even when comparatively small quantities of carbon dioxide are present in the air the effect is numbing and depressing. While the clerks are thus affected, the customers, on the other hand, soon lose the "ambition" and energy with which they entered the store, and are apt to cut short their purchases, or go elsewhere.

To put it briefly, the sale and purchase of goods, especially at retail, certainly can not be properly effected in a badly ventilated store. Hence, the fact that this problem of ventilation is a difficult one is no excuse for "side-stepping" it. In the largest and most modern establishments one finds an elaborate ventilation system in connection with the heating apparatus—proving that such stores are sparing no effort to find a satisfactory solution of this problem.

Open windows and draughts, as a rule, are inseparable. Yet open windows there must be, unless some better form of ventilation can be devised. One great aid to ventilation is the installation of exhaust fans at one or two points in the store for the purpose of sucking out the vitiated air. There ought, however, in addition, to be some provision for the admission of outside air in some part of the floor where a draught will not cause inconvenience. Preferably, the air should be admitted through ducts connected with a large upright shaft which will permit of the taking in of the upper air, rather than of air which is impregnated with the dust and odors of the street.

Especially is some device of this character essential at the present time, when revolving doors or double sets of swinging doors are the rule. For such portals carefully guard against the admission of fresh outside air to the interior of the store.

The problem of ventilation on upper floors, of course, is much simpler than that affecting the main floor. On the other hand, the matter of ventilating basements is even more complicated than that of the street floor. Even in the basement, however, ducts and exhaust fans can be installed at a moderate cost, and the result will certainly be of material benefit.

Frequently the effect of the impure atmosphere is intensified by the high temperature which is allowed to prevail in the store. Most American stores are too warm during the winter. The management seem to forget that visitors or customers are clad in heavy wraps and have their heads covered. There is little excuse for having the temperature either so high as to be uncomfortable to customers or so low as to cause suffering to the clerks. A uniform temperature of about 68 degrees, with a

due amount of ventilation, would make the place comfortable to all.

Railroad Bears the Name of a Priest.

Written for the Tradesman.

Giving the name of a catholic priest to a railroad corporation is an unusual proceeding, even in these United States where unusual proceedings in business are so common as to seldom cause comment. When the Flint & Pere Marquette Railroad corporation was organized many years ago, its purpose was the construction of a railroad from Flint to Pere Marquette, a little lumbering town, with a good harbor located on the eastern shore of Lake Michigan, in Mason county. Two rivers bearing the name of the priest and explorer flow into the bay; the streams are designated by the addition of the words "big" or "little" as the user may wish in expressing himself.

A prominent lumberman living in Milwaukee possessed important interests in the village of Pere Marquette and took a lively interest in the place. His influences were given freely in aid of the social and business interests of the place and in appreciation of his services, with the aid of the State legislature, the name of the village was changed to Ludington, under which it has thrived greatly. Ludington was elected mayor of Milwaukee and later governor of the state. He lived an honorable and useful life. When the various stub ends of railroads were assembled and the great Pere Marquette system organized, the name Flint was dropped and the corporation is now known everywhere as the "P. M." or Pere Marquette. Arthur S. White.

Lonely Job in Northern Wilds.

Very few, if any, men in the State lead a more lonely life than does Peter Moore, who is employed by the Marquette Municipal Light and Power Commission as the caretaker at the Silver Lake dam, in the wilderness north of Ishpeming, and who has just made his semi-annual visit to Marquette. Mr. Moore is well along in years and lives alone in his cabin on the shore of Silver Lake, with no other human habitation within miles of the place. He receives \$35 per month from the Light and Power Commission for staying at the dam, but this involves little work other than being there, and he devotes a good deal of his time to hunting, fishing and trapping. In the summer time he has an occasional visitor, but in the winter he leads a very lonely life, and sometimes for months at a stretch he does not see a human being. Last winter no one visited him with the exception of employes of the Light and Power Commission, who went to his cabin once or twice to make sure that he was all right.

The services of a clerk must pay a profit just the same as the goods sold must. If you are paying a clerk a salary equivalent to all the money he makes for you, where do you come in?



Chilling and Packing Chickens For Shipment.

The Bureau of Chemistry, United States Department of Agriculture, has issued a bulletin on "Studies of Poultry from the Farm to the Consumer," and in it discusses the methods of refrigerating and shipping poultry.

Before the days of mechanical refrigeration the shipper of dressed poultry killed and sold most of his stock in the fall and winter months, when Nature could generally be depended upon to remove the animal heat. Even now the small, or conservative, packers frequently adhere to this old-time principle. Unfortunately, however, such conditions can not be depended upon in so variable a climate as that of the United States. The temperature may suddenly rise, in which case the animal heat is not removed and decomposition will follow with undue haste; or it may fall below the freezing point of the flesh, when the external parts will cool too rapidly, so pre-

venting the radiation externally of the animal heat and resulting in a rapid putrefaction of the viscera.

That an equable desirable temperature may be maintained continuously, the most progressive poultry dressers have now adopted an artificially cooled chill room, in which they place their poultry immediately after killing and dressing and hold it there until the temperature of the body cavity of the fowls is the same as that of the surrounding atmosphere.

The construction of these rooms commonly includes a wooden lining, although cement is coming more and more into favor. Either must be kept scrupulously clean, since it completes the inner surface of a system of insulation which may be composed of cork, felt, or any other suitable material.

Two chill rooms are not only far more desirable and more efficacious in their results, but after the first cost of installation they are more economical to operate than is a sin-

gle room if any quantity of fresh poultry is to be handled on successive days. The advent of freshly killed stock into a room containing partly or wholly chilled poultry means a rise in the temperature and a consequent warming up, or sweating, of the chilled portion—two conditions which are always to be avoided if possible. It is far better, therefore, to maintain one chill room between 35 and 40 degrees Fahrenheit; allow the birds to remain in it for several hours, or until the greater part of the animal heat has been removed, and then transfer them to the second room, which is maintained below 35 degrees Fahrenheit, preferably at about 30 degrees Fahrenheit, for the final chilling. In this room, too, it is advisable to do the packing.

A very desirable method of chilling is a combination of the direct and indirect systems, thereby insuring a circulation of air throughout. Where exposed piping is placed on the side walls, which is the method most commonly used, it has been found advantageous to put fans in different parts of the room to keep the air in circulation. Temperatures taken at different levels will show a progressive rise as one goes from floor to ceiling or a decided increase in the immediate vicinity of freshly killed poultry. Hence it is desirable to place a number of fans near the floor with their blades so set that the current shall be driven upward.

In practical work twenty-four hours are generally required to remove the heat from the entire body

of an undrawn fowl of ordinary size. The fact that it is removed is determined by inserting a thermometer through the vent and up the intestine as far as it will easily go, waiting a few minutes until the mercury shall have fallen, and then noting the temperature at which the column stands. If this test is applied to the largest fowl in the most unfavorable part of the room, as, for example, near the door or on the topmost layer of the rack, and the temperature of the body cavity is found satisfactory, it can safely be assumed that smaller, better-placed birds are also chilled.

If the poultry is to be consumed in the immediate neighborhood of the packing house, and if the time before consumption is to be a matter of a few days only, a temperature between 35 and 40 degrees Fahrenheit will generally carry the goods through the market in fair order, providing, of course, the middlemen are equipped with adequate refrigeration, a subject which will be discussed farther on in this paper. If, however, the chickens are to be transported for long distances or to a market where delays may occur, the initial chilling must be more thorough and the body temperature of such fowls should not exceed 32 degrees Fahrenheit when they are packed.

The final chill-room temperature, too, is influenced by the temperature of the refrigerator car of the poultry is to be so shipped. It is impossible, in refrigerator cars which are ordinarily cooled by ice, or salt and

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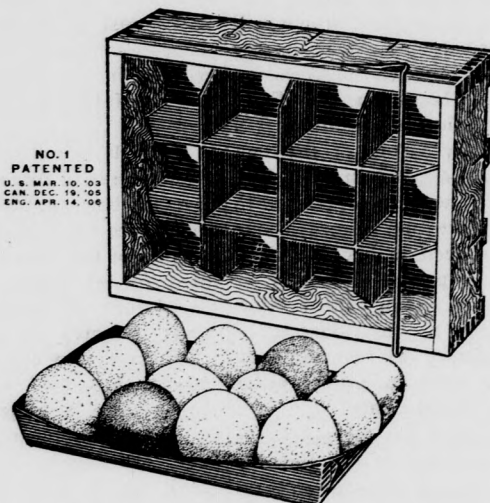
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ice, to maintain a temperature as low as that of mechanically cooled chill rooms. If, therefore, poultry be loaded at a temperature much below that of the chilled car, it will sweat in transit, and reach its destination in less desirable condition than if it had left the chill room a few degrees warmer.

The question of containers for dressed poultry between the packing house and the retail merchants is one that has been greatly modified since the introduction of mechanical refrigeration into the industry. Formerly, large boxes, holding between 100 and 200 pounds, or more commonly, barrels holding 250 pounds at least, were used almost exclusively to carry the chickens from the killing place to the market, because the large package is more economical and more convenient when layers of ice between the layers of birds is the source of refrigeration.

The heavy weight of the contents of such a package induces decay. Uncleanliness is also a great objection.

The prevailing method at the present time, where facilities for refrigeration are available, is to pack the chickens in small boxes holding a dozen each. If the birds are of the broiling type, they are commonly packed with the breast up and the feet hidden; if fowls or roasting chickens, they are packed two layers in a box and laid on the side; while the chickens for export trade to England are "squatted," although this is an undesirable position in that it pushes the bird into a compact mass, thereby delaying the radiation of the animal heat.

The tendency is now to use smaller and smaller packages. Two layers of chickens in a box, even in the case of fowls, are being discarded for a single layer, it being recognized that refrigeration is more perfect if flesh is not superimposed on flesh and if pressure on such a tender tissue as chicken muscle is eliminated as far as possible. On this account heads are wrapped in parchment paper and turned back, where they rest against the bony structure rather than against the soft flesh of the breast or thighs. The carton for the single chicken or for a pair at most is the latest advance and is finding favor for fancy stock.

It is of course necessary before packing the birds in the boxes that they should be thoroughly chilled. Large packing houses, or a house of the ordinary size during the season of excess production, will ship three or four carloads a week, in which case the holding of the birds in the packing house chill room is for a minimum time only. If, however, they must be held for several days before the carload is accumulated, as is the case in a small house or in the dull season, it has been found advisable to box as soon as the stock is thoroughly chilled and then to hold at the lowest available chill-room atmosphere; or, if a freezing room is part of the packing house equipment, to transfer the boxes to it for from twenty-four to forty-eight

hours before loading in the refrigerator car.

Forty-eight hours in a good freezer will very thoroughly harden birds of the ordinary size packed not more than twelve to the box, and a number of such boxes in a refrigerator car is a valuable aid in the maintenance of an equably cold temperature.

The facilities of a refrigerated killing and packing house such as here discussed will avail but little in the getting of good poultry to market if it is not supplemented by a system of transportation which will maintain a constant low temperature for a sufficient length of time to carry the chilled goods to the market center. It is the aim of the refrigerator car service to maintain such temperatures for such lengths of time that products which are a thousand miles or more from the point of consumption can be conveyed there in good order.

For the satisfactory transportation of dry chilled poultry it is advisable to use fine ice mixed with from 10 to 15 per cent. of salt in the bunkers of the refrigerator cars the year round. If the car is built with sufficient insulation and if it is in good order—that is, with tight-fitting doors, unbroken lining, etc.—ice and salt will maintain a temperature in the middle of the car, four feet from the floor, of 40 degrees Fahrenheit or under. If the car is to be filled with poultry alone, and if part of the carload has been in a freezer for forty-eight hours or more, the loading is a comparatively simple matter, because the most recently killed stock is put in the lowest layers next the bunkers, where the temperature will frequently fall to 10 degrees Fahrenheit. Often the air around the top layer, four feet from the floor, next the bunker, will have a temperature not exceeding 30 degrees Fahrenheit. The boxes which have been in the freezer are then loaded in the central part of the car and packed together as tightly as possible, serving as a source of cold where it is most needed, namely, in the middle of the car, where the refrigeration from the bunkers is least.

If the car is to be loaded with a mixture of poultry and eggs, as very frequently happens, the problem is much more complicated. If ice and salt are used in the bunkers, and if the poultry and eggs go into the car well chilled, the temperature may be sufficiently low to crack the eggs. If, on the other hand, salt is not used with the ice, it becomes a difficult matter to keep the poultry sufficiently cold to carry without deterioration if the haul is a long one. If such mixed cars are to be handled, and this is oftentimes a commercial necessity, it is advisable to chill the poultry as thoroughly as possible, piling the boxes low in the car and against the ice bunkers. The eggs should be artificially chilled to as low a temperature as possible before they are shipped, and they should then be placed in the middle and upper layers of the load.

Since the ice bunkers are at either end of the car, it follows that every

additional foot away from them will mean a rise in temperature; and since there is no method of inducing artificial circulation in general use, by which the heavy cold air at the bottom of the car can be forced to the upper part, it follows also that every foot above the floor means a rise in temperature. The mistake is frequently made of packing goods too high in a refrigerator car. Where great efficiency is necessary, as in the handling of poultry, the height of the load should be not more than four feet.

The railroads have established icing stations where the cars are inspected and iced as conditions demand or as the instructions of the shipper specify.

Men Who Do Things.

We all admire the men who do things. The best way to get on that list is to go right ahead and commence to-day. A piece of work, an undertaking, that seems at the start impossible to accomplish, often fades into insignificance when it is once begun. Do not be afraid to tackle a big proposition just because it seems so big. Start it, begin at once, do the part of it that first comes to hand and keep right on. Often the tremendously important things will develop into very simple ones. It has been rightly said that our credit is built on the things we do, our debts on things we shirk.

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New Mazda Lamps.

The clear, white, intensely bright sunlight quality of the light given by Mazda lamps has made them very popular and has led to the use of larger units, thus extending the field of the incandescent lamp.

These large lamps, rated at 500 watts and giving approximately 442 candle power, are economical substitutes for other lighting units of high candle power and clusters of small lamps of low candle power. While they give the large volume of light of the arc lamp or a cluster of small incandescent lamps, they have the simplicity, reliability and convenience of the ordinary incandescent lamps of lower candle power.

There are many advantages inherent in this type of lamp. The light is steady with an entire absence of flickering. When the light is turned on the full intensity is attained at once without the delay associated with the "feeding" of arc lamps. There is no deterioration in the quality of the light, it being of the same high quality during the whole life of the lamp.

This lamp requires neither trimming nor attention, and consequently involves no operating expense. Moreover, the maintenance cost is low.

They can be used to excellent advantage for lighting department stores, show windows, bill-boards, and for the general lighting of large interiors such as auditoriums, armories, skating rinks, factories, yards, streets, etc. These large fixtures are usually suspended from the ceiling by ornamental brass hooks and chains, and fitted with large iridescent globes and shades with pearl-like reflecting surface, adding greatly to the attractiveness of the store. The chain hanging takes up the vibration and prolongs the life of the delicate filament. They produce a particularly soft and well diffused light which harmonizes with the ornamental effect and makes the illumination agreeable as well as attractive. They also harmonize with the other incandescent lamps in the store. The Giant clothing store in this city is lighted with large Mazdas, and it is the best lighted store in the city.

Show Windows Will Help Dispel the After-Holiday Dullness.

With the passing of Christmas, with its many and elaborate displays, the window dresser should not imagine that his work is done. As a matter of fact his greatest opportunities to earn his salary will come during the next two months, when

ordinarily business is dull. The window display is one and a very effective way to advertise. It is an invitation to all who pass to come in, and the invitation should be as attractive and enticing as it is possible to make it. The after-Christmas clearance sales should offer good opportunities. Then will come the January white goods sales. The right kind of a show window creates a desire for closer inspection of your goods. Here the person who reads your advertising will pause to confirm impressions or reject them. They have gleaned some ideas from your advertising. Your show windows should strengthen desires by attractive displays.

The window dresser, while illustrating the special bargain day, should keep his eye on the calendar and also upon the social columns of the newspapers. Washington's birthday, St. Valentine's day, St. Patrick's day, April fool's day, Easter—keep all these special days in mind and create a desire for special goods suitable for each by showing them in the window ten days or two weeks in advance. Early information regarding the big social event of the winter or the swell wedding may enable you to show something fit. When there are conventions or meetings in town, show something that will please the visitors.

Change your show windows often. Keep them bright and attractive and up to date. The displays need not be elaborate or costly, but they should be in good taste, artistic and of a nature to catch the eye and at the same time be representative of your business. During the next two months goods will not sell themselves. Buyers will have to be pulled in instead of coming in of their own accord. An attractive window is one of the best pullers in the market and should be kept constantly on the job.

Crepe Paper For the Window.

Crepe paper can easily be cut into narrow strips for use in decorating the window to liven up a display. All that is needed is a sharp knife, or, better, a razor, and a cylinder of the suppository machine, or any metallic cylinder, somewhat smaller than a roll of the paper—even a napkin ring will answer. Grasp the roll of paper in the hand, compress it and force it into the cylinder. Push it through according to width of strip wanted, and with the knife or razor cut off sections, holding the blade even with the edge of the cylinder. This will make a roll of paper of the desired width and the result will be satisfactory.

Ideas For Special Sales.

A good idea for a January sale to move the remnants and the left-overs is a package sale. One store sold \$2,000 worth of merchandise in one day that way not long ago. The sale was announced in the newspapers and by circulars about two weeks in advance. The packages numbered just one thousand and contained men's and boys' caps, socks, suspenders, shirts, handkerchiefs, gloves, etc. There was only one price—25 cents—and only one package to a customer, with no exchanges, no refunds, no packages returnable. About 500 of the packages were displayed in one of the show windows about three days in advance of the sale, set off with appropriate cards, which could be read across the street. The one essential element in a sale of this kind is that the packages contained big value for the money.

Another good idea is the suspender sale scheme. This was originated by an Illinois merchant. He sent out to his farmer trade half a pair of suspenders, with an explanatory circular reading in part as follows: "We present you herewith, free of all cost, one-half of a good, reliable regular 25 cent suspender. If you will bring this to the store we will give you the other half of the pair and re-sew them for 5 cents, to pay for printing and postage on this package. Or, if you will return this piece personally, and do not want the pair, we will give you ten cents for it. The offer holds good only on Thursday, Friday and Saturday of next week."

A clothing firm in Indiana gave away one day, during a special sale, a lucky penny of the present year's coinage in the form of a watch fob to every purchaser whose bill amounted to 99 cents. The one condition was that a dollar bill should be tendered in payment. The fob comprised both the change and the souvenir.

The charity fair and church social often works out profitably. In these events the merchant devotes 10 per cent. of the sales to the institutions interested. They, on their part, send a number of their members to the store to meet customers, and in this way promote sales. This idea is hardly so high in favor as formerly. Reputable merchants seem disin-

clined to draw religion into their business actions. Still a large number of charity fairs are conducted every winter in different parts of the country.

Style Recommendations.

The National Cloak, Suit and Skirt Manufacturers' Association adopted the following style recommendations at their recent convention in Chicago:

Suits—The straight line figure effect will continue into the coming season, and will be accentuated by a plain narrow shoulder and a rather snug fit about the hips.

The prevailing lengths of suit coats to be 26 inches and shorter. While the waistline is not defined, the suit jacket reveals the form of the figure without closely following its curves.

While the tendency is strongly in the direction of simple tailored design, new expressions in sailor collars and similar effects continuing into long, graceful revers will be featured.

Skirts—In addition to gored models, pleats will be employed in tailored skirts, and when so introduced will be pressed flat, the idea being to preserve the straight line and yet allow full freedom of movement to the wearer.

Separate Coats—The figure lines of the separate coats will be similar in effect to the suit jacket, in some cases, however, emphasizing the figure even to a lesser degree.

Prominent features which promise to be in vogue are broad collars in new forms; wide, long revers and the low, one-side buttoning effect.

To bring out a desired effect of novelty, a raised waistline may be employed on tailored garments, particularly in connection with suit skirts and separate coats.

Hart Brand Canned Goods

Packed by

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

Michigan People Want Michigan Products



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!

Odd Facts About Cigars.

A well-known Chicago cigar dealer recently made the startling statement that not only were the choicest Havana cigars now far less choice than they were five years ago, but that there was little hope of their ever again approaching the old standard in quality. Nor is this the worst, for he averred that as their quality has declined, cigars of all grades have advanced in wholesale price in the last eighteen months from \$2 to \$18 per thousand. Thirty cents now, he declared, could not buy so good a cigar as 15 cents could buy in the past.

The causes both of the deterioration and the steadily increasing cost of tobacco generally are to be found in the impatience and tendency to excessive indulgence which have long characterized the American people. They want what they want and as much as they want when they want it.

The supply of Havana tobacco, though very great, is now not nearly enough to meet a demand which has increased by 40 per cent. within the last five years.

Before the great revolution in Cuba about eleven years ago, during which very many of the tobacco crops were destroyed, cigars there were made with leaves that had been kept for from four to six years. Now the tobacco crops in Cuba, owing partly to their destruction in the revolution and partly to the enormous and ever-increasing demand for straight Havana goods, are about six years behind; and the worst of it is, that this most important product of the Gem of the Antilles will never be able to catch up. At the present time if any tobacco is kept for as long as six months before being rolled it is unusual.

In the manufacture of the choicest cigars time is a most important factor. To demonstrate why no really good cigar can be hurriedly made it is necessary to say a word about the process known as "curing." After the tobacco has been picked, which, in Cuba is usually in April and September, it must be cured, the curing having for its object the drying and preservation of the tobacco, and by a process of slow fermentation the modification of certain of the leaf constituents, and the development of the characteristic aroma of the substance.

Curing may be effected in two ways; one a natural and slow process, the other a quick and artificial one. In the natural process layers of the tobacco are ranged on shelves in barns and there are allowed to dry in currents of warm dry air which enter through open windows. When the weather is very damp these windows are closed, and sometimes the barns have to be heated moderately to prevent mildew and rotting of the leaves. That curing takes six to eight weeks, but it gives the tobacco a finer and mellower flavor than does the other quicker process of fire-curing. In the latter method the curing is effected in four or five days by heating the barns gradually with charcoal or other kind of fire to a

temperature of 170 degrees Fahrenheit.

Well cured tobacco leaves being very brittle, they are next exposed to air containing much moisture, which they absorb and are thus rendered soft and pliable before they are stripped from their stems and sorted. Then the tobacco is bulked on the floor in a barn into solid stacks five or six feet in height, where fermentation is set up within the mass, the temperature of which rises steadily till it reaches about 130 degrees Fahrenheit. Great care must, of course, be taken to prevent overheating and to keep the fermentation uniform.

In the manufacture of high-grade pipe tobacco also much time is required. The raw materials in the warehouses is of various qualities. Some are strong, harsh and bitter, and are therefore unfit for smoking; while other samples are mild and fine, with aromatic and pleasant flavor, but devoid of strength. By proper blending the best smoking tobaccos are obtained; but the rough, bitter kinds can not be manufactured without preliminary treatment designed to modify their intensely disagreeable taste.

The only treatment at one time—and it is said to be the best treatment now—was to store the strong tobacco for a lengthened period, during which time it matures and loses its harshness. The up-to-date treatment to meet the clamorous demands of hurry-up Americans is to macerate the leaves in water containing hydrochloric acid, afterward washing them out with pure water. Renewed fermentation artificially induced by moisture and heat is another quick method for mellowing a rank-tasting tobacco.

Cigars are still made by hand, no machine having yet been invented that will roll them so nicely and evenly as do deft human fingers. The cheapest cigars—the three-for-five variety—are made of French, Kentucky, Algerian or Hungarian leaves. At the other extreme are the cigars smoked by the Czar of Russia, which are of the choicest and best-matured Havana, and which cost \$1.50 each.

Tobacco from Brazil is the most combustible. Connecticut and Pennsylvania tobacco, though growing large, handsome leaves, has little substance and a poor flavor. The United States, however, leads all other countries in tobacco production, of which it exports at least one-half.

Peripatetic Educating.

During the winter months in Germany the village lecturer is sure of a hearing. In summer there is no time to learn why the butter does not keep, or the washerwoman's soap does less work than is expected of it. But when the long dark evenings put a stop to other duties, the council lecturer who arrives with her churns or her dressmaking chart has a chance of being heard and appreciated.

In Bavaria a new venture is being made this year. Traveling teachers have been engaged who are to pursue their Wanderjahr through the

country at large, sowing as they go the seeds of fruit culture, of bee keeping, poultry raising and all the other minor occupations of rural life. The courses are arranged, however, to last a year and a half and are to cover every department of country housekeeping which it is useful for the German hausfrau to excel in.

There will be practical courses on fruit growing and on kitchen gardening specially adapted to cottagers. Sewing and needle work are to be taught in the winter evenings. Other instructors will travel round on the heels of the needle woman and start lectures on first aid, singing and drill. Physical education and simple rules on health are amongst the winter subjects.

Home book-keeping and the chemistry of food, scientific housekeeping and hygiene will in time be put within the reach of those who live in towns and who are a little more widely read and better educated than the agricultural peasant. A training college has been opened in which the peripatetic teachers are to train. In the future it is expected that a constant stream of traveling teachers will be able to push their wares in all the towns and small villages in the country, and widen the interests of the Schwarzwald peasant.

Pumpkin Bread.

Here was what Grace McKimley had to say of one of the most lordly of fruits, that has been perverted for more than a century:

Oh, golden pumpkin, big and round,
Thanksgiving's here once more!
In flaky crust you will be found,
As you have been before.
And when I go to grandma's, I
Shall feast, of course, on pumpkin pie.

New England never knew what to do with a pumpkin. The Yankees created a pie of it, and made it abominable with spices. The pumpkin and wheat flour remind one of Kipling:

East is East and West is West,
And never the twain shall meet.

No man ever knew what a pumpkin was made for until he sat at a cabin home in the Ohio Valley, where they had for supper pumpkin bread, sweet nutty butter and rich milk fresh from the cow and only an hour chilled, or, better, butter-milk fresh from churn and spring-house.

Get your pumpkin when the frost is on it, a red pumpkin, not a yellow. Separate the rind and the seed from the pulp and stew the pulp. Then take grated meal, put plenty of shortening in it, and make a dough of corn meal, pumpkin and sweet milk; bake it quickly and bake it hot. When done put plenty of butter between the upper and nether crusts. Have a squirrel stew, a chicken stew or a fish just out of Blue Spring Creek, or, better than this, than these, than all, spareribs, backbone and real sausage. That is the way to eat pumpkin, and the only way civilized man will eat it after he learns that food can be made luxury.

The pumpkin was made for bread and not for pie. He that has eaten pumpkin bread knows it, and will dare maintain it.

Curious Facts About Oranges.

You have probably noticed that an apple always has five cells in which its seeds are held. But with an orange it is different, for the number of sections varies considerably, being generally a dozen or more. There is a way to tell in advance before you have taken off the peel, how many sections a given orange has, and if you know the trick you can perform what seems to be quite a wonderful feat in clairvoyance.

At the stem end of the orange you will find a little wheel-shaped depression where the stem was pulled away, and if you will count the spokes in this wheel it will give you the number of sections. Each section of the orange is virtually a separate fruit, and the number of sections seems to be governed by the number of cells which are fertilized in the bud. The next time you eat an orange see if you can learn the number of sections by looking at the stem scar.

G. J. Johnson Cigar Co.

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



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, 100 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 Order-Tameness Co., 1942 Webster Ave., Chicago.

There is no risk or speculation in handling
Baker's Cocoa and Chocolate



Registered U. S. Pat. Off.

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

52 Highest Awards in Europe and America

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

PUBLIC AUCTION

Of Freehold City Property, Including Factory, Machinery, Etc.

Under and by virtue of the powers contained in a certain mortgage, in which Malta Vita Pure Food Company is the mortgagor, and which mortgage will be produced at the time of sale, there will be offered for sale by public auction on Saturday, the 7th day of January, 1911, at the hour of 12 o'clock, noon, at the auction rooms of C. J. Townsend & Co., 68 King street east, in the city of Toronto, the property described in the said mortgage as follows:

"All and singular the following described properties situate, lying and being in the city of Toronto, in the County of York, and Province of Ontario, Canada, to-wit: That certain parcel or tract of land and premises situate, lying and being in the city of Toronto, in the County of York, and Province of Ontario, Canada, and being composed of Lots One and Two according to Plan "684," filed in the Registry Office for the Western Division of the city of Toronto, together with all factory buildings, shops, dwellings and other structures thereon or hereafter to be placed thereon, also all railroad tracks to be constructed thereon and all engines, boilers, belting, shafting, fixed and movable machinery and machines, with their separate parts and attachments, fans, blowers, awnings, steam, gas and water pipes, blast pipes, steam and heating apparatus, gas fixtures, ovens, furnaces, stacks, forges, fire extinguishers, hose and other fire apparatus, electric light, power, heating apparatus, operating machines, with their separate parts and attachments, gearing, dies, office and shop furniture and factory implements, tools of trade and tools used in repairing buildings or machinery, draught animals, harnesses, stable furniture, wagons, carts and trucks, kept for use, and all other fixtures, implements and apparatus, being and intending to include all of the chattels now situate upon said described parcel of real estate, which said parcel of real estate, together with said personal property, constitute its factory and plant in the said city of Toronto, used in carrying on its business of manufacturing and dealing in cereal food; also all licenses or letters patent issued by the Dominion of Canada owned and used by said mortgagor in and about its said business or otherwise, and all interest, right or claim of said mortgagor in and to any other letters patent, or in and to any interest, right or claim in any application for letters patent, now or hereafter applied for by the said company; also all trade-mark or trade-marks, registered or otherwise, and all common law trade-name or trade-names used by the said mortgagor in and about its said manufacturing business, including any and everything commonly denominated "good-will," so far as the same relates to the Dominion of Canada; also all plates and designs for labels and cartons, also all the other real, personal and mixed property of which the mortgagor is seized or possessed

in the Dominion of Canada. Together with all and singular the tenements, hereditaments, rights, franchises, powers, privileges, immunities and appurtenances to any of the said property belonging or in any wise appertaining, and all the rents, profits and issues arising or to arise therefrom, and all additions to any of said property when and as the same may be in any manner hereafter acquired, whether the same be for replacing or renewing that now in use or otherwise."

The property is situated on the southeast corner of King street west and Mowat avenue, in the city of Toronto, and has a frontage on King street of one hundred and eight feet, four and one-third inches (108' 4 1/3") by a uniform depth of one hundred and twenty-five feet (125'), and there is erected thereon a large three-story solid brick factory, with a one-story boiler house in addition. The main building is one hundred feet (100') in length on King street by forty-three feet (43') on the east side of Mowat avenue, and the boiler house addition immediately joins the main building on the south and towards the east thereof. The building has a large freight elevator situated immediately to the south of and attached to the main building. On the property is a return tubular boiler, 54 3" flues, full flush front, with brick setting, and all standard fittings, made by Buckeye Engine Co., Salem, Ohio, and there is also a single eccentric automatic piston valve engine with 54x18 inch belt wheel pulley, made by the Taylor Manufacturing Co., Chambersburg, Pa., R. M. Beck's patent. The factory also contains the necessary working plant for the manufacture of Malta Vita, the well-known cereal food. The factory and equipment are said to be in good condition, and the

business is now being carried on and Malta Vita being made therein at the present time in the usual manner.

The property will be sold subject to a reserved bid.

Terms—10 per cent. of the purchase money to be paid down at the time of sale and the balance of the purchase money to be paid within two weeks from the date of sale, after which the purchaser shall be entitled to immediate possession.

For further particulars and conditions of sale apply to the Solicitors of the Mortgagee.

MESSRS. DENTON, DUNN & BOULTBEE,

Solicitors, 20 King Street East, Toronto.

Dated at Toronto, this 5th day of December, 1910.

Wholesale Grocers' Directory.

A new edition of the official Wholesale Grocers' Directory of the United States and Canada published by Orrin Thacker, Columbus, Ohio, has just been issued. The financial rating is given for every name in the directory (2843, in the U. S. and 145 in Canada) and there is a wonderful improvement on former editions. The corrections are made right up to date. Mr. Thacker has had the assistance of Arbuckle Bros., The Dunham Manufacturing Co., Enoch Morgan Sons Co., of N. Y., The Proctor & Gamble Co. of Cincinnati and the secretary of each State Wholesale Grocer Association in getting a list that is absolutely correct. The price of the directory (U. S. and Canada in one binding) is \$1.00 per copy or six copies for \$5.00. Address Orrin Thacker, Columbus, Ohio.

Where one man has succeeded by sheer luck ten have succeeded by sheer luck and in spite of plenty of ill luck.

Keep on friendly terms with your store neighbors. Take time to visit around among them a little. It will pay you in more ways than one.



The Popular Flavor

MAPLEINE

Better Than Maple

Order from your jobber or

The Louis Hilfer 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.

IF A CUSTOMER

asks for

HAND SAPOLIO

and you can not supply it, will he not consider you behind the times?

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.

Hang Together or Separately.

During the darkest hours of the American revolution, wise and witty Benjamin Franklin said to his fellow patriots:

"We must all hang together—or we shall hang separately."

Our forefathers did hang together and got results from their co-operative effort which many millions of people have since enjoyed.

The situation of the retail merchants to-day—and particularly the country merchants—is not so desperate as that of the colonial patriots, but nevertheless the retailers feel the heavy hand of oppression and stand always between the cross fire of producer and consumer.

Many retailers have failed to appreciate the fact that merchandising conditions are constantly changing and that to win maximum success they must change their methods accordingly. But practically every retailer must realize that, single-handed, he can not cope with the forces that are working against him and planning the annihilation of his kind.

There is only one way that retailers can survive the fight—and that is through "hanging together" and fighting shoulder to shoulder for the right. Otherwise they are certain to "hang separately."

The country merchant is surely doomed to extinction—unless he works out his salvation through co-operative effort with his brother merchants. The big city merchant will continue to exist in some form so long as cities endure, but vastly different conditions obtain in our country towns.

The amount of trade already diverted from normal channels to the mail order houses is staggering in its immensity and growing in volume daily. With the extension of the parcels post on the European basis—which seems certain unless business men generally awaken and exert strenuous opposition—the mail order houses will swallow most of the business still remaining in the country towns. Every city store of any importance will then have a mail order department and the competition which the country merchant must face will be increased and intensified. There will also be an enormous increase in factory-to-consumer trade.

The live-wire country merchants can, under present conditions, meet the competition of mail-order houses on the same basis of service, quality and price—but when the postoffice department begins carrying merchandise at rates far below cost, then the mail order dealers will have a price advantage no country merchant can overcome.

The business men of the country towns simply must forget their petty jealousies and differences of opinion on various more or less important matters. They must let the dead past bury its dead. They must get together, work together and stick together for the common good.

Must is a strong word but it is the only one that properly expresses the situation. They must do these

things—or they will be forced out of business eventually. There is no escape from it, for the outcome is as certain as death and taxes.

Organization was never more important than it is to-day. Now is the time to get together. Join your local, state and national associations. And if your town has no local association of business men, do your part in helping organize one.

And don't stop with organization. An association is merely a machine with which to accomplish certain results. Whether these results are accomplished depends almost entirely upon how the machine is handled. To get maximum results every member must do his duty.

Surely all will agree that "hanging together" is vastly preferable to "hanging separately."—Omaha Trade Exhibit.

The thing to do is to write to President Taft protesting against the passage of any parcels post legislation, to the Chairman of the House Committee on Post Roads and Post-offices, to the Senate Committee on Postal Affairs, and to the representative and senator who represents your district. Don't let the other fellow do the writing but do your share. Thousands of letters of protest must go to these men. If they do not you will lose. This is not work for "the other fellow." It is work for you. And you must get your friends to protest and your association to adopt resolutions and send them to those personages enumerated above. This is serious work for serious men and unless it is done seriously and well something decidedly unpleasant is bound to happen.—Interstate Grocer.

Sardine Bait.

French sardine fishers use as bait the roes and other waste products of the Norwegian cod fisheries. This bait is expensive and its price is continually rising owing to the increasing demand. An artificial bait, which is much cheaper, has recently been employed, but with only partial success, as it sinks too quickly and often lures the sardines downward instead of drawing them up into the nets.

Attempts are now being made to remedy this defect. Success in this line would bring joy to the fishermen, but not to the dealers in Norwegian bait, who enjoy a very lucrative monopoly. The question is one of burning interest and has nearly led to open war between fishermen and bait dealers on the French coasts.

Tomatoes From Tampico.

Growing tomatoes is comparatively a new industry in the Tampico district of Mexico. It was started a few years ago by some of the American settlers, and it was found that the crop did so well and came in at such an opportune time of the year for the Northern markets that the acreage was increased very rapidly. It is estimated the shipments this season will exceed 300 carloads.

Where Walnuts Come From.

English walnuts are not grown in England. So far as anyone knows, England never did grow a crop of English walnuts.

France and Spain are the homes of the "English" walnuts. In France particularly the raising of "English" walnuts and preparing them for market is an important industry.

Many years ago the walnuts from France and Spain were shipped to England and from that country they found their way into the markets of the world. They were then known as English walnuts and although they are now shipped to the markets of the world direct from their native country they are still known as "English" walnuts.

In France the best walnut districts are Terrasson, Brive, Gannat, Montignac and Condat-Bersac. At these places factories are maintained by Philippe Vergnand, one of the principal foreign dealers in these nuts.

There are no walnut orchards, as might be supposed. Instead of giving over much valuable land to this crop, trees are set out in the by-ways and such places as their presence will not seriously interfere with the tillage of the soil.

At the age of about twenty-five years the trees bear a fair crop, and with good care continue to be productive for a full century.

The nuts are gathered each morning after they have fallen from the tree. They are then sun dried until the bark may be removed, when they are either taken to the factory by the farmer or are gathered up by the factory buyers.

At the factory they are shelled by machinery and assorted by girls. Then they are well dried and packed ready for shipment.

The large factories maintain agents in America, who sell the product and have it shipped direct from the factory.

England and America are the important markets, although a great quantity of walnuts are reserved for home consumption. Whole walnuts and shelled walnuts are prepared for market.

There are seven or eight species of the walnut, and these are scattered over the world. While these trees do best in a temperate region, they are found as far south as Mexico and the West Indies.

Generally speaking, the tree is regarded as native to Greece, Armenia, Afghanistan and the Northwest Himalayas. It is also found in Japan.

At the present time the great black walnut growing districts for the American market are on the Pacific coast. In these districts the trees are cultivated for the nuts and so long as they continue to bear are spared the woodsman's ax. The walnuts, for which there is a good market, make it worth while to preserve the trees and give them some care.

This year English walnuts are very scarce and high. The French crop in some sections was a complete failure, and in others the crop was very

short. Not only are English walnuts high, but they are so scarce that it is sometimes difficult to get good ones at the market price. The American black walnut is therefore in good demand.

Vegetables By Weight.

North Dakota insists that the consumer is entitled to, and that the seller shall give full weight. A law went into effect in that State on December 1, compelling produce dealers of the State to change their system of selling from the old measure to the pound-weight plan. This is one of the most sweeping orders promulgated by the State's pure food department. One direct result of the order will be an increase in the price a bushel of practically all kinds of produce. Potatoes heretofore sold in a bushel measure must under the order weigh sixty pounds to be considered a full bushel. There will be no increase in the actual price, as the buyer will receive more to the bushel than he did previously. Apples, too, will come under the new regulation, and will hereafter have to be sold by the pound, as will a great many other products. North Dakota, about a year and a half ago, ordered that weights of the contents of packages, such as crackers, etc., be stamped on the outside of the package. As a result several large concerns withdrew from the State, preferring to lose the territory than to give the true weight of their goods.

Horace Greeley To Farmers.

Most men are born poor, but no man, who has average capabilities and tolerable luck, need remain so. And the farmer's calling, although proffering no sudden leaps, no ready short-cuts to opulence, is the surest of all ways from poverty and want to comfort and independence. Other men must climb; the temperate, frugal, diligent, provident farmer may grow into competence and every external accessory to happiness. Each year of his devotion to his homestead may find it more valuable, more attractive than the last and leave it better still.

There are discoveries in natural science and improvements in mechanics than conduce to the efficiency of agriculture, but the principles which underlie the first of arts are as old as agriculture itself. Greek and Roman sages made observations so acute that the farmers of to-day may ponder them with profit, while modern literature is padded with essays on farming not worth the paper they have spoiled. And yet the generation whereof I am a part has witnessed great strides in your vocation, while the generation preparing to take our places will doubtless witness still greater. I bid you hold fast to the good with minds receptive of and eager for the better, and rejoice in your knowledge that there is no nobler pursuit and no more inviting soil than those which you call your own.—From Horace Greeley's "What I Know About Farming."



Beginning at the Bottom and Working Up.

Salesmanship is an art that has to be mastered to bring results. A man who knows nothing about painting is no artist, and likewise a salesman who knows nothing about the art of selling goods is no salesman. Anybody can sell goods at cut prices without being a salesman, but it takes a real salesman with experience back of him and with knowledge of the goods he sells to dispose of goods at regular prices.

The trouble with a good many clerks is that they do not get the right start. Instead of starting at the bottom and working up, they start in the middle, and instead of working up they come down. A man who wants to become a good salesman should start his career by taking care of the stock, cleaning up, unpacking new goods, etc. Although this does not look very tempting to the average young man starting in the business, yet it is the proper start to make.

A traveling salesman stepped into a merchant's private office the other day and found it occupied by the Boss and his son. The son was sitting near the window, his feet upon the desk, watching the women who passed. The merchant introduced his son to the salesman and informed him that he was learning the business and the proprietor expected to turn the business over to him as soon as he had learned the trade.

The salesman, being a kind of gruff old fellow, sized up the son, and turning to the merchant, said:

"The best thing you can do if you want your son to run this business successfully after you turn it over to him is to make him take off that high collar, put on overalls and send him down cellar to clean up the pails of fish. I bet he does not know the difference between a herring and a sardine."

This was good sound advice the salesman gave, but the merchant took it as an insult, and his face looked as if he wanted to say, "The very idea! To have my son go down cellar to clean up." Now this young man will never be a good salesman or learn how to run the business right, as he will lack the experience that is necessary. He will not know a thing about the bottom of the business, how his stock should be kept and taken care of. Most important of all, he sets a bad example for the help under him.

Here is another instance where a young man wanted to climb the ladder too fast, and consequently fell

back. When I was just about finishing my first year in a retail store and had waited on trade but very little, my Boss hired another boy who was expected to start at the bottom; unpack goods, clean up, do cellar work and make himself useful in general. Instead of doing these things and doing them the way they should be done, he shirked them and got a notion he could wait on trade as well as the experienced men.

After about a week of this, the Boss took him on the carpet and told him what to do and how to do it in the right way. He replied that he couldn't find anything to do around the stock room or cellar and besides he wanted to wait on trade, as he thought he could do this just as well as the rest of the boys.

The Boss argued with him quite a while, but finally realized that he made no impression on him, so he closed the deal by writing out the boy's check and told him to go.

A thing the clerks should be thankful for, but seldom are, is that there are very few merchants who haven't interest enough in their clerks to help them along and give them an occasional boost.

Almost any merchant is a good man to start with if he has a good trade, is well liked in the community and is a good business man. Such merchants are the men who make real salesmen out of the boys who work for them, providing the clerk takes an interest in his work and tries to help make the store better.

Start at the bottom, keep your eyes and ears open, learn from the experience of others, work for the Boss and do not shirk. Then success will meet you halfway.

Get the right start, stick to it and you are bound to become a real salesman, instead of a mere clerk.

Geo. Raveling.

A Few Don'ts For Clerks.

Don't chew gum during business hours.

Don't read when your time is not your own.

Don't wear out the telephone by gossiping.

Don't come to work at 7:30 when you should be there at 7.

Don't upset the stock and then wait until some one else straightens it.

Don't forget to work when the boss is gone.

Don't forget to thank your customer for his patronage.

Don't forget to ask him, especially if he is a stranger, to call again.

Don't knock any of your competitors.

Don't be forgetful.

In doing your work do it heartily and fully. Do not grumble and do not knock. If you have any grievances tell the boss and not the other clerks. Poost for the house, because when you do that you are boosting for yourself.

Work as though it were your own business that you are pushing and you will school yourself so that when you are able to have a business of your own you will have experience and training which will be of great value to you.

Remember that square dealing, fair treatment and good merchandise furnish the foundation to future and continued business. And the first two are largely up to you, Mr. Salesman.

Fred Beeuwkes.

Real Men Needed.

There is a life open to every worker, and which brings content without checking ambition or growth. It is the life of doing good work, giving your best endeavor and patiently awaiting results.

As we stood in the office of a great corporation where 800 clerks were busy, we said to the officer showing us about the plant: "What earthly

chance have those chaps to get ahead in the world?" He said: "Every chance; far better than were they in a small concern. Every fellow there is watched, his work noted, and those who display superior ability are spotted and pushed ahead. The company is vast, has so many branches, needs so many heads of departments that we are on the lookout for men of force to fill such positions."

There is the moral in a nutshell. The commercial world needs, must have, men of ability and character. It is on the lookout for such, but makes no noise about it; does not advertise its need, but quietly keeps tab on every worker from office boy up, and as he deserves advancement it comes of necessity. If you believe otherwise, examine yourself and see if you are doing your level best.

—American Grocer.

Customers who are treated in a short and snippy manner by the salesman will be pretty apt to make short and snippy purchases.



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

Little Things Count.

There are many little duties that we have to perform in every-day life that do not seem to count for much. They are apparently insignificant, but they have to be done. When what comes to hand every day is done cheerfully and to the best of our ability the time rolls rapidly by. Soon the new year comes, as it is approaching now, and then it is that the most of us look back over the past in a retrospective mood. We may see many defects, shortcomings, work performed that could have been improved upon, but those who have been true to their trusts, have performed the work that came to them to do in as faithful and conscientious a manner as possible, will also feel a glow of satisfaction when they see what a great sum the little deeds have amounted to. A little kindness, true faithfulness to duties to-day, to-morrow, the next day, every day during the whole year, are certain to show a lot accomplished and cause us to rejoice that our efforts have not been entirely in vain. The retrospective days are drawing near; the time when we all look backward, and while the pathway may have been thorny, while sorrows and troubles may have been the portion of some of us, nevertheless, if we have been faithful, have been true to ourselves, our employers, our associates, we can all take hold of life at the beginning of another year with feelings of gratefulness that we have done as well as we have, with pride that we have not faltered oftener by the way and with a strong determination that in the coming days we will make the little things count more forcefully than ever.

Treatment of Clerks.

The willing and interested clerks stand ready these hustling days to put in about all the time and effort necessary to gather in all the holiday money it is possible, and the wise "boss" will not forget that they are important factors in his business and go as far as possible and consistent in recognizing their efforts. Unfortunately there are some men in business who are very affable to customers and build themselves a reputation for liberality and fair dealing, who think it a waste of energy and effort to show appreciation of a clerk's faithful work. They argue that "that's what he is paid for and he ought to be mighty glad to hold the job and get the money." All of that may be true and still the best results have never been secured and never will be by taking any such position. You will seldom find that spirit prevailing in the important concerns of the country.

Initiative.

Initiative is the faculty which enables one to begin to do things beneficial in one way or another. Almost any man may begin—that is, be the first—to do something, but few men can be the first to do that something well. Initiative, in order to be worthy of the name, should comprise two elements—the element of originality and the element of ad-

vantageousness; not merely resultfulness, because this latter may be most detrimental to the person or thing in behalf of which the initiative is taken.

The man with ill-guided initiative is far less desirable than the conservative man. The first can wreck a business by his rashness or make it an object of public ridicule, while the second, although he may not bring the business into the limelight of success, will at least keep it away from the reefs of ruin.

Initiative, guided by unbiased judgment, courage and foresight, is the greatest moving power in the world. It gives life to things which previously appeared dead—it moves, thrills, surmounts, accomplishes and wins.—R. F. Nattan.

Be a Good Fellow.

It is a good thing to remember all of your customers you can on Christmas day. If it is no more than an attractive card, or a calendar containing the greetings of the season, do not neglect it as it is a most important matter. There are mighty few people in this world who do not like to have their names on the remembered list, especially during the holiday season.

There is a whole lot to this giving proposition. Few men bankrupt themselves by their generosity. The good book tells us that it is more blessed to give than receive and that does not mean that any person is to buy and give away indiscriminately. It is seldom, however, that a business man hurts himself by what he gives away. Liberality towards those who patronize him, an entire avoidance of anything that savors of smallness and pettiness, is certain to redound to a merchant's credit. Some say that this is buying business, and argue against it on that account. Of course it is, and all business is bought in one way or another. If it can be attracted by a little extra liberality during the holiday season it is a mighty good investment.

Wear a Smile.

What we wear is very important in this world, both in business and social life. Every man who circulates among his fellows, does business with them, owes it to himself and those he comes in contact with to dress neatly and appropriately, but the most important of all to wear habitually is a cheerful expression. That does not cost a cent and yet some men are very guarded of their smiles and pleasant words. The grouch face grows on a man, too, and it is not long before he can not put it off. Wear a pleasant countenance, even if your trousers do have a little lace around the bottoms.

A doctor prescribes hope as the best food for a constant diet. If it were not that a good many fairly exist on hope this would be a dreary world indeed, and business would have little charm. It is a mighty good food to get chock full of, but it necessitates plenty of the substantial on which we exist to keep the flame burning.

He Paid For His Fun.

A bad boy entered a grocery store on Bridge street.

"What'll it be, son?" asked the grocer.

"Give me a smoked herring, and wrap it up," said the boy. Then he looked around for diversion.

The store cat was asleep in the sawdust. The boy put his foot on the cat's paw. The cat yowled with pain and fled for the shelter of the cracker barrel.

A bag of beans was standing in reach. The boy kicked a hole in the bag, so that the beans ran out on the floor.

"You're a fresh one, ain't you?" said the grocer.

"G'wan. Hurry up with that herring," replied the boy. "Can't you see that my time is valuable?"

A decayed orange lay on the floor beside the orange crate, waiting to be swept up. The boy carefully returned it to the crate.

Then he toyed with the dried beef cutter and put it out of gear, after which he knocked a stack of condensed cream cans into the dill pickle barrel.

"Here you are. Now get out," said the grocer, handing the boy a package. "I ought to spank you, only I'm busy, so I'll leave it for your mother to do."

In five minutes the boy entered the store again. He had the package in his hand and he had been crying.

"What did you go and give me a lamp chimney for, you lobster?" he said. "I told you I wanted a smoked herring."

"Didn't I give you a herring?" asked the grocer sympathetically. "That is too bad. What did your mother say?"

"What do you 'spose?" retorted the boy. She licked me besides, and it's all your fault."—Newark News.

Are You the Best?

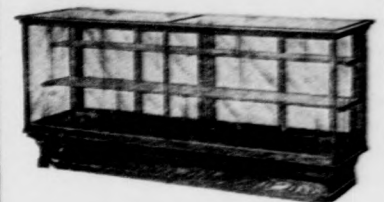
Are you the best butcher in your market? If you are not, why? Being the best is the thing that counts. The secret is work. If you are not the best man try to be just as good as the fellow who is, and then there will be two good men instead of one best; that will be better for you and

the market, too. Sometimes the best fellow leaves for another place and then the next best steps in his shoes. Let that one be you. It is easy. A good definition of the boss would be to say that he is the man at the head of the business who appreciates this kind of effort on the part of the boys.

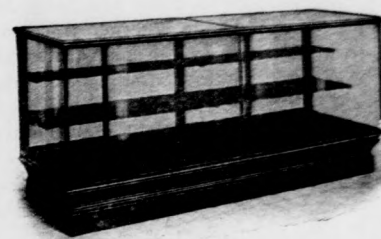
Fire Drills For Employees.

In addition to taking every precaution to prevent fires, the merchant should be prepared to stop one if it starts. Every big store nowadays has its fire department composed of employes and equipped with modern fire-fighting apparatus. There are regular drills, and in time of need such a department is on the spot when the fire starts and is within control, which makes its services infinitely more effective than those of the city fire department blocks away and which may not arrive on the scene until the fire is beyond control. Another fire precaution that has proved of inestimable value at a critical time is the "fire drill" for all employes. At the stroke of a fire gong certain employes take command and the others form in orderly lines. Customers within the store are quietly instructed what to do and a deadly panic is averted. In some cases hundreds of lives have been saved by a fire drill.

You Should Have Our New Catalog of DEPARTMENT STORE EQUIPMENT



It contains many new fixtures of interest to the merchant. Mailed free on request. WILMARTH SHOW CASE CO. 936 Jefferson Ave. Grand Rapids, Mich. Downtown Salesroom—58 S. Ionia St. Detroit Salesroom—40 Broadway



We Want Your Business

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

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The Largest Manufacturers of Store Fixtures in the World

THE ADJUSTMENT BUREAU.

It Represents Wise Cooperation in Matters of Credit.*

Man's inhumanity to man can not be charged to the credit man, but rather man's inhumanity to himself would fit his case better.

This inhumanity is, however, to some extent self-imposed. And the speakers that follow me are going to tell you how you can get rid of some of your worries.

How can the credit man best safeguard his credits, and through what agency can he most efficiently and with least expense collect his delinquent accounts? This is the subject which I am to introduce. Others following will tell the real story.

No more does man discover the beauties of a snow capped mountain peak and which he desires to communicate to his fellow man than necessity tugs at his elbow and says, "Get down here and hoe corn or saw wood."

How oft times man feels as though he would like to get away from it all just to rest his soul to the full, for man does not live by bread alone. One antidote is to weave a bit of philosophy, a bit of poetry into our everyday work.

The pig and the goat are two animals that have much in common. The pig has bristles and the goat has hair nearly as coarse. The pig has kinks in his tail; and the goat has kinks in his head. That's why it butts in so unexpectedly at times. They both have a peculiar smell of their own. The goat furnishes meat for the poor, and the hog, true to its name, has almost succeeded in getting out of the reach of the rich. But what appeals to me and arouses my imagination, gentlemen, is the fact that the skin of both can be converted into most beautiful leather. My imagination pictures the feet of beautiful women and children incased in the leather of the goat, while the leather of the pig will cover some of the most beautiful story books.

A gentleman walking along the street the other day, rather heavily laden heard a voice singing. He drew near to the shoe shop from whence the song came, and as he listened, the shoemaker sang while he hammered away: "O who is as happy as I am to-day? I save twenty soles while the parson saves one, and I always heel when the doctors heal none." He too was weaving a bit of poetry and philosophy into his everyday work.

Gentlemen, I am just reminding you of your troubles, so that those that follow me can more readily point out a remedy. A great inventor recently stated that man has no thoughts—he simply receives impressions from the outside. This statement has brought forth a storm of criticism, and whatever may be the truth, one thing is certain: man does receive impressions. What I have to say will be impressions received through the Adjustment Bureau of the Grand Rapids Association of Credit Men.

Knowing that the subject has been

brought before you in very able manner heretofore, personally I should hesitate to bring it before you again if it were not for what the poet said, namely, that man needs not so much to be informed as to be reminded. I feel as though I were simply re-introducing an old acquaintance, an acquaintance, however, that should long ago have proved a friend to every member of this organization, and has done so wherever and whenever given an opportunity. A friend is, as you know, an acquaintance who has been tried and not found wanting.

As the credit man has oft times to deal with the lame ducks and cripples that fall by the wayside, he is by necessity the rear guard at times, but his principal business is in the van, directing the forces of commerce, viz. that subtle force that creates the traffic on the highway of commerce credit, without which man in trade would be relegated back to the time of the caravan, where every man was obliged to transport his own goods to market and barter them away as best he could. The credit men are the police of this great highway of commerce under the jurisdiction of a lawful governing power, which power likewise exercises under certain conditions a guardianship or protectorate over the parties engaged in traffic.

It is the business of the credit man to keep the traffic on this great highway flowing freely to and fro with as little friction and interruption as possible. It is likewise the business of the credit man to see that no individual shall become so overloaded as to cause a breakdown. Should, however, an individual by carelessness or ignorance on his own part or on the part of the credit man who failed to call a halt in time to avert the danger of an overload, if under such conditions an individual suffers a breakdown he ought not to be treated piratically but ought to be succored and with good advice and wounds bound up sent on his way rejoicing. And I am glad to say he usually is. If, however, the breakdown of such an individual is due to lust and greed on his part, then the general guardian of the highway should have power to sidetrack him until a majority of his creditors shall see fit to re-instate him in his former privileges; for is there any judge better able to decide whether this man's recklessness may not prove a further hindrance to the traffic on the highway, than the majority of his creditors? Granting that the above is true, the question arises can the rights of both debtor and creditor be best conserved by individual or by organized co-operative effort?

There may be some credit men who hesitate to give information regarding a debtor, believing that the information he possesses is of greater value than the combined information of all the creditors. While this may be true in certain isolated instances it certainly is not sound doctrine when applied to a multiple of cases. The knowledge of the individual certainly can not stand infallible against the combined knowledge of all the creditors interested. Hence it is ob-

vious that an interchange of credit experience will redound to the benefit of the individual. What is true of co-operation in the interchange of credit experience is likewise true of the collection of delinquent accounts. This is the day of co-operation, and co-operation needs an organization to become effective. Only by co-operation through organization can we as credit men hope to eliminate dishonest individuals from trade, and by organization we can more efficiently assist honest but unfortunate individuals to the advantage of both creditor and debtor.

I wish very briefly to give you the results accruing to Hirth-Krause Company in the collection of accounts by the use of pink letters this past year. In round numbers it is \$2,400. Please bear in mind that the pink letter was not resorted to until every other available means, except placing the claim in the hands of an attorney, was exhausted; and do not forget that the only cost was that of postage. When the debtor receives a pink letter, he immediately realizes that unless he holds the good will of this complaining creditor he will provoke the illwill of all the firms connected with the organization, a thing he can not afford to do.

Only a few days ago after sending dunning letters written in all the modes and tenses within our knowledge, and without being successful in the collection of the account, we resorted to the pink letter. This letter brought the gentleman out of the woods with \$200, and a promise to pay the balance of the account by January 1st.

Gentlemen, I believe by becoming a member of the Credit Bureau you will conserve your credits and put yourself in touch with an organization that can give you excellent results in the collection of delinquent accounts and thereby lighten your load.

Sometimes the only complimentary thing you can truthfully say of an acquaintance is: "He is not any worse than other men."

Keep Young.

There is seldom necessity of a man losing his youth just because he grows old in years. Really old men, although they have hardly passed the 40 mark, find that there are few places open to them in this world. The man who has worked faithfully for a corporation for a score and a half of years and finds himself thrown out by business changes and failures has a hard time of it if he has allowed himself to grow old. It is not necessary, in the great majority of cases, for a man to be bent shouldered and wear that genuinely old appearance because he has passed the 50 or 60 mark. It is the spirit that counts. This country has many examples of the most active business men, and successful ones, who have even passed the time allotted man to live on earth. He who grumbles at every little ill, who allows himself to literally double up with years, pushes along the time of his retiring, and it generally comes at a comparatively youthful age. The mind can be kept young and active, just as well as the body, if it is trained that way. Creative powers do not die out when the youth age limit has been passed, but they do rapidly grow rusty and of no avail if they are allowed to slumber in idleness or if their owner nurses them along under the belief that it is time for him to fail and that there is no use trying to keep up. Keep abreast of the times, take an active interest in the affairs of your day, associate with the young and vigorous, and never for a minute allow yourself to double up with the idea that you are growing old, and you will be able to give the boys a rustle in business right up to the time when the call for over the river comes along. There is no doubt in the world of the statement that a man is only as old as he feels, and he who keeps going, who takes care of his health but does not grunt about it, who does not lag and drag, but steps merrily along, is going to keep young to a good old age.

Inventory Outfits

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

When sheets are completed they may be classified according to departments, commodities or arranged in any way desired and filed for reference in a post binder.

By the use of carbons a duplicate may be made—a protection against errors or loss of originals. We supply sheets, binders and carbon paper.

INVENTORY

Date	Sheet No.		
Called by	DEPARTMENT		
Entered by	EXTENDED BY		
Verified by	LOCATION		
Check Quantities	ARTICLE	PRICE	AMOUNT

Everything for the Office

TISCH-HINE CO.

5-7 Pearl Street

Grand Rapids, Mich.

*Address by G. A. Krause at the meeting of the Grand Rapids Credit Men's Association Dec. 14.

Spare Moments of the Stenographer.

The stenographer's spare half hours or even moments in the office, coming during the day, when the brain is fresh and active, may be made profitable by having a definite task ready to turn to at any time and utilizing it toward some particular purpose. A wise seamstress leaves her needle and sewing invitingly ready for work at her first moment. The aggregate of our spare moments for a month would represent surprising possibilities, but if one must first cast about for a task and then search for materials the moments are likely to slip away unused.

A stenographer should have in her desk a shorthand dictionary, her old shorthand text book, and typewriting manual which she used at business college. In the light of the experience gained since the days of her apprenticeship in stenography an occasional re-reading of the lessons and word signs in the text book will be wonderfully helpful. The text book also contains lists of rules and phrases which were not thoroughly learned at business college, because many of them are useful only in more difficult dictation than that in which students are trained, and would only have burdened the memory. The thorough learning of about ten of these a day will materially increase one's shorthand speed.

With the aid of the shorthand dictionary go over shorthand notes, correcting outlines and watching for neglected opportunities to phrase and combine outlines. If your dictation is slow now you can prepare yourself to take rapid dictation in the future by writing scientific shorthand and keeping a careful eye for ways to save time. True, safe shorthand speed is that which is much more the result of a sure knowledge of its laws and expedients than of the mere manual quickness gained by practice.

One may increase the vocabulary and enhance one's understanding of the letters or copy by looking up in the dictionary unfamiliar words found in back dictation.

Typewriting manuals contain certain model forms of legal documents, tabulations, special kinds of business letters, etc., with which it pays one to become familiar.

An occasional examination of the carbon copies of one's old letters, revealing careless typewriting and corrections by the dictator, is wholesome.

It certainly will not harm your standing with the firm if from practice in odd moments you are at some rush time able to assist with the billing or to take phonograph dictation.

If a stenographer has ambitions toward being a correspondent at some future time a good practice is to glance over a well worded letter, either in her note book or typewriting manual, get the gist of it, write an original letter, and then by comparison note wherein her letter is inferior in clearness, brevity, strength, or good English.

The letter files, bill files, ledgers,

mailing lists, adding machine, circular matter, or sample cases of any office afford means of learning more about an individual firm's business or about business methods in general.

It is for the stenographer to decide whether she can more profitably give attention to improving her mechanical efficiency as a stenographer or to increasing her knowledge of the business of the particular firm by which she is employed.

Before she does any of these things, however, she should be sure that her machine is clean and does not need a ribbon, that her desk is dusted, the drawers in order, the stationery supply not run down and the filing up to date.

Nothing Succeeds Like Success.

Which is the more important factor of success in merchandising, buying or selling? This question has often been discussed, some contending that the buying is the more important, since the merchant who buys with skill, selecting just what his trade wants and getting it at the lowest possible prices, can offer values which a less skilful buyer can not give. Others hold that the merchant who uses most intelligence in his selling, which includes the store management and equipment, advertising and display of merchandise, has the advantage.

The whole matter may be summed up in the old saying, "Nothing succeeds like success," which may be interpreted in this connection to mean that the store which is the popular store, the store where the people like to trade is the successful store.

While the establishing of a reputation of this kind necessarily means the giving of good value, it lays special emphasis upon all the ways and means of making the store attractive and popular—a pleasant and satisfactory place at which to trade. It means that the store must treat all customers fairly, honestly and courteously, that it must advertise attractively and truthfully; that it must display its goods attractively and that it must give to the customer the best possible service in all that the world implies. A store which does all these things need not bother much about cut prices or "slaughtering of values." The people will trade there—unless, of course, its prices are away above those of other stores.

Elbow Grease, Not Elbow Room.

Thousands of people in small positions whine because their talents are thrown away—because their ability has no elbow-room. It is not elbow-room they need; it is "elbow grease;" it is energy and strength. Their whining shows they are too small for the place they are in now. When the right kind of a person has too small a place he does his work so well as to make the place bigger. —Le. Baron Briggs.

Figuratively speaking, a physician sometimes uses a magnifying glass when examining the little ills of his patients.

None of Them Had Method.

It is said that John D. Rockefeller in his boyhood days, when given a piece of work to do on the farm, would sit down for an hour and study out his job, while the other boys would "get busy" right away. It was always past the understanding of the others that John D. usually finished first. It may also be past their understanding that he now has an income of many millions a year.

It is well worth while knowing where you are going before you start. Rockefeller found it so. Thousands of others have found it so.

The wrong idea of "hustle" in business will ruin the business. The right idea of "dispatch" will build it up. Every merchant should get this distinction well fixed in his head. He should drum it incessantly into the understanding of his employees. Josh Billings came pretty near making a "bull's-eye" when he said: "Dispatch never undertakes a job without first marking out the course to take, and then follows it, right or wrong, while hurry travels like a blind hoss, stepping hi and often, and spends most of her time in running in to things, and the balance in backing out agin."

Use Your Own Grey Matter.

Listen to all the opinions you have time to listen to, gain all the information you can by studying other men's ways of doing business, and then use the accumulated grey matter you have stored up to run your own business in just the way you

think wisest, putting away forever worrying for fear there are people you will not suit. Of course, there are. There always will be. You will always have that to contend with. That is a condition that newspaper men have learned to accept as one of the everyday happenings, for hosts of men feel that they could run a newspaper much more successfully than those who have spent the best part of their lives at the business—they would get in print what they wanted, anyway, whether the other fellows were heard or not. Criticism is often beneficial and is to be taken for what it is worth, but in the conduct of your own business you should always be it.

Reform in Advertising.

The Retail Grocers' Association of Spokane, Washington, at a special meeting, recently, decided to urge the incoming Legislature of Washington to enact a law prohibiting false, fraudulent or misleading, objectionable or pernicious advertising in newspapers, magazines, billboards or by other means. The following kinds of advertisements shall be deemed to come within the meaning of the act: Advertisements of sales of "damaged goods," of "fire sales," of "bankrupt sales," of "wreck sales," and the like, where merchandise not a part of such "damaged" stock represented in the advertisement is offered, represented or sold as a part of such stock.

**The Greatest Aid in the Office**

from the viewpoint of

Efficiency, Service, Economy

The Underwood Standard Typewriter

"The Machine You Will Eventually Buy"

UNDERWOOD TYPEWRITER CO.

(INCORPORATED)

New York and Everywhere



PERSONAL STOCKTAKING.

Inventory Your Achievements and Capitalize the Good Will.

At the annual banquet of the National Cloak, Suit and Skirt Manufacturers' Association, in Chicago, Morris Black, of Cleveland, was one of the speakers. In part he said:

"This is the inventory time, or according to the practice of most of us in our business, this is the time of year when we add up the achievements of the past year and draw some kind of balances, and the book-keeper generally tells us at the end in certain figures whether we have been successful or not during the last twelve months as business men, and generally that report from the book-keeper comes in figures, and there is a dollar mark in front of it, and when we add up the inventory of our year's work we are apt to compute it in dollars and say, 'Well, our business made so much money this year.'

"If it is more than the average we have a warm feeling that we have perhaps managed pretty well, and if it is less than the average we have a somewhat dejected feeling and say, 'We ought to have done a great deal better, and I guess my judgment was wrong too often this past year.' That is the inventory as it is usually taken in business.

"Now, let us contrast that with some other walks of life and see how other men might take inventories if they took them, and I say it is an excellent way not only in business, but in human endeavor, to add up every so often and find out what we really have been accomplishing.

"Let us take the artist and see how he would take an inventory. Would he add up the dollars he made that year? He would probably say to himself, 'Well, I was here last year and I am here this year, and I suppose in some way money enough must have come my way to keep me still alive,' and then he would dismiss the subject from his thought, if it ever entered his thought at all.

"But he would say to himself, 'The real progress I have made is progress in my skill, progress in my ideals as an artist. I am a more skilful artist, I am a better artist.' If his title is a great one, then he would say, 'I am a nobler artist than I was a year ago and perhaps I have enriched the world with one piece of art that will be the joy and uplift of human kind for centuries to come,' and I think he will give not more than a very few moments, if any, of his time to the dollars of his inventory.

"And let us see as to the physician. If he were to compute his year's

work in dollars instead of the human helpfulness that he had given, in the diseases that he had cured, in the illnesses that he had prevented, in the lives that he had saved, if instead of adding up those items he added up the dollars, we would call him a quack and dismiss him there.

"Or the minister: I say we would expect the minister to add up his year's work by the lives that he had bettered, by the ideals that he had helped to build up with other people.

"Are we made of different stuff from these brothers of ours? Do they not come from the same families, go to the same schools and know the same experiences? Then where is the difference? It seems to me the difference must be in the fact that our inventories, when we add them up, only in figures and in dollars, are incorrect, are not true inventories.

"Now, in high finance there is a new term being used. When the assets of large institutions are added up they add up the physical assets and then they also take account of the earning power of that institution, and they capitalize them and call that 'good will.'

"In other words, they see something there besides the material; they see earning power. It is not visible to the eye, or touchable by the hand, but is payable to the stockholder, and they call that good will. But they think only of the stockholders.

"Now, if we will only broaden that term of good will and apply it to all the people connected with the business or with an industry, we will then come to a more correct inventory. A good will means not only earning power to the stockholder but in addition to that the actual good will, the gradual feeling of confidence and trust built up during that past year between the merchant, the manufacturer and those people with whom he deals, the merchants of the country.

"That is one aspect of good will, and I think these high financiers would be willing to capitalize that."

Get Ready For the January White Goods Sales.

While making every effort to land every dollar in sight that comes with the holiday season, it is well to keep in mind that the time is near to prepare for "January White Sales." There is much to be done and there is no time to be lost in doing it. The great holiday rush will be over soon and no doubt will leave the store in a disarranged condition. There is no good reason for leaving the store in such a condition for two or three weeks. It is much better to take

a chance on your competitor doing so, while you take advantage of the opportunity and prepare to lead the race for January business.

There are merchants who buy a few goods, wait until the last minute, get up a lot of trashy-looking handbills, and have them scattered broadcast by a lot of boys, who generally complete the job by throwing them where they will do the least good, and then sit down and wait for business which does not come. The species of economy that some merchants indulge in surely does not attract the trade of those whose patronage is most desirable.

The display feature of muslin underwear and white goods is very important in bringing it to a successful issue. After the preliminary

H. A. Seinsheimer & Co.
CINCINNATI
Manufacturers of
"The Frat"
YOUNG MEN'S CLOTHES

We are manufacturers of
Trimmed and Untrimmed Hats
For Ladies, Misses and Children
Corl, Knott & Co., Ltd.
20, 22, 24, 26 N. Division St.
Grand Rapids, Mich.

Underwear

Another Shipment Just Arrived

We are now ready to fill duplicate orders for Men's Jaeger Fleeced Shirts and Drawers to retail at 50 cents.

Boys' Fleeced Shirts and Drawers to retail at 25 and 50 cents.

Ladies' Fleeced Vests and Pants to retail at 50 cents.

Send in your orders and secure prompt delivery. We will give same careful attention.

Grand Rapids Dry Goods Co.

Wholesale only

Grand Rapids, Michigan

New Spring Goods

Don't place your orders for Wash Goods until you have seen our line. We have one of the most complete lines shown. Gingham, Percales, Madras, Mercerized Poplins, White Goods, Etc.

Our agents will call on you after the first of the year with a complete line.

P. STEKETEE & SONS

Wholesale Dry Goods

Grand Rapids, Mich.

plans for the rearrangement of the department have been approved, no time should be lost in getting to work.

It is inferred that the muslin underwear occupies a portion of the floor and counter space that is not intruded upon or confounded with any other department. This being the case, it is not a difficult matter to so arrange the counters and tables as to afford more room for salespeople and shoppers, unless the arrangements are already so perfect that they can not be improved upon. Under all circumstances make a good show, have plenty of department displays, lots of good advertising matter, good window trims, plenty of well-written tickets calling attention to the sale, and have everything spick and span before the sale commences. This, in a general way, outlines the main features that require attention in order to have a successful sale. You should have proper goods and proper prices as a matter of course.

Probably the most attractive feature about muslin underwear is its snowy white appearance. White being the predominating color and symbol of cleanliness, you should have the surroundings in keeping. Every nook and corner of the space given over to muslin underwear should be given a thorough cleaning, the floor scrubbed and not an atom of dirt be allowed to find a resting place anywhere. Make this part of the store as attractive as possible to the crowds that visit it. A few palms and some artificial foliage, which can be had very reasonable and rightfully belong to the trimmer's paraphernalia, would lend attractiveness to window and interior displays. The effect of green with a white background of muslin underwear will be extremely striking.

The notion that a special sale is only a three or four days' scramble on the part of bargain hunters, who pursue the tactics of football players, is all very wrong. Make that part of your store given over to special sale as comfortable as possible to accommodate all who come. Lots of chairs, plenty of show room and a sufficient corps of polite salesladies are excellent tonics for building up trade. Salesladies should be dressed in white with sash of contrasting color. All these things have a bearing and are important in fulfilling the "impression of promise" made by the window trimmers. It is the windows and advertising that urge attention; it is the expectations realized that bring results.

Any store has enough white merchandise to make it emphatic as a white goods sale. Any white merchandise should be displayed; for example, the notion stock should be trimmed with white handkerchiefs. If the hosiery department has any white hose, they should be displayed. The entire linen stock has merchandise for such a sale. Bedspreads are another line that can be very nicely displayed in the white goods sale.

White shoes should be brought out for the sale. In the millinery department white hats, and particularly white plumes; white blankets

should also be displayed. In the ribbon stock, any white ribbons, and so on throughout the entire stock, not forgetting muslin and sheets, pillow cases, India linens, check lawns, fancy waistings, etc.

In pricing the goods, one featured article from each line is advisable rather than too many specially priced articles. For example, one priced article in each line of, say, some half dozen lines is advisable, rather than a dozen specially priced ones. There is no doubt that some of the merchandise must be specially priced, and one of the best places to show this specially priced merchandise is in the show windows. This is more important than inside the store.

Low priced merchandise is always best on which to make the leaders. Mixing several values at one retail price is a good practice. For example, lines that cost \$2, \$2.25, \$2.50 and even some that cost as high as \$2.75 and \$3 can be sold under the one price of \$2.25. Any broken lines can be cleaned up nicely this way.

The store that is willing to prepare such a sale can make January one of the good months of the year in place of a dull one.

Inventory Preparations.

With the majority of retailers inventory time is now at hand. There still exists no unanimity of opinion as to whether December 31, January 31 or February 28 is the best time to take stock. Whatever the date, however, any suggestions relative to inventory are now timely, more especially as they will remind the merchant that before inventory is a good time to go carefully through stock and "spy" out and follow up goods that ought not to be inventoried, or, in other words, ought to be pushed out and disposed of before the yearly or half-yearly stocktaking begins.

Another point that is apropos is in regard to the question whether inventory ought to be taken at cost or at retail price—or both ways. A good many merchants have an objection to taking inventory at cost, because of the greater amount of labor involved. And this is especially true where merchants, due to their unwillingness to have employees learn the facts, do not mark the cost price, even in cipher, on the tickets, but use lot books—or page and line systems, as they are sometimes termed—and other methods.

Difficulty, however, is experienced in obtaining exact cost figures when the inventory is taken at retail price only. In such case the cost price has to be estimated and often the estimate may be erroneous—for one reason because the supposed average gross profit percentage deducted from the total retail price of the goods (to reduce it to cost) is too high or too low. Ofttimes retailers forget that it is the goods upon which the mark-on percentage is larger that are apt to remain on hand, while the goods on which the mark-on percentage—the gross profit—is limited are the ones which formed the bulk of the goods that were sold.

In a word, the percentage of gross profit made on the goods that were

sold may be far smaller than the average percentage of mark-on carried by the goods which stuck—and did not sell.

It is to be borne in mind that large concerns which take their inventory at retail price usually have systems in regular use by which the accuracy of their inventory thus taken can be gauged. And many concerns, because of the difficulties named and for other reasons, as suggested, take stock both at cost and at retail.

Of course, even if inventory be taken at cost price, gross inaccuracies may occur. One kind of error which should be guarded against is erroneous extensions. Some of these errors are due to lack of proper information being placed on the inventory shelf slips as to the relation between the quantity and the cost. It is not enough to merely state on such slips the total, but the denomination should always be accurately expressed; not merely 35, for example, but 35 pieces; 115 yards; 125 dozen, etc., and, similarly, next to the cost price of each lot should be an abbreviation showing whether the price named is the price per piece, per yard, per dozen, per gross, etc. As said, errors of large amounts may result from inattention to such important details.

Another way is to have noted next to each lot, in addition to its cost price, its selling price. Then the department head can readily compare such prices (or their extensions) and can almost at a glance detect an error in extension, if one has been

made. This, however, should by no means be left to guess-work.

Special care should be taken, too, to prevent the enumeration of stock on odd sheets of paper or slips that do not bear consecutive numbers. If every slip to be used is consecutively numbered in advance and everyone receiving such slips is held accountable for those given to him, fewer items will be missed or skipped in calling off and comparison.

"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

BAGS New and Second Hand

For Beans, Potatoes Grain, Flour, Feed and Other Purposes

ROY BAKER

Wm. Alden Smith Building Grand Rapids, Mich.



\$2.00

Christmas Number

At \$16.50 doz.

Made of Fancy Fleeced 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 @ \$27, made with shirred waist and trimmed with baby ribbon bows.

We have a full line of Outing Night Gowns.

Creepers (with feet) sizes 2 to 8 @ \$4.50.

Boys' and Girls' Night Gowns 6 to 8 @ \$6.

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

Men's and Ladies' Night Gowns 10 to 17 @ \$9.

This Label on any Garment insures Style Quality and Fit

The RICHARDSON GARMENT

Manufactured by

The Vicksburg Clothing Mfg. Co.
Vicksburg, Mich.

LESSONS IN HONESTY.

Teaching Johnny To Become an Honest Man.

Written for the Tradesman.

"And there's the wedding, and reception, and all the things to look after, and Sidney gone, no one knows where!"

That was the wife of the real estate man, and she was mourning over the fact that Sidney, who knew just how every social function should be conducted, and whose word had for years been social law in the little town, was not to be available for the ceremonies attendant on the marriage of her daughter.

"I don't see where Sidney is keeping himself," complained the wife of the real estate man. "He's been out of town for a month."

"Why, don't you know?" asked the wife of the banker, assuming an awe-struck tone and hitching her chair nearer to that of the real estate man's wife.

When Johnny saw the hitching going on and heard the shrill whippers he moved up so he could listen to what was said. Johnny was a good little boy of 16, and his mamma, the wife of the banker, kept him in the house most of the time for fear he would learn something wicked if he went out to play with the boys.

"Don't I know what?" asked the wife of the real estate man, almost licking her chops at the very idea of a scandal.

"About Sidney! Why, I thought everybody knew all about why Sidney left the city so suddenly."

"Why did he?" asked the other, in that sort of a whisper which one can hear farther than the toot of a locomotive on a still morning.

Johnny hunched up a little so he could hear all about Sidney.

"Why," said the wife of the banker, "Sidney went South with some of Old Goggins' money."

"The idea!"

"Yes, as much as a hundred dollars."

The wife of the real estate man puckered her brows.

"How do they know he went South with it?" she asked. "And if they know he went South with it why don't they go and take it away from him?"

"Why, why," said the banker's wife, "I'm sure I don't know. Hubby said he went South with the dough, and that's all I know about it."

"Does that mean that he stole the money?" asked the other.

"Well, he went South with it, and that's what they call stealing. I do wish the men wouldn't talk slang. I heard Chris and Jakey talking about it and they said that Sidney played the piano for the money."

"Then it wasn't Old Goggins' money, if Sidney played the piano for it."

"I don't see how it was, but anyway, they said Sidney went South with the money, and Old Goggins didn't dare make complaint against him because Sidney knows too much about the way business is done in the Goggins' shop."

Johnny snuggled up a little closer, wondering if he could remember all that was said, so he could repeat it to the gang that night after he climbed out of his window, and over the shed roof, and joined them in the alley.

"The idea of Old Goggins making a complaint against any one!" said the wife of the real estate man. "He sold my hubby a sheaf of bonds at 10 cents on the dollar that was not worth five, and hubby had the hardest kind of work trading them off for a house and lot at par value. Old Goggins, indeed!"

"Anyway, Sidney took some money out of the safe and took it South," said the wife of the banker. "I don't blame Sidney a bit. When a man works for an old thief like that Goggins, he is entitled to take whatever he can get his hands on."

"I should say so," replied the wife of the real estate dealer. "Do you know whether he went to Jacksonville or New Orleans?"

"Oh, he just went South with the money. I guess that's slang. This is getting to be such a wicked world that I tremble for the young men who are just entering on the stage of action. Johnny, I hope you will never go South with any man's money."

"No'm," replied Johnny.

"It is positively shameful the way people act," said the wife of the real estate man. "Positively shameful. Our molasses pail has been dented for years, dented from the inside out, and what do you think? That new grocer took all the dents out of it and inverted them. When he sent the pail with the molasses all the dents were shoved in and there was not within a pint as much molasses as there ought to have been. I call that criminal."

"Of course," said the wife of the banker.

"Who dented the pail out so it would hold more?" asked Johnny, innocently.

"Why, I guess it just got so itself," said the wife of the real estate man. "Anyhow, it was pretty small of the grocer to turn the dents the other way, so it would hold less."

"I hope you will never be capable of such meanness, Johnny," said the wife of the banker.

"No'm," replied Johnny, wondering if it would be wicked to follow the example of the real estate man's wife in anything.

"Why, it is positively disgraceful!" continued the wife of the real estate man. "When we went abroad last year we got some of Dillon's American labels and took them to London and Paris with us."

"That was clever," said the banker's wife.

"And then, when we bought goods there we pasted the American labels on them so as to escape paying the duty."

"That was a new idea, wasn't it?"

"Oh, no, lots of tourists do it. And what do you think? Those custom house men in New York ripped the American labels off and made us pay ever so much duty on the goods. I

never saw anything like it. Positively outrageous!"

"The idea!" said the wife of the banker.

"Yes, and when they came to some diamonds we had hidden in the high heels of our shoes they actually seized them and we never got them back. It is getting so in this country that one can't turn around without having an officer after him."

"Why did the man take the diamonds?" asked Johnny. "Were you trying to smuggle them into this country?"

"Hush, Johnny!" cried the mother. "Little boys should be seen and not heard!"

"Mrs. Albright lost a thousand dollars in diamonds," continued the wife of the real estate man. "And where do you think she had them hidden?"

"In her hair?"

"Guess again."

"In a hollow hat pin?"

"That is nearer."

"In hollow corset steels?"

"No, that isn't right."

"Then I give it up."

Johnny sat listening. He was thinking that if he ever got big enough to go abroad he would smuggle diamonds over in his coat buttons.

You see, Johnny was being kept in the house, in the select society of the ladies, for fear that he would learn something wicked out in the alley.

"Well, she brought them over in her hollow false teeth! Did you ever hear anything half so clever as that?"

Johnny began feeling of his teeth to see if they weren't about ready to fall out, so he could have false ones and follow the example of the perfectly respectable lady they were talking about.

"We're going abroad next year," said the wife of the banker. "Hubby's made quite a little this year playing the stock market. Did you hear what that man Preston did? No? Why, he tried to make people think Hubby had done something wrong. All Hubby did was to go into a pool with Preston and sell out the pool. I don't see why he shouldn't sell out the pool if he wanted to, do you?"

"No, indeed. And that left Preston holding the bag?"

"Oh, yes, he was buying all the time they were selling—buying on the agreement to hold up the market, and buying Hubby's stock. It was too funny! When the pool stock was all sold to Preston the price dropped so the brokers had to sell him out. I hear he is ruined."

"Wasn't he a partner of papa's in the pool?" Johnny asked. "I heard papa say Preston was his partner, and that they were to stick together."

"Don't interrupt, Johnny," said the mother. "You don't seem to be able to understand these things. Why, it is perfectly frightful the way things are going. And Sidney got only a hundred or so! My, if I had been his adviser he would have taken all he could get his hands on."

"When you go abroad next year," the wife of the real estate man said,

"I want you to bring me a diamond in your hat pin. Will you?"

"Why, of course! Must you go so soon? Well, call again. Now, where are you going, Johnny? No, you can not go out into the street. There's no knowing what vicious things you may learn out there. You stay in the pure atmosphere of your own home and grow into an honest, upright man!" Alfred B. Tozer.

Give the Old Man a Chance.

Supreme Justice Joseph Aspinall, of the New York Supreme Court, believes that father ought to have some consideration in this world as well as mother. In deciding a recent divorce case he remarked:

"We are always hearing of the mother and her troubles, but of the father—nothing except when he crosses the hill to the poorhouse. Poor old father, I feel sorry for him at times. I am glad to be able to decide in the father's favor once in a while."

"From which we are to understand you think father is pretty well abused?" the court was asked.

"Oh, not a bit of it," denied Justice Aspinall hastily. "All things being equal, I always give a woman the benefit of any allowances. Things are hard enough for women, I can tell you. But I can not help a little natural rejoicing now and then, when a man has a perfectly clear case and justice demands that he get the decision."

"You see, 'mother' may have all the hard knocks, but she gets all the eulogy, too. Did you ever go to the theater and see a play written around poor, dear, long-suffering father? Did you ever hear one of these heart-breaking songs sung about the dear old man? Not a bit of it. Mother gets it all."

"When they want to compose a song about father they write: 'Father, dear father, come home with me now,' or 'Everybody works but father.' That is the sort of deal they give father."

"You don't believe in love?" was asked.

"Not I," declared Judge Aspinall stoutly. "Love is nothing but a matter of pink lamp-shades and caramels and ice cream sodas, any way. Not the sort of a basis two sensible people want to build their lives on. If a man and woman wish to get married they should go about it in a common sense way. Choose the man or woman best suited to them, in class, education, temperament, and all that sort of thing, and then go ahead and marry if they care to."

Circumstantial Evidence.

The man of the house was looking for his umbrella, and, not finding it, asked the members of the family if they had used it.

"I think sister's beau took it last night," said Harry.

"Why do you think so, my son?" asked his father.

"'Cause when I was in the hall last night I heard him say to sister: 'I believe I'll just steal one.'—Lippincott's.



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

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

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

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

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

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

This Is The Detail Strip

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

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

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

Actual Size

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

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

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

183 SEP 30

★ B - 1.75

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

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

Actual Size

This Is The Printed Check

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

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

The National Cash Register Company, Dayton, Ohio

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

A PROBLEM SOLVED.

Fighting the Mail Order Houses by Their Own Methods.

Written for the Tradesman.

"I tell you what it is, Frank, I have been clerking for Todhunter the last year and a half and during that time I learned much of the whys and wherefores of the many losses and failures in the mercantile line. Todhunter has solved the problem of the mail order nightmare and is breaking into the ranks of the out of town traders."

"Old Jake Todhunter?"
"Jake's son."

"I thought it couldn't be old Jake himself, who was in business fifty years ago, up in the lumber country. He was a good one for his time, and I believe laid by a competence. Is he still living, grand old Jake?"

"Yes, out in California. His son Jake has slipped into the old man's mercantile shoes and is doing a growing business not a hundred miles from his dad's old stand."

"I don't believe he can improve much upon the old block, eh, Sam?"

"Not in genialty and square dealing; he has a different way of dealing with the public, though."

"Of course. Times have changed; different methods are in vogue from those of fifty years ago."

"And yet human nature is the same, yesterday, to-day and forever."

"So it is, only no one thought of mail order houses then; they are the one thing menacing the very life of local dealers."

"And they are much more of a menace than most people think," declared Sam Fetterly, the one time flour drummer. "Do you know, Frank, that many of the once smart towns of Northern Michigan are being menaced by this growing evil—menaced with total extinction?"

"I didn't know it was so bad as all that, Sam," and the genial grocer of erstwhile fame, now a coming fruit grower, laughed thoughtlessly.

"It is as bad, even worse," declared the other. "My work in Todhunter's store the past year has given me a square look into the face of the monster and I am convinced that, unless something is soon done to counteract this evil, all the country and small town stores will have to go out of business."

"There are thousands of tons of mail orders shipped every month over the railroads of Northern Michigan and the trade is increasing in volume every day. As I said, if nothing is done to counteract this great outflow of trade to the big cities all small towns along the road will be ruined."

"Which would be a bad thing even for the farmers who patronize the mail order houses. It is mighty convenient, even for the best of farmers, to get trusted sometimes, which couldn't be after all the local merchants are driven to the wall."

"The old argument, Frank."

"And a sound one, Sam, as sound as it was when first uttered."

"Just as sound, yet wholly untenable."

"Then you think the little towns of

upper Michigan are destined to utter extinction because the farmer will not listen to reason? That is a most sorry condition—"

"A condition and not a theory all right," declared Sam Fetterly, whom people in general believed to be a mighty shrewd man. "In the town where I have been holding forth during the past year and more, a town of several hundred people, business among local dealers has been steadily on the decline. There has been no accounting for it among local merchants."

"Till a year ago the county was wet. With the passing of the saloon—it had but one—business seemed to drop off. Some of the wise heads put their noddles together and after due deliberation, decided that the decline in business was owing to the lack of facilities to irrigate the meat-pipes of customers. Prices of farm products have not declined; the country about the town is one exceptionally rich, and yet, day by day week by week, the decline of trade has gone on."

"I see, and the saloon being banished accounts for it—"

"In the minds of some. Todhunter did not accept the idea, however. It did not seem to him possible that one little grog-shop could deflect many thousands of dollars from the burg—there was something else, far more potent. He set himself about finding out what it was. He learned during his investigations that the mail order trade from the little village had grown from a few hundreds the previous year, up into many thousands, and the end not yet. A steady and increasing stream of mail orders was pouring from the farmers' coffers into the hungry maw of the Chicago stores. Here was an explanation of the drop in trade from previous years."

"Against all this the local merchant had constantly protested, yet had been asleep, not dreaming the insidious outsider was eating into his trade. The saying that 'eternal vigilance is the price of liberty' was never more forcibly demonstrated as a truth than in the ceaseless workings, under cover, of this modern graft on the credulity of our farmers."

"I imagine how this younger Jake tore his hair when he learned all this," laughed Frank. "Of course the next customer who came in got a piece of his mind regarding the folly of sending money out of town."

"You don't know this modern Jake, my friend," admonished the other. "He is wiser in his generation than many of his near-sighted fellows. The idea of driving people away from the mail order houses is a foolish one."

"But if they can be led to see the error of their ways—"

"They can't be by such methods. The American man has something porcine in his nature, a something that refuses to be driven, although he may be led, if he sees where his best interests lie, with a thread. Jake has learned this by long contact with the public through his store deals. There is really no place like a store to see and study human nature, Frank."

"I have an idea you are right, old chap."

"Sure I am. The farmers have been harped at as to their unrighteousness because of their trading outside. Naturally they resent this interference with their God-given right to do as they please in the matter, and, by gracious, I honor them for it. You wouldn't be dictated to, nor would I. No trade union tyranny for the farmer; he is a free man. The way to win his trade is by deserving it. Todhunter is working on this principle, and he is going to win."

"I hope he may."

"Oh, he surely will, there's no doubt about it."

"Then there's this plaguy parcel post business; that is going to work against the local dealer everywhere; the bill ought never to become a law."

"But it will all the same. A merchant who opposes it is only kicking against the pricks, against the inevitable. It is simply a sign of old fogyism to oppose that. Progress, old man, progress," and the ex-drummer laughed most optimistically. "Every new thing has met with opposition, Frank, yet this opposition has ever been overborne, and in the end the new thing became the old, nobody being the worse for it in the long run."

"Mail order houses have come to stay; they are increasing in power and importance every day, and yet, the local dealer can meet them on their own ground, fight them to a finish and beat them in the end. It will be the survival of the fittest of course, the best man winning."

"I suppose it is best to feel good over what can't be helped anyhow," chuckled the fruit-grower, offering a cigar.

J. M. Merrill.

Young Men and Real Estate.

A young man can not run in debt for a better thing than a piece of real estate. No matter if it is only a suburban lot, bought on time payments, it makes the purchaser feel more like a prosperous man, he takes more interest in public affairs, he is more apt to get out and vote on election day and vote for the best interests of the city in which he is interested. After a time the lot is paid for and then it comes easy to get a house put on it. If the young man is so unfortunate as not to have a family of his own to occupy it, he has a property that is pretty certain to bring him fair returns on his investment and form a foundation for greater and more important things, perhaps help him into business. The man who early in life accumulates some real property gains a pretty good standing in the financial world and if he ever wants any accommodations at the bank he may be astonished to find out what a cordial welcome he receives, and learn that the man who handles money for a business knows all about what he has been doing.

Self-confidence is a quality that is very desirable and very necessary in making a business success, but don't get it mixed up with self-satisfaction, which is a very different thing.

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.



THE CHRISTMAS CHECK.

Present-Buying Made Easy and Also Satisfactory.

Written for the Tradesman.

The Christmas check has come to its own.

It may have been hiding in country stores ever since Washington crossed the Delaware, but now it is in the limelight. By the way, George never could have crossed the ice-flecked Delaware in that boat—not with his three-cornered hat at that angle on his head, and his arms crossed upon his chesty chest, and his coat-tails flying in the wind. He would have been run out and done over into a chunk of ice.

But about this Christmas check. It may be well to say here that if it is for more than \$10 it should be spelled cheque. If it is for a lot of money, you may even spell it checque, if you want to. This Christmas check has come to its own. There will be no more sneaking into second-hand stores to trade a yellow lamp off for a dinner dish, or a pair of number twelve slippers for a safety razor.

I may as well say here that if you get Alphonse a safety razor for Christmas you ought to buy him a copy of the ten commandments to go with it. I make the suggestion without any wish to go into details. Anyway, Alphonse would know which one of the ten commandments you had in mind when—

Well, if you want to make Alphonse a Christmas present that will tie him up to you for the next opera, or the next swell party, this is the way to go at it. If you are a sweet young thing with nice eyes and cheeks that haven't forgotten how to blush, go to the best furnishing store in the city and address the clerk as follows:

"I don't know what Alphonse wants for a Christmas present. As a matter of fact, I don't want to know, because I don't care. I'm not a mind reader. Now, I want you to tell me what Alphonse would like."

Having so addressed the clerk, you smile and regard him with speculation in your nice eyes.

If the clerk is next to his job the response will be as follows:

"Christmas check?"

He says it with a clearing of the throat and cuts superfluous words in order to make the transaction more like business.

"What's a Christmas check?" you ask.

The clerk explains that a Christmas check is an order on the house. You pay in your money and take a receipt and send it to Alphonse, who will come and ask for the money back, and, failing to get it, will take a pair of gloves and a tie for himself and a union suit for his chum, and get the money from his chum.

The clerk does not explain it in this way. Not exactly. He tells you that Alphonse will come and get what he wants most with the check. If you buy a check you get 10 per cent. off.

"How high do they come?" you ask.

"From one to a hundred," is the reply.

As you have worked Dad and Big Brother Tom for the money in your handbag, you do not feel like going as high as a hundred. In fact, you know that the Great American Desert will be growing amendments to Tariff Schedule G before you get any more where that came from, and so you add that you do not want to go anywhere near as high as one hundred.

The clerk looks as if he would go as high as two hundred if he were in your place, and you think of the \$5 in your purse and hesitate. In truth and in fact, the \$5 is not alone in your purse, but that is the way it is written in all the good magazines, and you stand for it. It has for company one recipe for making cake without eggs or butter, one address of Eliza Squires, who takes out wrinkles, one paper of pins, to be exchanged, and one street car ticket.

The clerk shows the check at this stage of the deal. It is a pretty check, printed on a tint which says this in gold letters:

"Merry Christmas!"

"You send this to Alphonse," the clerk says, "and he will come here and get a nice present with it and you will both be happy ever after."

This is what the clerk says. What the clerk thinks is this:

"You pay five for one of these checks and send it to Alphonse, and he will come here to negotiate with us for its equivalent in coin or trade. Then we show Alphonse what a cheap little thing he has to take for his \$5 check, and he puts five more with it and makes you think your check produced the present."

This is what the clerk thinks, but does not say.

"If I should buy a check for five dollars," you ask, "and send it to Alphonse, could he come here and get a house and lot with it?"

The clerk goes back of the partition to whisper instructions to the boss, who laughs heartily at what he says.

Anyway, you pay \$5 and get a Christmas check and mail it to Alphonse, and wait longingly for him to appear at your home with the present in plain sight. Dad and Big Brother Tom are asking you what you bought with the \$5 they extracted from their over-worked purses for your benefit, but you smile wisely and tell them to wait until Christmas.

So they think they are going to get their money back after many days, and you wonder if Alphonse will come across with something which will make a sufficient flash for the \$5.

This is the Christmas check system. It is not the purpose of this orator to go into the miseries of that time when Alphonse shows up with a present for you which he bought at the men's furnishing store with a part of the check. That is concrete and not at all in line with the plot, which is supposed to deal impersonally with the Christmas check as an article of commerce.

However, Bertha, will be apt to stick to her knitting for a long time yet. It is the male of the human family that lays down the yellow-backs during the glad holiday time. Of course, she may send Alphonse a Christmas check if she wants to, but the chances are that she won't want to.

There was a girl in a city not far from Chicago who hinted to her young men that Christmas checks should be payable at a certain store. That gave the young men two ideas. One was that she wanted Christmas checks in place of purchased articles, and the other was that she wanted to bunch her hits, as the boys say at the ball games.

She was a popular young lady and got her Christmas checks, all right.

And it transpired that when she went into her own cozy nest with Lemuel she turned the checks into things to keep house with. I have heard it said that the other young men did not approve of this, that they are now unalterably opposed to the Christmas check system, but I can not see why they should be.

If they had given the Christmas checks to their mothers and sisters, they might have shared in the things they bought. Besides, if you give a present you are supposed to do it because you want to please the person you give it to, and how could one please a girl more than by assisting her ownest own to furnish a house for her?

But all this is neither here nor there. The Christmas check has

come, and is making itself known. Pay your \$10 in at any store and let some one you love go and trade it out. There is then no doubt as to the coin value of the gift. You do not have to rub out the lines which have obliterated the cost mark, nor do you have to prowl about the stores until you find something like it and learn what that costs.

The Christmas check will save your shoes and your clothes, for you won't have to get into the rush. When you get your present the rush will be over. You will have the checks to show and the joy of seeing your friends worried over what you are going to get with them.

Santa Claus may not approve of the check, but he is an old has-been anyway. He still thinks that Christmas presents should come from the heart, and does not like to hear people say:

"Oh, what a nuisance this Christmas present business is! I wish no one would give me a thing, then I wouldn't have to spend my money for things other people will turn up their noses at!"

But buy your Christmas checks if you want to. Still, on the whole, wouldn't it be wiser to send the cash in a registered letter? There would be just as much sentiment in it and a good deal more fun.

Alfred B. Tozer.

The profitable policy is not the one that waits for adjustment of a complaint to be demanded, but meets the disgruntled customer halfway.



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.

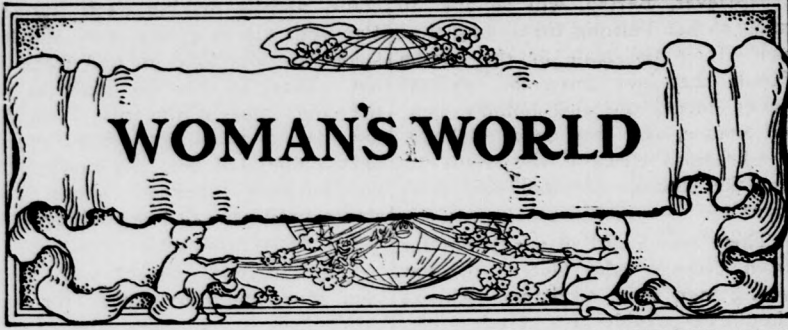
Guaranteeing quality is not the same as proving it.

JUDSON GROCER CO.

Distributors

Grand Rapids, Mich





WOMAN'S WORLD

Should the Useful Be Paramount in Christmas Giving?

Written for the Tradesman.

The useful Christmas gift has the sanction of all the authorities and advice-givers. It is so strongly entrenched in popular approval and prejudice; it so appeals to common sense and to a utilitarianism which is doubtless as necessary as it is universal, that it seems rank heresy to speak in the least slightly regarding it. And yet, and yet—Honest Injun, hope to die if you don't—where in the depths of your heart, where you think no one can see it, is there not a little sneaking hope that when you unwrap your Christmas packages, when you pull the contents out of your Christmas stocking, that you will find therein some little luxury that never can be a particle of real use to you, but which you have wanted these many years, and never quite had the nerve to spend the money for?

Which would give you more real pleasure, twenty dollars' worth of things that you will have to have, and which you would eventually procure for yourself when the pinch came, or a new crisp five-dollar bill with the instructions that you may blow it in any old way that will afford you most joy and satisfaction?

According to the widely accepted theory on which it is based, the useful gift is always just the thing most needed. It is the piece of furniture that will fill an aching void, the gown that will round out to satisfactory completeness a sadly deficient wardrobe, the piece of china or cut glass that will add the finishing touch to a friend's dining table, the pair of new shoes that will take the place of another pair that are worn thin on the soles and are out at the toes, the ton of coal that will keep from shivering a family living in some wretched tenement. I earnestly hope and trust that there are some useful gifts that do just these blessed things, and fit the niche for which their kind-hearted donors intended them, just as nicely as the most enthusiastic advocate of useful Christmas presents can picture.

But have you not known of a so-called useful Christmas gift, selected most conscientiously and painstakingly, that proved to be the chair or table that would not harmonize with anything else in the house, the gloves of the wrong shade that could not be exchanged, the scientific magazine that never was read, its very leaves remaining uncut, or worse than all, the sack of flour or bag of potatoes that by its obvious and bare-faced utility rendered the mis-

eries of penury all the more poignant, and served only to make its unfortunate recipient feel that his would-be benefactors were trying to "rub it in?"

We get so into the habit of economizing that sometimes we do not give ourselves even the little treats we might afford. We somehow lack the hardihood of spirit to spend money for what we do not actually need—we simply do not dare. On one of the most charming pages of David Harum the old man tells the story of his silver tobacco box:

"There," he said, holding it out on his palm, "I was twenty years makin' up my mind to buy that box, an' to this day I can't bring myself to carry it all the time. Yes, sir, I wanted that box fer twenty years. I don't mean to say that I didn't spend the wuth of it foolishly times over an' agin, but I couldn't never make up my mind to put that amount o' money into that pertic'ler thing. I was alwus figurin' that some day I'd have a silver tobacco box, an' I sometimes think the reason it seemed so extrav'gant, an' I put it off so long, was because I wanted it so much."

The little thing we can not quite bring ourselves to purchase for ourselves, if some friend who knows our weakness just takes the matter in hand and buys it for us, then joy is at its full.

Human nature freely confesses its need of occasional gratification and indulgence. A lady of means happened to be somewhat acquainted with a factory girl, who, on rather meager pay, was not only supporting herself but turning two or three dollars a week into the family till.

"Carrie, what would you like for a Christmas present?" she asked her one day, expecting that a new hat or coat (both of which were sadly needed), would be the gift desired. To her astonishment the girl replied:

"Oh, I'd like a theater ticket—I don't mean to a moving picture show—but to a genuine, way-up play. Not a dress circle seat, of course, but one in the first balcony, that would cost seventy-five cents or a dollar. I just long to see one good play! Or else I'd like a dinner at a swell hotel. I never ate at a really swell place in my life, and I'd like to see how they do things!"

And still we prate of useful presents!

In our philosophic moments we all recognize the tonic properties of moderate poverty, and are wont to set forth that no other condition is morally healthful. Luxury, long continued, doubtless would bring about

our complete undoing and utter downfall.

But we have our dreams in which we are willing to take our chances on being immensely wealthy, and in imagination we see ourselves as bank presidents and large bond owners, and have no other care than that of investing our huge fortunes to the best advantage, looking after our large philanthropies and getting for ourselves and others the greatest possible amount of happiness out of our money.

And what so effectually lifts us for a time out of the tiresome realities of everyday life, and gives us a sojourn in these majestic realms of the imagination, as the thorough enjoyment of a rare luxury?

A luxury need not be more costly than a useful gift. It should be the real thing, but you don't have to go in on a large scale. I knew a lady who got some genuine cologne from Cologne, and gave a tiny phial of it to several of her friends as her Christmas remembrance. The small amount cost only a trifle for each, and yet that little gift gave pleasure unalloyed until the last whiff of the dainty scent was gone, and was held

in grateful recollection long afterward.

It is told of the Great Author of Christmas, when he was in Bethany in the house of Simon, the leper, that a woman having an alabaster box of very precious, costly ointment poured it upon his head as he sat at meat.

The utilitarians were there and raised the question, "To what purpose this waste?" adding that the ointment might have been sold for much and given to the poor (laid out, doubtless, in useful presents). But the Master himself, with deeper insight, commended the gracious act of the devoted woman and declared she had wrought a good work upon him, uttering at the time the memorable, "For the poor always ye have with you"—and the necessity for frugality and saving, and putting of business before pleasure at all ordinary times and in all ordinary places, he might have added, for these are essential elements of the great discipline of life.

But the Master recognized the real need we all have of an occasional something besides what is useful and disciplinary, and placed the stamp of

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.



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.



his approval upon the right enjoyment of innocent luxury.

A few years ago a great Chicago daily, which at the time was running a sort of open column in which its readers were invited to express their ideas on various subjects, tell their good stories, etc., offered a prize of \$5 for a number of days to the person sending the best letter of fifty words on "Why Do I Want the Five Dollars?"

Very many bright replies were received and published. One that I remember distinctly, while it did not secure the prize for that day, expressed to a nicety a feeling which resides in millions of human breasts. It ran like this:

"Why Do I Want the Five Dollars?"

"Not for bread, shelter, nor common clothing. But for silks, laces, diamonds, automobile, yacht, private car, city mansion, seaside villa, music, art, culture, benevolence, travel, recreation. Five dollars won't do it all; it can't bridge entirely the chasm between what I have and what I want, but—it will help some."

That is what the Christmas gift of some choice, long-coveted little luxury will do—it will help some. It can not remove for good and all the hard and monotonous grind of toil; it can not relieve the necessity of unceasing retrenchment of extravagant desires; it can not change every ordinary working day into a holiday; but, for a brief hour, it may make the delighted receiver forget the "squalid actual," to lay aside the cares that are weighing over-heavily, and take a little journey into a most charming realm, peopled by the imagination with kings and queens and millionaires.

Quillo.

Toys Imported To America.

Santa Claus this year will carry with him toys of a greater value than he has heretofore. This is indicated in a report from United States Consul George Nicholas Ifft at Nuremberg, Germany, who says that purchases for this year are considerably larger than last.

During the first nine months of this year toys valued at \$1,854,319 were shipped from this district to the United States. This is \$246,186 greater than the shipments for the corresponding period last year and only \$50,058 less than the shipments for the entire year of 1909.

Toy exports to America for the present quarter probably will reach \$350,000, making the total for the year something over \$2,200,000, an increase of more than 15 per cent. over 1909.

Making a Hit.

At a small stag dinner the only young and entirely unnoteworthy person present sat throughout the meal communing with his own bashful soul, afraid lest by speaking he betray his sophistication. Dessert being served, he felt he must have some of the candied fruit at the other end of the table. Clearing his voice, he fixed the nearest waiter with a glittering eye, and, amid a sudden total silence, peremptorily called out at the top of his voice, "Pigs, fleas!"—Circle Magazine.

Rules for Happy Married Life.

Marriage is often a failure not because of any deep immorality or infidelity, but for the lack of good common sense.

Monogamy is a divine institution, and it is also a natural institution. It is the normal, healthy, happy way for man and woman to live. As a rule, therefore, when they two withdraw from the world into the sacred privacy and mystery of the family, they ought to, and they will if they use ordinary self-control and judgment, grow increasingly fond of and indispensable to each other. The flavor of love loses nothing of its fragrance, the fruit of love nothing of its bloom and taste, by the continued intimacy.

It may not be entirely useless, however, to set down a few items of advice. Perhaps some couples by the reading may be able to avoid the breakers upon which may a matrimonial craft has been wrecked. I shall not speak of the fundamental requirements of loyalty, honesty, and the like, but shall confine myself to a few of the strategic and non-moral points where mistakes so frequently occur.

Maintain your little reserves. You are necessarily in the most intimate relation that exists between two personalities. To keep this relationship sweet and interesting, to prevent it from becoming common, wearisome, and even repellant, you will need to use all the intelligence you have. Strive to keep up the little illusions of self-respect. Do not go shabbily dressed, frowsy, and uncombed into each other's presence.

A man ought to show his wife he cares enough for her to put on a collar and tie, to clean his finger nails, and brush his coat—just for her. And it is a good investment in happiness for the woman to meet her husband when he returns from his work as she would meet a stranger as to her personal appearance. Rest assured, no matter what a man says, he appreciates a neat frock, a flower in the hair, and a bit of ribbon.

Of course, there are household occasions when cleaning and washing and the like render neatness impossible. But as soon as these are over one ought as soon as convenient to revert to tidiness. Don't grow careless. If one has to live with a person it pays to take pains.

Never reprove each other nor speak slightly to another in the presence of a third party, even your child.

A good many persons of culture and education who ought to know better are here conspicuously guilty. With some women it is even a habit to refer always to their husband with an air of indifference or complaint. This is bad business. I do not refer only to the disloyalty but to the bad taste of it and to the unwisdom of it. The one thing your partner wants is to stand well in your eyes. Even a hint that he does not bodes ill for you.

Of course, the other extreme is bad. It is repulsive to hear the wife or husband go into public raptures of

praise over the beloved. But why either extreme? Why not study to keep the golden mean and always refer to your own with respect, honor, and esteem, without either indecent flattery or offensive criticism?

Avoid the "intimate friend." I suppose as many married folk come a quarrel over this hazard as over any other. The secrets of your marriage are as sacred as if you had sworn at an altar, over a raw head and bloody bones, not to divulge them. No person except your God, not even your mother, is entitled to know them. It is husband and wife against the world. They twain are one flesh. The permanency of your temple of love depends much upon the inviolability with which you keep your holy of holies. Set the angel of modesty with a flaming sword at the gates of your Eden. The back door friend is an unmitigated curse.

Manage to play together as often as possible. Above all do not find your amusements and diversion entirely outside of your dearest friend. You are compelled to a partnership in eating, sleeping, the care of the children and such necessities, and to keep that from becoming irksome you must find also companionship in play. Can't you slip away and go, just you two, to the ball game, or to the theater, or to a little supper highly late and improper, or upon an excursion? Can't you cultivate going to the art gallery, you two, regularly, or to the library, or to the park?

One hour of play together will do more to polish up your honeymoon than months of work. Try to find diversions you both like. Get hold of books that interest you both.

Remember the vital thing in your love is that you shall like to be together. Like is a deeper word than love. Of course you love your wife, your husband, but do you like her, or him? There's the rub. To like a person you have to like at least some of the things he does.

Don't economize on terms of endearment when you are alone with the family.

There are children who can never remember seeing father and mother kiss, except when about to separate to go on a journey.

Love is the one thing it does not do to save. The more you spend the more you have.

And the more you express your affection the more normally it grows. If you cut off all the leaves of a tree it will die. Do not take love for granted. Speak it out.

Only those find it difficult who have fallen into a habit of repression. We have a taint of puritanism in us that regards affectionateness as weakness.

Don't regulate! Remember that marriage is not a reformatory institution. People get married in order to be happy, not to be improved. Your husband is not a child. Your wife is not your Sunday school pupil. Don't labor with your spouse for moral advancement.

Naturally you want your husband to be a good man. You don't want him to be vicious, idle, careless, nor cruel. But when it comes to living day after day with a man it is what you are that counts and not at all what you say. If you want your man to be good, the only known way to do all that lies in a wife's power to accomplish this end is for you to be good yourself. That may not amount to much in a week, but it will in a year.

And the husband who wants his wife to be modest and virtuous and refined must cultivate those qualities in himself. Any talking about them is worse than useless. The man who treats his wife as a dull, common, and uninteresting woman is drying up in her all the springs of love.

Finally discard, once for all, those brutal, senseless, and ignorant notions of "ruling your own home," "standing up for your rights," "enforcing respect," "teaching her a lesson," "bringing him to time," and the like.

Whatever may be true elsewhere, it is the truth of truths between husband and wife, where there is any sort of equality and love to begin with, that self-control, self-giving, kindness, thoughtfulness, and attention are the only foundations for permanent happiness.

Your companionship, your friendship, is the finest part of your love. Don't spoil it. Dr. Frank Crane.

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

FOLDING
IRONING-BOARD

Post Toasties

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

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

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

See that Top  **Blue.**

For the Laundry.
DOUBLE STRENGTH.

Sold in Sifting Top Boxes.

Sawyer's Crystal Blue gives a beautiful tint and restores the color to linen, laces and goods that are worn and faded.

It goes twice as far as other Blues.

Sawyer Crystal Blue Co.
88 Broad Street,
BOSTON - MASS.

CEMENT AND ITS USES.**This Building Material Being Rapidly Developed.**

The annual meeting of the American Portland Cement Manufacturers was held in New York Dec. 12-14. Members of the Association on their way to the place of meeting saw at every stage of their journey increasing evidence of the multi-fold uses to which their product is being put. They will cross viaducts and bridges of reinforced concrete; they will see water tanks of cement; there will be an occasional suburb in which there is a colony of neat "poured houses," almost as if they had been hewn out of solid blocks of cement; barns and cribs, with cement floors will be found all along the route. As they cross the ferry from Jersey City they will see, jutting out along the waterfront, the magnificent new docks of the City of New York, built of concrete and steel. They will ride through the concrete subway, walk on cement sidewalks and sleep in fireproof hotels built of re-inforced concrete.

Mother Invention has been active in causing the civil engineers and the architects of the twentieth century to develop the possibilities of this artificial compound as our supply of timber rapidly decreases. The initial high cost of granite and sandstone, as well as the difficulty of handling large blocks of the heavy material, has caused builders to use cement wherever possible. The relative superiority of the higher grades of Portland cement over all the cheaper grades of brick has brought about an ever-increasing popularity of the artificial compound, which was invented by an Englishman—Joseph Aspdin, in 1824. This manufacturer from Leeds took out a patent on a cement which he made by calcining a mixture of limestone and clay. He gave the product the name of "Portland" because of a fancied resemblance between the set cement and the famous limestone at that time extensively quarried for building purposes at Portland, England. The name has adhered, because the product looked like Portland stone, and not because it originally came from Portland. As a matter of fact, there never has been a cement manufacturing plant at Portland, England; Portland, Ore., Portland, Mich., or Portland, Me.

The most gigantic project for which American Portland cement has ever been used is, of course, the Panama Canal. In this work it is estimated that 8,000,000 cubic yards of concrete will be used, chiefly in the construction of the six mammoth locks. Another great project is the dam across the Mississippi River at Keokuk, Ia., calling for 500,000 barrels of cement. At Cambridge, Mass., the Harvard stadium, with seating capacity for 40,000 people, is constructed of reinforced cement, and Tacoma, Wash., has a similar structure. The steamship docks in New York City, costing \$16,000,000, are of concrete and steel.

The United States Department of

Agriculture has given a great impetus to the cement industry by issuing a bulletin setting forth the losses suffered by farmers, grain merchants and others through the depredation of rats. This bulletin gives in detail plans for laying cement floors to all barns, corncribs and cellars. The cement floors, making impossible any ingress to the grain bins, it is believed, effectually check the career of this tiny but terrible devastator.

The cement or "poured" house is gradually attracting attention throughout the country. These houses are made by erecting steel or iron molds and literally pouring them full of "house." When completed the building is fire-proof, damp-proof, absolutely sanitary and can be washed out with a hose. Many big manufacturing concerns which require numerous small houses for the use of their factory hands are considering the advisability of adopting the "poured" house as an economic move. Where a number of dwellings are to be poured in the same locality the cost is materially lowered, as the taking down and setting up of the mold more than once is avoided, it being possible to move it from lot to lot intact.

In the West, where so many irrigation projects are being fostered, cement is being put to even more uses than in the Eastern States. The largest concrete fence in the world recently has been built in one of the Rocky Mountain States. It is 7,400 feet long, eight feet high and four inches broad at the top. Cement telegraph and telephone poles have been used successfully, and have met with some favor. Heretofore the railroads have been unable to make use of the concrete tie in railroad construction, because they found it too rigid for long service. Recently, however, it is asserted that George Gates, of San Jose, Cali., has perfected a process of concrete tie-making.

Five years ago one barrel of cement was used to every 1,000 feet of lumber. To-day there are sixteen barrels used to every 1,000 feet. It is estimated that for the year ending December 31, 1910, 75,000,000 barrels of cement will have been used. And the cost has decreased with the increase in demand. In 1880 the manufacturer received \$3 a barrel for his product. Last year the average price was 81 cents.

Cement is made by heating a mixture of lime, silica and alumina in certain fixed proportions to a point of incipient or semi-fusion. After the burning process the resulting "clinker" is finely pulverized and carefully protected from moisture until ready for use.

Tests recently conducted by the United States Government at Sandy Hook have proved the adaptability of concrete for the construction of walls for fortifications. Twelve-inch projectiles were fired into concrete walls twenty-two feet thick at a sufficiently high velocity to pierce twenty-two inches of steel and while the shell went through the wall the results were so gratifying that the Government is now considering the advisa-

bility of using this material in the new coast defense works in the Philippine Islands.

Motor Maxims.

Still motors run cheap.

It is a short lane knows no scorching.

It is a wise chauffeur that knows his own speed.

A garage is known by the cars it keeps for hire.

A motor in hand is worth two in the ditch.

It requires little learning to be the tooter of a horn.

A good road is rather to be chosen than great ditches.

A spark plug that can spark and won't spark ought to be plugged.

He who speeds and runs away may live to be nabbed some other day.

A rut in the road may prove the power behind the thrown.

Little motors have big gears.

Never look a gift taxi in the meter.

A scorched chauffeur dreads the tire.

A good car needs no push.

It is a poor clutch that won't work in a tight squeeze.

Too many tinkers spoil the car.

Never judge a motor by the mortgage on the roof.

A car in time saves sole leather.

Satan finds work for idle cars to do.

A green chauffeur maketh a fat undertaker.

All cars are gray in the dark.

De mortorists nil nisi finem.

Dum Speedimus, Speedamus.

Of two constables, choose the smaller.

What can't be cured should be insured.

Collisions never come singly.

A rolling car gathers no dross.

It is better to turn back than to turn turtle.—Harper's Weekly.

Loyalty ought not to stop with the employe. The employer is under just as much obligation to be loyal to his employes as they are to be loyal to him.

MUNICIPAL BONDS

To yield

From 4% to 5½%

E. B. CADWELL & COMPANY
BANKERS

Penobscot Bldg.

Detroit, Mich.

GRAND RAPIDS**FIRE INSURANCE AGENCY**

THE McBAIN AGENCY

Grand Rapids, Mich.

The Leading Agency

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Special Department

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Long Distance Telephones:

Citizens 4367 Bell Main 424

Ground Floor Ottawa Street Entrance

Michigan Trust Building
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Kent State Bank

Main Office Fountain St.
Facing Monroe

Capital . . . \$500,000

Surplus and Profits . . . 225,000

Deposits

6 Million Dollars

HENRY IDEMA . . . President

J. A. COVODE . . . Vice President

J. A. S. VERDIER . . . Cashier

3½%

Paid on Certificates

You can transact your banking business with us easily by mail. Write us about it if interested.

MERCHANTS at times have surplus money—

TRUSTEES have special funds—

TREASURERS have separate accounts.

If **YOU** have money waiting investment why not send **such** money to a **strong** central bank where it will draw **interest** and where you can **get it** any day if needed?

Any questions about investments or other financial affairs cheerfully and promptly replied to. Our long **experience** may be valuable in these matters.

National City Bank

Grand Rapids National Bank

In process of consolidation to become the

Grand Rapids National City Bank

Capital \$1,000,000

Grand Rapids' First Railroad and Its Primitive Operation.

Written for the Tradesman.

Upwards of fifty years ago the first train over the Detroit & Milwaukee Railroad (now the Grand Trunk) entered Grand Rapids from Detroit. The road was one of several which the State of Michigan undertook to build and operate soon after its admission to the Union, but sold to private individuals a short time after the rails had been laid from Detroit to Pontiac. Over that short route trains were run a number of years before the company commenced extending its tracks westward. The original surveys resulted in the selection of a route that crossed Grand River at Muir and entered Grand Rapids through its south boundary, but for some reason known to the civil engineers at least when the work was under construction, the line was changed to the north side of the river. The rails were laid to Grand Rapids and the depot located "way out in the country." Years ago it was said in justification of the change of route that the civil engineers employed by the railroad had acquired considerable real property at Lowell, Ada and in the northern part of Grand Rapids and desired the impetus that ever follows the opening of a line of railroad to assist in the development of their properties. When the writer located in this city, in 1865, the Detroit & Milwaukee Railroad Company operated two through passenger trains (one each way) daily between Grand Rapids and Detroit. The road had many heavy grades; the iron (steel rails had not been invented up to that time) was light and the rolling stock very much inferior to railroad equipment of the present. The passenger coaches were short and low; the windows were small and wood-burning stoves were used for heating the same in cold weather. Bird's-eye maple was used in the interior of the coaches by the builders, and the effect was pleasing; the panels above the windows contained the advertisements of business houses; the seats were without springs, the floors without rugs or carpets and the use of soft coal in generating steam, together with the clouds of dust that enveloped the train, rendered travel anything but pleasant. If a train departed from Detroit early in the morning it generally halted at the station in Grand Rapids the same day. Mixed trains traveled over the route each way every night and two steamers connected with the road at Grand Haven, supplying service to and from Milwaukee. The two passenger trains were handled by three conductors: "Ed." Landon, who had served as baggageman, brakeman and conductor, doing the work of all three on the Detroit & Pontiac Railroad; "Tom" Paine and C. E. Resseguie. Landon resigned thirty years ago to enter the service of the Pullman Company; Resseguie left the road to engage in the lumber manufacturing business at Ludington, by the prosecution of which he acquired a fortune, and Paine originated a

number of devices for use in the operation of trains that earned for him a competency. Among his devices was an apparatus that exposed a card in each of the passenger coaches bearing the name of the station as passenger trains approached it.

Arthur S. White.

How To Act in a Railroad Wreck.

What should we do when a train runs off the track? Fall on the floor and grasp the frame of the seat? Few would be apt to act thus, and yet it is the proper and safe mode of procedure, we are told by a correspondent of Railway and Locomotive Engineering. Above all things, says our mentor, don't stand up and scream! Most passengers leap to their feet and do not hold on to anything; consequently they are tossed about like peas in a bag, with what results may be imagined. The writer begins by narrating an experience of his own when a train left the rails. He says: "When the tumult began a passenger stood up and shouted at the top of his voice: 'What in—'s the matter?' repeating the unanswered query several times. I knew what was the matter, but had no leisure to explain. I dropped down upon the floor and grasped the frame of my seat and held on, taking the jolts as rigidly as possible. Hat racks, hand baggage, seat cushions, splintered head lining, and miscellaneous articles began to fly about, and I found the seat frame afforded comfortable protection from the missiles that damaged some exposed limbs.

"The tumult could not have lasted half a minute, but it seemed a long time till the end came by the car turning over with a terrific jolt. At that instant, the man who had shouted so vociferously 'What's the matter?' was shot through the window like a huge torpedo. Most of the people who had been on the upper side came down in heaps when the car turned over. I was on the lower side, and settled softly upon the head lining when the car came to rest.

"I had been in a similar accident once before and knew, not only what to do, but kept my attention upon what the other passengers were doing. Most of them stood up or sat without holding fast to the seats, so that they were thrown about by the plunging and jolting of the car. Then a mass of human beings seemed to drop from the higher to the lower level when the car went over. Many of them were badly bruised through being pitched about, pains that might have been avoided had they dropped upon the floor and clung to the seat frames.

"It is difficult instructing persons how to do in case of the derailment of a train they are riding in, but sound advice is to drop upon the floor, preferably in the aisle, or cling to the seat frame. The impulse to stand up and howl should be restrained. In a former derailment accident that I experienced, a woman on the seat opposite to me stood up and proceeded to scream. I shouted to her to sit down on the floor, but she paid no attention, and when the car fell over on its side she was pro-

jected upon me like a pile-driver weight. She was nearly as big as a cow, and the impact of her body almost finished my career."

Dignity of Labor.

Nature teaches the dignity of labor. She has placed precious metals in the ground, but we must labor to obtain them. She has planted trees on the earth, but we must cultivate them to make them beautiful and fulfill our wants. She has given us seeds, but these must be renewed, plowed and planted. Deep thinkers all unite in the declaration that no labor is degrading, and all labor is beautiful. There is nobody who can call into the labor cause so much that will tend to its advancement, enlightenment and securing to every man his just dues as those who are imbued with the love of humanity. If that animated every employer of labor there would be no need of labor laws, factory inspectors and the other things needed to curb the capitalist in his endeavor to amass wealth without regard to the lives, health or happiness of his workers. There is danger for labor also in the politics of to-day. It should not be that labor unions are tied to any one party or mixed in the politics of the hour. If leaders permit this it

will only prove injurious to the cause. Labor is always honorable, and the man with the dinner pail is indeed a factor which the millionaire neither disregards nor fails to respect.

A New One on Him.

A youth from Calhoun county, Illinois, which has nothing but steamboat transportation, came over to Elsberry, Mo., the other day to catch a Burlington train to St. Louis. He had never seen a train, and when the Hannibal local came rolling in he stood there gaping, watched it hiss and steam and finally pull out.


"I thought you were going to St. Louis on that train!" shouted the station agent, thrusting his head through the window.

"I was," answered the youth, "but they didn't put down no gangplank."

—St. Louis Post-Dispatch.

The politeness of the salespeople in a store ought not to be five dollar or ten dollar politeness, but the politeness that is born of common courtesy.

Don't try to oil up the machinery of business with Manhattan cocktails. A cheerful manner will work better and wear longer.

<p>Capital \$800,000</p>		<p>Surplus \$500,000</p>
<p>Our Savings Certificates</p> <p>Are better than Government Bonds, because they are just as safe and give you a larger interest return. 3½% if left one year.</p>		

53 DIVIDENDS

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

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

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

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

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



The Season of Slush and Snow Good For Rubber Trade.

Now is the time to push the sale of rubbers, and sales can be pushed if the dealer goes about the matter resolutely and systematically. As a general rule, many people buy rubbers as they buy umbrellas. That is to say, they wait until they are caught out in bad weather, then dive into the nearest store and grab the first thing offered. If you wait for this class of trade you will get only your share of this casual and transient custom.

Why not work to sell rubbers in good weather, and then get your share of the rainy-day trade besides? This could be done by systematic work. And one point to begin on is the fitting problem.

With the increasing complexity of shoe shapes, the problem of rubber shapes also becomes complex. It is, in fact, a necessity that more care should be taken than was deemed necessary a dozen years ago. If you are to please your customers you must give them better service than you did a dozen years ago in this matter of fitting. This fact furnishes a double reason for trying to sell rubbers when it is not raining, rather than waiting to sell them in a rush when it is raining, because rush trade is hard to handle and rush fitting is liable to be poorly done.

It is, of course, difficult to induce a portion of the public to buy ahead of its needs; but at the same time there are a good many people who are susceptible to good argument along this line. Point out to them the advantage of being fitted with rubbers while they are being fitted with shoes, thus economizing their time and patience and making sure of having the rubbers at hand when stormy weather does come.

Give your rubber stock a share of your advertising space in every advertisement you print. Call attention to your complete stock and offer the suggestion that the fit of rubbers is important and that the time to be fitted is when the shoes are bought. Let your salesforce do the same in selling shoes.

In fitting rubbers a most important point is to fit the bottom of the shoe. The pitch of the heel and width of the sole must be taken into account and fitted accordingly. The heels are a particularly important point, especially in women's rubbers. If rubbers with the wrong type of heel are sold, the heels break through and the customer has just cause for complaint.

Care should be taken also that rubbers are not fitted too short. They

are just as bad as a shoe that is too short, and for the same reason. There is perpetual discomfort where they press the toes.

In these days of higher arches some attention should be paid in your rubber stock to this particular point in the rubbers themselves. The rubber that has a comparatively flat bottom will sag and get out of shape if worn over a high arch shoe.

The task of properly fitting rubbers is one that many salesforces are slow to tackle. Unless a salesforce is watched some members of it will dodge the rubber proposition. One reason is that people usually do their rubber buying in wet weather and come in with muddy shoes, which the clerk has to clean up. A salesforce which was provided with proper cleaning facilities would not be averse to selling rubbers.

A box containing brushes and cloths, to be used for cleaning purposes only, should be kept at hand, and the clerks should be instructed to use it. Such an equipment would favorably impress customers. Any customer who is at all fastidious does not like the idea of jamming a muddy boot into a new, clean rubber.

This precaution is a good thing for your rubber stock, as well as for the customer, because if the rubber is slipped on a muddy shoe and does not fit, then that rubber has to be put back in stock in bad condition.

There is one point worth remembering in selling rubbers; if you are going to sell them at all, get at it as if you meant it and have a stock on hand which will enable you to fit a customer promptly. Get your orders in to your manufacturer or jobber with reasonable leeway in point of time, and get the goods in the house. Most of the demand for rubbers comes suddenly. People delay buying them until they need them badly, and when customers come into the store on a wet, disagreeable morning, probably already delayed on the way to business, it gives a bad impression to delay them still further or to disappoint them by not having the goods on hand. Such customers are liable to go out of the store disgusted and never come back.

The entire array of incidental winter footwear should be looked to. This includes all kinds of rubbers; rubber boots in all towns having country trade; heavy wool socks for use in rubber boots in cold weather, knit and crocheted slippers in all sizes for house wear and felt slippers in boots. There is good profit in all these lines, and they are susceptible to sale stimulus in the way of advertising at the proper season.



We wish all our friends and patrons

The Merriest of Christmas

prosperity and an abundance of all the good things in life.

Rindge, Kalmbach, Logie & Co., Ltd.

Grand Rapids, Mich.



The Watson Shoe

Is a Shoe of Distinction and Merit

It is made and sold at the lowest possible prices to meet all demands. **Every** shoe in this line is a **winner**, made of solid, high grade leathers, guaranteed to give satisfaction in wear and fit.

We carry a large stock on the floor in Chicago at all times, thus insuring prompt shipments on immediate orders.

Send us a trial order. Catalogue sent upon request.

Watson-Plummer Shoe Company

Factories
Dixon, Ill.

Offices and Sales Rooms
Market and Monroe Sts.
Chicago

Michigan Representatives
Willard H. James, Sam D. Davenport

Heels of Children's Shoes.

The heels of children's shoes should be low to allow the foot to rest in a natural position, the lower the better, and should be broad to minimize the danger of turning or spraining the ankles. This has been the prevailing tendency and practice, with few exceptions, for many years, and considerations of health warrant its continuance.

Shoe retailers should discourage any tendency of parents to call for high heels in children's shoes, for reasons that are as conclusive as they are apparent.

The retailer owes to his customers the duty of giving expert advice as to the hygiene of shoes, as well as to furnish them with shoes of quality and service, and particularly is this duty imposed upon him in the case of shoes for children, in relation to which his experience and expert advice may be of great value to parents who have no orthopedic knowledge.

A word of friendly interest in the comfort of the foot of the child, backed by common sense and expert knowledge, makes friends of solicitous parents and wins trade.

Speaking of the prevalent common sense features of the heels of children's shoes, it is a significant fact that the arch of the foot at the inside shank, and now becoming quite popular in shoes for adults, was used in children's shoes many years before it was adopted for adults.

This one fact is indicative of the far greater study made of comfort and health in children's shoes than in the shoes of adults that has predominated for many years and deserves to predominate for all time to come.

Instead of trying to make children's shoes imitate the extreme styles of shoes for adults it would be much better, for the health and comfort of the human race, that shoes for adults should partake more of the sensible features that have made our most popular styles of children's shoes a credit to makers, distributors and purchasers.

It is well known that the high heels, so popular in shoes for adults, violate every principle of orthopedic science, yet grown people persist in wearing them.

However much we are willing to punish ourselves for style, let us preserve, in the heels of the shoes for our children, those common sense features that have proved so beneficial.

Fabric Shoes.

For years the slogan "there's nothing like leather" has possessed a sweet sound to those engaged in the manufacture and sale of leather, and it is not likely, therefore, that they view with any great degree of alarm the growing popularity of fabrics in footwear.

Cloths have come and cloths have gone, but leather is the one and only material that apparently has demonstrated the truth of the theoretical idea of the survival of the fittest. It is safe to assume that it will be a long time, if ever, before leather is supplanted for making shoes.

There is much to be said in favor of the cloth for indoor wear, or for outdoor wear, particularly during the hot summer months. A variety of cloths have been used in the styles in feminine footwear shown for the coming spring and summer, and there is more or less enthusiasm among those who are directly and indirectly interested in their exploitation, and while caution is always a commendable trait, it is not beyond the possibilities that retailers may be over-cautious in deciding the important question of leather vs. cloth.

From the present outlook we believe that white shoes will sell strong next season, and that possibly other colors in crash or canvas will be popular. But the white shoe is really a shoe for summer. The buyer will be, and must be, governed by local conditions in deciding how many, or how few, white goods he shall buy.—Shoe Retailer.

Spring Shoes For Men.

The coming spring will be a big tan season. An increase over last summer is looked for. Dull leather, however, is expected to have the bulk of business, and patent stock is likely to show a small gain over a year ago.

This is how a composite schedule of State street buying in men's shoes looks:

- 45 per cent. of the buying, dulls.
- 40 per cent. of the buying, tans.
- 10 per cent. of the buying, patents.

(A gain of 5 per cent. over a year ago.)

Five per cent. scattered among kidskin and novelties.

The trend of styles in men's shoes seems pretty well settled in regard to leathers and lasts. High toes and arches are big sellers this fall and buyers believe the sale will be even larger in the spring. In better grades flat lasts were bought liberally. There is little doubt but that this will be the distinctive feature between high and medium priced shoes.

In patterns, bluchers were bought in very large amounts. Indeed, several houses ordered fully 85 per cent. of their Oxfords on blucher patterns. Only 5 per cent. are on ties and the remainder on buttons.—Dry Goods Reporter.

Leader and Follower.

That retailer is a laggard in the business procession who invariably waits until he receives calls for new items of merchandise before he stocks them. His competitor, alert to the possibilities of the new goods, who promptly purchases them (although always with discrimination) usually reaps the extra profit that novelties commonly bring. More than that—he wins the reputation of being progressive.

When Mr. Laggard later goes into the market for these same goods he is apt to find that the first stock in the hands of the wholesaler has been sold, and by the time the next shipment arrives—usually in quantities—the retail price has been broken and profits reduced accordingly.



The First Arctic Ever Made Was a Wales Goodyear Arctic

It may or it may not interest you to know that the first arctic was invented, patented and made for many years exclusively by the

Wales Goodyear Rubber Co.

Every boot or shoe that bears the Wales Goodyear Bear Brand has sixty-seven years experience back of them, the finest rubber making machinery ever invented, and thousands of satisfied wearers will tell you they are the best Arctics ever made.

You will need a lot more Arctics before the season is finished. Let us have your order now.

Herold-Bertsch Shoe Co.

Grand Rapids, Mich.

Distributors of Wales Goodyear Rubbers

Makers of the Famous

"Bertsch" and "H B Hard Pan" Shoes

Leather Tops and Red Cross Combination Top Rubbers



There is no better footwear made for cold weather and deep snows.

Men's 17 inch Leather Top Rubbers, per pair net	\$2 95
Men's 14 inch Leather Top Rubbers, per pair net	2 70
Men's 11 inch Leather Top Rubbers, per pair net	2 40
Men's 8 inch Leather Top Rubbers, per pair net	2 15
Boys' 7 inch Leather Top Rubbers, per pair net	1 75
Youths' 7 inch Leather Top Rubbers, per pair net	1 60
Men's Red Cross Combination Leather and Waterproof Canvas Top Rubbers, per pair net	2 50
Boys'—Same as above	2 00
Youths'—Same as above	1 80

The rubbers on these goods are made especially for us by the Glove Rubber Co. and their name is a sufficient guarantee of quality. Send us your order today.

HIRTH-KRAUSE CO.

Jobbers of Glove Rubbers

Makers of Rouge Rex Shoes

Grand Rapids, Mich.

SPRUCE GUM.**Sources of Supply and How it is Gathered From Forest Trees.**

While in a wholesale drug store a few days ago we noticed some lumps of native spruce gum, just as it had been chipped from the trees, carefully exposed for sale in a glass case. These crystalline lumps of spruce gum are valuable for the same reason that many things once more or less commonplace are valuable, and getting more costly every day, namely, the lessening of the supply, which, in the case of spruce gum, is caused by the deforestation by the pulp manufacturing companies and other influences, which are fast lessening the number of spruce trees in the northern woods.

The great source of supply of spruce gum is and always has been the northern forests of the State of Maine. There is probably not a general dealer anywhere, especially in the country, who does not sell gum. We omit entirely from consideration such kinds as pepsin and the fancy gums of all kinds. The spruce gum usually sold contains only a very small percentage of spruce gum, just enough to flavor it, and it is difficult to-day to obtain pure spruce gum, not because thousands of pounds of it are not gathered and sent to the market every year, but because the pure spruce gum is bought by the great gum manufacturers and used as a flavoring for the artificial or made up gum instead of being sold pure.

The best spruce gum is obtained from the old trees, and the best gum is that which has aged or matured. The gum exudes from the tree through some abrasion of the bark, either because of a broken limb, gashes made by woodpeckers or porcupines, or by some natural cause unknown. When the gum exudes from the tree it is soft like pitch, but as it gathers in the form of a lump, these lumps varying from the size of a pea to the size of a hen's egg, it is almost immediately covered with a thin crust which holds it in shape. At the end of a year or a year and a half the gum becomes crystallized and it is then clear like a crystal or semi-transparent, almost white, and some of the finest pieces have a pinkish hue.

The spruce trees in the northern forests yield great quantities of spruce gum. Some of it is easily reached from the ground and can be removed with knives, but a great deal is higher up beyond the reach of one standing on the ground. The gum hunter goes into the woods equipped with cloth bags slung over his arms or on his back, and a long pole armed at one end with a chisel-shaped blade sharp at the end. He walks through the woods carefully scanning the spruce trees, removing such lumps or incrustations of gum as can be reached from the ground, and securing those higher up by means of the chisel at the end of the pole. The great gum market or exchange is Bangor. Most of the buyers are there or their representatives are located there when the hunters

come out of the woods with their gatherings of gum.

The basis of the artificial gum is gum chicle, which is a product of Mexico. It is a very poor, tasteless and in every way harmless gum, but it has the faculty of being able to withstand the tremendous wear and tear in the way of being chewed. The total supply of gum chicle is controlled by a combination and it is one of the restricted products of the world, and a source of great revenue because of the enormous consumption of gum. The greatest consumption of chewing gum is found in the manufacturing towns and cities, especially those known as mill towns, that designation refers to the presence of cotton and woolen mills, such as Lowell, Lawrence and Manchester.

The supply of spruce gum from the Maine woods, as we have stated, is every year becoming less and less, and a large quantity of gum is being gathered in the spruce forests of New Brunswick, and the southern part of the province of Quebec, north of the Canadian Pacific, and between Trois, Pistoles, and Megantic. The forests of Quebec are not being denuded so rapidly as those of Maine and New Brunswick, so that while the supply of spruce gum is not in immediate danger of disappearing entirely, like the supply of firs and ivory, it is every year becoming more and more a luxury, until before very long it will be only available by the very wealthy people.—New England Grocer.

The Use of Shoe Trees.

Retail merchants who are wide-awake to the opportunities which are offered them in connection with the sales of footwear should not overlook the matter of shoe trees, or forms, which can be placed in the shoes when these are not in use.

The shoe tree is a comparatively modern development brought about by the desire on the part of the wearer to have the shoes retain their shape when not upon the feet. Shoe trees in various forms have long been used in the factories, either in the lasts themselves or the followers, so-called, which keep the shoes in shape while going through the works. It is now considered indispensable in all the finer grades of footwear not to remove the last from the time the shoe is lasted until it is ready for finishing and dressing. In this way, the shoe keeps its shape through the various processes and when the last is removed it presents an unwrinkled appearance, one which adds much to the selling quality of the shoe.

A retail merchant who impresses upon his customers the importance of having a pair of shoe trees for every pair of shoes is performing a service to them and is securing additional business for himself. The shoe tree is a practical proposition for both dealer and consumer, one which is capable of unlimited development as its merits and desirability become more widely known.

Why Do People Fail?

A great question which seems ever new, inasmuch as it is nearly always being asked, is, "Why do people fail?" Sometimes they fail, as they deserve to, because they are dishonest and crooked, and because they are rascals, but oftener they fail for other reasons.

There are three paramount causes, we believe, for failure to succeed in business. One is too many irons in the fire; second, undue attention to business and too much attention to affairs outside regular business; third, spreading out too thin and not being able to do anything justice.

But in many commercial lines failure is due to lack of judgment in giving credit, which results in a merchant tying up his entire capital sometimes in book accounts, that are, many of them, more or less questionable. Still another reason for failure is a hurry to get rich, which leads to dabbling in outside affairs and speculation, concerning which little is really known except by the promoters and others inside on the ground floor.

One of the chief reasons for failure to attain ultimate success in business, we think, is the habit that some men have of acting from policy instead of on principle. Some men are too smart, and nobody feels like shedding very copious tears when they "fall down," if we may be allowed the use of mild slang. There are many cases on record of failure because of an unwillingness to work hard and wait for results. The winner in this world is pretty apt to be the best waiter. We have seen people, and we see them every day, to whom punctuality is an unknown term. They seem to be successful, but we do not believe they can continue to be successful if punctuality is absolutely or as nearly wanting as it seems to be. There are certain men who fail in business and about everything else because of erroneous views of the ends and aims of life. There are really other things in the course of buying and selling beside the percentage of profit or the cent on this and the few cents on the other. The business man who takes no thought whatever for others, who considers no one but himself, whose vision is entirely obscured by a Lincoln cent, rarely succeeds beyond the point of success attained by a miser, whose success is measured by the accumulations of savings and self-denial of the comforts of life, and of grinding the last mill from everybody with whom he has business relations. It is better to lose ten cents or ten dollars than it is to unjustly or arbitrarily obtain even as much as one cent from any other living being.

In this day of the world, as the fisher folk along the Maine coast used

to say, more people come to grief financially, probably, by living beyond their means than in any other way. There are others, and they are found in every walk of life, in every department of business, who are bodily, mentally and spiritually dishonest and they never enjoy any permanent success. It is not essential to reiterate the code of business morals, but we think that we have mentioned a few things that should be avoided and they are all things that are very common in everyday affairs.—New England Grocer.

Profit in Yankee Tourists.

Europe derives a large revenue from American tourists. Between 1898 and 1908, 1,650,000 Americans visited foreign lands. The number averages about 200,000 annually. The expenditures of these tourists shows that each disburses \$1,000 during their trip.

Thus Americans spend every year abroad about \$200,000,000, or in ten years \$1,650,000,000. This loss to the United States is offset to some slight extent by visitors to this country, not including immigrants, which is estimated at \$30,000,000. The immigrants probably bring in about \$50,000,000 annually.

The great prosperity enjoyed by the immigrants when reaching the United States enables them to make remittances to their families and friends, and these amount to about \$150,000,000.

All in all, it is estimated that the United States has to make an annual payment of about \$595,000,000 for purposes other than for the purchase of goods from other countries, this including interest on American securities held in Europe. In other words, America requires an excess of exports over imports of nearly \$600,000,000 per annum in order to settle her trade balance. During the fiscal year ending June 30, 1909, the excess of exports over imports was \$411,600,000.

Thus the United States ran behind about \$184,000,000, which has been liquidated by permanent or temporary investments of capital by other countries in the United States. In 1908 the excess of exports over imports was \$666,432,000, the banner year in the history of the country. This figure was approached in 1904, when the excess was \$664,593,000.



Leading Lady
Fine Shoes
for Women

SATISFY THE TRADE

MICHIGAN SHOE COMPANY

146-148 Jefferson Ave.

DETROIT

Selling Agents **BOSTON RUBBER SHOE CO.**

Purifying Water.

Nowadays when science has proved that nearly all of the epidemic diseases result from contaminated water supplies, the household problem of absolutely pure water has assumed international importance. The old-fashioned method of boiling water is absolutely safe, provided it is thoroughly done, but then, except with unusual care, it is apt to be contaminated in pouring from one vessel to another.

Moreover boiled water loses all its air and becomes flat and poor in taste. Wherefore boiled water is unpopular on every table and the natural distaste of humanity for it often leads to a relaxation of the precaution and consequently disease results. In addition to all this, boiled water must be chilled and the process in summer is not inexpensive and therefore bears hardest on the class of families for whom the precaution is mostly needed.

However, science has now worked out a quick, sure, inexpensive and simplified method of purifying drinking water that has none of these objections. It has been highly recommended to the population of Paris by the authorities on hygiene, and it is claimed that its use did wonders toward averting a typhoid or other epidemic outbreak in the French capital after the disastrous floods.

The means employed consist of two cheap powders that can be bought at any drug store, and 5 cents' worth of each will purify drinking water for a large household in sufficient quantity to last a week. The two powders are the widely known permanganate of potash and a new reducing agent called reserein. The permanganate of potash is used first; for it is this chemical that will sterilize the water thoroughly and make it absolutely harmless.

The permanganate should be put in in the proportion of about a half teaspoonful to a quart of water, then let alone for two or three hours. At the end of this time the amount of the reserein that will hang on the end of a knife should be thrown into the water. The water will turn a brownish yellow at once and must stand about five minutes.

As a matter of fact, the purification of household drinking water need not be so exact in the amounts used. A big bucket of water should be purified at a time and the permanganate can be put in in the proportion of about a teaspoonful to each two quarts of water. Two hours later the reserein should be added just until the water turns brownish yellow.

After standing five minutes the water should be run through a funnel over which any clean cotton cloth has been stretched. This filtration takes off all the coloring matter which stays on the cloth in the form of a light brown powder. The water obtained is absolutely pure and can contain no disease germs.

During an epidemic of typhoid, or where cholera is dreaded, the use of this inexpensive and certainly not difficult method of water sanitation will guard against all but the most remote chances of contagion. In addition the

water is neither acid nor alkaline, but just the right neutral fluid that is nature's most perfect beverage for the human race. When the vast amounts spent on all sorts of drinking materials are considered, the production at home of perfect drinking water at much less than 1 cent a quart is a boon to even the poorest mortal.

Kerosene in Pharmacy.

William R. White, of Nashville, Tenn., in a paper read before the last annual meeting of the A. Ph. A., said that the disagreeable taste and odor of kerosene have always been a drawback to its use in pharmacy. The bad taste can be greatly modified by sweetening it with a small percentage of saccharin. To deodorize it, however, is a more difficult task. Mr. White has experimented with this object in view and finds that almost any volatile oil, such as cassia, cajuput, cloves, peppermint, wintergreen, camphor, bitter almond, or mirbane will disguise its odor. He has also tried to deodorize by shaking it with acid solution of such oxidizing agents as potassium permanganate, potassium dichromate, and potassium chlorate, and then decanting and filtering it through freshly slaked lime, but none of these entirely deodorized it, although they improved it a great deal. Potassium chlorate gives the best results. Kerosene in an alcoholic solution of potassium hydrate turns the alcoholic solution red and the kerosene is almost completely deodorized. By the liberation of nascent hydrogen in kerosene an odor resembling that of onions is produced.

His Cautious Temperament.

Senator Stewart, of Nevada, tells this story of Mark Twain's early days in Carson City:

"At that time," says Senator Stewart, "the humorist had not attained to the philosophic calm which comes with college degrees. He was a journalist and an unterrified one. In Carson City he boarded at the home of his brother, who was a modern citizen and a Christian. One morning I was the guest of this brother at breakfast. We had just seated ourselves at the table when a voice drawled from the stairway above:

"Have you read the Scripture lesson this morning?"

"Yes," was the reply.

"Had family prayers?" continued the voice from above.

"Yes, Sam," said the host smiling at me.

"There was a pause, then came the further question:

"Said grace?"

"Yes," responded the patient head of the household.

"All right, then," came the cheerful comment from the stairway; 'I'll be right down.'"

It is not good policy to say there is no such thing when you have a call for an article you never heard of before. There are things you do not yet know.

Michigan Ohio and Indiana Merchants

have money to pay for what they want.

They have customers with as great a purchasing power per capita as any other state.

Are you getting all the business you want?

The Tradesman can "put you next" to more possible buyers than any other medium published.

The dealers of Michigan, Indiana and Ohio

Have the Money

and they are willing to spend it.

If you want it, put your advertisement in the Tradesman and tell your story.

If it is a good one and your goods have merit, our subscribers are ready to buy.

We cannot sell your goods, but we can introduce you to our people, then it is up to you.

We can help you.

Use the Tradesman, and use it right, and you can't fall down on results.

Give us a chance.

The Tradesman
Grand Rapids



Calls For Improved Stove Pipe.

A correspondent in an Eastern publication makes an interesting suggestion which ought to at once interest the stove and range manufacturers and dealers. He says: "It appears to me that a decided improvement is needed in the make-up and appearance of the smoke pipe for stoves and ranges. There certainly has been little or no change or improvement for many years, and the smoke pipe is far from being in keeping with the general appearance of the modern range and kitchen. It could be greatly improved and made equal to the cooking utensils of the modern home.

At present the smoke pipe lacks neatness, and in appearance is only fit for the factory or workshop. The usual method of brushing up with polish is by no means a cleanly or an up-to-date arrangement. I propose that, instead of as now made, it shall be stamped in a similar manner to the metal ceiling, having an outer and inner die or stamp with the sheet steel between. These stamps or dies might have a variety of designs, and the pipe could be put together similar to the present mode. With such process of stamping there could be no end to the variety of designs and the pipe could be as cheaply made as at present. Instead of polishing with the usual stove polish and brush I would have the pipe enameled similar to the large variety of cooking utensils and other household arrangements and in a variety of colors.

A light weight of sheet steel could be used. It will be perceived that such a stove pipe could be easily kept clean and neat and be more in keeping with other utensils used in cooking on the stove. Let it be understood, however, that this pipe will not bend; hence the need for that length of pipe which fits the collar of range to be shaped to fit.

Here I would say that to-day there is a need for standard sizes of collars on our stoves and ranges. No two manufacturers in the making of their stoves make exactly the same size or shape of collar; hence the stove pipe is often slack on one stove and tight on another, while frequently the pipe will not fit at all. Again there is a large variety of oval collars, some nearly round and some exceedingly flat. The present pipe is usually bent to fit the collar.

One of the needs of the stove dealer and the people is a standard size or sizes of collars on the modern stove and range. All manufacturers should use exactly the same size and

shape of collar and thus create a standard, whether oval or round. Such a system would be a godsend to the dealer to-day. The practical stove man will surely appreciate a standard collar, so that each size smoke pipe, wherever made, will always fit any stove.

I am a practical stove man with years of experience in the construction department and have wondered not a little at the lack of progress in the construction and appearance of the modern stove and its belongings. There is certainly room and a big opportunity for improvement, which would not be difficult to perform.

Jack Screws For Rent.

No one ever made a killing lending things, but many a dealer has received more than ordinary returns on small amounts of money invested in hardware that rents.

Among these profitable renters are guns, tents, oil stoves, electric irons, pipe wrenches, vacuum cleaners and jack screws. Of these items, guns and tents have their seasons. Oil stoves, electric irons, vacuum cleaners and jack screws seem to be perfectly satisfied to earn money twelve months in the year without a vacation, and it is of these, and particularly of the two last mentioned articles, that I wish to call the attention of the merchant who is not making the most of them.

An ordinary jack screw retails for about \$2.25. Some of your customers may never in the world have use for one, but among them are a score or more who will have use for a set of jack screws once during the year, and when that time comes if one jack screw would do the work he would buy and you would hear no more of it, but such is not the case. When Jim Smith raises his house, or barn, as the case may be, he wants eight or ten jack screws at once, and will be through with them in twenty-four or forty-eight hours. He will gladly pay 10 cents each rental for them per day rather than buy, and he naturally looks to his hardware dealer to supply his urgent need.

I know many hardware stores where jack screws are rented on a very profitable basis. In a store where I once worked ten jack screws paid for themselves in rentals in six months and were in good condition at the end of that time. This, of course, will not be the case in every store, but the woods are full of opportunities and this may be one in your town.—Iron Age.

Large Retailers as Members of the Association.

Early in the history of retail hardware organization a grave peril menaced the movement, owing to the suspicion with which the large retailers were regarded by the smaller merchants. This feeling in some of the states led to the withdrawal from the associations of merchants doing a retail business coupled with a small jobbing business. If it were not formally declared that the Association was only for exclusively retail merchants these hardwaremen of position and influence who were branching out and extending their business, were, in a few instances, made so uncomfortable that they felt out of place and decided that the organization was not for them. Such merchants are large enough to take care of themselves and do not lose much, so far as the direct advantages of the organization are concerned, if they feel impelled thus to stay outside. The associations were, however, sufferers. The retail movement would lose much of its significance and power if houses of this class, large and enterprising retailers, some of whom are doing something in a jobbing way, were not represented in the membership and at home in its councils. The regarding of them with any degree of disfavor was a distinct mark of narrowness.

The tendency toward littleness and narrowness was fortunately checked and the associations are now representative of the retail trade as a whole, including the large as well as the small houses. This is illustrated in the fact that in attendance at the annual conventions are merchants from country stores doing a varied trade in which hardware touches shoulders with other lines not very near of kin; representative hardwaremen from the towns and villages and cities, and not a few who are at the head of extensive establishments,

leading merchants in their communities and doing a business which reaches beyond their immediate vicinity. They may indeed in some cases enter into competition in their retail, if not their wholesale, departments with other members in the organization. They are, however, recognized as not only eligible to membership in the association but are usually among the most valued and active of the members. If the movement were limited to small houses, including those which made good in large measure, it would not be representative, and it would not have the influence it now possesses. There has been in this respect the avoidance of an imminent peril and the adoption of a policy from which it is to be hoped the associations will not depart. An illustration is also afforded of the tendency toward breadth rather than narrowness in the retail hardware association movement as a whole.

Because one has always done things a certain way is no excuse for continuing to do them so after that way has been proved wrong.

Acorn Brass Mfg. Co.

Chicago

Makes Gasoline Lighting Systems and Everything of Metal

Established in 1873

Best Equipped Firm in the State

Steam and Water Heating
Iron Pipe
Fittings and Brass Goods
Electrical and Gas Fixtures
Galvanized Iron Work

The Weatherly Co.

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.

The Annual Inventory.

The following from the Northwestern Lumberman was written for the special benefit of lumbermen, but it will apply with equal force to all lines of business:

To be ready for an annual inventory presupposes intelligent preparation. Of course, one wants to know just how he stands, and to that end he must free himself from all forms of self deception. The thing is to find out whether money has been made during the year, and to do that intelligently and decisively facts and figures must be scrutinized squarely.

For once, suppose you find out what you have that can be converted into cash at its actual face value. Put down nothing at more than it would sell for, and if there is any worthless stuff send for Widow Smith to come and get it for her Christmas kindling. Whatever you do, don't put it in the inventory. See that the foundation of your next year's business is laid so as to resist storms and withstand the buffetings of disappointment and distraction. In other words, find out exactly where you are "at." Clear the yard of rubbish for the benefit of any of your neighbors in danger of frost and cold. Bring smiles to their faces and improve the looks of the yard at the same time.

And there are those old accounts, some of which have dragged along for years with no prospect of settlement. These tag ends and bobtails, representing so much misplaced confidence, may as well be written off and in that way counted for all they probably are worth. Except those hopelessly desperate, turn bad claims into a memorandum account, so in case the lightning should strike, it will not be so hard to find them. A schedule to this end could be written into a memorandum book, payments, if any, of course to the credit of profit and loss.

It sometimes happens that old accounts against delinquents keep them away and cause them to go elsewhere for lumber. Human nature and carpenters sometimes develop moral cowardice which a little encouragement would displace. If you know of or suspect the existence of any such cases on your books send for the parties, kindly tell them that they are foolish, and propose to readjust matters in a way to get them back without promising to trust them too much. The results in no case would be worse than loss of the accounts and might reawaken good will and resultant trade worth having. If that appears to be the only alternative tell them to forget the old score and start in anew—offer to help them, with the understanding that reciprocity, not bad blood, is the life of fellowship and mutual helpfulness. Then everybody will feel good and be the better for it.

—Northwestern Lumberman.

Portable Houses.

The manufacture of portable houses is increasing markedly, and new uses are being found for such structures.

The portability and comparatively low cost make them especially desirable for a great variety of purposes, among which are summer residence cottages, bungalows, for out-ings, garages, green houses, conservatories, photographic studios, cobblers' booths, mining shacks, hospitals, churches and fresh air houses for both well and invalid people, and especially consumptive patients. They are also used as school houses and permanent residences. Among some of the makers the demand, so far, is most active from such states as New York, New Jersey, Pennsylvania, Massachusetts, Rhode Island, Connecticut and Ohio.

Occasionally the houses are as small as 8 x 8 ft., selling at, say, \$65 net; others running from 10 x 12 to 26 x 54 ft. and larger with porches, the range of price beginning at \$75. Some makers have adopted a unit of standard which, it is expected, will enable them to sell the export trade to much better advantage, as the sections may be more easily handled and more compactly packed, thus reducing the cost of shipping and crating. The two latter items of expense have greatly hampered the business.

As indicative of the rate of progress in developing this line of trade, one company which succeeded to the business of a predecessor in 1906, the business of which was of very modest proportions, increased the yearly output from \$12,000 to \$21,000 the first year, the following year to \$36,000, and for 1909 the total reached \$63,000.

The great expansion of the automobile business has doubtless greatly stimulated the use of portable houses for garages, while the greater attention given to outdoor sports has created a larger demand for boat houses and similar structures, owing to the ease of transportation and erection, coupled with the moderate cost, which permits of frequent change of location if necessary, and yet with the conveniences of more costly permanent structures. The better understanding with regard to sanitary and hygienic conditions relating to fresh air is also a factor in this industry.

Another Way To Advertise.

Neatness and trimness of appearance goes a long way in first impressions, whether the subject be a human being, a store, a business street, or the whole town. It is impossible to get away from the fact that slovenliness anywhere is an undesirable thing for the good of the person or object affected.

A dirty and disheveled stock, a mussy clerk, or an unattractive front are bad adjuncts of doing business, but these things may be condoned by a customer when she is able to leave them all behind and not be compelled to carry them home with her. The thing that upsets her quickest is a package that is sloppily wrapped and carelessly tied which she has to carry through the streets and into her home.

No store has the right to send forth goods wrapped in any but the neatest manner and carefully put together so that any person need not

object to having possession of them on the streets because of their appearance. Not only is the appearance a thing that impresses the customer but is in itself a good advertising affair. A store that looks to the neatness of everything with which it has to do makes this statement in its advertising: "We compel our clerks to wrap all goods neatly, whether they are to be delivered by ourselves or carried home personally by our customers. No sloppy package goes on the street from our store. Nor do we place any glaring advertisement on our wrapping paper. When you see a neatly wrapped package bearing no stamp or label whatever, you may know it came from Johnson's and we assure you you can get one just like it by trading at the store opposite the drinking fountain on the public square." Which isn't a bad piece of advertising, even although it does not mention goods.

Habit, too, is everything, and the

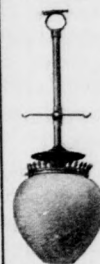
clerk who falls into the habit of making neat packages for customers also falls into the habit of doing other things in a neat and trim manner. Not a bad thing to consider.



TRADE WINNERS
Pop Corn Poppers,
Peanut Roasters and
Combination Machines.
MANY STYLES.
Satisfaction Guaranteed.
Send for Catalog.

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, Minn.

Walter Shankland & Co.
Michigan State Agents
Grand Rapids, Mich.

66 N. Ottawa St.

Get the "Sun Beam" Line of Goods For Fall and Winter Trade

- Horse Blankets, Plush Robes, Fur Robes
- Fur Overcoats, Fur Lined Overcoats
- Oiled Clothing
- Cravenette Rain Coats, Rubber Rain Coats
- Trunks, Suit cases and Bags
- Gloves and Mittens

These goods will satisfy your customers and increase your business. Ask for catalogue.

Brown & Sehler Co. Grand Rapids, Mich.

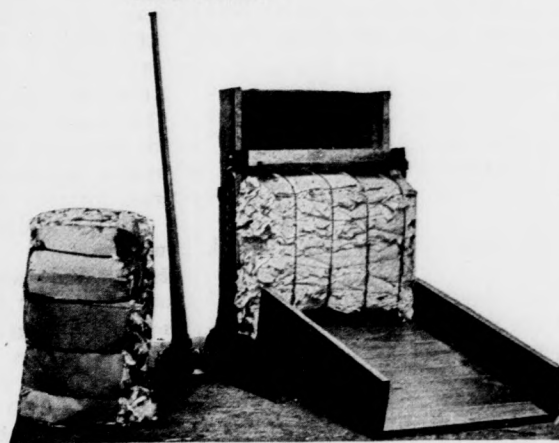
Your Waste In the Way

Something to Make Every Pound of Your Waste Paper Bring You Good Dollars

The Handy Press

For bailing all kinds of waste

- Waste Paper
- Hides and Leather
- Rags, Rubber
- Metals



Increases the profit of the merchant from the day it is introduced. Two sizes. Price \$35 and \$45 f. o. b. Grand Rapids. Send for illustrated catalogue.

Handy Press Co. 251-263 So. Ionia St. Grand Rapids, Mich.

CHRISTMAS SHOPPING.

The Main Thing, After All, Is To Get the Trade.

Written for the Tradesman.

If the business man of to-day would listen to, and try to accept, half the suggestions made to him by well-meaning friends, there would be more failures every year than there now are. Especially do the wise people flock about the retail man during the holidays. According to the lights of one group of customers, stores are operated principally to give clerks luxurious moments during Christmas week. According to the lights of another group, stores are operated for the convenience of buyers, and ought to be kept open all night if necessary to supply the demand for Christmas goods.

The retail merchant has to please both factions—if he can. He has to tell the chairman of the Clerks' Helping Band that he will engage enough new clerks to give the old ones easy work during the rush weeks. He has to assure the chairman of the Consumers' Anti-Delay Society that his store will be kept open until buyers get out of money. Sometimes he has a hard time keeping both promises.

Freeman found it easy to make holiday promises, but hard to keep them and finally gave it up. Freeman has a little department store in a large city, and naturally has to fight for the trade he gets. His harvest comes when the big department stores can not supply floor room for the rush of buyers. He can not afford to open late or close early when people are walking the streets with money in their pockets—money that he needs in his business.

Last year Freeman felt quite flattered when Mrs. Analine Durand, the chairman of the Clerks' Rest Fund, came into his store and laid her nose-glasses down on his desk. Theretofore he had been ignored by this helpful society, and this visit really made him feel as if he were getting into the swim. Mrs. Analine Durand looked about the stuffy little office and wrinkled her nose. It was not at all what she thought it ought to be, but she did not say so.

"Ah, Mr. Freeman," Mrs. Analine Durand said, "we hope you are with us."

Freeman said that he surely was, although he did not know what it was all about.

"What arrangements have you made for the comfort of your clerks during the coming holiday season?" asked the lady, then.

"Why," said Freeman, "why—why—"

"Yes," said Mrs. Analine Durand, "Why?"

"Why, they are, to work as usual," Freeman said. "If the trade warrants I'll put in half a dozen new girls."

"All very well," responded Mrs. Analine Durand, taking her nose-glasses off her desk and whirling them about in her slender hand, "all very well, but we want to know about hours?"

"Yes, about hours," said Freeman, "you want to know about hours. Of

course you do. Well, what do you want to know about hours?"

"Hours for clerks during the holiday rush, you know," replied Mrs. Analine Durand.

"What hours have you decided on?" asked Freeman, his Scotch temper getting into his manners in spite of himself.

"We can not have these children," with a waving glass toward the partition between the office and one of the salesrooms, "working here until all hours of the night."

"Of course not," said Freeman.

"And we want you to sign an agreement to close at 9 o'clock Christmas week," added Mrs. Analine Durand.

"Can't do it!" said Freeman.

"Then your name will go before our League," threatened the woman.

"I see," said Freeman. "Well?"

"And you'll be boycotted."

"And what then?"

"Why, you'll lose your trade, of course."

"In other words, if you can not run my business for me, you won't patronize me? Is that what it amounts to?"

"Perhaps I spoke too hastily," said Mrs. Analine Durand. "What I meant was that the members of our Association trade with their friends."

"I'm going to hire more clerks and work them in phalanxes," said Freeman, "and there will be no complaints from them, so I don't think you ought to take the thing to heart."

"We insist on the 9 o'clock closing," said the woman.

"Then," said Freeman, "perhaps you'd better be talking to some merchant who will agree to your terms. I will not."

Mrs. Analine Durand walked out of the office with her nose high in the air. By the way, she had never been in the store before.

"In for a penny, in for a pound," thought Freeman as she walked out with a threatening swing to the monster plume on her peach-basket hat.

So he advertised that his store would be open until the last customer had been waited on all through the holiday season. He not only advertised his hours, but his stock. The ladies talked about him at pink teas and men wondered how he would make it when they smoked cigars in concert at the clubs.

"If it takes all night!" every advertisement said.

About the only people who seemed to be pleased with the arrangement were the girls who wanted jobs. Freeman had to employ many new clerks, for the old ones were kept on only for the regular number of hours.

He ran one watch from 6 in the morning until 2 in the afternoon. Then another group came on and worked until the store closed. The new clerks were scattered among the old ones in both watches and were closely watched by floorwalkers.

Of course there were merchants who found fault with this arrangement and talked pityingly of the poor clerks at Freeman's. Big dealers who thought they had the trade

and could open and close when they liked, irrespective of the convenience of buyers, kicked the hardest.

"I see no sense in going into any combination directed against the people who are supporting my store," Freeman said, when asked to join their Holiday-Closing Association. "There are plenty of associations in this country which seem to be doing all they can to insult and inconvenience the people who are supporting the members, and I don't care to assist in forming another."

"But we'll get the trade anyway," urged the others. "If people know they must do their buying within certain hours, they will buy during those hours and not complain."

"Some of them will," Freeman answered, "and some will go without the goods they would have bought if they had been accommodated by dealers."

"But think of the poor clerks!" they then urged.

"My clerks work less hours than yours," was the reply. "Besides, I am not running my store for the convenience of clerks. If I did not run it for the accommodation of buyers I would soon be out of business and my clerks out of work. The one big thing with every merchant is, after all is said, to get the trade. That is what we are here for, and the more trade we get the better wages the clerks receive."

"Never mind what they say," Freeman put in every advertisement, "we are here to give buyers every opportunity to purchase Christmas goods without getting into a rush. We are not entering into any conspiracies against our customers. We do not pretend to tell them that they must buy here at certain times or take their money out of town. We are here to sell goods, and we'll get up in the night to accommodate patrons."

There was a wild, unfettered freedom about Freeman's advertising copy that created a sentiment in his favor, notwithstanding the kicks of the other business men. When the week before Christmas arrived and buying began, the people seemed to take delight in making up parties to do their trading about midnight. Freeman laughed at their persistency in trying to show him that he ought to close earlier, and treated all midnight patrons to hot coffee and sandwiches.

The clerks at Freeman's were not as "dragged out" as were the clerks at the other stores, for they had slept the greater part of the day. On the whole, it was a sort of a picnic there all through the holiday season.

"I don't dictate to my patrons when they shall buy," was on all his walls, and "I run this store by and with the consent of the people of this city. They are the bosses here," was also frequently seen. It was a merry season there.

One night, it was the last of the all-night sessions, Freeman sat at his desk with his hat on waiting for a group of buyers to finish their shopping and go out. There were a

dozen ladies in the party, and it was after midnight.

"Are they nearly done?" asked the merchant, who was ready to fall asleep in his chair.

"They don't seem to be," replied a floorwalker, who stood with his gloves on.

"Well, we'll stick it out," said Freeman. "Give the clerks who are waiting on them a dollar each for lunch when they go home."

"All right," said the floorwalker. "I'll go out and see what's doing."

When he came back there was a grin all over his usually grave face.

"Who do you think it is?" he asked.

"Give it up!"

"Mrs. Analine Durand and her special friends!" was the reply.

"And so, you see," Freeman often said, afterwards, in speaking of the matter, "this holiday humanity for clerks is mostly guff, and the women who get into the limelight by means of it are the first to break down over their own rules. The real thing for a dealer is to get the trade!"

Alfred B. Tozer.

Sentiments for Christmas Gifts.

A gift is doubly precious if accompanied by some sentiment or apt quotation; even rhymes, limericks or jingles are acceptable. Here are a few clipped from time to time hoping that some reader would find exactly what she wished.

For a calendar:

May all the days

Throughout this year

Sunshiny be to you,

My dear.

To go with a hand-made handkerchief:

A snowy bit of whiteness

With love I send to thee,

Each stitch put in with rightness,

For your Christmas 'tis to be.

With a purse:

Some have called me trash,

But that never can be true,

For when I'm filled with cash

You never will be blue.

For a needle and pin case.

Needles and pins! Needles and pins!
When you've no place for them trouble begins.

To write on a card:

It can not be measured or put in a box,

This wonderful gift that I send;

But I know that it will last till the very day

When you reach your journey's end.

And so at this beautiful Christmas-tide,

With my very best wishes I send

The choicest gift that I can find—
'Tis my love for my very dear friend.

For a blotter:

Blot out all the faults you see.

Remember only the good in me.

To propose with a pair of gloves (this may help some bashful swain who is wondering "how to ask her"):

A little hand, a soft white hand,

A hand, I know 'tis thine,

These gloves will fit. So may I ask

That gloves and hand be mine?

Every Merchant Should Invoice His Stock

All Good Merchants Reduce Their Stocks
Just Before They Invoice by Having a

PRE-INVENTORY SALE

WE have, therefore, had our Cut Service Department design an Attractive Heading for a Pre-Inventory newspaper advertisement or bill. Below we show this cut in the four column size. We will also furnish the cut six columns wide. We will sell this cut to but one merchant in a town, so order at once and be first.

We expect to issue a series of SPECIAL SALES headings during the coming year for the benefit of our readers who believe in advertising, and will aim to sell these cuts at cost to our subscribers by giving them a special discount from the retail price. As soon as we get this department thoroughly organized we are going to issue a series of SUGGESTIVE CUTS and STYLE CUTS which will be rented to our subscribers at a price much below first cost. This is an innovation which we believe will be appreciated by all of our readers.

This department is open to suggestions. If you have an original idea for a SPECIAL SALE let us help you work it out and furnish you with the necessary cuts. If it proves a business getter we can pass it along to other merchants. If you want a suggestion for a SPECIAL SALE write us, we will be glad to give you the whole working plan of a sale that has proved a winner.



PRE-INVENTORY SALE

Price for This Special Cut

- No. 100—One four column cut \$2.00
- No. 200—One six column cut 3.60

Less 25 per cent. discount to subscribers of the
Michigan Tradesman

CUT THIS OUT AND SEND IT IN TO-DAY

Tradesman Company,
Grand Rapids, Mich.

Gentlemen: Enclosed find \$..... for which please send one..... column special cut
No..... "Pre-Inventory Sale"

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.



Relations With the Traveling Salesmen.

Retail grocers should bear in mind that traveling salesmen are not canvassers, and that they are not traveling about the country asking

ment can be presented in favor of one side as of the other.

Traveling salesmen, and, indeed, even charity seekers and solicitors should receive invariably courteous attention. There are some cases

Many retailers do not seem to be able to do this. They lose their temper and practically order their visitor out of the store. This is entirely unnecessary. The best way to get rid of a too persistent salesman is to follow the law of non-resistance, in other words, go with the tide. If you do not want the goods, do not argue against them. A good salesman has a dozen answers to every objection you bring up. In fact, a salesman likes to have a prospect argue, for he knows he can overcome every argument and make his proposition look stronger than ever. A salesman may have very little hope of selling to a customer who will not argue with him, but most good salesmen look upon it as a foregone conclusion that

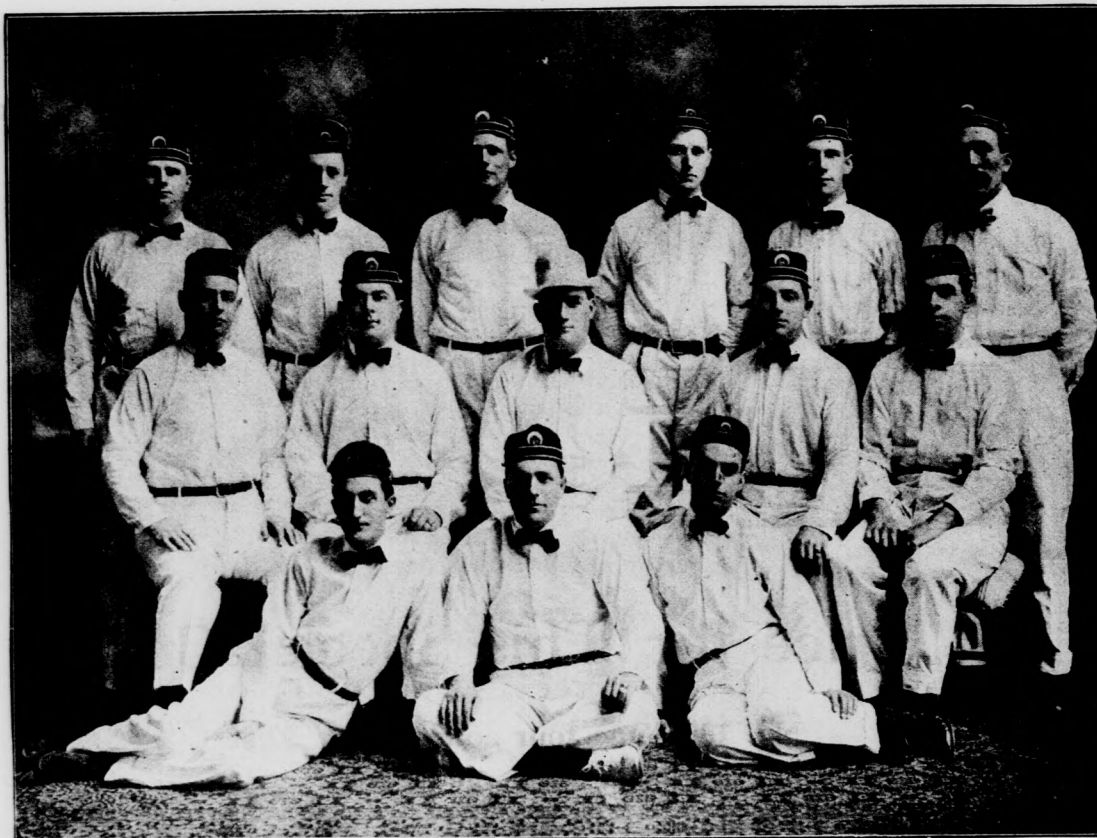
plentiful, and there is always a demand for them, and there is no limit to the price that a house is willing to pay for the right kind of a man. We have in mind one Boston house which is always in the market for salesmen of a certain standard. Ninety-nine out of every hundred retailers should remember that when they meet traveling salesmen they are meeting their superiors in ability and as business men.—New England Grocer.

Chairs For the Traveler.

The "Assistant Manager" in Iron Age has a word to say as to the treatment that should be accorded the traveling salesman. His remarks are as pertinent to other lines of business as to the hardware trade and merchants generally might heed them. He says:

"There are all kinds of things in connection with business detail that we can not stand for, but we think it over and see no way out. There are things a man does stand that are entirely unnecessary, and the same could be said of some of the stands he forces on other people. Without further prelude, I refer to the commercial traveler, who is obliged to stand around awaiting the supreme will of the hardware buyer. There are a few points about this contemptible system that need touching up. They are harmful to the buyer and seller alike, and if you will be seated, gentlemen, I will come to the point. The traveling man, commercial ambassador, representative, agent, salesman, or whatever he may choose to be called, comes into your front door, and is met by the buyer, manager, partner, proprietor, boss, or whatever he insists on being called. They size

Degree Team United Commercial Travelers Grand Rapids Council 131



Upper Row Left to Right
Chas. Perkins J. Schumacher A. Mindel C. Mulder Tom Modie Fred Groninger

Middle Row Left to Right
Harry McIntyre R. Lichtenauer Jim Goldstein (Cap't) H. B. Wilcox E. H. Snow

Bottom Row Left to Right
"Jimmy" Roy John Jones Bert Bartlet

favours. They are not, moreover, objects of charity. They are merchants, they are business men, many of them equal in ability and capacity with the heads of the firms they represent. When one of them comes into your store you should treat him respectfully. Indeed, it is a good idea to make a friend of every visitor, for it makes no difference what the business is or what the profession is, every friend and almost every acquaintance is capital in trade. A business man can not afford to antagonize anybody. It does no good to argue questions, indeed, there is little sense in arguing, for there never was yet a question that did not have two sides, and usually as good an argu-

where such a caller forfeits all claims to courteous attention as, for instance, when thoughtlessly or without regard he breaks in upon a merchant while he is engaged with a customer or in his dictation of correspondence, but as a rule it does not pay to be rude to anybody.

It is good business policy to consider every proposition that is laid before you. In this way you are sure not to miss any opportunities. But one must cultivate discretion as to the amount of time to give to any particular proposition. If you are convinced that you do not want a thing, get rid of the salesman quickly. This is as much for his interest as for yours, for his time may be worth as much or even more than your own.

they will make a sale if the prospect will only argue the question with them.

They know their business and are masters of it, and when the prospect attempts to meet them on their ground he falls flat. But if you agree with the salesman in everything he says and you do not intend to buy, he will soon run out of talk and quit. But do not forget for a single moment that the traveling salesman is a business man and a merchant, and the master of the art of selling goods. There are salesmen whose incomes exceed those of the partners of their house, and they remain salesmen because they are more valuable there than they would be in the store.

Good, skilful salesmen are not

The Servant Question Solved

There is a solution you may not have thought of in the excellent menu and homelike cooking at

Hotel Livingston
Grand Rapids, Mich.

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.

up one another, and steel cuts steel, or steel stands pat, as the case may be.

"The seller, as we shall call the parties first mentioned, has for the past week slept on trains, or in poor hotels; he has waited around railroad stations that became nightmares to him, in hotel beds that must be slept in regardless of their condition. He has been in other stores like this one, but he appears fresh and smiling with a pleasant word all the way down the line. The conditions just mentioned give you a line on the depression he is surmounting, and I want to say right here that nonsense is often foam floating listlessly on the surface of still waters that rage in their undercurrents. The knight of the grip smiles his way down through the store to the desk of the many named last character mentioned and—stands around.

"Finally, the seller is favored with the questioning scrutiny which is the slow follower of a glance that noted his front door entrance, and after a few minutes' sparring he is stripped for action, and they either stand side by side, or stand over the desk at which the big smoke is seated (you will note that the seller always stands and wrenches out the order that must be given).

"The longer it takes to pull the tooth the more leg weary he becomes, and this dentist of the hardware world often slips mixtures into his painless extraction fluid that wouldn't pass pure food inspection, neither would they be compounded by a practitioner who was seated, but the leg weary drummer can not stand forever without some kind of oil to rub into his aching joints, so he takes it out on his tormenter by slipping one over occasionally. In doing this his uncomfortable standing position gives him the advantage not always realized by the buyer.

"You are employers for whom I desire success in every sense of the word, and one of the surest ways to get there in a comfortable manner is to install at least two additional chairs at your buying desk for the leg-weary man from whom you are making purchases. Of course, if you haven't the room, I won't advocate pushing your walls out for this purpose, but if any one is forced to remain standing in your business parlor let it be the boss or the office boy."

Lee M. Hutchins, of the Hazeltine & Perkins Drug Company, has been advised of his appointment as Chairman of the Committee on Credits and Collections of the National Wholesale Druggists' Association by President Wm. J. Schieffelin. This is one of the most important committees of the National Association and to be appointed its Chairman is regarded as a high honor.

Detroit—The McIntyre Pouring Block System has engaged in business to manufacture cement blocks and machinery therefor, with an authorized capital stock of \$10,000, all of which has been subscribed and paid in cash.

It Is a Wise Father Who Knows His Own.

Railroad men, waiters, newspaper writers and doctors have hours much alike—they work every day and some of them on Sunday, too. Their schedule of time is next door to perpetual.

O. A. Tice, Superintendent of the Western division of the Santa Fe, tells a story that illustrates the small amount of time which a railroad man can claim as his own.

He related that a certain railroad man was so busy out on the line all of the time that he got home very seldom—in fact, so infrequently that he scarcely kept acquainted with his own family.

One Sunday night he got home with a grip full of work to do. He was considerably behind in his reports—simply had not had time to keep up with them and had gone home to get them into shape. So that Sunday night he cleared a table and industriously set to work to get his papers into shape.

"John," said his wife, "I haven't been at church for quite a long time. If you are going to be home this evening and work anyway, I think I'll go to church and let you take care of the children."

"That's all right," replied John. Go ahead to church. I will look after the young ones." There were three or four playing around. The father greeted all of them impartially and with delight.

"Remember, John," said his wife, as she went away, "their bedtime is about 8 o'clock. Put them to bed at that time."

"Sure," he replied. "At 8 p. m. That is the official schedule, is it?"

The wife went to church and the railroad man got busy on his reports. The youngsters were playing and having a good time, and John let them play.

He was oblivious to all that was going on, until the youngest of the group came up to him and laid its head on his knee and lisped: "Daddy, I'se seepy."

The railroad man pulled out his watch with a jerk and saw that it was 8 o'clock. He was a stickler for punctuality, so he immediately set to work to put the youngsters into bed. He had more or less trouble in solving the mysteries of various buttons and hooks, but finally he got them into their nighties and put them into bed. Three willingly got into their cribs, but he had considerable trouble with the fourth. The youngster was quite perverse and protested considerably, but after a valiant struggle, was subdued and went to sleep with the rest. Then John went back to work.

An hour later his wife came home. "Get the children to bed at 8 o'clock?" she asked.

"Right on time," he said.

"Have any trouble getting them to sleep?"

"Not with three," was the reply. "Had a little trouble with one, though."

"Which one?" she asked.

"That red-headed shaver over there in that west bed. But I got him down, all right. He made considerable fuss about it, though."

"Why, John!" cried the wife. "That isn't our boy. He belongs to one of the neighbors!"

Manufacturing Matters.

Fremont—The Fremont Canning Co. owns or holds under lease about 200 acres and is planning to increase its acreage with a view to raising its own fruit and vegetables. Cattle and hogs will be fed as a side issue.

St. Joseph — Contracts with the farmers have been made and it is expected a canning factory will be established at Eau Claire in the spring with \$25,000 capital and which will employ from forty to eighty hands.

Detroit — The American Ignition Co. has engaged in business with an authorized capital stock of \$20,000 common and \$5,000 preferred, of which \$12,500 has been subscribed, \$21.16 being paid in in cash and \$10,978.84 in property.

Lansing—A new company has been organized under the style of the Bates Tractor Co. to manufacture and sell tractors, engines, vehicles and farm implements, with an authorized capital stock of \$200,000, of which \$125,000 has been subscribed and \$20,000 paid in in cash.

Plymouth—The Bonafide Manufacturing Co., making spears, artificial bait, etc., has merged its business into a stock company under the same style, with an authorized capital stock of \$2,000, of which \$1,100 has been subscribed, \$700 being paid in in cash and \$400 in property.

Hart—W. R. Roach & Co. last spring offered prizes aggregating \$190 for the best crops of peas and lima beans raised in the vicinity, the money being divided into various classes. The awards have just been made in time to give the winners the money for Christmas.

Watervliet—The large mills of the Watervliet Paper Co. began the manufacture of paper this week, giving employment to about seventy-five men and twenty-five women. In the spring the company intends to build a large coating mill, which will employ many more hands. Probably no other town of its size in Michigan has made such a growth since the census was taken last spring. The population has increased about 200. Several residences and a few very nice and substantial business places have been built. About fifty dwellings will be built the coming season.

Annual Convention of the Michigan K. of G.

The twenty-first annual convention of the Michigan Knights of the Grip will be held in Lapeer Tuesday and Wednesday, Dec. 27 and 28. That city is the home of a good many traveling men and they are all members of Post L. The meeting of the Board of Directors will be held at the Graham Hotel Monday evening and the first business session will open Tuesday morning at 10 o'clock at the Court House. Tuesday evening, at the Opera House, the members, their wives and sweethearts, and

their friends will assemble for the annual banquet, which for twenty years has been known in Michigan as a strictly temperate one. Great preparations have been made by Post L for the event. The good things to eat will be intermingled with songs, readings and toasts, furnished, respectively, by Mrs. Grace Woodward Phillips, Mrs. Hollis Porter, Miss J. Helen Smith, Governor Fred W. Warner, E. O. Wood, of Flint; Mark S. Brown, of Saginaw; John D. Martin, of Grand Rapids; Rev. Father Duingan, of Lapeer; W. S. Abbott, of Detroit, and President C. H. Phillips, of Lapeer. Following the banquet there will be a dancing party until the small hours. Wednesday morning and afternoon, at the Court House, the business session will be continued. Officers will be elected and a selection made for a meeting place in December, 1911.

Be a Good Judge of Goods.

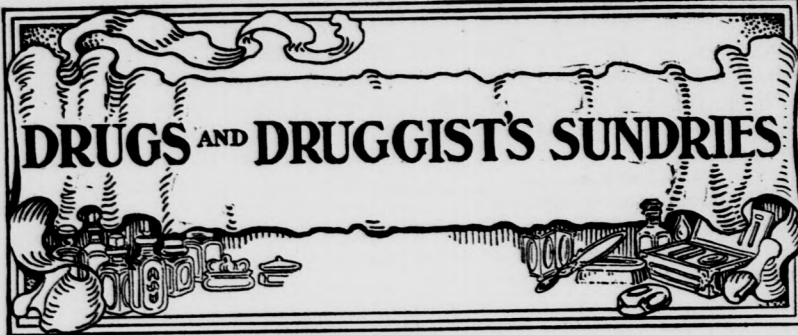
Practically the merchant's field of operation is unbounded. In these stirring times, when new things, or old things in new dress, are appearing with amazing rapidity, there can be no limit to the work of developing or reconstructing demand. It may be that the dealer believes that he now controls his fair share of patronage, and therefore efforts to increase sales are wasted. Not by any means. Educate your trade. Introduce new goods, or better grades of such as are in demand.

There is no surer way to make a success as a clerk or merchant than to become a first-class judge of the goods in your line of trade. It is only a question of application. True, some men will have much better opportunities than others for such education, but "where there's a will there's a way," and if you make the best use of the opportunities you have, the way will certainly open to greater advantages.

There is no royal road for becoming a good judge of goods. It must come by handling the goods, comparing the different qualities, styles, kind, etc., and the more you do this, the more carefully you study them, the better judge of goods you will become. That "knowledge is power" is an axiom that is universally acknowledged to be true, and this is special knowledge that is necessary to the business, and you can not become a great success without it.

A careless, unobserving man or woman never becomes a judge of goods, and of a certainty, never becomes the head of a department, and certainly not the head of a business.

In his message to Congress President Taft urged the enactment of a parcels post law. In his annual report Secretary Wilson, of the Agricultural Department, recommends that the people deal directly with the producers and thereby effect a reduction in the cost of living. If this keeps on insurgency will not be confined to the halls of Congress. There will be an insurgent camp at every corner grocery and country store in the land.



Michigan Board of Pharmacy.
 President—Wm. A. Dohany, Detroit.
 Secretary—Ed. J. Rodgers, Port Huron.
 Treasurer—John J. Campbell, Pigeon.
 Other Members—Will E. Collins, Owosso; John D. Muir, Grand Rapids.
 Next Meeting—Grand Rapids, Nov. 15, 16 and 17.

Michigan Retail Druggists' Association.
 President—C. A. Bugbee, Traverse City.
 First Vice-President—Fred Brundage, Muskegon.
 Second Vice-President—C. H. Jongejan, Grand Rapids.
 Secretary—H. R. McDonald, Traverse City.
 Treasurer—Henry Riechel, Grand Rapids.

Executive Committee—W. C. Kirchgessner, Grand Rapids; R. A. Abbott, Muskegon; D. D. Alton, Fremont; S. T. Collins, Hart; Geo. L. Davis, Hamilton.

Michigan State Pharmaceutical Association.
 President—E. E. Calkins, Ann Arbor.
 First Vice-President—F. C. Cahow, Reading.
 Second Vice-President—W. A. Hyslop, Boyne City.
 Secretary—M. H. Goodale, Battle Creek.
 Treasurer—Willis Lelsenring, Pontiac.
 Next Meeting—Battle Creek.

Grand Rapids Drug Club.
 President—Wm. C. Kirchgessner.
 Vice-President—O. A. Fanckboner.
 Secretary—Wm. H. Tibbs.
 Treasurer—Rolland Clark.
 Executive Committee—Wm. Quigley, Chairman; Henry Riechel, Theron Forbes.

State Board Examinations in Pharmacy.

One of the most fruitful discussions at the Richmond meeting of the American Pharmaceutical Association was devoted to the subject of State Board Examinations in Pharmacy. It developed at a joint meeting of the Board members, the College teachers and the Section on Education and Legislation of the A. Ph. A. A group of three papers on Board Examinations were read by J. W. Sturmer, Harry V. Arny and Henry E. Kalusowski—and the symposium was one of unusual excellence.

In different language the three speakers agreed on the essential characteristics of a good examination. Professor Arny declared that an ideal board examination was one in which the questions could be answered by any competent pharmacist with several years' experience and without any special preparation. Such questions might well be devoted to incompatibilities, doses, the distinguishing of chemicals from one another, familiarity with prescription peculiarities, etc. Professor Sturmer got at the heart of the matter when he declared that "what was required was assimilated knowledge instead of knowledge in original packages"—an epigram which is well worth remembering. Professor Kalusowski asserted that these things could better be achieved in an oral than in a written examination, for then the ability of the candidate to handle the subject could be more readily discovered.

All three speakers insisted that

while there are certain isolated facts which candidates should be expected to know, the examinations for the most part should be devoted, not to facts, but to an effort to determine the applicant's reasoning ability. He should be asked to think—to use his wits. He should be surrounded with the problems and the difficulties which face him in real practice and then he should be watched to see how readily he can extricate himself. If you ask a man a lot of parrotlike questions you simply put a premium on cramming, and very frequently the man who can answer the most questions of this kind is the man who knows the least about real pharmacy and who will be the biggest possible fizzle behind the prescription counter.

It can not be doubted that these are incontestable truths. It is easier, however, to point out examination shortcomings than it is to overcome them. The framing of a proper examination paper is one of the most difficult things on earth. College teachers, who have their students constantly under observation, and who know their men, find it almost impossible to make an examination a true test and gauge of efficiency. So true is this that in many institutions examinations have been abolished almost entirely. If such difficulties have been experienced by teachers, how much greater must be the difficulties which face the members of a State Board of Pharmacy—men who have never seen the candidates before, who know nothing of their records, and who must within a few hours, or at the most within a day or two, discover whether or not they are well-equipped pharmacists?

During the discussion at Richmond Peder Jensen, a member of the Washington Board of Pharmacy, expressed the strong conviction that the only way out of the woods was to have the written examinations prepared by pharmaceutical teachers, and limit the boards of pharmacy to the practical examinations. He declared that the members of boards of pharmacy were not qualified by training to frame theoretical questions. Teachers should both write these questions and then pass on the answers. The Board members, on the other hand, being practical pharmacists, might well conduct the actual work in dispensing which many of the boards now make a part of their examinations. Practically the same view was expressed by Lewis Flenner, a member of the Board of Pharmacy of Washington, D. C., and we may add that other board members

throughout the country have from time to time held similar opinions.

Some of the State boards are now giving practical work and the results are admirable. Such work affords a far better chance than the written examinations to determine the real efficiency of the candidate behind the counter. More than that, it provides a heavy handicap for the quiz-compend crammer—the man who can glibly answer questions by the hour, but who has no "assimilated knowledge." In the Massachusetts examinations, for instance, the candidates are given books and they are urged to use them. Tasks are then placed before them similar to those which would confront them in the store, and they are given all of the assistance which they would have in actual practice. It is by methods like these that the boards may well hope to get at the real ability of the applicants.

Druggists and Legislation.

I think it about time that the reputable pharmacists of Michigan found out whether it is necessary for the State to authorize the physicians of this State to censor their business. If the average druggist is not competent to properly conduct his business, then let the State step in and cancel his license. This is not all; to relieve the physicians of all responsibility in writing a prescription and hold the druggists responsible is still further casting reproach upon the men that are supposed to be competent to dispense prescriptions and so are registered.

I am no defender of the liquor traffic in any form, but liquor is a legitimate article of commerce and a common household necessity. But why a physician should be any more loyal to the enforcement of law and order than the pharmacist I can not see. If a pharmacist is not honest in his business under the law he should be kicked out by the same law that lets him in. The Dickinson bill is an insult to the honor and intelligence of every druggist in this State, and nearly all of my customers think as I do about it.

The prerequisite bill, a copy of which I have, is another deal I do not approve of. The difficulty in getting in training for an examination in pharmacy is deterring lots of worthy young men from entering the schools of pharmacy. There are few good, capable, trustworthy, industrious drug clerks now on the market. The drug clerk of to-day must be a worker and a salesman. That is the kind of help the average druggist wants to-day, and we find very few of this kind among the average pharmaceutical graduates of the present time. The prescription department of the average small city and village is going into decay, and the enterprising druggist knows this; hence he must be a business man as well as a druggist, a merchant and advertiser, alert for every turn of the market, and his help must be of the same nature and at the same time comply with the multitudinous State laws that are supposed to protect the dealer people from the irresponsible druggists that the State issues a license

to. Law is a queer creature. It protects, defends, and gets one into all sorts of trouble; hence too much law is a bad thing. It fails of its mission.

I perhaps have said more than is necessary on the above subject, but I am full of it, and I feel the reproach cast upon the drug trade by the last legislature. I suppose we as druggists are in a measure to blame. We will not be any longer I was in Bay City in October with the Legislative Committee of the M. R. D. A. and I found lots of encouragement among druggists there. They said "We are with you," and showed their spirit by signing up as members of the association.

S. Van Ostrand.

The Wide Awake Druggist.

If any man on earth needs as many as two good eyes and to keep them both wide open, that man is the druggist. He must watch himself, his business and his customers, and if he sleeps at all it is safe for him to sleep with one eye open.

First, he must watch himself, for who has greater responsibility than he who spends his time holding in his grasp the instruments of life and death? A moment's lapse of memory, a single mistake on his part, a failure to carefully read a prescription, and to as carefully prepare and label the remedy, may result in death to the patient, and a life of remorse and of failure to the druggist himself.

This being assumed as true no man should be freer from dissipation and from those habits that dull the brain and wreck the nerves than the druggist. No surgeon demands a clearer head, and a steadier hand than he who deals out the measures that make for life or death. Error is too often excused in every profession under the stars, save that of the druggist; should he blunder, however innocently, there seems to be no palliative, amelioration, or excuse, on the part of the public whom he would serve.

New York physicians have served notice on the public that "telephone consultations" will hereafter be charged for at the same rate as office calls. The almost universal use of the telephone, they say, has resulted in large demands on the doctors' time to answer these calls.

If you have any of the high and mighty kind of clerks who treat a customer as if they were doing him a favor to wait on him, let them work for some one else.

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.

Cltx. Phone 6238

42-44 South Ionia Street
 Grand Rapids, Mich.

Bell Phone 3690

WHOLESALE DRUG PRICE CURRENT

Table listing various drugs and their prices, including categories like Acidum, Ammonia, Aniline, Baccae, Balsamum, Cortex, Ferru, Flora, Folia, Gummi, Herba, Magnesia, and Oleum.

Table listing various drugs and their prices, including categories like Lupulin, Macis, Magnesia, Menthol, Morphia, Myrica, Nux Vomica, Opium, Potassium, and Vanilla.

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.

ADVANCED

DECLINED

Index to Markets By Columns

Table listing various grocery items and their corresponding column numbers (A through Y) for reference.

Column 1: ARCTIC AMMONIA, AXLE GREASE, BAKED BEANS, BATH BRICK, BLUING, BROOMS, BRUSHES, BUTTER COLOR, CANDLES, CANNED GOODS, CARBON OILS, CEREALS, CHEESE, COFFEE, COCOANUT, COGNAC, CREAM, CRACKERS, DRIED FRUITS, FARINACEOUS GOODS, FISH AND OYSTERS, FLOUR, FRESH MEATS, GELATINE, GRAINS, HERBS, HIDES AND PELTS, JELLY, LICORICE, MATCHES, MEAT EXTRACTS, MINCE MEAT, MOLASSES, MUSTARD, NUTS, OLIVES, PIPES, PICKLES, PLAYING CARDS, POTASH, PROVISIONS, RICE, SALAD DRESSING, SALSIFIES, SODA, SOAP, SPICES, STARCH, SYRUPS, TEA, TOBACCO, TWINE, VINEGAR, WICKING, WOODENWARE, WRAPPING PAPER, YEAST CAKE.

Column 2: OYSTERS, PLUMS, PEAS, PEACHES, PINEAPPLE, PUMPKIN, RASPBERRIES, SALMON, SARDINES, SHRIMPS, SUCCOTASH, STRAWBERRIES, TOMATOES, CARBON OILS, CEREALS, BREAKFAST FOODS, POST TOASTIES, APETIAO BISCUIT, GRAPE NUTS, MALTA VITA, MAPL-FLAKE, PILLSBURY'S VITOS, RALSTON HEALTH FOOD, SAXON WHEAT FOOD, SHRED WHEAT BISCUIT, KELLOGG'S TOASTED CORN, VIGOR, ZEIST, ROLLED OATS, STEEL CUT, MONARCH, QUAKER, CRACKED WHEAT, CATSUP, CHEESE.

Column 3: LIMBURGER, PINEAPPLE, SAP SAGO, SWISS, CHEWING GUM, AMERICAN FLAG SPRUCE, BEEMAN'S PEPSIN, ADAMS' PEPSIN, BEST PEPSIN, BEST PEPSIN 5 BOXES, BLACK JACK, LARGEST GUM MADE, SEN SEN, SEN SEN BREATH PERF, YUCATAN, SPEARMINT, BULK, RED, EAGLE, FRANK'S, SCHENER'S, CHOCOLATE, WALTER BAKER & CO'S, CARACAS, WALTER M. LOWNEY CO., CIDER, SWEET, REGULAR BARREL, TRADE BARREL, BOILED, HARD, COCOA, BAKER'S, CLEVELAND, COLONIAL, HUYLER, LOWNEY, VAN HOUTEN, WILBUR, COCOANUT, COMMON, CHOICE, FANCY, PEABERRY, SANTOS, MARACALBO, MEXICAN, GUATEMALA, JAVA, AFRICAN, O. G., P. G., ARABIAN, MOCHA, PACKAGE, NEW YORK BASIS, ARBUCKLE, MCLAUGHLIN'S XXXX, HOLLAND, FOLIX, HUMMEL'S, NATIONAL BISCUIT COMPANY, N. B. C. SODA, N. B. C. BUTTER, N. B. C. COGNAC, N. B. C. OYSTERS, N. B. C. SWEET GOODS, ANIMALS, ATLANTIC, ARROWROOT BISCUIT, AVERA FRUIT CAKE, BRITTLE, BUMBLE BEE, CADETS, CARTWHEELS ASSORTED, CHOCOLATE DROPS, CHOC. HONEY FINGERS.

Column 4: CIRCLE HONEY COOKIES, CURRANT FRUIT BISCUITS, CRACKNELS, COCOANUT BRITTLE CAKE, COCOANUT TAFFY BAR, COCOANUT BAR, COCOANUT DROPS, COCOANUT MACAROONS, COCOANUT HON. FINGERS, COCOANUT HON. JUMBLES, COFFEE CAKE, COFFEE CAKE ICED, CRUMPETS, DINNER BISCUIT, DIXIE SUGAR COOKIE, FAMILY COOKIE, FIG CAKE ASSORTED, FIG NEWTONS, FLOREL CAKE, FLORETTED COCOANUT BAR, FLORETTED CREAMS, FROSTED GINGER COOKIE, FROSTED HONEY CAKE, FRUIT LUNCH ICED, GINGER GEMS, GINGER GEMS ICED, GRANAM CRACKERS, GINGER SNAPS FAMILY, GINGER SNAPS N. B. C., SQUARE, HIPPODROME BAR, HONEY CAKE, HONEY FINGERS AS. ICE, HONEY JUMBLES ICED, HONEY FLAKE, HOUSEHOLD COOKIES, HOUSEHOLD COOKIES ICED, IMPERIAL, JERSEY LUNCH, JUBILEE MIXED, KREAM KLIPS, LADDIE, LEMON GEMS, LEMON BISCUIT SQUARE, LEMONA, MARY ANN, MARSHMALLOW WALNUTS, MASSASSES CAKES, MASSASSES CAKES ICED, MASSASSES FRUIT COOKIES, MOTTLED SQUARE, OATMEAL CRACKERS, ORANGE GEMS, PENNY ASSORTED, PEANUT GEMS, PRETZELS, PRETZELTES, PRETZELTES, MAC. MD. 8, RAISIN COOKIES, RAISIN GEMS, REVERE ASSORTED, RITTENHOUSE FRUIT BISCUIT, RUBE, SCALLOPED GEMS, SCOTCH COOKIES, SPICED CURRANT CAKE, SUGAR FINGERS, SULTANA FRUIT BISCUIT, SPICED GINGER CAKE, SPICED GINGER CAKE ICED, SUGAR CAKES, SUGAR SQUARES, LARGES OR SMALL, SUNNYSIDE JUMBLES, SUPERBA, SPONGE LADY FINGERS, SUGAR CRIMP, VANILLA WAFERS, WAVELY, IN-ER SEAL GOODS, ALBERT BISCUIT, ANIMALS, ARROWROOT BISCUIT, ATHENA LEMON CAKE, BARONET BISCUIT, BREMMER'S BUTTER, WAFERS, CAMEO BISCUIT, CHEESE SANDWICH, CHOCOLATE WAFERS, COCOANUT DAINTIES, FAULT OYSTER, FIG NEWTON, FIVE O'CLOCK TEA, FROTANA, GINGER SNAPS, N. B. C., GRAHAM CRACKERS, LEMON SNAPS, OATMEAL CRACKERS, OLD TIME SUGAR COOK, OVAL SALT BISCUIT, OYSTRETETTES, PRETZELTES, HD. MD., ROYAL TOAST, SALTINE BISCUIT, SARATOGA FLAKES, SOCIAL TEA BISCUIT, SODA CRACKERS N. B. C., SODA CRACKERS SELECT, S. S. BUTTER CRACKERS, UNEDA BISCUIT, UNEDA JINJER WAYFER, UNEDA LUNCH BISCUIT, VANILLA WAFERS, WATER THIN BISCUIT, ZU ZU GINGER SNAPS, ZWIEBACK, IN SPECIAL TIN PACKAGES, FESTINO, NABISCO 25c, NABISCO 10c.

Column 5: CHAMPAGNE WAFER, SORBETTO, NABISCO, BENT'S WATER CRACKERS, CREAM TARTAR, DRIED FRUITS, APRICOTS, CITRON, CURRANTS, RAISINS, CALIFORNIA PRUNES, SULTANAS, HONEY CAKE, HONEY FINGERS, HONEY JUMBLES, HONEY FLAKE, HOUSEHOLD COOKIES, IMPERIAL, JERSEY LUNCH, KREAM KLIPS, LADDIE, LEMON GEMS, LEMON BISCUIT SQUARE, LEMONA, MARY ANN, MARSHMALLOW WALNUTS, MASSASSES CAKES, MASSASSES CAKES ICED, MASSASSES FRUIT COOKIES, MOTTLED SQUARE, OATMEAL CRACKERS, ORANGE GEMS, PENNY ASSORTED, PEANUT GEMS, PRETZELS, PRETZELTES, RAISIN COOKIES, RAISIN GEMS, REVERE ASSORTED, RITTENHOUSE FRUIT BISCUIT, RUBE, SCALLOPED GEMS, SCOTCH COOKIES, SPICED CURRANT CAKE, SUGAR FINGERS, SULTANA FRUIT BISCUIT, SPICED GINGER CAKE, SPICED GINGER CAKE ICED, SUGAR CAKES, SUGAR SQUARES, LARGES OR SMALL, SUNNYSIDE JUMBLES, SUPERBA, SPONGE LADY FINGERS, SUGAR CRIMP, VANILLA WAFERS, WAVELY, IN-ER SEAL GOODS, ALBERT BISCUIT, ANIMALS, ARROWROOT BISCUIT, ATHENA LEMON CAKE, BARONET BISCUIT, BREMMER'S BUTTER, WAFERS, CAMEO BISCUIT, CHEESE SANDWICH, CHOCOLATE WAFERS, COCOANUT DAINTIES, FAULT OYSTER, FIG NEWTON, FIVE O'CLOCK TEA, FROTANA, GINGER SNAPS, N. B. C., GRAHAM CRACKERS, LEMON SNAPS, OATMEAL CRACKERS, OLD TIME SUGAR COOK, OVAL SALT BISCUIT, OYSTRETETTES, PRETZELTES, HD. MD., ROYAL TOAST, SALTINE BISCUIT, SARATOGA FLAKES, SOCIAL TEA BISCUIT, SODA CRACKERS N. B. C., SODA CRACKERS SELECT, S. S. BUTTER CRACKERS, UNEDA BISCUIT, UNEDA JINJER WAYFER, UNEDA LUNCH BISCUIT, VANILLA WAFERS, WATER THIN BISCUIT, ZU ZU GINGER SNAPS, ZWIEBACK, IN SPECIAL TIN PACKAGES, FESTINO, NABISCO 25c, NABISCO 10c.

Market price table with columns 6-11. Includes categories like POTASH, PROVISIONS, Mackerel, Whitefish, SHOE BLACKING, SNUFF, SOAP POWDERS, SOAP COMPOUNDS, RICE, SALAD DRESSING, MAPLEINE, MOLASSES, MINCE MEAT, MUSTARD, OLIVES, PICKLES, SALT, SALT FISH, SODA, SPICES, STAR, SYRUPS, TEA, TOWEL, TUBS, TRAPS, WASHBOARDS, WINDOW CLEANERS, WRAPPING PAPER, YEAST CAKE, and FRESH FISH.

Special Price Current

AXLE GREASE



Mica, tin boxes .75 9 00
Paragon .55 6 00

BAKING POWDER

Royal



10c size 90
1/4 lb. cans 1 35
6oz. cans 1 90
1/2 lb. cans 2 50
3/4 lb. cans 3 75
1 lb. cans 4 80
3 lb. cans 13 00
5 lb. cans 21 50

YOUR OWN PRIVATE BRAND



Wabash Baking Powder Co., Wabash, Ind.

80 oz. tin cans	8 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
Puritanos	35
Panatellas, Finas	35
Panatellas, Bock	35
Jockey Club	35

COCOANUT

Baker's Brazil Shredded



70 5c pkgs., per case	2 60
35 10c pkgs., per case	2 60
16 10c and 35 5c pkgs., per case	2 60

FRESH MEATS

Beef

Carcass	6 1/4 @ 9 1/2
Handquarters	8 @ 10 1/2
Loins	9 @ 14
Rounds	7 1/4 @ 9
Chucks	7 @ 7 1/2
Plates	5
Liver	5

Pork

Loins	@ 16
Dressed	@ 11
Boston Butts	@ 15
Shoulders	@ 12 1/2
Leaf Lard	@ 13
Pork Trimmings	@ 1

Mutton

Carcass	@ 10
Lambs	@ 12
Spring Lambs	@ 13

Veal

Carcass	6 @ 9
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CLOTHES LINES

Sisal

60ft. 3 thread, extra	1 00
72ft. 3 thread, extra	1 40
90ft. 3 thread, extra	1 70
60ft. 6 thread, extra	1 29
72ft. 6 thread, extra	

Jute

60ft.	75
72ft.	90
90ft.	1 05
120ft.	1 50

Cotton Victor

50ft.	1 10
60ft.	1 35
70ft.	1 60

Cotton Windsor

50ft.	1 30
60ft.	1 44
70ft.	1 80
80ft.	2 00

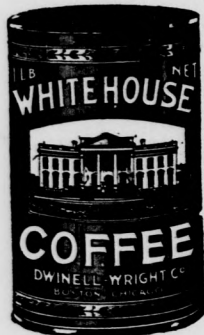
Cotton Braided

50ft.	1 35
40ft.	95
60ft.	1 65

Galvanized Wire

No. 20, each 100ft. long	1 90
No. 19, each 100ft. long	2 10

COFFEE
Roasted
Dwinell-Wright Co.'s B'ds.



White House, 1lb.
White House, 2lb.
Excelsior, Blend, 1lb.
Excelsior, Blend, 2lb.
Tip Top, Blend, 1lb.
Royal Blend
Royal High Grade
Superior Blend
Boston Combination

Distributed by Judson Grocer Co., Grand Rapids; Lee & Cady, Detroit; Symons Bros. & Co., Saginaw; Brown, Davis & Warner, Jackson; Goddard, Durand & Co., Battle Creek; Fleibach Co., Toledo.

FISHING TACKLE

1/2 to 1 in.	6
1 1/4 to 2 in.	7
1 1/2 to 2 in.	9
1 3/4 to 2 in.	11
2 in.	15
3 in.	20

Cotton Lines

No. 1, 10 feet	5
No. 2, 15 feet	7
No. 3, 15 feet	9
No. 4, 15 feet	10
No. 5, 15 feet	11
No. 6, 15 feet	12
No. 7, 15 feet	15
No. 8, 15 feet	18
No. 9, 15 feet	20

Linen Lines

Small	20
Medium	26
Large	34

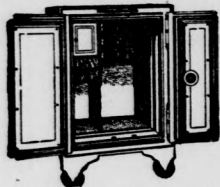
Poles

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	7 1/2
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—Ice cream and bakery. Splendid location for a practical man. Address Box Q, Wolverine, Mich. 93

I pay cash for stocks or part stocks of merchandise. Must be cheap. H. Kaufer, Milwaukee, Wis. 92

For Sale—A good business property in live town. Large factory just starting. Population increasing rapidly. Values rising. Several business opportunities open. Box 247, Watervliet, Mich. 91

For Sale—Dry goods and shoe store, city. Address No. 90, care Tradesman. 90

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

For Sale—Nice clean grocery stock in good live town in Western Michigan. Fine opportunity for good man. Address No. 89, care Tradesman. 89

For Sale—\$125 Moneyweight Computing scale. Brand new. Will sacrifice 40% for quick sale. Address G, care Tradesman. 88

To Settle An Estate—General merchandise stock, store and fixtures; in good live railroad town in good farming community in South Dakota; no competition; requires about \$5,000 to handle. Square Deal Land Co., Farmingdale, S. D. 87

MERCHANTS ATTENTION — Clean out your winter merchandise with a rousing January or February Special Sale. Oldest sale conductor in the business. Personally conduct all of my own sales. W. N. Harper, Port Huron, Mich. 86

For Sale—Small job printers office complete, located in Eastern Michigan, a bargain if taken at once. G. R. Electrotype Co., No. 2 Lyon St., Grand Rapids, Mich. 84

For Sale—Well paying restaurant business in county seat town of 3,500 inhabitants in Southern Michigan. Will stand closest investigation. Reason for selling, poor health. For particulars as to location, terms, etc., address Independent, Standish, Mich. 83

For Sale—Hardwood manufacturing property, Northern New Hampshire. Bobbin, birch, novelty, saw mills, two railroads, thirty acres land. Address B. N. Hanson, Gorham, N. H. 82

For Sale—Profitable furniture and undertaking business in a good town; pays over 50 per cent. a year net. W. H. Hazard & Co., Salamanca, N. Y. 81

Saw mill, twenty thousand capacity. Upson, Wis., for sale cheap. Enquire of N. Emerson, 802 Metropolitan Life Bldg., Minneapolis, Minn. 80

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. 78

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

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, Neoga, 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, wareroom adjoining 30x30. Address Box 47, Neoga, 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

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

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

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.

Good Business Chance—Store building, electric lighted throughout, to rent at Crystal, Montcalm Co., Mich. Crystal is situated on banks of Crystal Lake, a beautiful body of water and fine summer resort. Good every day trade and fine farming country surrounding. Address David Van Luvan. 52

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

If you want a half interest in a good live hardware business that will pay all expenses, including proprietors' salaries and double your money in two years, address Bargain, care Tradesman. 45

For Sale—Old-established shoe stock, finest location in Michigan's best town of 30,000. Valuable lease and absolutely clean stock. Will invoice about \$12,000 easily, reduced to \$8,000. This is a cash proposition that will stand the most careful investigation. Owner obliged to make change of climate. Address No. 37, care Michigan Tradesman. 37

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—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.

Active partner wanted to rebuild plant with 16 years established wholesale trade in hardwood trim and mouldings in New York city; business 1909 was \$75,000.00. Power, yards, warerooms, sheds, etc., intact. \$20,000.00 in stock and real estate. Located in good healthy town in mountains of West Virginia; good schools, fine water and well located for supply of hardwoods. Average net earnings for 12 successive years, 20 per cent. on investment; opportunities better now than ever for large trade. Frank N. Mann, Alderson, W. Va. 79

First-class machine foreman for parlor and library table factory; permanent position to right man; state age and experience, also salary expected. C. H. Buerkorn & Co., Detroit, Mich. 78

Salesman with established trade to carry first-class line of brooms on commission. Central Broom Co., Jefferson City, Mo. 42

Local Representative Wanted—Splendid income assured right man to act as our representative after learning our business thoroughly by mail. Former experience unnecessary. All we require is honesty, ability, ambition and willingness to learn lucrative business. No soliciting or traveling. This is an exceptional opportunity for man in your section to get into big paying business without capital and become independent for life. Write at once for full particulars. Address E. R. Marden, Pres. The National Co-Operative Real Estate Company, Suite 371, Marden Bldg., Washington, D. C. 3

Wanted—Clerk for general store. Must be sober and industrious and have some previous experience. References required. Address Store care Tradesman. 242

SITUATIONS WANTED.

Wanted—Position as manager or buyer for large general store or commissary. Have had ten years' experience and can give best of references. Address No. 85, care Tradesman. 85

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.

A NEW YEAR CARD.

Cost of a Prosperous Citizen—Six Cents.

Written for the Tradesman.

On his way home to dinner, that breezy New Year's Eve, Walter stopped at the postoffice and dropped a package of post cards into the mailing slot. When he looked up he saw Charley smiling at him.

"I should like to know," the latter said, "just how much money you spend each year on New Year cards." "Not very much," was the reply. "Possibly ten dollars."

"That is too much," Charley said. "Why not spend that sum in good dinners for the unfortunate?"

Walter backed his friend into a corner of the wide lobby and began, abruptly, to tell why he sent the cards.

"Seven years ago this morning," he said, "I awoke in a cold and dirty hall bedroom. All I had in the world was the little heap of clothing which lay on the foot of the bed—placed there for the purpose of increased warmth—a bad reputation, and twenty cents in cash. I had no overcoat, no job, no meal ticket, and the rent was due that day. Unless I paid the landlady two dollars before night I would be locked up to sleep at the police station or walk the street until morning."

"Cheerful proposition that," observed Charley.

"At this distance," continued Walter, "it has an element of humor, but it had none then. In the inventory of my possessions I neglected to mention a splitting headache, for I had been drinking very bad liquor the night before. I dressed myself slowly, inventing a story to tell my landlady, who would be waiting on the stairs, and planning to make twenty cents supply me with food for the day.

"Farther than that I did not permit myself to think. I had lost my position three weeks before because of inattention to business, and my reputation as a 'convivialist' had prevented my getting another one. In fact, I was a down and out young man. At my age I should have been earning at least \$1,000 a year and saving half of it, but as a matter of fact I was living on 'touches.' I guess you know what they are.

"I was ready for almost anything that morning. I blamed that indefinite thing known as 'society' for the predicament I was in. I complained to myself that I wanted to work, but could not get a chance. I did not consider that I had placed myself in a position where no one would employ me because I thought life consisted in having a good time.

"My idea of a good time then was standing up in front of a bar and blating all I knew, and all I didn't know, to a lot of loafers who were willing to listen to my hot air as long as I would buy the drinks. Even the dead beats I was associating with had sense enough to keep their thoughts to themselves, but I did not.

"As I said a moment ago, I was ready for anything that morning. I could have been led into any crime, almost, for a little money. I would

have taken to the rods and set out as a hobo if any one had proposed it. That was the critical moment of my life. I might have been in prison before night only for one thing."

"I understand," said Charley. "I have been there myself."

"That one thing," continued Walter, "was a New Year card."

"I begin to see the point," observed Charley.

"Just as I was about to open the door the landlady pushed a New Year card over the threshold. It was not a cent card, but a nickel one, in a tissue-paper envelope. It looked like a joke to me, my getting a New Year card, for I did not know that I had a friend in the world. I tore off the envelope and read the writing on the face. It said:

"A Happy New Year to Walter. You have more friends than you imagine, and they all have confidence in you." It was signed by an old schoolmate, a man who owned a little grocery on a side street. More friends than I imagined! They all had confidence in me! I sat down on the edge of the bed and thought it over. What the card said did not at first appear to be true, for I knew that I was not worthy the confidence of my friends—if I had any.

"I went out and bought a cup of coffee and a roll for breakfast, paying a nickel for the two. Before receiving the card I would have bought a glass of beer and filled up at a free lunch counter. My first thought was to go and see the man who had sent me the card and ask him to give me work enough to pay for my board. Then I thought that might destroy his confidence in me. People do not help those who show no confidence in themselves.

"All the time I was eating I was thinking of the card. Why not see if my friends were all right? If they believed in me why shouldn't I believe in myself? A man who really knows that he has loyal friends back of him is a hard man to defeat, and I really began to believe that what the card said was true. When I went out of the restaurant I knew that I was going to get a job.

"I didn't get one that forenoon, although I made about twenty applications. I had a five-cent dinner. It consisted of half a dozen buns bought at a bakery, and a cup of cold water. 'If I have any friends,' I thought, 'I'll let them know that I'm not such a dub as I've been accusing myself of being.' That New Year card! I wouldn't have taken a hundred dollars for it, poor as I was, and hungry and cold!

In the afternoon I came to a grocery in a residence neighborhood which seemed to be doing no business whatever. The proprietor stood in front, wearing an apron and a frown. When I asked him for a job he said he hadn't sold two dollars worth of goods that day. When I asked him what the reason was he said the people were buying their goods down town.

"And they'll have a nice time getting them to-night, too," he added. "The down-town stores are crowded

with buyers, and I'm left without a customer.' I soon discovered that the store had been open only about a month, and that the owner had not made much effort to get business. He was one of those men who think buyers ought to hunt them out.

"What commission will you give me to sell goods for you? I asked. 'I don't mean that I will stay here and sell them, but I will go out and bring in the orders and the cash,' I added, as the grocer glared at me.

"He reflected a moment and said that he didn't know me, and that he didn't want a stranger, a shabby stranger, representing his store in the neighborhood. I finally convinced him that I could do him no harm by going about and asking for orders, and he let me go out, without any promise as to payment, however. In order to look more like business, I put a white apron on over my shabby clothes.

"I shall never forget the first house I struck that afternoon. I went to the kitchen door and said I was from Walker's grocery, and would take orders for goods and have them there in an hour. The woman was working over a cooking range, face flushed, hair flying, and at first she paid little attention to me. When I told her that the downtown stores would not be able to get goods out that night, you should have seen her fly to the telephone!

"She called up her husband at his office and asked if the goods she had told him to order were ever coming. I did not hear what he said, of course, but the woman told him to cancel the order and then turned to me. That order was the beginning of the store I own down on the square," continued Mr. Walker. "The job came from the New Year card and the order came from the job, and the store I own came from the order," he added, with a smile, "and the whole thing came from the helpful heart of a man who wanted to see me get a move on.

"The order amounted to \$10, and the woman said the cash was ready when the goods were in. Well! I went back to the store with the list and wanted to carry the whole batch over in a basket on my shoulder, but Walker insisted on getting out his delivery wagon and sending his driver with me. He was still afraid of me, you see. He wanted to make sure that the \$10 got back to the store. It was a fine delivery rig, and I was proud of being on it, after loafing in the streets so long. Before leaving the store I induced the grocer to throw in a couple of oranges and a paper of candy.

"The goods were right, and the prices were right, and the presents made a hit, and the woman sent for her sister to come over and order her goods where she could get them without sitting up half the night to take them in. There! That is all there is to it! I kept that delivery rig busy that afternoon, and until nine at night. I found it easier to get orders with the rig and driver waiting out in front. At nine o'clock I had sold and delivered \$100 worth

of goods. I had struck the psychological moment. The other stores were crowded with orders and delivery would be slow. That was enough to say to the buyers. And the stores would all be closed the next day, and there you are!

"Walker's eyes stuck out when he figured up what I had done. First, he took a \$10 banknote from the drawer and passed it over to me. Honest, Charley, I thought the floor would drop before I could get it.

"I can't afford to pay ten per cent. for selling goods," he said to me, "but I'm giving you this because you have taught me something. You've done me \$100 worth of good, and you come here to-morrow and go to work. Never mind the holiday. We'll sit here and lay plans to get the trade of this ward."

"And that is all. You know how I have prospered and started in business for myself. Now you know that all my success came from that New Year card. Now you know why I send out cards to the people that need bracing up. I've paid that grocer back a hundred fold for his card, and he is sending out more. Now, you go and send out a dozen to those who are down and out. It will pay if you can make a good citizen out of a hobo at a cost of five or six cents."

And Charley did it, and those who read this should follow his example. Alfred B. Tozer.

Highest Test of Capacity.

One of the highest tests of capacity in an athlete or even in a machine, such as a motor car, is the ability to endure and to stand up under pressure; to bear strain without giving away; these are all the marks of the kind of strength which constitutes endurance. The woman who can take care of her little children and her sick husband, and perhaps her mother-in-law all day long, day after day, and then appear at a dinner party in faultless attire and with cheerful words for everyone, has a character which is marked by an endurance that the huskiest athlete might envy. The man in business who braces his energies against the onset of disappointment, and pushes on and on, never yielding to the grip of discouragement, shows character by his endurance in such toil and struggle. Character will never meet its severest test until it has proved its ability to endure, to maintain continuous stress.

Detroit — The Thelma Motor Works has been incorporated with an authorized capitalization of \$10,000, which has been subscribed, \$3,000 being paid in cash and \$1,000 in property.

Elk Rapids—The Elk Electric Co. has engaged in business with an authorized capital stock of \$15,000, which has been subscribed and \$2,000 paid in cash.

BUSINESS CHANCES.

For Sale—Factory fully equipped for manufacturing bent felloes, hawns and planing mill work. Owner wishes to retire. James Madison, New Palestine, Ind.

An Entertaining Book on
Business Building---Not
a Catalogue.

John Ashley

The story of a merchant who wanted to
do business on a cash basis—and the rea-
sons why he didn't.

Free to merchants and their clerks.

The McCaskey Register Co.
ALLIANCE, OHIO

Manufacturers of The McCaskey Gravity Account
Register System

Detroit Office—1014 Chamber of Commerce Bldg.
Grand Rapids Office—256 Sheldon St. Citz. Phone 9645

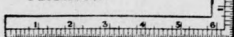
“QUAKER” BRAND COFFEE

Is so firmly established and
so popular that the mere re-
minder of its name and of its
proprietors should suggest to
dealers that they watch their
stock closely and always
have a full supply on hand.

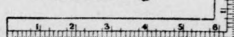
WORDEN GROCER COMPANY
GRAND RAPIDS, MICH.

Here's The Proof Kellogg's "Square Deal" Policy Protects Both GROCER AND CONSUMER

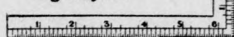
Price Protected—
Trade Profits
Assured



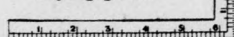
No "Free Deals"
to induce
Price-Cutting



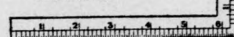
No "Quantity
Price" to favor
big buyers



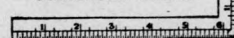
Nothing to
encourage over-
buying goods



No Coupon
or Premium
Schemes



Best advertised
and most popular
American Cereal



*NO SQUARE DEAL POLICY

Some time ago I assisted in adjusting a fire loss for a grocer. Among the stuff set aside for adjustment of loss sustained was a lot of breakfast food supposed to be damaged by smoke. I opened several packages and found them not damaged by smoke—but decidedly stale, and refused to make any allowance whatever on these. We also found a lot of packages containing a biscuit—popular and well known. Upon examination I found these decidedly rancid and unfit for food. I learned later that all these goods had been bought in large quantities in order to get the price, and, as is often the case, the quantity could not be disposed of while fresh and saleable. Age does not improve anything edible. There is a limit even to ageing Limburger and Rocheford cheese—where loud smell gives some class in the nostril of the epicure, but I have yet to find the first cereal or package foods, or foods sold in any form, that improve by age, and the sooner manufacturers of food-stuffs change their system of quantity price and follow the "Square Deal" policy of a Battle Creek cereal the better for themselves, the reputation of their product, and the better for the grocer. I just want to add here that among the Cereals put out as damaged by smoke, none of which had the least trace of smoke, were "Kellogg's Toasted Corn Flakes," (and three other brands*) and others, not one of them crisp and fresh but Kellogg's Toasted Corn Flakes. Why? Kellogg's was the only cereal there not bought in quantity. Single case purchases kept it on the shelf fresh, crisp, wholesome and appetizing. From every standpoint, considering quality, capital or warehouse room, the square deal policy is the best and only policy for the Grocer.

*Names furnished on application.

*REPRINT FROM "UP-TO-DATE"

Edited by J. W. Rittenhouse, official organizer of the Retail Merchant's Association of Pennsylvania, is, according to its official title "Published in the Interest of the Retail Merchants of Pennsylvania for the purpose of Promoting Organization and Maintaining in Pennsylvania the largest Body of Organized Merchants in the United States."

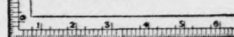


IT PAYS EVERYONE TO STICK TO

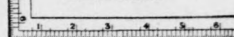
Kellogg's



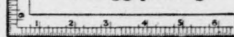
Quality and
Flavor always
the same



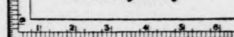
Goods never
Allowed to
Grow stale



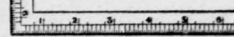
Sold only in
the genuine
Kellogg package



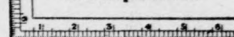
Price the same
everywhere and
to everybody



Pays an honest
profit to the
grocer



Backed by the
Kellogg name
and reputation



Open Letter to the Merchants of Michigan

IN TRAVELING over the State our representatives occasionally find a busy merchant who has established himself in business through close application and economical figuring; who has equipped his store with many conveniences but has entirely overlooked one item of vital importance, the lack of which may put him back ten years, namely, a fire-proof safe.

We do not know whether you have a safe or not, but we want to talk to all those Michigan merchants who have none or may need a larger one.

A fire-proof safe protects against the loss of money by ordinary burglars and sneak thieves, but this is not its greatest value.

With most merchants the value of their accounts for goods sold on credit greatly exceeds the cash in hand. If you have no safe, just stop and think for a moment. How many of these accounts could you collect in full if your books were destroyed by fire? How many notes which you hold would ever be paid if the notes themselves were destroyed? How many times the cost of a safe would you lose? Where would you be, financially, if you lost these accounts? Only a very wealthy man can afford to take this chance and **he won't**. Ask the most successful merchants in your town, or any other town, if they have fire-proof safes.

Perhaps you say you carry your accounts home every night. Suppose your house should burn some night and you barely escape with your life. The loss of your accounts would be added to the loss of your home. Insurance may partly cover your home, but you can't buy fire insurance on your accounts any way in the world except by buying a fire-proof safe.

Perhaps you keep your books near the door or window and hope to get them out safely by breaking the glass after the midnight alarm has finally awakened you. Many have tried this, but few have succeeded. The fire does not wait while you jump into your clothes and run four blocks down town. It reaches out after you as well as your property.

Suppose you **are** successful in saving your accounts. Have you saved your inventory of stock on hand and your record of sales and purchases since the inventory was taken? If not, how are you going to show your insurance companies how much stock you had? The insurance contract requires that you furnish them a full statement of the sound value of your stock and the loss thereon, under oath. Can you do this after a fire?

If you were an insurance adjuster, would you pay your company's money out on a guess-so statement? A knowledge of human nature makes the insurance man guess that the other man would guess in his own favor. The insurance adjuster **must pay**, but he cuts off a large percentage for the uncertainty. And remember that, should you swell your statement to offset this apparent injustice, you are making a sworn statement and can be compelled to answer all questions about your stock under oath.

If you have kept and preserved the records of your business in a fire-proof safe, the adjustment of your insurance is an easy matter.

How much credit do you think a merchant is entitled to from the wholesale houses if he does not protect his creditors by protecting his own ability to pay?

We carry a large stock of safes here in Grand Rapids, which we would be glad to show you. We also ship direct from the factory with difference in freight allowed.

If a merchant has other uses for his ready money just now, we will furnish a safe for part cash and take small notes, payable monthly, with 6% per annum interest for the balance. If he has a safe and requires a larger one, we will take the old safe in part payment.

The above may not just fit your case, but if you have no safe, you don't need to have us tell you that you ought to have one. **You know it** but have probably been waiting for a more convenient time.

If you have no safe **tell us about the size** you need and **do it right now**. We will take great pleasure in mailing you illustrations and prices of several styles and sizes.

Kindly let us hear from you.

Grand Rapids Safe Co.