

❧ The Closing Year ❧

'Tis midnight's holy hour—and silence now
Is brooding like a gentle spirit o'er
The still and pulseless world. Hark! on the winds
The bell's deep tones are swelling; 'tis the knell
Of the departed year. No funeral train
Is sweeping past; yet, on the stream and wood,
With melancholy light the moonbeams rest
Like a pale, spotless shroud; the air is stirred
As by a mourner's sigh; and on yon cloud,
That floats so still and placidly through heaven,
The spirits of the seasons seem to stand—
Young Spring, bright Summer, Autumn's solemn form
And Winter with his aged locks—and breathe
In mournful cadences that come abroad
Like the far windharp's wild and touching wail,
A melancholy dirge o'er the dead year,
Gone from the earth forever. 'Tis a time
For memory and for tears. Within the deep,
Still chambers of the heart a specter dim,
Whose tunes are like the wizard voice of Time
Heard from the tomb of ages, points its cold
And solemn finger to the beautiful
And holy visions that have passed away,
And left no shadow of their loveliness
On the dead waste of life. The year
Has gone, and with it many a glorious throng
Of happy dreams. Its mark is on each brow,
Its shadow in each heart. In its swift course
It waved its scepter o'er the beautiful,
And they are not. It laid its pallid hand
Upon the strong man, and the haughty form
Is fallen, and the flashing eye is dim.

It trod the hall of revelry where thronged
The bright and joyous, and the tearful wail
Of stricken ones is heard, where erst the song
And reckless shout resounded. It passed o'er
The battle plain where sword and spear and shield
Flash'd in the light of midday, and the strength
Of serried hosts is shiver'd, and the grass,
Green from the soil of carnage, waves above
The crush'd and mouldering skeleton. It came
And faded like a wreath of mist at eve,
Yet ere it melted in the viewless air
It heralded its millions to their home
In the dim land of dreams. Remorseless Time—
Fierce spirit of the glass and scythe—what power
Can stay him in his silent course, or melt
His iron heart to pity? On, still on
He presses, and forever. The proud bird,
The condor of the Andes, that can soar
Through heaven's unfathomable depths, or brave
The fury of the northern hurricane,
And bathe his plumage in the thunder's home,
Furls his broad wings at nightfall, and sinks down
To rest upon his mountain crag—but Time
Knows not the weight of weariness,
And night's deep darkness has no chain to bind
His rushing pinion.
Time, the tomb-builder, holds his fierce career,
Dark, stern all pitiless, and pauses not
Amid the mighty wrecks that strew his path
To sit and muse, like other conquerors,
Upon the fearful ruin he has wrought!

George D. Prentice.



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 of QUALITY?

Mr. Grocer:—The pickling season now being past the good housewife is still continuing to look for the same good vinegar which has the most excellent aroma for her salad dressing and table delicacies, and she knows the following brands have the elements that she craves for:



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

Our Brands of Vinegar are profit winners. Ask your jobbers.

Oakland Vinegar & Pickle Co. Saginaw, Mich.

The U. S. Courts Have Decreed

that the AMERICAN ACCOUNT REGISTER AND SYSTEM is fully protected by patents which amply cover every essential point in the manufacture 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 guarantee against attack from disgruntled, disappointed makers of registers who have failed utterly to establish the faintest basis of a claim against our letters patent. Here are the words of the United States

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

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

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

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

THE WHOLE TRUTH IN THE CASE

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

THE AMERICAN CASE & REGISTER CO.

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

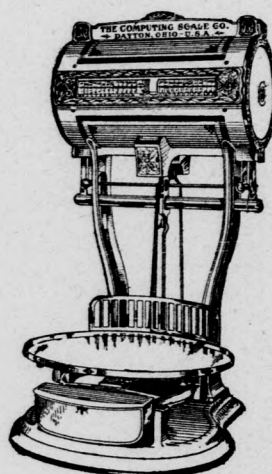
SALEM, OHIO

A Reliable Name

And the Yeast
Is the Same

Fleischmann's

Our New Gold-Finish, Glass-End Scale



We are proud of the fact that our automatic scale does not need for its operation, and consequently does not use a heavy pendulum 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 pendulum scale is only as long as the life of the cut-down pivot.]

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

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

Local district sales offices in all large cities.

Moneyweight Scale Co.

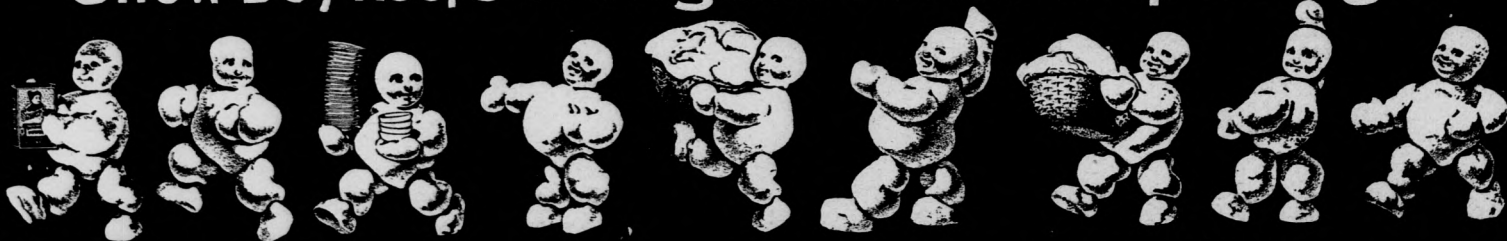
58 State Street, Masonic Temple

Chicago

Grand Rapids Office, 74 So. Ionia St.



Snow Boy keeps moving out - Profits keep coming in



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

Ask your jobber's
Salesman

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

MICHIGAN TRADESMAN

Twenty-Eighth Year

GRAND RAPIDS, WEDNESDAY, DECEMBER 28, 1910

Number 1423

SPECIAL FEATURES.

- Page.
2. Big Bill's Shoe Business.
4. News of the Business World.
5. Grocery and Produce Market.
8. Editorial.
9. Rowe's Christmas.
10. The Mailing List.
12. Butter, Eggs and Provisions.
14. Window Trimming.
16. Federal Regulations.
17. Public Auction.
18. Behind the Counter.
20. Twilight of the Year.
22. New Years at Camp.
24. Know Thyself.
26. Government Crop Report.
28. Woman's World.
30. False Economy.
32. Shoes.
34. The Clear-Cut Sale.
36. Stoves and Hardware.
38. Making Wax Figures.
40. The Commercial Traveler.
42. Drugs.
43. Drug Price Current.
44. Grocery Price Current.
46. Special Price Current.

YOUR LEAD.

How stands the record of the dying year?

Has Fortune smiled? Has Fate been kind? Do you

Review the passing sight without a tear,

As one looks backward on a pleasant view?

To-morrow's unborn hopes lie here before;

Why bring the fragrance of the grass-grown way

To bear upon that which may lie in store

For you who seek the path to yesterday?

This game is done. But soon the cards await

Another trial; and when this does begin,

Forget the sadness of the loser's fate—

Resolved that now the hand we hold will win.

Cold Destiny loves not the craven heart

Of him whose cards lie scattered on the floor.

Who dares to shuffle, deal and freshly start

Will win her smile. And who would ask for more?

—Chicago Apparel Gazette.

THE PASSING OF THE YEAR.

As the bells ring out the Old Year the words of Lucy Larcom come to mind: "Beautiful is the year in its coming and in its going—most beautiful and blessed, because it is always the Year of our Lord."

There is an irresistible impulse to look back. And it is well that it comes, if we are in a thoughtful mood. There are lessons in the glance. Our reward should be new inspirations rather than a saline petrification. Renewed inspiration comes with lessons learned from past errors. Let us look back in the spirit of Rossetti:

"Looking back along life's trodden way,

Gleams and greenness linger on the track;

Distance melts, and mellows all to-day,

Looking back.

Rose and purple and a silvery gray;
Is that cloud the cloud we called so black?

Evening harmonizes all to-day,

Looking back.

Foolish feet, so prone to halt or stray;
Foolish heart, so restive on the rack!
Yesterday we sighed, but not to-day,
Looking back."

This is the time when we should pause long enough to get acquainted with ourselves; weigh our follies; and profit by our talents. "Man becomes greater," says Schelling, "in proportion as he learns to know himself and his faculty. Let him once become conscious of what he is, and he will soon learn to be what he should be." Set resolutions amount to very little, since they are soon forgotten; but the clear analyses of conditions and character have a more permanent place in the mind.

"Die to the old, live to the new,
Grow strong with each to-morrow."

Thus speaks Goethe, and the thought is one of inspiration. New hopes, new joys, new enthusiasm, and promises of greater things in the future are among the blessings of the New Year.

TAKE STOCK OF YOURSELF.

In these inventory days how many men take an inventory of themselves? Very few it is to be feared. The first item in a personal inventory is industry. Have you taken advantage of all the possibilities open to you by being industrious? It is easy to be industrious if there is a goal in view. There is not an idle moment for the man who has some object to attain. Ask yourself if you are such a man. Optimism is a personal quality that changes the atmosphere of those with whom it comes in contact. It will cause a grouch to take a less gloomy view of affairs. Can you put optimism on the credit side of your inventory? Courtesy, true, manly courtesy that treats every one, be they high or low, with kindness and dignity, that makes a person feel comfortable. Fullsome, fawning adulation, which often passes for courtesy among people of small minds, is a thing to be avoided. How do you stand in the inventory? On which side shall courtesy be put, credit or debit? Do you always keep your temper or do you allow it to get the better of you? Do you talk too much or too little? Do you gossip, exaggerate or bluff? All these are important items in a personal inventory, and the way in which they are an-

swered is an index to a man's character. Do you know the goods you are selling and use tact in disposing of them? Are you quick to observe any points that may benefit your business or fellow men? Are you careful about your health? Do you eat sensibly and exercise carefully? Customers are susceptible to good complexions, clear eyes and the buoyancy of perfect health. It is a good thing to occasionally take an inventory of ourselves. To know ourselves, to criticize our thoughts and actions. A personal inventory will save us from committing many errors, and enable us to correct many faults. It gives an added zest to life and we view affairs with other eyes than we did before we took inventory. Personal inventory is as essential as that of goods if we would have the balance on the right side.

THE CLOSING YEAR.

To its readers and patrons every one the Tradesman wishes a Happy New Year and many returns of the day. The old year has been pretty good to most of us. It has, of course, had its dark days and its showery days, but for most of us there has been enough of sunshine to make the average high for the year. And even those who think themselves most harshly treated by the old year will admit that it might have been worse.

As a business proposition the old year has been fairly satisfactory. It has not been a boomer nor a bumper. It has been simply good, by which is meant steady and reliable, and there are no signs that it will have any comebacks by reason of undue expansion based on too much optimism. Conditions have not been such as to encourage men to spread themselves too much or too thinly. They have kept within the safety lines. They have prospered, not grandly, perhaps, but well.

The old year will have been in vain if it has not made us wiser, if we have not learned some things and forgotten some. A better hour can not be spent as the old year draws to a close than in "taking stock" of ourselves, of the mistakes we have made, of our successes, of the hopes that have been realized, of the hopes that have been in vain. An hour for meditation, an hour for planning the future—it will be a profitable hour for all of us.

BUSINESS IS A GREAT GAME.

Among the most sturdy and forceful of England's American invaders is H. G. Selfridge of Oxford street, London. Mr. Selfridge not only demonstrates merchandising practically at his big store in the metropolis, but now and then handles the same subject theoretically in the provinces. He has recently been speaking to

a representative gathering of businessmen in Yorkshire on the value and dignity of trade.

When Napoleon called England a nation of shopkeepers he did not mean to be complimentary. And the English "upper class" view of trade has not been much more favorable, despite the fact that trade, more than anything else, has made England what it is. Clearly the labors of a peripatetic apologist are not superfluous in that part of the world.

Mr. Selfridge, by this time, knows his Briton, and approaches him on his easier side, that of a devotee of sport. In America, he explains, the great Americans are so thoroughly in love with the game that its fascination holds them long after they are in position to retire. Since business, then, is the biggest game of all, why not put one's fullest enthusiasm into it? The happiest man, declares our emissary, is the one whose days are so saturated with interest as to make the blood course faster through the brain and to leave, after passing, some remembrances to gratify and some results to show.

England is at present in course of general readjustment. This movement toward modernization has many phases. One of these involves an estimate of trade which shall be in juster accord with trade's rightful place and importance in the present-day scheme. In such matters an American makes the best teacher, and the men of Yorkshire found Mr. Selfridge most admirable in his part.

THE LEGISLATIVE SESSION.

In another week the State Legislature will be in session. Have the business men of the State made up their minds as to what legislation they want? Are there laws on the statute books which experience has proved to be unsatisfactory? Are there measures which in the interest of the public welfare should be enacted? Now is the time to get ideas into form, and it is wise to have them in early. The Legislature may be in session until June or even July, although a May adjournment is more likely, but early introductions of bills and a vigorous pushing of them while the session is still young will make action more certain than if it is put off to the closing days. The druggist, the grocer, the butcher, the hatterman—we all have interests to serve or to guard, and fortunate are those who have organizations through which to express themselves, to work. Individuals can accomplish something, but an organization can do more in a day and do it more effectively than the individual can hope to do in a month. If your trade has an organization affiliate yourself with it and work with and through it for the common good.

BIG BILL'S SHOE BUSINESS.

Without System He Did Not Succeed; With It He Did.

The incessant chatter, chatter, chatter of all the mothers of Shelbyville, gathered in the town's opera house, ceased suddenly as if a lid had been fastened down and then had been bottled up. The five judges solemnly filed in from the wings to their seats in the center of the stage. The Hon. Clayton Norvell cleared his throat, advanced to the flag draped table and announced in stentorian tones:

"The winner of the first prize in this baby show is William Axtell Filkins."

Then as the buzz and chatter spontaneously issued from the parents who had been eagerly awaiting the verdict, many of whom now showed signs of keen disappointment, the Hon. Clayton Norvell stretched forth his hand, palm downward and impressively demanded quiet and order. Then he continued: "The judges were unable to decide upon the winner of the second prize and thought that as these youngsters seemed equally sweet and lovable, the best plan would be to vote them all eligible to the second prize."

"Little William or rather 'Big Bill' was selected as first prize winner because he is larger for his age and is possessed of a remarkably good nature. If he continues life as he has started I would like to predict that he will find this world a pleasant place, and that he will be able to wade through all difficulties by his sheer bigness alone." Then amid the envious glances of the less fortunate women, the proud mother carried William Axtell gurgling and cooing from the scene of his first conquest.

When old enough the name William Axtell Filkins was set down in the public school records. Serious faced teachers, gliding noiselessly through the room often broke the quiet with a sharp "William," at some antic of the roly poly lad, but as he turned his innocent, smiling face fearlessly toward them it instantly quelled the admonition he was about to receive.

Among his playmates William was promptly nicknamed "Big Bill" and in spite of all protests on the part of himself and his parents it continued to be the only applicable term to the minds of quick-witted and practical children.

As he grew older "Big Bill" seemed more and more appropriate as a name. Quite naturally he was "center" on the school football team, and the "fat man" in the side show of the annual school circus. After he left school, and went to work in the town's only exclusive shoe store, customers asked for "Big Bill" or patiently waited until the broad shouldered young man who fairly oozed merriment, found time to powerfully grip their hand, and fill their ears with his hearty laugh, as he passed some witty comment, instantly setting them at ease.

When "William Filkins, the Foot Form Store," appeared above the door in letters of gold, and William

proudly inspected the new sign, he felt that at last the nickname which had clung for so many years would drop from him. But he was mistaken. People looked at it, wondering, then smiled and remembered that "Big Bill" was now in business for himself.

The prediction of the Hon. Clayton Norvell proved to be correct. "Big Bill," easy going and without an enemy in the world, had continued to cover the feet of almost everyone in Shelbyville, for more than ten years. Everyone knew him, everyone liked the jolly, double-chinned, care-free boy-man who towered above and on both sides of them, a veritable three hundred pound bulk, radiating good fellowship to all with whom he came in contact.

Good naturedly he gave a contract to the editor of the Shelbyville Bugle to run a quarter of a page in each issue. "Don't think it will do me any good, Brown," he said. "But I guess we ought to support the Bugle if we live here."

"I will just leave it to you," he drawled, "to say whatever you think best. It does beat all how you fellows can throw words together and make them read pretty."

Traveling salesmen found it easy to sell "Big Bill." In all the ten years, since the sign went up, he had never learned how nor had the heart to turn down a salesman. One young, thin, white faced chap, fresh from the stock rooms, and down-hearted after a fruitless first week's trip, owes his present success as a star salesman to "Big Bill." Ready to send in his trunks and accept the first thing offered, he decided to make just one more town—Shelbyville. Like everyone else he felt better the minute he met "Big Bill." It gave him the courage to make the plea of his life and he felt like hugging the big man when he said: "Well, son, I have a store full of shoes, but maybe I could sell a few of these Hi-Cuts."

And "Big Bill's" store was filled with shoes. The shelves were sagging with them. The center of the store was decorated with wooden cases piled high upon each other, some of them never having been opened. "Big Bill" had a good trade, so good and so loyal that three other stores at three different times had failed to gain a foothold in Shelbyville. But during the ten years' business he had made only a fair living. Other merchants in other lines had grown rich. They owned their buildings, city lots, farms and live stock.

"William," said his wife one evening, she always called him that, "I see that Harris is to sell his hardware store to that young Smith. The Eagle says Harr's will retire from business."

"Yes, so I heard," he replied rather thoughtfully. "And he's made it all in less than five years, too."

"Do you know, Martha," he continued, "I sometimes think I am a complete failure. Here I have been selling shoes for nearly eleven years, and not getting enough out of it to afford a vacation once a year."

"There is no one realizes it any more than I do," she said softly, and then with some asperity, "but it is just because you are too easy going. You let folks run over you too often. If you would stand up for your rights we would own this house instead of forever paying rent. Why!" she said with decision, "we are the ones who ought to be retiring."

Then, taking advantage of her opportunity, she continued, "William, if you had a little more system in your business, if you would not try to be such a good fellow we would get along faster. If men who are no smarter than you can get rich at the same thing you are doing, the reason must be a different way of doing things. Don't you think that perhaps in your easy going way you have not kept strictly up-to-date in your methods—is there not new devices, new plans, new ideas, that you have not got? And if there is, why do you not start next month; it is the first of the year, and begin all over?"

"Why not begin all over?" It kept ringing in his ears all through the month of December. It came to him even more forcibly in January until finally he said to himself, "Why not?" and followed it with, "I will."

"Big Bill" took an invoice, the first he had ever taken. He worked a week on the figures, sorting them, arranging them in columns, classifying them in little groups and juggling the totals. "They told him an interesting story," he informed his wife. "The story of poor buying, lack of system and the reason William Axtell Filkins was poor instead of rich."

"I have found that I have been carrying about twice as much stock as I needed," he said, "and that I have enough old goods and odd sizes to keep my store full of bargain hunters all winter. And Martha," he said confidentially, "I have sent for a stock record system that I saw advertised, and if it proves to be as good as it claims to be, I am going to put it in operation as soon as this sale is over."

"Big Bill's" clearance sale was an event in Shelbyville's business history. He made prices on shoes he wanted to dispose of that caused regular customers to buy three or four pairs for every member of the family. Then he drew a circle ten miles beyond the limits of what he had considered his legitimate territory, and flooded it with advertising matter which brought hundreds of new buyers. The remains left after these two campaigns were taken to an empty store building and sold at auction.

"Big Bill's" stock was clean. He was ready to begin all over. He had the money now to make the improvements, needed years ago. Carpenters, painters and cabinetmakers came in their usual order. A modern boot shop replaced the old-fashioned store.

One evening "Big Bill" was late for supper. "The new stock system came in on the 6:30," he explained laconically. "Thought I would bring it home and we could look it over together."

When the table was cleared he opened the fiberboard shipping case and drew forth a black cabinet, inside of which was a number of small packages. These were unwrapped and proved to be small printed tickets, ruled cards, guides, steel wire slips and a book of instructions. The latter he read carefully.

"Why, this seems to be just the thing I want," he said, looking up at his wife, who was nestling on the wide arm of his Morris chair.

"This cabinet," he explained, "holds these ruled cards, each one of which is to be the record of a certain lot or style of shoe. You see," he said, taking his fountain pen from his pocket, "the upper lines are to be filled in with the descriptions of the shoe, and these little squares are for the different sizes and widths."

"A straight line in a square, like this," he continued, "means the pair has been bought. Then when it comes in this cross means it is in stock. Now when we sell it, we draw a circle around the cross."

"That's simple enough for me to see through," said Martha with interest. "What are the tickets for?"

"Well, the tickets are the sales record," he explained. "One of them is to be fastened on each carton, and when we sell a pair we are to remove the ticket and turn it in at the desk. Then when we get time we check up the stock cards in the cabinet. Seems simple, does it not? What do you think about it?" he questioned.

"Oh, I don't know anything about it, William," she replied, "but if it is going to be a help to you, of course it is a good plan."

"You never can tell about these things until you try them," he said, at length, "but I can not see anything wrong, so I guess we will keep it."

The next few months saw many changes at the store. Trade was on the increase. The old timers were just as loyal and many new customers from the outlying territory came in with the hopes of getting more bargains. In every part the business was running like a well oiled machine. At the end of the year they bought their own home.

"The best part of it all," said "Big Bill" to his wife, who was now more than ever his business partner, "the stock is smaller and cleaner than ever. That stock system certainly is a success."

"You see," he said, growing enthusiastic, "we have a record of every transaction, and a perpetual inventory. I can look over the stock cards and see what is happening all the time. It tells me which lines are profit makers, it shows me what to buy. Seems to me that the fellow who got it up must have had, at some time, the same trouble that I had."

With the new order of things "Big Bill" did not buy every thing offered. He treated the traveling men just as courteously as ever, and they found it a pleasure in calling upon him, even although they did not sell him. "Big Bill" seemed to be able in his big hearted way to impart a certain

amount of goodfellowship which put them in good humor and kept them so for several days.

A young chap evidently new on the road called on "Big Bill" near the end of his first successful year. In a way he reminded the big merchant of other young fellows to whom he used to give orders because he felt sorry for them.

"No, son," he said, kindly, "I am sorry I can not give you an order. You see it is this way with me. I have a system by which I concentrate my business to three firms and buy every week just the sizes I sold the week before. You have a 'cracking' good line of stuff but it would not pay me to be changing all the time and you would not want me to throw your line out if I had it in place of the other fellow's. You will find lots of demand for your shoes. They are all right and I will bet you have a good trip."

It was only a short while ago that the "Bugle" had an item about the retirement from active business of William Axtell Filkins. "The new firm," it stated, "would continue at the same location under the title of the 'Big Bill' Shoe Store."

Metamorphosis of Sawmill Towns.

Four Michigan cities, it may be surmised, are now, metaphorically speaking, gazing sorrowfully and wistfully from the mouth of a cave of gloom. This state of doldrums has been caused, it may be assumed, by the census returns, which show a falling off in their respective populations in the last census decade.

The towns referred to are Menominee, Port Huron, Manistee and Ishpeming. Two of them, Manistee and Menominee, have been important logging centers and white pine manufacturing points. Port Huron was such in the earlier days of the Michigan lumber industry, while Ishpeming is a mining town, with some incidental lumber business. What is the matter with Port Huron that it has lost population in the last ten years we are not prepared to say, but probably it is due to a decline of the wood built shipbuilding industry. But that city is backed by a good agricultural district, and is well situated for general manufacturing and shipping by both water and rail. It should recover lost ground. As to Ishpeming, a shifting of mining interests in the neighborhood may have been the cause of loss in the number of mining people living in that city.

As to Manistee and Menominee, the decade covered by the census was marked by the rapid decline of their sawmill industry, by reason of the tendency toward exhaustion of the tributary pine timber supply. True, considerable pine is left in those districts, yet it is but a small fraction of what the growth was fifteen to twenty years ago.

At Manistee little pine timber is tributary to the mills, such as are left. While at both Manistee and Menominee production of hemlock and hardwoods is considerable, the mill industry employs but few men compared to the number that once

provided the logs and rans the mills at those points.

Some of the sawmill towns like Saginaw, Bay City, Muskegon and Cheboygan have added industries to take the place of those that produced lumber; some have adopted factories for the finer manipulation of rough lumber in the manufacture of sash, doors, interior trim and other articles, as did Saginaw; or furniture, as did Grand Rapids; or furniture, refrigerators, office equipment, pianos, curtain rollers, bowling and billiard furnishings, boats, etc., as did Muskegon, so that population was retained and increased to a notable degree.

In the first stage of the sawmill town's growth the people residing in it are woods workers or mill hands. When the lumber business gets on the down grade the workers leave gradually for other points where they can get employment. In the early period of decline population is apt to diminish rapidly. But if the town is well situated, and has productive resources, agricultural and other, behind it, and above all the right sort of capitalized citizenship, the town will eventually get its second wind, so to say, and again move forward in enterprise and progress. Doubtless it will be so with Manistee and Menominee. Both have already made substantial progress in industrial lines other than the manufacture of lumber.—Northwestern Lumberman.

New Year Will You.

Will you be able to begin the new year with a cheerful and fully developed smile on your lips determined to make that business of yours, that job of yours, produce more and better than ever before?

Will you start the new year with a resolution to abolish your antiquated methods and to install those labor, time and temper saving devices and improvements that go to make business something more than drudgery?

Will you during the coming year get into touch with your fellow merchants with a view to mutual self interest, that kind of touch which will enable you to go to any of them and say: "Jim, old man, I am having a lot of trouble trying to collect my money from that fellow Perkins. I see he is trading with you for cash. Keep your eye on him and keep him on a cash basis."

Will you quit lending money to "friends" who never come back and whose trade was worth something to you before you made the fatal error of lending to them?

Will you learn what to say to Mrs. Tompkins, from out on Sanders road, when she comes in to ask you if you will give her a larger size for a pair of shoes that she purchased, by mail, in Chicago, from Sears-Roebuck & Co.?

Will you remember that clerks have almost as many human characteristics as you have and that they are apt to do better and more cheerfully performed work for you if your temper is always sweet toward them?

Will you bear in mind that a well equipped, well lighted, well cleaned

store with bright smiling help and a cheerful looking proprietor will attract more customers and sell more goods to them in a day than the opposite kind of store, clerks and proprietor will in a month?

Will you make up your mind to believe that Johnson, your competitor, is neither a burglar, nor a porch climber nor yet a highwayman and that it is barely possible that he has no more meanness in him than you have in you, and that, after all, he is only trying to make a comfortable living for himself and not to run you out of town?

Will you make up your mind that wholesalers are ordinary, good sensed, good humored, well intentioned fellows who really want your continued patronage and can not, therefore, afford to deliberately cheat you?

Will you, as a matter of self interest, always have a "glad hand" ready for the hard working, painstaking traveling salesman who come to see you—selfish because they can do as much for you as you for them?—Dry Goodsman.

Early Industries of Grand Rapids.

Written for the Tradesman.

Years ago, when the manufacture of lumber was an important industry in Michigan, the jobbers of produce and provisions in Grand Rapids carried on a heavy business with the logging camps of the North woods. Thousands of hands were employed in the camps, and the furnishing of supplies for man and beast was an important business. A large part of the meats furnished were grown on the farms in the State and marketed in Grand Rapids. During the late fall and early winter months thousands of dressed hogs were piled on the sidewalks, guarded by private watchmen at night, while the men employed in the markets were engaged in cutting up and packing the meat in barrels preparatory for shipment to the camps. Among the jobbers who carried on this business were the McGowan Brothers, A. B. Wykes, Pegler Brothers and H. M. Huntly. All were located on Monroe street. The rendering vats, located in the basements of the buildings occupied, emitted an unpleasant odor.

Another early industry was the manufacture of pianos. A man named Schneider operated a small shop and made instruments complete. Later, in 1880, John McIntyre and R. N. Goodsell engaged in the business under the firm name of the McIntyre & Goodsell Piano Company. The upper floors of the Brown & Clark building, located on Ionia street, near the intersection of Fulton street, was fitted up with machinery and the equipment necessary to carry on the business. When the machinery was started the building vibrated so greatly that the owners forbade the operation of the same. A few instruments were produced, however, with the assistance obtained from outside shops, but there seemed to be little public encouragement for the enterprise. The firm took the agency of a number of makers of pianos located in New York and Boston and car-

ried on a salesroom until the expiration of their lease of the Brown & Clark building, when they closed up the business and retired. A Schneider or a McIntyre & Goodsell piano would be a novelty in these days.

Arthur S. White.

Study Human Nature.

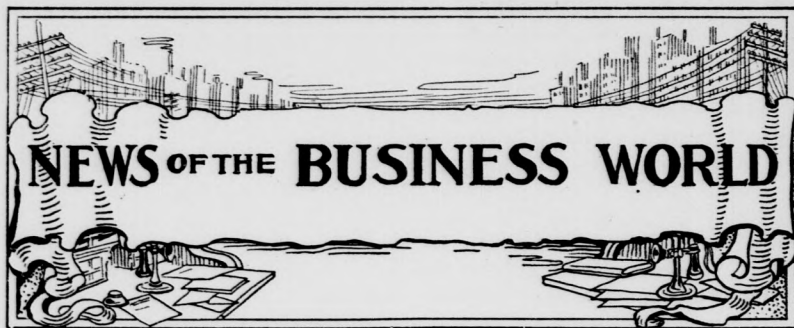
Every druggist should remember he is a public servant, and when he embarks in the drug business, he it as proprietor or bottle washer, he has sold his life into a commercial slavery, and in that alone he must find his pleasure and recreation. A customer is a customer, be it a cigar customer or a profitable prescription customer, and he should be as willing to wait upon one as readily as the other. If it be the coldest night of the season and the prescription man wants you to go to the store of course you will go, likewise if the cigar man wants your services, you should go. Why? Because some day the cigar man is going to have a friend that needs medicine, and then who is it this man is going to tell that friend is the accommodating druggist. The field for the druggist is too small for him to consider self first.

"Every man has a place that does it." Find that spot then scratch it. Usually through a man's mouth you reach his heart, usually through the child you reach the mother's heart, usually through the eye of the child you win its admiration. And here I want to say is one great medium of getting business that is often overlooked. If you will keep in store an abundant amount of patience for the children you will find them a profitable class of trade. In filling prescriptions for the baby add a few extra pieces of candy and tell the delivery boy to tell the baby you sent it because she was good to take medicine. Make every child in town know you and know where your store is. Not long since I had an occasion to visit a child's tea party and in the next room I overheard some little fellows playing doctor, one was telephoning to McPherson's drug store, and naturally I listened, and his little message was, "Is the doctor there?" The other answered, "I am the doctor," and after learning his services were needed he said, "Just give her McPherson's baby powders." Now gentlemen, what was that worth to me? It was a bright remark, and of course I told it time after time, and the child's mother told it, and the neighbors told it. Not that the powders were so good, but that the boy was so smart. Make your remedies and your store a household word. I have been asked, how do you think of so many fool things? I answer, that's my business.—O. P. McPherson, Gloster, Miss.

The Recoil.

Mrs. Hewligus—Absalom, you ought not to be so crusty. A man's disposition paints itself in his face.

Mr. Hewligus—Then you ought to try to sweeten my disposition instead of nagging me perpetually if you want to save my face.



Movements of Merchants.

Sherman—Dr. C. S. Purdy has sold his drug store at Wexford.

Howard City—W. B. Andrews has sold his store at Butternut to Glen A. Carr.

Sturgis—Siefert Bros. have sold their meat market to B. A. Crow, of Copemish.

Ithaca—Mrs. Ira Jeffery has purchased the millinery business of Miss Sarah Taylor.

Williamston—S. L. Webber has sold his stock of general merchandise to O. L. Barrett.

Marine City—J. W. Berry has sold his stock of jewelry and fixtures to D. J. Butterfield, of Algonac.

Grand Ledge—Carl H. Tinkham has purchased a general store at Beulah and will take possession January 1.

Pontiac—F. J. Poole has added hardware to his line, with J. H. McBride, of Lima, O., in charge of the department.

Allegan—D. J. Tiefenthal has bought the interest of C. A. Bentley in the agricultural business of Bentley & Tiefenthal.

Bad Axe—Sheriff Honeywell and son Ray have purchased the Buckley shoe store at Elkton and will continue the business.

Marshall—J. S. Cox will open a general store at Lyon Lake, under the name of the Lyon Lake Grocery and Provision Co.

Lansing—L. A. Baker, the pioneer music dealer, has sold his interest in the Baker Music House to the Cable Piano Co., of Chicago.

Bellevue—A. P. Holmes and R. E. Davison, of Allegan, have purchased the Weed hardware store and will take possession Jan. 1.

Ovid—W. P. Felch, of Carson City, has purchased the bakery and confectionery store of Mrs. Carrie Morrow and has taken possession.

Grand Haven—C. Van Zanten has purchased the fishing business and plant and outfit of O'Beck & Co. The business was started in 1873.

Portland—R. E. Green, formerly in the photograph business here, has purchased a bazaar store at Clare, formerly conducted by Mrs. Otto Derby.

Conklin—Joseph McGow, of near Coopersville, has purchased the remaining stock of Wm. Harrison, at Harrisburg, and has opened a grocery store.

Cassopolis—O. F. Northrup and C. B. Zeller have leased the Muessel building and will open there with a full line of furniture, combining it with the undertaking business under the firm name of Northrup & Zeller.

Eaton Rapids—A. B. Home, of Ossco, Hillsdale county, has bought the big store building at Charlesworth, five miles south of this city, and will open a general store.

Detroit—Paul Leake, who has been Secretary of the Wholesalers & Manufacturers' Association of this city from its inception, has resigned to devote all his time to literary work.

Litchfield—The business of N. Turrell & Son, bankers and merchants, who have done a general store business here for the past forty-seven years, has been sold to a stock company.

Ypsilanti—The Stollberg Hardware Co., of Toledo, has sold the Ypsilanti Hardware Store to J. Root, formerly an employe of McPherson & House, and he will take possession Jan. 1.

Port Huron—Frank Wolfstyn, who for many years conducted a grocery store on Huron avenue, has purchased the Detroit Tea Co. store, on Huron avenue, from Francis T. Smith, of Detroit.

South Haven—Jacob Donker, who conducts a large meat market in Kalamazoo, has purchased the Grand View Inn, paying \$12,500, and will employ a manager to run it for him, opening for the season in May.

Saginaw—L. G. Schulz, formerly with the Schulz Grocery Co. and late Manager of the Hayden Fancy Grocery, has purchased the E. W. McCormick grocery at 1253 Genesee avenue and will continue the business.

Manufacturing Matters.

Greenville—The Greenville Machinery & Manufacturing Co. has changed its name to the Greenville Machine Tool Co.

Buchanan—The Electric Fireless Cookstove Co. has been incorporated with an authorized capital stock of \$15,000, of which \$14,500 has been subscribed and \$2,500 paid in in cash.

Detroit—Lore-May & Co. have engaged in business to manufacture and sell automobiles, with an authorized capital stock of \$3,000, all of which has been subscribed and \$1,000 paid in in cash.

Detroit—The Fisher Closed Body Co. has been incorporated with an authorized capital stock of \$125,000, of which \$94,500 has been subscribed and paid in in cash, to build and trim closed automobile bodies.

Detroit—The Art Glass Co. has merged its business into a stock company under the same style, with an authorized capital stock of \$10,000, of which \$8,500 has been subscribed, \$2,500 being paid in in cash and \$6,000 in property.

Shelby—Grading has begun for a narrow gauge railroad from Hart to a tract of timber owned by the Hart Cedar and Lumber Co. in the vicinity of the Camp Houk re-union grounds. The company owns timber there estimated at 25,000,000 feet.

Mt. Pleasant—Lee Shepherd, who has been Superintendent at the Mt. Pleasant branch of the Dow Chemical Company's works for the past six years, leaves soon for Cleveland. He has a position to do research work at the Case School of Applied Science. He will be succeeded by R. T. Sanford.

Kalamazoo—The first meeting of the representatives of the Walk-Over Shoe Co. will be held here January 22 and 23, and it is promised that there will be a large number present. The members will get together for the purpose of exchanging ideas. There will be representatives from Ohio, Indiana and this State.

St. Joseph—M. T. Murphy, for ten years Superintendent of the Cooper, Wells & Co. knitting works, has resigned and will leave shortly after the first of the year for Grand Rapids, where he will become General Manager of the Grand Rapids Hosiery Company. With him will also go Charles Gess, who has been with the company for twenty-two years.

Business News From the Hoosier State.

Indianapolis—The Commercial Club has a competition on for a slogan for this city. Up to date 45,000 suggestions have been received.

Geneva—Frank Circles will open a bakery at Portland.

Avilla—The Avilla creamery has closed, the high cost of cream making it impossible to do business.

Portland—Lewis Lawson will close out his New Arcade novelty store and will open a general store at Fiat.

Indianapolis—The ninth annual convention of the Western Boot and Shoe Jobbers' Association will be held in this city next year in December.

Indiana Retailers.

Anderson—When the eleventh annual convention of the Indiana Retail Merchants' Association is held in this city January 17, 18, 19, 1911, the President, Ralph B. Clark, of this city, will report the total membership at about 11,000, distributed among nearly one hundred local associations, and will further show the Indiana Association in good condition. An interesting programme, devoted to live topics, has been arranged.

Elgin Interests Win Out.

Chicago, Dec. 27—The final stage of the war between the Elgin Board of Trade and the Chicago dealers reached a head last week and resulted in a signal victory for the Elgin people. The matter came up on the election of directors and committees for the coming year, which means the control of the Board. The Elgin people won by 188 to 84. The efforts of the Chicago people who are members of the Elgin Board for some months have been to keep El-

gin quotations in accordance with what they consider market conditions. They charge that the Elgin Board is dominated by private interests and fixes quotations accordingly. The fight has been strenuous since last spring. The Chicago people often have been able to keep the Elgin quotation within their views, but in order to do so they are compelled to go to Elgin at each Monday's meeting, and outvote the Elgin people. Sometimes they could do this, and sometimes they could not. Had they been able to elect friendly directors and committeemen the fight would have been over long ago.

Laying a Foundation.

"Pardon my abruptness, Miss Citronella, but will you marry me?"

"Marry you, Mr. Bonser? Marry you? Not if you were the last man on earth!"

Pondering a moment, he took a small memorandum book out of his pocket and checked off a name.

"Well," he said, "there is no harm done. It is due you, however, Miss Higgins, that I should explain. You have heard, I presume, of the Great American Novel, but have not seen it, because it has not yet appeared. I am about to write it, but in order to fit myself for the task I need one or two experiences. I wish to undergo the pangs of a rejected lover. I have not yet succeeded—and you are the eleventh. I may have to be rejected by half a dozen more girls before I experience the necessary emotion. Good evening, Miss Higgins."

Spraying Machine Makers Organize.

Manufacturers of spraying machinery and material at Lansing held a meeting last week and perfected an organization, electing as officers. President, R. A. Latting, Grand Ledge; Wells Brown, Lansing, Secretary and Treasurer. The following Lansing men were named on the Executive Committee, with four others to be named later: H. J. Bock, C. E. Bement and Fred Luger. The name the organization selected was the Spray Machinery & Material Manufacturers' Association, and it is stated that it is the object to secure better publicity for their products and exhibits at all gatherings where there is a prospect of securing trade. In line with this policy it was decided to arrange for a fine exhibit at Lansing at the time of the farmers' round-up, Feb. 28.

Never Had Happened Before.

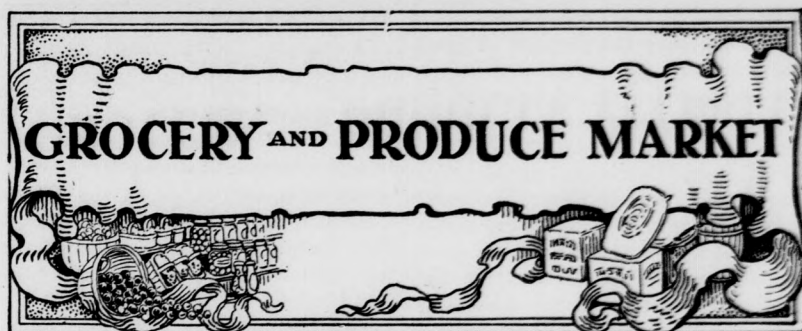
The answers-to-correspondents editor was visibly perturbed.

"Here's a letter from an enquirer," he said, "who asks about a coin that really has a premium on it!"

And his hand shook as he wrote the answer to the query.

Dr. Cook explains that he has returned to this country for the purpose of rehabilitating himself. That being the case, he is not likely to find himself out of a job between now and spring.

When the preacher is elevating himself he is lifting no one else.



The Grocery Market.

Sugar—The market is unchanged since last week and there is no indication of an immediate change in quotations. The refiners are understood to be working on a temporary high raw market and predictions made as to the possible trend of the market during the next few weeks marking the close of the year and the opening of the next, are for an upholding of the present basis of values. Between January 10 and 15 Cuban raws will begin to arrive. There are some who believe that this will have an immediate effect and cause the market to weaken. On the other hand it is claimed that the refiners have been working on a high raw basis and will take advantage of the lower raw market to recoup.

Tea—The Japan market remains firm and sales are steady. The demand for Formosas is active at full prices. All Blacks are firm and maintain the recent strong advance. A considerable shortage has been reported from India and Ceylon, with prospects of a still further advance. Altogether the market has been very satisfactory during the past year, and after the regular meeting of the Board of Tea Experts in February we may look for a continuation of high standards during the coming year, with possibly the elimination of artificial coloring, which many believe will be to the ultimate betterment of the trade.

Canned Goods—The year closes with a remarkably small supply of practically all kinds, and it will be six to nine months before a new supply is obtainable. Tomatoes and peas are scarce; stocks of corn, despite some increase in the pack, are moderate; string and lima beans, spinach, pumpkin and other kinds of canned vegetables are all in light supply, while in the line of canned fish and fruits there is a positive scarcity of almost every kind one can think of. For instance, salmon is unusually scarce for this time of year, so is lobster, also cove oysters, while sardines turned out short both in this country and Europe. The domestic sardine pack was fully 250,000 cases below the pack of the previous year, and that, too, was short, so the strength of the sardine market can be imagined, especially mustards, these being particularly scarce at present, as the proportion in the pack was much below normal. California fruit canners report that they are sold out all but some odds and ends, while Michigan fruits are absolutely all gone from first hands and now comes Baltimore with the statement that

stocks of canned peaches there are getting decidedly light in the more popular kinds and sizes. The canned goods situation all the way through is one of the strongest ever known.

Dried Fruits—California reports further reduction of stocks of all varieties of fruits. Peaches and apricots are already in low supply and the former is tending higher, and latest reports note more firmness on raisins and also on prunes. The prune market is the strongest on record and stocks are going to be absolutely cleaned out at an early date, for already the supply of prunes to ship East is but a fraction of what California ordinarily holds at this time of the year. Evaporated apples are in demand and very firm, as the stock of this variety, too, is small this winter. Currants are firm. General demand for dried fruits is better.

Rice—Prices are steady and there is a little more interest on the part of distributors reported. In a general way the movement is freer. An Eastern report says that "Honduras rice is acting better, as the mills can not replenish supplies of rough, except at higher prices. The farmers' combination seems to control the situation, and some advices claim that it is the most successful yet formed."

Spices—In a large way business is quiet, but there is a very good seasonal demand for spices and prices of about all of the different kinds are holding steady or firm, the same as last week, there having been no easing of the market and no quotable changes in the meantime.

Syrups and Molasses—The molasses market is seasonably active, as the grocery trade are still anxious for grocery grades to fill the good consuming demand. Prices are firm on molasses and syrup also. On maple sugar and syrup the feeling is strong. Glucose prices hold steady. Honey is firm and in very good request from consumers.

Pickles and Kraut—Both these lines are very firm in price. Pickles are scarce and the supply of sauer kraut is much smaller than the average. In addition to the comparative scarcity of stock, demand is large, a fact which further strengthens the market.

Provisions—These ranged higher most of last week but suffered a little setback for near deliveries of ribs at the last. The latter was the result of a dull and weak turn in cash meats, cash ribs dropping to a discount of 10c under January, as against 50c premium a fortnight earlier. Hog receipts continue disappointing and are even lighter than

the small runs of a year ago. The latter feature is, of course, the all important one. The week's packing in Chicago fell 175,000 hogs behind that of a year ago, in itself a big decrease in the quantity of product. Speculators continue hopeful of the ultimate size of the hog crop and hammer prices of product on the swells, often covering at higher prices later. Net changes last week were an advance of 42½¢@77½¢ for pork, lard, 20¢@50¢, and ribs, 25¢@32½¢. Last week's range of prices of the principal articles on the Chicago Board of Trade were:

	High	Low	1910
Wheat			
Dec.	92¾	90¾	92¾
May	96¾	95¾	96¾
July	93¾	92¾	93¾
Corn			
Dec.	47¾	45	46¾
May	48¾	47	48¾
July	49¾	47¾	49¾
Oats			
Dec.	31½	31¼	31½
May	34¾	33¾	34¾
July	34¾	33¾	34¾
Pork			
Jan.	20.05	19.35	19.90
May	18.97½	18.05	18.95
Lard			
Jan.	10.90	10.32½	10.80
May	10.45	10.02½	10.37½
Ribs			
Jan.	10.77½	10.20	10.45
May	10.05	9.57½	9.97½

Co-operative Delivery Service.

Beginning with the New Year Charlotte will have a new merchants' and parcels delivery service. The business will be conducted by Harry Dyer, the liveryman, who has already purchased the wagons of some of the merchants who will use his service. On his initial trip Mr. Dyer will have charge of the deliveries of at least nine retail stores. Four deliveries will be made each business day, starting from the stores at 8 and 10 a. m. and 2 and 4 p. m.

Private citizens may also have parcels delivered to any part of the city on these regular trips at five cents a parcel.

The Michigan Exchange Bank of Grandville avenue, organized last March with \$25,000 capital as a private bank, has declared a dividend of 6 per cent. out of the earnings of its eight months' career, or at an 8 per cent. rate for the year. In addition to the dividend \$2,000 will be placed in surplus and one-third of the furniture and equipment account will be written off. The bank has had remarkable success. It now shows deposits of about \$250,000.

At the annual meeting of the Worden Grocer Company last week the stockholders voted to increase the capital stock from \$200,000 to \$300,000. The company's business under the management of Guy W. Rouse has increased so rapidly that the additional capital is needed.

I. P. Visner has gone to New York City to visit his firm, Edwin J. Gillies & Co., for eight or ten days.

The Produce Market.

With New Years yet to come prices are steady on all the holiday goods and staples. The dealers say the Christmas trade was excellent, and that stocks were pretty well cleaned up. Holly and evergreens have been dropped from the list. The sale this year was above the average. Southern cucumbers are the only ones in market now and the price places them in the luxury class. Eggs are off 2c. Oranges are weak, as the supply increases.

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

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

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

Beets—50c per bu.

Butter—Local handlers quote creamery at 31c for tubs and for prints; dairy, 29c 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 Howes, \$10.50 per bbl.

Cucumbers—\$1.50@2 per doz.

Eggs—Local dealers are paying 30c f. o. b. shipping point.

Grapes—Malagas, \$6@8.50 per keg.

Grape Fruit—\$1.75 for 30s; \$4 for 14s and 64s.

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

Lemons—Californias, \$1.50@4 per box.

Lettuce—15c per lb. for head.

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

Oranges—California Navals, 36s and 28s, \$2.50@2.75; Floridas, 126s to 216s, \$2.25@2.50.

Pineapples—\$4 per case.

Pop. Corn—90c per bu. for ear; 74¢@75¢ 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; 12c for ducks; 11c for geese and 18c for turkeys.

Radishes—40c per doz.

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

Veal—Dealers pay 40¢ for good and thin; 70¢ for fair to good; 90¢ 100¢ for good white kidney; 100¢ for fancy.

Behind the Counter.

Benton Harbor—Jay Swift of Charlotte has accepted a position as pharmacist with the H. L. Bird Drug Co.

Durand—After a service of fifteen years as clerk for the Nichols & Shepard Co., George C. Allen leaves January 1 to accept the position of collection manager of the Ramsey Thresher Co., of LaPorte, Ind.

The Van Keulen & Wilkinson Lumber Co., of this city, has changed its name to the Van Keulen & Winchester Lumber Co.

January Sales and Suggestions To Help Make Them Winners.

Once again we are at the starting pole, and it is well that the results from the past year's efforts be considered, and the campaign for the new year's efforts be mapped out with a view of profiting by the mistakes and shortcomings.

January is the month of frequent changes and will occupy the full time and tax the energy of the window trimmer to the limit. Annual sales, clearing sales and pre-inventory sales will be conducted by nearly every store throughout the country. This will call for special efforts on the part of the trimmer, as the success of the selling end will depend largely upon the effective trims that will be made from time to time.

In former years this end of the business had little effect upon the shopping public to influence buying, so at that time January sales were not as prominent nor were the efforts on the part of the merchants to clean up their stock as great as they are at the present day; but as the years rolled by and the aggressive merchants realized the advantages of January selling, they used every possible means of making this selling event a success. Newspaper advertising, of course, proved a strong medium as a trade puller, and along with it the showing of tempting bargains demonstrated its power in the same lines. People became accustomed to the use of the show window as a medium that would inform them of the many good things that are to be had in the interior of the store.

The day has come when the displaying of goods in the show window and on the interior of the store has become an absolute necessity to every modern store.

Nearly every store in the country is to-day equipped with many of the conveniences that are necessary to properly show their merchandise, both in the show window and on the interior of the store, and there are many merchants who do not derive the full benefit from the displays for more than one reason. Perhaps the one most common is the neglect of proper attention to this end. Whether it is the fault of the merchant or the decorator can not always be determined, but, as a rule, it will be found that the team work that is necessary to carry on this end of the business successfully is lacking in many cases.

The show window can perform its mission best when newness and novelty are the predominating features. In many places these features are lacking. Perhaps the decorator does not apply his best efforts towards originating new and catchy ideas that could be successfully carried out in the displays and prove resultful, because his employer does not take the interest in the decorator's work that he should, or he may not be aggressive and believe in modern ways. There are few cases of this kind known. The fault will be found to lay more generally with the decorator, whose efforts to uphold the standard of the displays are enough to hold his job.

One of the most important items, not to be overlooked in successful sale windows, are price tickets and show cards. Every article on display should be ticketed. Large announcement cards calling attention to the sale of goods on display should be conspicuously placed throughout the windows as well as in the interior. The lettering on all cards and tickets should be very plain, neat and legible. Elaborate cards are as much out of place at this season as elaborate window settings.

The following sale names are the most popularly employed during the January month: "January Clearance Sale," "Inventory Sale," "Clean Sweep Sale," or "Carnival," "Red" or "Green Tag Sale" and "After Inventory Sale."

For almost any of these sales a window background can be of mirrors framed, or of the popular cloths used for this purpose, hung in loose folds. In framing the stock displays, any ornamentations on the background are apt to be hidden from view by the goods on display; therefore it is advisable to dispense with their use and leave the background plain and strictly businesslike. If it is to be a red tag sale, large and small tags should be conspicuous. The large tags can be made of red cambric stretched over a wooden frame and the letters boldly painted in white, or the letters can be cut from white cardboard and pasted on. An excellent white paint for painting on this cloth can be made by mixing white zinc and water, with glue or mucilage used as a sizing. The small tags can be cut from red cardboard, with white or black lettering, as may be preferred. The same idea can be used for other sales, modified to suit the case. A commendable feature regarding these designs is that all the preliminary work can be executed in the work room and quickly brought into place at the proper occasion, thus placing the time of the uncovered window at a minimum.

Make the window display attractive and with effective newspaper advertising January ought to be a good month. The interior displays, however, should have the same amount of interest for the shopping public as does the show windows. Many merchants are apt to give their entire efforts towards making the show windows most attractive and neglect the importance of an interesting interior. While the decorations of the interior need not be elaborate like those seen during the holidays or at other occasions of special interest, it is important and a great help to the selling end to have every available space filled with merchandise that will interest the people who come in the store.

An Enterprise That Failed.

Written for the Tradesman.

About the year 1870 (the exact date is not important) an invention by a man named Alden, for preserving fruit by evaporation, attracted the attention of horticulturists, dealers in foods and investors. Alden came to Grand Rapids and spent considerable time among men of business in explaining his system and soliciting subscrip-

tions to the capital stock of a corporation for the purpose of erecting a factory, paying for a license to use the patent and engaging in the business of preserving fruit by the Alden process. Ground located on Canal street, near Coldbrook, was purchased, a factory was erected and preparations were made to commence operations with the money subscribed by the confiding stockholders. The apparatus constructed for the evaporation of the fruit consisted of a heating arrangement in the basement, above which, rising through the roof, was a shaft. The fruit, in the process of evaporation, was spread upon wire trays, supported by brackets built for the purpose in the shaft, to be removed as required when the curing process had been completed. Then the trays would be refilled and the cured fruit packed for shipment. The company purchased large quantities of fruit, but for some reason, when cured, it failed to meet the requirements of the trade. Formerly air dried fruit had been largely used, but when jars of glass with air tight caps were invented, enabling the grower of fruit to preserve the same fresh and wholesome, dried fruit speedily lost favor. The Alden factory was operated for a season with unsatisfactory results to the stockholders, who eventually lost their investment. After a time the factory was sold to John Bradfield, who put in machinery and engaged in the manufacture of the Bradfield patent folding card and sewing table, of which probably 100,000 were sold during the life of the patent. Later Mr. Bradfield admitted Thomas McCord, E. P. Fuller, George Kendall and R. C. Luce to partnership, under the name of the McCord & Bradfield Furniture Company. The plant was operated successfully under that name a number of years, when Mr. McCord and later Mr. Bradfield retired, and the name was changed to the Luce Furniture Company. The old Alden building now forms a part of the plant of the Grand Rapids Show Case Company. Mr. Alden organized companies and erected about twenty evaporating plants at different points in the State, but none were successful.

Arthur S. White.

The foundation of man's transactions with his fellows is that he shall pay his bills.

What Other Michigan Cities Are Doing.

Written for the Tradesman.

Another large Eastern concern manufacturing farm machinery will locate its Michigan distributing branch offices in Lansing.

Bay City will entertain the Michigan Dairymen's Association Feb. 21-24. This organization is one of the strongest in the State, having 2,000 members.

The Commercial Club of Marquette favors the employment of a paid secretary and will undertake to raise \$5,000 before March 1 to assist in boosting the city.

The East Jordan Board of Trade has re-elected officers and three new members have been added to the Board of Directors. The work of the Western Michigan Development Bureau was highly commended and the Board voted to employ a man to look after the raising of funds to assist the Bureau.

Kalamazoo will entertain the State Historical Society at its annual session Jan. 31 and Feb. 1.

Lansing will have six pay-as-you-enter cars on its Michigan avenue line very soon.

Census returns show a loss of over 2,000 in population at Menominee during the past ten years. This is not strange when it is considered that ten years ago that town was a leading lumber port, with scores of sawmills and other wood working industries. These have gone and in their places other industries are coming, such as sugar and shoe factories, and Menominee will show a nice gain when the next census is taken.

Beginning Sunday, Jan. 8, Sunday delivery of mail at the postoffice in Kalamazoo will be suspended. Grand Rapids will doubtless be the next Michigan city to get in line in this movement.

The Mason County Progress Club has been organized at Ludington and will incorporate. It is made up of the live business men and farmers of Mason county and its work will be along board of trade lines.

Almond Griffen.

The store that will not treat women right because they are women should at least do it because it pays.

Happiness and holiness take turns at being cause and effect.

WORDEN GROCER COMPANY

The Prompt Shippers

Grand Rapids, Mich.

Great Leipzig Fair.

Otho, "The Rich," Margrave of Meissen, who ruled the territory now known as Saxony and several of the adjoining states 940 years ago, granted permission to the people of Leipzig to hold semi-annual fairs, or open-air markets, for the exchange of produce and other merchandise. Competition and fair dealing were thus insured, and some of the evils now complained of such as monopolies and restraint of trade, were prevented. Long before the royal charter was granted, producers and consumers used to meet at Leipzig regularly to trade. It was the market place of the Saxons in prehistoric times owing to its advantageous situation and convenience of access.

The advantages of the fairs were recognized by sellers and buyers, and they began to come from all parts of Europe. Leipzig was situated at the intersection of the trade routes between the East and the West, between Poland and Thuringia and between Germany and Bohemia, and the producers and merchants of those regions could thus meet half-way. There is another great fair at Nizhni Novgorod, on the Volga river, in Russia, where caravans of camels come from China, Turkestan and the Caucasus bearing the products of the Hinderland to be exchanged for the manufactured merchandise of Europe. It is one of the most interesting places in the world. At the Leipzig fairs one does not see so many quaint and curious characters. The patrons are solid men of business from the commercial centers of Europe, who dress in conventional attire and do business according to modern methods.

The Leipzig fairs have diminished in relative but have increased in actual value, because of the changing methods of doing business, because of railway transportation and the convenience of communication by mail and telegraph. It is no longer necessary for the sellers to bring their merchandise with them or for buyers to carry their purchases away. It is no longer necessary for the emperor to prohibit markets in any other town, as Maximilian did in 1507, or to grant safe conduct to merchants from other nations against highwaymen and robber barons. The fairs, however, are still held on the old dates—the "Jubilate" fair for two weeks following Easter Monday and the "Michaelmas fair" for three weeks beginning on the last Sunday in August.

The total value of the exchanges at the Leipzig fairs these days will run as high as \$100,000,000, ten times as much as the total of fifty years ago, although the number of merchants who come is very much smaller. Formerly sixty thousand strangers would be found in Leipzig during the fair weeks, and accommodation had to be provided for them in the private houses of the burghers. The visitors often numbered more than the population of the city, but every family enjoyed a portion of the profits. The local shop-keepers packed their stocks away and rented their stores

to the more important dealers. They had the same tenants every year. The smaller dealers were accommodated in booths erected in the streets, vacant lots, and on the out-skirts of the city. These booths were the property of the municipality; they were substantially made, and at the end of each fair were carefully taken down and packed away for the next year. The rent went into the municipal treasury.

Visit the Market.

No retailer can afford to visit his market less than twice a year. Because with some, trade the past season may not have been up to the standard of other years is no reason why a visit to market should be omitted this season. On the contrary, it is the best reason why the market should be visited. Local conditions may, and doubtless have, given many a wrong outlook for the future, and a visit to market will no doubt suggest a reason and a remedy.

The successful retailer in all lines in this day of close and active competition goes to market and personally places orders for most of his goods. If you think there are not the best of reasons for this, sit down and write some retailer you know who regularly comes here to buy. Or still better, come to Grand Rapids and see for yourself—brush up against the livest retailers in your line. They caught the market habit years ago, and they will tell you a good part of their success has come in good market buying.

These visits may not pay in dollars and cents, but they pay in experience. You can see goods before buying, compare the merchants' styles and prices, and know that when you have placed your order it has been done after a full knowledge of all lines your competitor has had a chance to stock up on.

Another market advantage is that you get acquainted with the merchants from whom you buy. This knowing each other will be to your mutual advantage, and as many credit ratings are improved by a strong personality, surely most retailers will profit by this acquaintance. To say the least, you will better understand your base of supply and this should make you a better buyer.

Some retailers may think they can not afford it, but as a matter of fact they can not afford not to. The best investment you could possibly make of time and money would be a visit to market. You can thus learn lots of new things you did not know about goods you are now handling; pick up lots of new ideas of inestimable value to you you can not afford longer to be without. You will go back home a better merchant and feel the change from the grind at home has done you good. Your customers will appreciate the better selection of goods you buy and the prices will be right.

If you or your clerks have visitors who are apt to preface their remarks with the enquiry, "Are there any ladies around?" just invite those fellows to tell their yarns somewhere else.

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



DEVOTED TO THE BEST INTERESTS
OF BUSINESS MEN.

Published Weekly by
TRADESMAN COMPANY
Corner Ionia and Louis Streets,
Grand Rapids, Mich.

Subscription Price.

Two dollars per year, payable in advance.
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No subscription accepted unless accompanied by a signed order and the price of the first year's subscription.

Without specific instructions to the contrary all subscriptions are continued according to order. Orders to discontinue must be accompanied by payment to date.

Sample copies, 5 cents each.
Extra copies of current issues, 5 cents; of issues a month or more old, 10 cents; of issues a year or more old, \$1.

Entered at the Grand Rapids Postoffice as Second Class Matter.

E. A. STOWE, Editor.

December 28, 1910

CENTENARIES OF 1911.

It will be some time before we again come upon the centenary of a year like 1809—noted for the birth of so many distinguished men and women. There were not in the present year many such centenaries to celebrate. In 1911, however, there will be marked the hundredth birth anniversary of several Americans who attained distinction in different walks of life.

It was 1811 which saw the birth of Charles Sumner, Wendell Phillips, and Horace Greeley. These three are the most noted of the year. Lesser in fame are Henry B. Claffin, the merchant; Henry J. Rogers, who was an associate of S. F. B. Morse, and who is said to have been the first to perfect a system of code signaling with flags; Delia S. Bacon, who started the Baconian theory of the authorship of Shakespeare's plays; Henry Meiggs, the railway contractor, whose lines in the Andes were marvels of engineering skill; and William Kelley, who was among the first to make steel in this country.

The first organized metropolitan police force was the work of George W. Matsell, who was born in 1811, as were also Elisha Otis, the elevator inventor; James M. Gillis and Elias Loomis, astronomers; Henry S. Lane, governor of Indiana, United States senator, and presiding officer of the first Republican national convention; "Fanny Fern," the writer; the Rev. Noah Porter, assistant editor of Webster's Dictionary; Isaac M. Singer, inventor of the sewing machine; and other lesser personages.

THE TOYS OF THE WORLD.

A quarter of a million tons is the annual output of toys, according to statistics. These will make 10,000 carloads, the transportation of which furnishes employment for a whole army of people. Then there are the salesmen who act as distributors throughout the world! The magnitude of the industries maintained by happy childhood is really an immense one, and the strike of Santa Claus' employes would be as serious in its results in the industrial as in the juvenile world.

But the heart of the toy making industry is among the German peasants, whose labor throughout the year is in making the world happy during the holidays. As in our own industries, individuals specialize along certain lines. Thus one man works year in and year out in the manufacture of wooden cows. His neighbor gives his entire attention to wooden horses, were either to exchange work with the other, failure would result; yet along his own line each is an expert. Were we to go through the territory of these humble people, we would see toys by the hundred, ranged in the yard to dry. And for the small toys which retail here for five cents apiece an entire German family, all hands working steadily, may have received the sum of five dollars per week. We estimate by the piece; they by the gross or hundred. It is low pay, yet their wants are simple, and they are content.

Toy making may be said to be almost as old as the world. Even 2,000 B. C. there were toy water carriers. A nation's history, her progress, may be approximated by the shelves of a toy shop. When there is war in the land the little tin soldier and drum have full sway. The success of the bird man as an inventor is written in the air ships which fill the windows. And they must be like the great models, even in detail. Long live the toy-maker! He is at once joy-maker, historian, and holder of a strong lever in the industrial and commercial world!

STUDY ENVIRONMENT.

The story has recently come to light of how Josephine successfully met the strategy of her rival Helen in a most successful manner.

The latter had recently married, mainly for wealth, and prided herself upon the jewels which through this marriage came into her possession. On being invited to a reception by the Empress, she boasted to others that she would eclipse the beautiful Josephine.

She decided that diamonds should be her gems, and that nothing would prove a better setting than green velvet. A new gown was ordered and every thing seemingly went according to her desires. But some ill wind carried the news to Josephine. Did she make an inventory of the crown jewels? Not a bit of it. She did, though, order a complete re-trimming of her reception rooms, the color scheme being transformed into a bright blue. Her own gown was a simple one of white.

The environment was most inhospitable to the green gown, as its wearer at once perceived; but she was helpless. Josephine was the graceful, genial person designed by nature. She praised the beautiful diamonds, and displayed the utmost courtesy to her rival, who, it is needless to say, was hopelessly left in the shade.

In decorating your windows, if you have near neighbors, it is very easy to fall into the predicament of the green velvet gown in the bright blue rooms. There are contrasts which are displeasing. Beware of

inviting them. Your surroundings should in a measure dictate your own decorations. Elaboration in the extreme may be thrown into shame by the personification of simplicity. Colors may be mingled too closely in discordant hues. Take into consideration what is around your door, as well as what is within your window.

"ELI PERKINS" THE LAST.

The almost unnoticed death a few days ago of Melville E. Landon, known to millions of readers as "Eli Perkins," removes the last of a notable group of humorists who were, in their way, analogous to the great Concord group of poets, philosophers and men of letters who made the last half of the last century the Elizabethan era of American literature. Mark Twain, Josh Billings, Petroleum V. Nasby, Artemus Ward, Eli Perkins, Bill Nye and "Bob" Burdette may be said to be the founders and aristocracy of American professional humor. Each was unrivaled in a field peculiarly his own. There was never any competition between any two of them and there are no signs at the present day that their like will be seen again. A new order of things humorous has been brought to pass and the old order has departed.

Mark Twain's work is the only product of these fecund brains which may be classed as real literature and it will naturally leave the most lasting impression. But Nasby's influence was probably more dynamic and effective during the short period of its exercise than that of any other American humorist, for his pen bit deep into the anatomy of the "copperheads" during the Civil war and no one can measure his effect upon the Union cause in the North. Billings marked out a very different path in professional life, despite his "rube" orthography. He was the pithy philosopher, the ancestor of a long line of "sentence sermonizers," "pointed paragraphs," etc. Artemus Ward was a pastmaster of humor—the real fun that is at once ludicrous and irresistible. Eli Perkins, on the other hand, was probably the cleverest of all the humorists in his grotesque exaggeration which did not pretend or seek to deceive, but depended for its effectiveness upon its very cleverness. In this field he was supreme and proved that if all the world loves a lover it also loves a liar, if he be as clever and harmless as Melville E. Landon was. Burdette is the only one of the group who is still alive, and he ceased to write humor many years ago.

A new race of funny men has arisen. There is a flood of jokes pouring from the columns of newspapers and magazines, but none of all the jokesmiths can be called an intellectual reincarnation of their predecessors or as worthy to be in their class. In some respects this is to be regarded as unfortunate. But the "old line" humorists gave the people of the last two generations much reason for rejoicing that all concerned lived in those times, and Eli Perkins did his share.

HUNTING BY MONOPLANE.

Although the winter season is not generally regarded as favorable to exploits in aviation, the bird men seem to be quite active everywhere. It is reasonably certain that next summer will witness astonishing progress in this wonderful science to which so many fearless men have devoted themselves. One of the oddest and at the same time really interesting feats of a flyer was when Huber Latham, the French aviator, went duck hunting in his famous Antoinette monoplane. This adventure took place in California the other day and was remarkably successful both in the ducks bagged and in the maneuvering of the machine.

Latham took his shotgun with him when he made his flight and sailed over the feeding grounds. The appearance of this strange apparition naturally frightened the fowls and they rose in the air in the track of the aerial hunter. Latham dropped his levers and began popping away at the birds flying within a few feet of him, with the result that he killed a number and wounded others. The strange part of the experience was that in his powerful monoplane he actually overtook the swiftly flying ducks and probably could have knocked them over with a stick had he been secure enough in his seat to attempt such a thing. But he chased the flock far out to sea, and returned triumphant to the Gun Club grounds, where he was received with enthusiasm.

This adventure opens new possibilities for the flying machine and may revive the ancient sport of Venice. Dogs can not be used by the aviator in his air ship hunting and the falcon may be brought back into the game. If Latham had such success the first time he tried hunting in the air it is likely that he and others will perfect facilities so that within a few years this may be a favorite method of sport. Certainly it has advantages over the old way of lying in a cold blind for hours waiting for a shot, or of plunging through mud and water for miles in an endeavor to catch up with a flock of ducks. But of more importance was this feat as a demonstration of the absolute control which the aviator has over his machine. As anybody knows who ever shot a gun, it is delicate business and requires all of one's attention if a good shot is to be made. Yet Latham not only aimed well but never lost control of his machine for a moment. Had he done so his hunting experience might have resulted fatally. This thing of hunting ducks in their own element is a little uncanny, but we must get used to that sort of thing in the wonderful age in which we live.

There are two kinds of helping hands: those that help others and those that help themselves. Often there is a pair of handcuffs waiting for those that help themselves.

A whole lot of fellows will use the same New Year resolutions this year that they used last year from the season before.

ROWE'S CHRISTMAS.

How Many Remembered the Aged on Christmas?

Written for the Tradesman.

Somehow, the old book-keeper has his own way of looking at things. As a rule, he seems to think that the judgment of the masses is erroneous. He never does things as other people do them, and so is called "contrary."

The day after Christmas Blakesley, the star salesman at the Central Grocery Store, found the old book-keeper sitting on his stool, leaning his head on his hands. The old fellow had been unusually quiet that morning, and the salesman thought to cheer him up a bit.

"See here, Uncle Rowe," he said, "this is no time for a grouch. Grouches don't grow in the right shape during the holidays. Cut it out."

"This," said Uncle, "is not a grouch. This is an attack of sackcloth-and-ashes. It has been coming on ever since night before last."

"Ever since Christmas Eve?" asked Blakesley. "That is a strange time to accumulate a package of sackcloth-and-ashes—unless you have been thinking of the dear dead days beyond recall, when you scattered instead of saving."

"I have not been thinking of the dear dead days beyond recall," smiled the old book-keeper. "As a matter of fact the dear dead days are not beyond recall. Besides, most of the people who mourn for the past would do it over again if they had a chance, and mourn only because they haven't the chance."

"You're a knocker!" said the salesman. "I know a remedy for this fit of sackcloth-and-ashes you're complaining about. Go out and make some little child happy! Go and blow some of your hoarded wealth for a doll, or a red balloon, or a dog that growls when you pull its tail. It is the day after Christmas, but there is time yet. Go to it, Uncle, and see how long this attack will last!"

"The little girl act has been played to the limit," said the old book-keeper. "I have heard of nothing but the needs and longings of childhood for a month. I guess every child in the city has toys to burn this morning."

"Well, what's wrong with that?" asked the salesman.

"Not a thing," was the reply, "only I'd like to see the benevolence of the time put where it would do the most good. Why don't they consider some one besides children? Are there no men and women who need food and fire more than the little ones need toys?"

"You are a knocker, for fair!" laughed the salesman. "If you stop to think, you will understand that the hungry have been provided for, as well as the little ones, some of whom were hungry, by the way."

"Of course I'm a knocker," admitted the old book-keeper. "If I weren't a knocker, I would be thinking just as you are. But let me tell you that the helpless little ones will always be cared for. It is something like cast-

ing bread on the waters to help a child or a youth along in the world. This child or this youth has life before him, or her, and all the opportunities for wealth and distinction that the child of the wealthy has.

"The person who assists that child may be putting money in the bank, as it were, planting seed which will grow into fine crops in after years. Do you see what I mean?"

"Yes, you mean that a good many of the people who help children do it from selfish impulses, and I think you are wrong. As I have remarked before, you are a knocker."

"If you have time," said the old book-keeper, "I'll tell you a story. It will show you what I mean when I say that children are helped because they have the essence of youth, and because they have the world with all its benefits and rewards before them. It will show you what I mean by the other class, more in need of help and cheering words, but rarely thought of at such times as this."

The star salesman sat down on a barrel to listen, for the old book-keeper's stories are usually worth listening to.

"On Christmas Eve," the old man began, "I started out to be a 'good fellow.' You know what that is? Some one hunts up the children who are likely to go without toys, and you write a letter and tell how many you will look after, and the chief 'good fellow' sends you a letter telling you where to go with your toys.

"I had three children on my list, and I had spent five dollars for presents for them. I was to take the gifts to their home Christmas Eve and leave them, taking the kisses and shouts of the little ones for my pay. Yes, well, I went to the dirty street where they live and found my way into the upper story of a tenement which looked as if it had only a few days to stand erect. The card said that my children were on the top floor, in a back room, and I went there with my arms full of presents.

"I knocked at the door and an old lady opened it to me. She was a bent old lady, with white hair and trembling hands. By the fire—contained in a coal stove with two covers, and not much of a fire at that—sat a man with his leg on a chair. A crutch by his side told the story of rheumatism. He, too, was a bent person with white hair and trembling hands.

"All the furniture in the room, including the bed and the dishes in sight on a box, was not worth five dollars. There was a loaf of bread and a pan of beans on the table. Nothing else, not even butter. The old people saw my bundles and naturally expected that I had come with a present for them. I couldn't just make up my mind how to get out of it!

"I asked for the Harver children, and they told me they were in front, and I excused myself, promised to return, and delivered the toys. Oh, of course it was pleasant, and very gratifying to my vanity, to see the little ones enjoying their toys, but I was not thinking of them at the time. I

was thinking of the old couple in the back room.

"I went back to them without an idea as to what I should do or say. I went in and sat down and waited for an inspiration. The old lady was the brighter of the two, and began to talk as soon as I was seated. I did not interrupt her, because I thought she might give me the idea I needed.

"It seems that when I knocked at the door they thought it was Charley, or Mary, or Samuel, come back home for Christmas. Home! Well, you know what sort of a home it was. I asked who these were, and she said they were her children. They were all married and doing well, only they didn't come home often. They had not even heard from any of them in a year. Samuel was a livery stable man. They had sold their home to put him in business, and he was doing the best of any of the children.

"The old lady thought they were pretty well off, considering! The husband was not able to work, and he kept her up nights with his rheumatism, but the C. O. S. was helping, and they would get along all right. She had a little washing to do now and then! That old woman, with her trembling hands and bent shoulders, that old mother with three children out in the world doing well."

"No one had ever come near them on Christmas, but that was nothing strange, she thought, for there were so many children who needed toys. There was Aunt Griswold, and Uncle Tommy Gregg, and Susan Anson, all worse off than they were. They were alone, and she had her husband and he had her.

"Through all her talk ran the thread of want, but above it, showing in almost every sentence the longing for companionship. They did not want to live there alone. They wanted to have their children about them. They wanted some one to talk with. The dead monotony of their lives seemed to be harder than the insufficient food and the lack of fuel and clothing.

"I didn't know what to do. I couldn't help much—not at all in the way they needed assistance. Before I left I heard of at least half a dozen old people who were in the same plight—old, ill, forsaken, left to die alone like a horse turned out into the swamp after its days of usefulness are over. Now, perhaps, you understand what I meant when I spoke of others needing help and cheer at this season of the year. I wasn't knocking on the kids having a good time, I was putting in a word for those for whom there is no future in this world, for those who are neglected and forsaken, cast off, by those who ought to care for them, and by society.

"An old man and an old woman! Who thinks of them on Christmas? They are not good company, they can never pay you back, they can't hug and kiss you for the things you give them, they are lacking in the essence of youth which is the basis of all life, and—well, they sit

alone over feeble fires and wait for the Old Man with the scythe to come along. Hence the sackcloth-and-ashes mood. Why didn't I think of them before? Is it because I am getting old myself that I remember them now?"

"And so, you old rascal," cried the salesman, "that is where you were going on Christmas afternoon, with that sleigh load of old people! You gave them a ride, did you? And why did the rig stand in front of Smalley's so long? I'll gamble that you gave them a royal dinner, too! Own up, now!"

"Well, what if I did?" demanded the old book-keeper. "That wasn't much. Think of the years they have waited, neglected and cast out! Well, I want the children to have a good time Christmas, but I want these people who have borne the brunt of the fighting so long to receive their dues now. They deserve a Christmas!"

"Count me in on the next excursion," said the star salesman.

Now, those who have money left after buying red balloons and dolls for the young may be able to find places where human sympathy and companionship, and tea and warm clothes have been earned in the work of the world, but not delivered!

Alfred B. Tozer.

Perfumery Pays Well.

Almost any line of perfumery pays about 100 per cent. profit and the sales may be made greater by only a little push on the part of the dealer. We put a show card in our window announcing that the whole store is perfumed with a certain perfume on that day and the scheme proves a pretty good inducement for our friends to come inside and try the new odor. A large spray is kept in the store all the time just for sampling and is a thing all our customers appreciate as they know they are welcome to a spray at any time. This year after we had just received a new supply of perfumes we gave all our customers an envelope containing a small handkerchief, some blotters and small pieces of tissue all perfumed with our favorite odor with the result that many calls were made for that particular perfume. Of course this can be done with any perfume that is of a high quality. The good will of the customer seems to be more essential in this line than some others. If they desire to sample occasionally it is much better to allow it than for them to think you are close. If they are shown a cross look when they ask for the sampling from the spray they are likely to try the other place next time although they may continue buying medicines from you. Jewel Still.

When you hire a clerk explain to him that he will be called upon to do other things than merely to sell goods and that you expect him to be willing to do any kind of work he is needed for.

The more goods you show the more goods you will sell and this is more particularly true at this time of the year than at any other.

THE MAILING LIST.

Every Merchant Should Have One and Use it Wisely.

The mailing list is indispensable in every well-ordered business, for through it you can keep in close touch with all your old customers and by circularizing acquire new ones. It pays in the ratio in which you put brains and work into the effort. While not so far reaching as community advertising in the newspapers, it is regarded by many close students as the most valuable advertising medium for a single line business, and it admits of no argument that it is the most economical for smaller concerns. It is the direct appeal to the class interested in your business.

Almost every merchant has made some sort of effort to get a mailing list; usually copying somebody's else list, but not one time in fifty going at the work with the energy and thoroughness which its great importance demands. For the use of this method of trade-bringing is really quite hard work, requiring the greatest degree of concentration and much patient effort as well as constant attention to keep the lists "live."

The best source from which to draw the nucleus of a mailing list is the personal ledger, if you do a credit business; the order sheet and delivery book if you do a cash business. Begin by addressing a letter to each one of your old customers, enclosing a postal card and asking them to give you the names of a dozen or more of their neighbors or friends who make your trade center their buying point. Enter all these names alphabetically, with correct addresses; then go to the polling books and copy the name of every voter in your precinct, ward, township or county, as the size of your list may demand, striking out the duplicates.

Get live names only, for dead names will make you think that this style of advertising is not productive of results.

Make plain to the clerks your interest in securing the names of far-away customers, and let their addresses in full be entered by the salesman on the sales tickets, from which they can be copied on the mailing list by the cashier or book-keeper. Have one person in sole charge of the mailing list, so that the duties will not be divided or neglected.

From the customers who come to the store from the various points of the compass where the outlying post offices are located, find out what changes have occurred in the different localities by death or removals.

The size of the mailing list should be determined by the territory necessary to be covered. It is economy to write to every voter who is tributary to your place of business; it is this broad advertising which is cumulative in its effect. An actual occurrence will illustrate and make this point clear: A man received a circular from a clothing concern in a town some fifteen miles distant and opened it in a crowd of men in the post office. The name of the dealer on the letter-head attracted the at-

tention of a bystander, who said: "I never bought any clothing from that firm, but I have heard they are quite reliable. What do you think of them?" The recipient of the circular answered: "I don't know anything about them personally, but as they have been sending me circulars for the last year quite regularly, I shall go down and buy my next suit from them, as they seem determined to secure my trade, and I believe that any firm that will work so hard for trade will be wise enough to follow a policy that will hold it."

This chance remark was carefully run down, and it was found that the man who received the circular did go and buy a suit, and the man with whom he had talked also went to the town and bought one.

This instance is but one of the many where the customer was brought from a distance. Every clothing dealer knows that the further you can bring a customer, the easier he is to sell and the less liable he is to go elsewhere in your market to buy.

The reason is not hard to discover, for through the medium of the circular you aroused interest and created a desire in his mind for the kind of goods you sell, and his subconscious mind but acted on the imperative suggestion that he "come" to your place. None other was mentioned; hence it did not occur to him to go elsewhere. A further idea can be gathered from this incident; it is this: Make your circular letters positive and to the point, always using the imperative mode. Man is mentally lazy, and will not expend any energy in analyzing a complex proposition. Therefore hand him the ideas simple, direct and convincing.

Circular letters may be used to advantage twenty-six times a year if they but are varied enough in character and language to meet a friendly reception. The same old style of envelope and paper, the same old sing-song phrases and hackneyed style of speech, will insure a resting place in the waste basket, with a mental comment: "Another circular from that fellow." That's all.

Vary the appearance of every circular letter, using good stationery and general make-up which will warrant the use of a two-cent stamp. People in rural communities will read circular letters under a penny stamp, but in the cities never use other than regular letter form and postage. With a live list the returns are certain.

Banker's Success With Spuds.

Written for the Tradesman.

R. H. O'Donald, banker of Howard City, is a successful farmer as well, and his experience in intensive potato culture this season, whereby he harvested about 325 bushels per acre, which gave returns of over \$170 per acre, is interesting. Mr. O'Donald's potato patch is located in the outskirts of Howard City and comprises just eight and five-sixths acres. The ground was plowed the last of March and rolled to assist in preserving moisture. Good tilth was secured by disking the ground each way every week until May 14. Then 1,200 pounds

of high grade fertilizer was sowed broadcast per acre. The ground was rowed both ways, the furrows 34 inches apart, and whole seed, Rurals, was planted—about thirty-five bushels per acre.

The patch was dragged twice before potatoes were up, and as soon as the rows could be followed the horse and cultivator were kept busy until the vines grew so large that the horse could no longer get through them. The potatoes were cultivated seven times each way.

Digging began the last of September and the result of the harvest was 2,860 bushels of nice, smooth potatoes, which were sold at once, bringing 50 to 56 cents per bushel.

Almond Griffen.

Like a Dutiful Daughter.

"Philip," she said, toying with a button of his coat, "if I say yes will you promise to deposit your money in papa's bank?"

"But, dearest, I haven't any money to deposit!" said the truthful young man.

"You will have, goosie, if I marry you!"

With her golden head resting on his manly chest Philip promised.

Dandelion Vegetable Butter Color

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

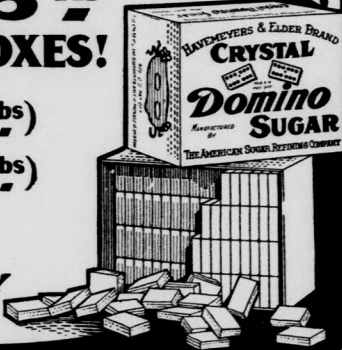
Manufactured by Wells & Richardson Co. Burlington, Vt.

CRYSTAL DOMINO SUGAR

2 lb AND 5 lb SEALED BOXES!

2 lb BOXES-60 IN CASE (120 lbs)
5 lb BOXES-24 IN CASE (120 lbs)

BEST SUGAR FOR TEA AND COFFEE!



The Best Advertised Cereal Food in America

Last year over 100,000 visitors to Niagara Falls passed through our factory and saw **Shredded Wheat** being made; every one became a living advertisement for its purity and wholesomeness.

Last year our advertisements in the magazines and newspapers reached a combined circulation of 10,000,000 people and told the story of **Shredded Wheat** 112,000,000 times.

Last year we demonstrated **Shredded Wheat** in many cities and towns and gave away, including house-to-house sampling, 20,000,000 **Shredded Wheat Biscuits**.

This Year We're Doing Even More Advertising

Is it any wonder that **Shredded Wheat** is the easiest-to-sell cereal food?

And it pays you a good profit.

THE SHREDDED WHEAT CO.
 NIAGARA FALLS, N. Y.



Shredded Wheat
 THE EASIEST-TO-SELL CEREAL FOOD



Trade Bringing Plans.

It should be a New Year determination of every merchant to start the new year with a clean stock, a clean store, a good sales force, a good mailing list and plans to keep constantly in touch with customers through the best selling ideas and advertising that thought and time can put into service. If one good idea for increasing trade is put through each month of the year 1911 the sales should be increased 10 per cent over what they would have been without the assistance of these twelve selling plans. The merchant has a great opportunity to establish the confidence of the people in his territory through good advertisements sent through the mailing list of the newspaper, or both, and then backing up everything advertised to the letter.

Bentley & Norton, Breckenridge, Minn., sent out an attractive postal card with a list of things appropriate for Thanksgiving with this heading: "A Few Hints for Your Thanksgiving Dinner." The card was just a postal with the address of the customer on one side and a list of articles arranged in the style of a menu on the other. The articles listed were under the headings of vegetables, fruits, nuts, dates, figs, raisins, cider, olives, mince meat, cheese and canned goods. Under these headings sixty articles for the table were listed. To advertise for one cent sixty articles to a family preparing a Thanksgiving dinner looks like good advertising done at a small expense. A similar idea may be carried out for festival days. On as many postal cards as there are families on your mailing list, print a list of things which you have to sell and which will be appropriate for the table and address the card to Mrs. So-and-so. This idea produced good results for the firm which used it. It is through such methods as this that people are compelled to think of you and your store; in other words, this is advertising.

The Branch Variety Store, Dickinson, N. D., mailed an interesting letter to customers. A part of this letter is printed here to show that this firm has a mailing list and takes the necessary time to write a real letter: "Enclosed herewith you will find one of our Christmas circulars. In this way we attempt to show suitable presents for young and old, boys and girls, men and women. This showing, however, is only a small portion of our large assortment. It will certainly pay you to see our variety. To everyone who cannot come to Dickinson we suggest that you mark the items and the quantity you want and return the circular to us and we will mail or ship the goods at once. The best reason we can give why you should buy your Christmas gifts at the Branch Variety Store is that we have the assortment, sell the most carefully selected things at popular prices and if there is anything special not shown we can fill such an order promptly." This letter was well prepared and printed and was sent out in an envelope with a good circular.

Recently Sandager & Haugan, Lisbon, N. D., prepared a circular for Market Week, to which were attached several samples of dress goods and the customer upon receipt of the advertisement had an opportunity to examine the materials at home. The circular contained ten samples taken of course from the materials which were selected to sell as leaders. One department of the circular was devoted to sheeting, with the heading, "6,000 yards of sheeting underpriced." Then followed a description of the sheeting and the sample attached in a space left blank for that purpose. Samples of flannels and table linen were given in another column and samples of materials for men's clothing and underwear were given in a column at the other side of the circular. Apart from the samples sent out the circular was well designed and covered the merchandise in the various departments of the store. This same circular offered a cash prize to the customer who brought to the store the largest amount of butter, eggs, the largest dressed goose, turkey or chicken. This plan for advertising dress goods is particularly effective for increasing the sales on the patterns from which the samples are selected. To push out prints and remnants this plan will get results.

The Big Store, Casselton, N. D., has recently issued a circular advertisement with this heading: "Get One of These Dollar Dinner Baskets," with the last three words set in large type and standing out as the actual headline. The basket contained one quart of cranberries, five pounds of flour, one package of best raisins, one package of mince meat, one can of corn, one-half pound mixed nuts, one-half dozen oranges, one-half pound of coffee, one-fourth pound of tea, one-half pound of cookies, three apples, a sample of soap and washing powder, all packed in a nice basket. This basket sold for \$1. The basket idea was given a prominent position in the center of the circular, but various other departments were well advertised, including suggestions for Christmas presents for different members of the family. The basket idea is a good one and can be made an interesting trade bringer for the grocery department. It requires a little time to prepare this basket, but it requires time to prepare anything well and it is ideas such as these that make the store different, relieve business of its monotony, bring the crowd and make the profit.

Wrapped Bread Test.

While there can be no question that the wrapping of bread to be sold in stores and bakeries promotes sanitation, objection has been made in some quarters that bread wrapped in paraffined paper sours after a certain period and is thereby rendered unsuitable for consumption in the home. The Agricultural Experiment Station at the North Dakota Agricultural College has recently completed some tests that will prove of interest to bakers as well as consumers of bread. The tests were the work of two of Prof. Ladd's assistants, Levi W. Thomas and H. L. White, and was

for the purpose of fixing the amount of acidity and moisture content in bread wrapped in paraffined paper under various conditions and bread unwrapped, after various periods.

For the purposes of the test, twenty-four loaves of bread were baked and divided into five lots, four lots consisting of four loaves each, the first left unwrapped, the second wrapped after being allowed to cool, the third wrapped warm and the fourth wrapped hot from the oven. The fifth lot consisted of loaves wrapped after various periods of time, one being placed in a closed can. Of the lots, a series were chemically examined after 18 hours, another after 36 hours, another after 60 hours, and another after 108 hours. The results are published in the September bulletin of the Experiment Station in two tables, and show that the wrapped bread lost considerably less weight than the unwrapped bread, that wrapped hot or warm retaining weight, moisture and flavor longer than the bread wrapped cold. After 60 hours the unwrapped loaf was stale, dry and hard, while the hot wrapped loaf was slightly stale but moist after 108 hours. The development of acidity was less in the wrapped bread after the shorter periods, but greater after the longer

periods. Commercial baker's bread, one loaf of which was experimented on, showed a much higher percentage of acidity at all stages.

The conclusions upon the tests are thus summarized by Mr. White:

(1) In this series of determinations, bread from a good quality of flour and yeast, does not grow acid, whether wrapped or not, even after 108 hours.

(2) In this series of determinations, bread wrapped while hot shows a slight increase in the acidity of the inside portion of the loaf as compared with the crust. In the case of the bread wrapped while hot the increase is about 9 per cent.

(3) The loaf of commercial baker's bread, purchased in the open market, had a high per cent. of acidity. The inside portion contained 2 1/4 times as much acidulous material as the average of all loaves baked in this station and wrapped while hot. The inside portion of this loaf contained 47 per cent. more acid-reacting material than the crust.

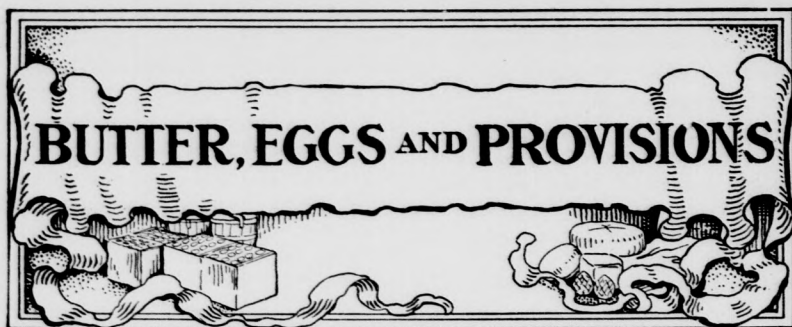
When you have a clerk who soldiers and hangs back and is waiting until he gets to be a proprietor before digging in, just remind him that the man who cannot succeed as a clerk will not succeed as boss.

Better Business

Thousands of stores can testify that, as soon as they began to sell Uneeda Biscuit, business began to pick up. That's *fact*—not theory. And the logic of it is this—as soon as the public finds that you are giving them Uneeda Biscuit, the best soda cracker made, they have more faith that you will sell them *other* goods on the same par of quality.

There's better business for you in selling Uneeda Biscuit.

NATIONAL BISCUIT COMPANY



Short Selling of Butter and Eggs in the Chicago Market.

Sentiment is said to be developing in Chicago in favor of changing the system of handling butter and eggs in that market so that eggs may be sold short just as wheat, corn, oats, pork, etc., are sold on most exchanges. Quite a few dealers, it is stated, appear to have reached the conclusion that in order to equalize the prices for butter and eggs in the producing season some plan should be evolved whereby those of bearish tendencies may have an opportunity to get in trades and go short if prices seem out of line with their ideas of what they should be.

Up until a few years ago there was no limit on the length of time goods might be sold ahead in Chicago, but a rule was adopted whereby ten days was the limit upon any sale or purchase. This time is too short, say some of the dealers, and if they had a longer time in which to play the market they figure they would be able to discount a situation one way

or the other. With a more elastic system it is believed this market would become a greater trading center than at the present time, for during the rush season when thousands of packages are moving every hour a ticker system might be introduced and the Board sessions made two or three hours long, instead of one hour as at present.

"I am in favor of throwing down the bars," a dealer is quoted by the Chicago Packer. "Heretofore the objection has been that it would make the deal too speculative in handling butter and eggs, but I would like to ask how it could be more speculative than it is now. And what is more troublesome it is getting worse. Early in the season we all go out after supplies and we simply tumble over one another to buy, each one trying to boost prices higher in order to buy at a figure that has now reached the point where it is suicidal to stay in the game. We have to modify this system or go out of business. It means a sure loss to pay the prices

we have been paying. The average firm is using money made on scalping short lines during the year to cover losses the storage deals have shown the last five years or more, with a possible exception in 1908, when nobody could raise enough money to buy all he wanted.

"Now, I am not in favor of asking the man who produces the eggs nor the man who concentrates them at country shipping points to handle them at a loss, but I want him to make a profit. At the same time I do not think it fair for us to go on paying more for our supplies than they are worth. We simply play into the hands of the producer and with all of us bullying the market we can not blame the farmer for asking as much for his eggs and cream as he can get. That is human nature. It is also human nature for us to want to make a fair profit and stay in business. Right now we have a situation that many had forecasted six or eight months ago. But those who did not like the way things were shaping up were powerless to change them and had to fall in line or else get out of the game. We had no means of going short for we had no place to trade. The bulls had the spot light and they still have it. The farmer has the money and we have another year's experience and hardly enough to get a few Christmas presents. I have talked to others and they agree with me that something should be done to allow us who want to be bears to have some say in fixing sentiment, which is the controlling factor in

making any market. Why not sell eggs and butter on a system whereby a dealer may go short? Nearly every other commodity is handled in that way. It would take but a slight amendment in our rules to provide for it and I think it is time we were getting busy to have them made for next season."

It is regarded probable, it is stated, that a petition will be circulated soon to have the time limit removed on the Chicago Butter and Egg Board. Other markets may be asked to co-operate in this plan. If it matures there will be some big changes from the old methods of doing business. Quite a few here seem in favor of making some changes, but it is hard to say just now what nature they will be. From the present unsatisfactory trend of the storage deals in butter and eggs it would create little surprise if a very different plan were in vogue here when the next storing season arrives.

The New Year Window.

For the new year it would be well to feature the date 1911 in some way. A very simple and inexpensive way would be to get one of those large calendars such as they have in banks, with a leaf for every day, and make it the centerpiece of a nice "Happy New Year" trim. A large doll suitably attired might do duty as the New Year.

If you tolerate carelessness in your store, make up your mind that you are also tolerating losses that you can not afford.

DELIVER HIGH PRICED EGG SAFELY

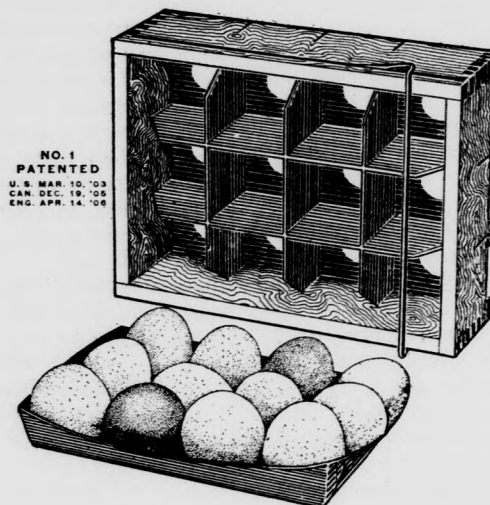
Every egg you break now means about 5c lost, to say nothing of the dissatisfied customer. That's why you should become acquainted with

Star Egg Carriers and Trays

FOR SAFE EGG DELIVERY

They Save Breakage—Save Miscounts—Save Time—Save Money. The Star Egg Carriers pay for themselves in a few months and are as permanent as your cash register. Your advertisement on Star Egg Trays is the cheapest advertising you can buy. Ask your jobber, and write for our book "No Broken Eggs."

STAR EGG CARRIERS are licensed under U. S. Patent No. 722,512, to be used only with trays supplied by us. Manufacturers, jobbers or agents supplying other trays for use with Star Egg Carriers are contributory infringers of our patent rights and subject themselves to liability of prosecution under the U. S. patent statutes.



Made in One and Two Dozen Sizes

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

Butter and Eggs in New York.

The total receipts of butter in New York from Jan. 1 to Dec. 13, this year, were 2,182,265 packages, and reckoning sixty pounds as an average to the package, it makes 130,935,900 pounds of butter. If this is figured at 25 cents a pound, which would be a fair average for the entire year, it makes receipts for Greater New York, at wholesale, valued at \$32,733,975. Assuming that consumers on an average paid a profit of 10 cents per pound on this butter, it would make the cost to them \$45,-827,565.

Receipts during the same period last year, that is, from Jan. 1, 1909, to Dec. 13, 1909, were 94,000 packages more and the price was 3 cents less than this year. This difference is largely made up by the increased consumption of oleo.

Eggs in New York have been higher during 1910 than ever in the history of the trade. Extra firsts bring 40c, the quotations being 38@40c for extra firsts, and firsts 35@37c. The total receipts from Jan. 1 to Dec. 13 were 4,265,545 cases. This means 127,966,350 dozen, or 1,535,596,200 single eggs, or eggs enough to supply each man, woman and child nearly one case during the year—or, at closer figuring, about twenty-six dozen. An average of 23 cents per dozen would be a conservative estimate for the entire year. At this average price the 127,966,350 dozens cost from the hands of the receivers \$29,432,260. Thus it will be seen that with over \$32,000,000 spent for butter and over \$29,000,000 for eggs, these two important products cost from the hands of the receiver the gigantic sum of \$62,166,235. Figuring the cost to the consumer at an average of 35 cents a dozen, the retail egg bill would be \$44,788,222. Considering the total cost of butter to the consumer at \$34,000,000 and eggs \$44,000,000, nearly \$80,000,000 was paid by Greater New York residents for butter and eggs. These figures are so large as to make one almost dizzy when contemplating them.

Receipts of eggs in Greater New York from Jan. 1, 1909, to Dec. 13, 1909, were 4,195,633 cases, being about 70,000 cases less than this year and the level of prices was lower.

Consumers are becoming more insistent in their demand for fresh, instead of storage eggs. They pay as high as 50 cents for nearby eggs, which they prefer at that price to held stock costing half as much. There is a movement by the Government and large receivers to improve the quality of the egg at initial points. Farmers are careless in permitting gathered eggs to remain around the house before getting them to market. The great bulk of the eggs are purchased by country storekeepers. These owners are in no hurry to rush the eggs to market and they soon become stale. The importance of getting eggs to consumers while fresh is shown more strikingly in New York than at any other point. There are hundreds of contracts there to pay 50 cents a dozen the year round because the eggs are received

within three days after they are laid. The great bulk of the receipts come from the West, and at best twenty-five days elapse before their consumption. Should Western shippers realize how much was added to the price by rushing the fresh eggs to the great consuming markets, they would change their mode of shipping. Within another year all these advantages of early shipments will be told by Government officials who have been collecting data for nearly two years.

There is too much carelessness on the part of the original handlers of eggs. When the storekeeper discards every rotten or stale egg offered, fewer of that grade will reach the market. Close grading at initial points would save millions in freight and waste. It costs as much freight for a poor as for a good case of eggs. The Department of Agriculture is endeavoring to show this to the farmer and convince him of the folly of selling anything with a shell on it.

The vigilant war on rots, spots and canned eggs by cities and Federal authorities will be beneficial. The effect is great now and will become more so in the future. Canned eggs for food purposes will cut little figure in the future, which will give an increased trade in the better grades.

The Louisiana Sugar Crop.

The Sugar harvesting season is rapidly drawing to a close in this state, and already about two-thirds of the factories have completed the campaign. By the close of the month but few of the sugar mills will remain at work. The fine weather which has prevailed during the grinding season has facilitated rapid work, it having been possible to keep the cane cutters in the fields almost without interruption from the weather, and the task of hauling the cane to the mills has gone on steadily. Labor has also been abundant and efficient, which has further helped matters.

Another cause for the early conclusion of the campaign has also been without doubt the shorter yield of cane than was expected. There is a very general complaint of shortage in tonnage, and, although it is still too early to estimate with accuracy the extent of the shortage, many planters are claiming that it has been as much as 25 per cent, which is probably an exaggerated view of the matter.

The frost that was experienced at the end of October no doubt did some damage, but probably not enough to account for the shortage in the yield. The cold weather experienced since has probably done no harm whatever. Such shortage as there has been in the total yield must therefore, be ascribed to some other cause, probably to the late start and the unfavorable spring and early summer. While the cane appeared to have overcome the early drawbacks, it is now evident that this recovery was in appearance only.

A short or a large crop in Louisiana has absolutely no effect upon the market, as the price of sugar is dominated by the general conditions of supply and demand the world over,

and not by the outcome of any one crop. Despite the rather moderate crop of Louisiana sugar this season the market has ruled comparatively low, and, although the situation has improved somewhat in recent weeks, the Louisiana sugar producers have not realized for their crop the prices they expected.

Averaged from year to year, however, sugar is the most reliable, as well as the most lucrative crop we produce, hence there is little danger of planters becoming discouraged and reducing the area devoted to cane.—New Orleans Picayune.

Grocers in England.

In looking over the recent English Municipal returns it is interesting to note the prominent part the grocers in that country take in city government. In eleven cities the newly elected mayors are grocers. One city has re-elected a grocer as mayor for the seventh consecutive time.

In another city a grocer has served as mayor for three terms, though not successively. In fifty-two cities one or more grocers were elected to the city council. In the parliament just dissolved, there were five members connected with the grocery trade.

Another thing to be noted in this connection is, the majority of these men are in the retail line. Business men in the city council generally means a business administration of the city's affairs.—Trade Register.

We Want Buckwheat

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

WATSON & FROST CO.
Grand Rapids, Mich.

A. T. Pearson Produce Co.

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

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

**For Dealers in
HIDES AND PELTS**

Look to

Crohon & Roden Co., Ltd., Tanners
37 S. Market St., Grand Rapids, Mich.
Ship us your Hides to be made into Robes
Prices Satisfactory

Ground Feeds
None Better
WYKES & CO.
GRAND RAPIDS

WANTED

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

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

Clover Seed and Beans

If any to offer write us

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

Established 1876

MAIL US SAMPLE

With Quantity and Price of Any Beans You Have to Offer

Moseley Bros.

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

Both Phones 1217

Grand Rapids, Mich.

The Vinkemulder Company

Jobbers and Shippers of Everything in

FRUITS AND PRODUCE

Grand Rapids, Mich.

W. C. Rea

REA & WITZIG
PRODUCE COMMISSION

J. A. Witzig

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

"Buffalo Means Business"

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

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

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

Established 1873



Incubating Ideas For Getting More Trade.

One of the prime factors contributing to success in any business is originality. Some fellows think that the only way to cultivate originality is to cultivate a nightmare with a cold bottle and a dish of hot cheese, and then harness the nightmare and put it in the show window. Quite the reverse is true. The really original store man is not the one who evolves and uses the grotesquely complicated; but the one who takes the simplest of oft-spoken words and oft-repeated acts, and adapts them to a new use. Thus, he takes another's general outlook, through either word or act, and, as the lookout from a new point of view hatches a new idea from an old thought or act.

Here is a wee bit of story to give you a clear outlook upon the true meaning of originality. It was in a shoe store. Two of the men stood at the water cooler. One of them dropped a tumbler and it was shattered. Said the other: "You certainly did put your foot in it." The words were hackneyed and inapt; utterly lacking in originality; but the man who broke the tumbler hatched a new idea from them. He hired several dozen handsome cut-glass tumblers and "put his feet in them." He placed the tumblers in the show window and exhibited fine shoes by placing the heels thereof within or upon the tumblers. It was a beautiful and truly original display. Local competitors copied the idea, and the cut glass and shoes notion is spreading all over the country.

So the truly original storeman is in fact but a rarely intelligent adapter. He has a broad mental outlook, and he is vigilantly on the lookout for new ideas from old facts, every business minute and a good many other minutes.

The man who shows the fruits of original ideas in window work, store decorating, department classifying or any other part of merchandising is not an inventive genius who gives the world new units which others combine. The commercial originator has no resemblance to the old hen who steals a nest in a dark corner under the barn, lays thirteen eggs and then nearly starves herself to death to hatch out five weak-kneed chicks. The originator is more like the incubator that takes all sorts of eggs brought to it from all sorts of fowls and brings all sorts of feathered things to life in a new combination.

The business originator is no recluse. He goes among men, for he knows that the ideas he must appeal

to the world with, must be gathered as thought or act fragments from that world. Nor is originality to be cultivated by living, thinking and acting exclusively within the world represented by the daily occupation. The window trimmer who wishes to make a truly original Easter display of millinery, does not search for ideas in the millinery world alone. On the contrary, he will more likely find the germs of new thought in the architecture of a church; the floral decorations at a wedding or in the binding of an old book.

In fact, there is little finer originality shown than that of adapting an idea from a business with which you have no connection. An Iowa cross-roads storekeeper noted the fact that nearly all the drug store poison labels were printed in red. He purchased assorted sizes of brilliant crimson paper bags. These bags he used for Paris green and all other insecticides; for all poisons. He called the attention of his patrons to the fact that he was protecting them from danger by placing his poisons in red bags. His insecticide business grew, he improved the grade and assortment of his insect killers; put up ready-to-sell packages in red bags and he became in time an exclusive manufacturer dealer in insecticides. He said that the idea of using the red bag led to a complete transformation of his business career. That man was an originator. He originated neither insecticides, nor red bags; but he originated the combination of the two.

I have never heard a prettier or more apt illustration of originality than the following: A mother had stripped a red stocking from the cold foot of her baby girl. As she pressed the tiny foot between her warm hands, she said: "The dear little toes are as pink as a rose." The father, who stood by, picked up the little red stocking and said: "This looks more like a rose." Coiled and telescoped as it was, it did strangely resemble a rose. That father was a window trimmer. Next day he made a bower of roses in one of his big windows. The roses, all made of colored hosiery, were so natural that it was necessary to place a card in the window to state how they were made. Since that, hardly a big store but that has had a window of "stocking roses." If you never had one, take a stocking, draw it in concentric folds over the thumbs, manipulate the folds into irregular "leaf" rows, and see what a very natural textile rose you will have.

Many a idea that would be truly original, if action followed thought

quickly enough, is spoiled by being carried too far, by being involved above the heads of common folks, by being carried to such an extent of completeness that ordinary mortals can not understand it. In this connection it must be remembered that originality is adaptation in a double sense. The original idea must be evolved from one or more facts already existent and perceived, and at the same time, the originator, being of superior intelligence himself, must perform his works, display his results of origination on such a low and uninvolved plane that even the ignorant may understand. The originator adapts the ideas of others to his own higher intelligence, and then he adapts the fruit of his higher intelligence to work out simply with the average, or even less than average intelligence.

Conclusively, we may then define a truly original business man as one who keeps a sharp lookout over a broad outlook; an assembler of the units of others' thoughts into composites of his own ideas; an adapter to himself of things below him, and an adapter of his own intelligence to the understanding of those below him; a man who knows that there is no one thing new of itself; but that anything becomes a part of something new when it enters into a new combination.

Joel Blanc.

The Advertising Account.

There are men who will sing the old song about "Advertising doesn't pay," "we can't afford it," and all those old familiar strains.

Well, the year is virtually at an end now, and a little retrospection in this matter will, perhaps, be in order and perhaps productive of good.

How much money did you spend in advertising during the year 1910? Did the amount of money you expended for advertising cripple your business? If so, to what extent?

Advertising has been talked and talked and there are men who turn away from the subject and refuse to read what is written about it or hear

it discussed. They say it is a chestnut, that the papers are talking for their own benefit, and all that. Well, advertising is an old matter, one that has been discussed and written about for years. It seems as hard to say anything real new and fresh about it as it is to write something real new and original about Christmas.

Nevertheless, it is a most vital issue, one that will not down, and one which some men are paying thousands of dollars every year to get new pointers on and think they are making pretty good investments, too.

Another pointer—just a little one for the men who say advertising talk and solicitation is a chestnut, and that the papers are simply looking after their own interests. You probably know of men in your own line who are paying out thousands of dollars every year for advertising in various forms. You see the many liberal advertisers in the trade press, yes, hundred of thousands of dollars annually in artistic printing. Do you imagine for a minute that these men are handing their good money over to the publishers and the printers for the fun of the thing? Is it pure philanthropy on their part? Don't you know that they are doing it because they see in it a good investment? Because they know that it brings them good returns?

Another year is drawing near. Soon we will all be hustling for business for 1911, and it is meet and proper that the man who desires to accomplish the most, to secure the best results, should give these matters due consideration.

If you have something to sell do not rattle your story off so glibly that it will sound mechanical and lose most of its force. Make your arguments sound as if made for the special occasion.

If you spend your time looking for a soft snap, make up your mind that some other fellow will pick it up incidentally while he is hard at work.



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

Coffee in the Netherlands.

According to a report recently published by the Dutch Department of Agriculture coffee was first introduced into the Netherlands during the second half of the seventeenth century. In 1663 mocha coffee was first offered for sale at Amsterdam, and in the beginning of the eighteenth century coffee from Malabar was introduced.

Through the initiative of an Amsterdam mayor coffee trees were first planted in Java, and in 1711 the first consignment of Java coffee, less than 100 pounds, from the gardens of Jacatra (later Batavia) was received in the Netherlands. About thirty years ago Brazilian coffee was introduced in the Dutch market, since which time the imports have been steadily growing. In 1881 the imports were only 37,700 bags, but in 1899 this had risen to over 1,500,000 bags. The imports in 1909 were 1,440,000 bags.

On the arrival of the first consignment of Java coffee the East India company closed contracts with the governors of Java for the compulsory delivery of coffee, and the governors compelled the inhabitants to raise it. In this manner the compulsory cultivation of coffee was inaugurated, but it was not until 1832 that the government established a general system for its cultivation.

The annual consumption of coffee per capita in the chief consuming countries is given as follows: Netherlands, 17.06 pounds; Belgium, 13.09 pounds; Sweden, 12 pounds; United States, 10.98 pounds; Germany, 7 pounds; other countries, less than Germany.

The immense increase in consumption has called forth the new industry of coffee roasting. The roasting of the bean, which was formerly done by the consumers, has little by little developed into one of the great industries of the Netherlands. At Rotterdam, Amsterdam, Leiden, Utrecht, and other places, large roasting plants are situated, with machinery of the newest invention. The most important of these plants are located at Rotterdam, where the yearly output of roasted coffee amounts to 16,500,000 pounds, and at Amsterdam, where the yearly output is 5,500,000 pounds, these two cities furnishing one-third of the coffee consumed in the country. The fine quality of Dutch coffee can, in the main, be ascribed to the high standard of the roasting plants.

In the Netherlands, and still more in other countries of Europe, chicory is used in the preparation of coffee to make the drink stronger and give it a darker color. This product is derived from the succory plant, whose roots are dried, roasted, and ground, and then brought on the market under the name of chicory. The succory plant is to some extent cultivated in the Netherlands, but its real home is Belgium, northern France, Germany, and Austria, where the root is an article of great importance and the subject of much commercial speculation. The amount of chicory produced in the Netherlands yearly averages 6,600,000 to 8,800,000

pounds. The leaves of the succory plant are used and much relished by the Dutch as a vegetable, called "brusselslof."

Keep the Promise.

Possession of wealth does not always place a man high in the esteem of his fellow men. Men are usually judged by their integrity of character independent of their worldly possessions.

The man who is known to keep his promise, even though he be a poor man, stands higher in the estimation of those he deals with than the man who is known to break his promise, even though he be a rich man. A business man may be rated as worth a million, but if he break his promise regarding payments or fulfillments of contracts he will find later on that those who deal with him will insist upon cash transactions or some legal guaranty for the carrying out of the obligations. He who does not keep his promise is not trusted by those who deal with him in spite of his financial worth.

The basis of credit is the keeping of promises. Let it be known that a man has always kept his promise, that he has never been known to break his word, then little persuasion is needed to get the credit man's O. K. Let it be known, however, that a man rarely keeps his promises, that he endeavors to evade his obligations through some quibble, and it is hard for him to obtain credit, no matter what his station in life may be.

If a man purchase for cash right along, some day he can ask for and will receive a small credit, if he promises to make his payments on a certain date. Later on he will be given larger credit because he has been keeping his promises. He can increase his credit step by step to amazing proportions if his promises have always been kept, but let him break his promise but once and his credit rapidly diminishes.

The business world places much confidence in promises. The note in the bank is a written evidence of the promise. The note says on the face of it "I promise to pay." Many a large business house owes its rise in the commercial world to the founder's "I promise to pay" having been faithfully kept. The promise is frequently more potent than a bank account, because it is always a reliable index of the man's character, while the latter is frequently misused. A man has got to lose more than money to become bankrupt.

Not only in financial and other business transactions does the promise play an important part in shaping a man's standing among his fellows. A promise to meet a man by appointment, to write a letter, or placing one's self under some such obligation is just the same as promising to pay a man money. In either case the person who makes the promise is in the man's debt, and the obligation is not cancelled until the debt is paid; in other words, until the promise is fulfilled. The man who breaks his promise in little things will break them in greater ones.

A Practical Economist.

He was a tall, lanky-looking chap, with a slouchy walk and a general air of good nature about him which caused even the dogs on the street to wag their tails amiably as he passed along the highway. He looked healthy enough, but none the less he lounged into the doctor's office, shuffling his feet over the carpet as he walked, and took his place meekly among the rest. The place was only half-full when he arrived, and consequently there were still several comfortably upholstered armchairs left unoccupied. Glancing casually about him, he finally selected one of those over by the window, where the light was good, and, after running over the magazines lying on the table, he chose one that seemed to please his fancy, and settled down, sprawling backward in the capacious depths of his chair. The cases preceding him were apparently of a nature sufficiently intricate to keep the doctor busy for an hour or more, during which time a dozen other patients arrived and got in line. Finally, after he had read two of the magazines through, and had tackled a third, his turn came.

"If you will step this way, sir," said the doctor.

"That's all right, doctor," he smiled amiably from the comfortable depths of his chair. "I'm in no particular hurry, sir. Let these others go ahead of me. My case ain't so all-fired pressin' I can't wait, and maybe some of these others are in a hurry."

"It's very good of you, sir," began one of the ladies. "I am in a hurry. I live off in the country, and if I can I should very much like to catch the noon train back."

"Don't mention it, madam," said the stranger politely. "I know what it is to be pressed for time myself. Go ahead, and all the rest of you, too—I'll wait for the tail-end of the procession."

He settled back in his chair, and plunged deeply into the absorbing complications of a fresh short story, the which he kept at until finally he found himself the sole remaining patient in the room. As the last patient but himself disappeared into the doctor's sanctum, he stretched his limbs until all his joints cracked, yawned like a man awakening from a long nap, and, replacing the magazine he had been reading on the table, put on his hat and left the house.

"It's a derved good scheme," he muttered smilingly to himself as he sauntered slowly up the street. "I have had a nice quiet morning, in a nice homelike room, lying off on a nice soft armchair, takin' my pick of the best periodicals of the country. I guess as long as these here doctors' offices hold out I can get along on a dollar room somewhere, and not go squanderin' my spare cash on any expensive private drawin' rooms, or spendin' my money on current literatur."

If you tackle a bigger job than you can hold down, don't let perseverance become pig-headedness and keep you at something that is a losing proposition.

G. J. Johnson Cigar Co.

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



Grand Rapids Electrotpe Co.

1 Lyon St., Grand Rapids, Mich.
Makers of Highest Grade Electrotypes by all modern methods. Thousands of satisfied customers is our best advertisement. Also a complete line of Printing Machinery. Type and Printers' Supplies.

Sales Books SPECIAL OFFER FOR \$4.00

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

There is no risk or speculation in handling



Registered U. S. Pat. Off.

Baker's
Cocoa
and

Chocolate

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

52 Highest Awards in Europe and America

Walter Baker & Co. Ltd.

Established 1780. Dorchester, Mass.

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.

FEDERAL REGULATIONS.

Manufacture or Sale of Adulterated Goods Forbidden.

The insecticide act of 1910 will become effective on January 1. Joint regulations for its enforcement have just been issued by the secretaries of the Treasury, of Agriculture and of Commerce and Labor. The act forbids the manufacture or sale in Federal territory of adulterated or misbranded insecticides and fungicides, especially mentioning Paris green and lead arsenate. It also forbids interstate shipment of such articles, and this is its most important feature.

Under the regulations, samples of insecticides and fungicides are to be collected by purchase by agents of the United States Department of Agriculture, and analyzed or examined by such chemist or examiner as the Secretary of Agriculture may designate. If a sample then appears to be adulterated or misbranded a private hearing before the Secretary or his representative will be given to the party from whom the sample was obtained and to others interested, who may appear personally or by attorney and may submit oral or written evidence. If it still appears that the act has been violated the proper United States attorney will be informed of the facts. Provision is made for state officials to co-operate in reporting violations to the Secretary of Agriculture. The latter will ordinarily make his requests for prosecutions to the Attorney General, but in special cases directly to the proper United States attorney. After judgment has been rendered by a court the judgment will be published by the Secretary of Agriculture within thirty days.

Paris green is considered adulterated if it does not contain at least 50 per cent. of arsenious oxide; on the other hand, it must not contain arsenic in water-soluble forms equivalent to more than $3\frac{1}{2}$ per cent. of arsenious oxide; and no substance may be mixed with it so as to lower its strength. Lead arsenate is counted adulterated if it contains more than 50 per cent. of water, or if its total arsenic is equivalent to less than $12\frac{1}{2}$ per cent. of arsenic oxide, or if it contains arsenic in water-soluble forms equivalent to more than .75 of a per cent. of arsenic oxide, or if any substance is mixed with it so as to lower its strength. If lead arsenate contains more than 50 per cent. of water it must be labeled "lead arsenate and water," and the extra percentage of water must be plainly stated. Any other insecticide or fungicide is considered adulterated if its strength or purity fall below the standard under which it is sold, or if any substance has been wholly or partially substituted for it, or if any valuable ingredient has been even partially removed, or if it is intended to be used on vegetation and is injurious to it. If the designation of an article imports the presence in it of a certain substance, that substance must be present in the customary amount.

Any insecticide or fungicide is misbranded if the label bear any state-

ment, design or device that is false or misleading in any particular, either as to the character of the article or as to the place of manufacture, and the term "label" is defined so as to include any circulars, etc., that are packed with the article or referred to either on the label or on the circulars accompanying the article. If the contents are stated in terms of weight or measure, they must be correctly stated. If an insecticide or fungicide (other than Paris green or lead arsenate) contain arsenic in any form the total amount of arsenic and the amount of water-soluble arsenic must each be stated on the label. The amount of inert substance (often called "filler") must also be stated.

If the name of the manufacturer is given on the label it must be the actual manufacturer; if the name given is not that of the actual manufacturer, the phrases "packed for —," "distributed by —," or some equivalent phrase, must be used with the name.

The dealer may relieve himself of responsibility by securing from the wholesaler or from the manufacturer a guaranty that the article is not "adulterated or misbranded within the meaning of insecticide act of 1910." This places the responsibility upon the guarantor. The wholesaler or manufacturer may file with the Secretary of Agriculture a general guaranty covering every package of a particular kind of article. The guaranty will receive a serial number; this number is to appear on every package of goods sold under that guaranty, together with the words, "Guaranteed by (name of guarantor) under the insecticide act of 1910." If a general guaranty is not filed an individual guaranty may be attached to each bill of lading.

The law and the regulations apply also to imported goods, imported lead arsenate or Paris green being treated as being intended for use as an insecticide unless the contrary is shown. The Treasury Department and the Department of Agriculture will co-operate in taking samples of imported goods. If upon examination and after a hearing it appears that a consignment may not lawfully be imported the Secretary of Agriculture will report the findings to the Secretary of the Treasury, and the goods will be refused admission.

Regulation 12 provides that "all matter required by the act to be stated on the label of an article must be plainly and correctly stated on the face of the principal label in type sufficiently clear and in position sufficiently prominent to attract the immediate attention of the purchaser." This regulation, however, will not be strictly enforced until July 1, 1911. In the meantime such required statements may be made by means of a "sticker or pastar or supplemental label."

How to Cook Prunes.

Despite the attempted funnyisms and gibes of the alleged humorous paragrapher, the prune is a desirable and healthful article of food and its sale at this season might be visibly increased.

Very many buy the prune in a shamefaced way, believing they are taking something that is scarcely respectable; yet it is, everything considered, one of the most healthful fruits that grows, and when apples are scarce, as they are this year, the prune can be utilized as a reasonably satisfactory substitute. Dietetically it is a fair substitute for any fresh fruit.

The crop this year is not up to the

average. Certain things have happened all along through the season until the harvest, and now that the supply is distributed, it is discovered that it is considerably below normal. This will, of course, have a tendency to make prices higher, though here and there a holder may have some of last year's crop and will be in position to offer bargains which can be profitably utilized by the retailer.

The principal difficulty in the handling of most dried fruits, prunes included, is that purchasers do not know how to cook them properly. The dried or evaporated fruit has had the water driven from it by a slow process, either in the sun, as in the case of prunes, or by machinery, as in the case of apricots, peaches, etc. The thing to do is to return that water to the fruit in the same slow way.

They should be covered with cold water and placed well toward the back of the stove to simmer slowly. It is better to leave them over night in his way. The fruit comes out almost as fresh and rich as new. If the housekeeper is taught this she will understand why it is essential and also the science of it, and the fruit will be almost as good as the original. Poor cooking has turned a good many against these fruits, particularly the prune, who would otherwise consume considerable quantities. The more customers you can get who will take more or less the better it will be for you and your business.

**GRAND RAPIDS
FIRE INSURANCE AGENCY
THE McBAIN AGENCY**

Grand Rapids, Mich. The Leading Agency

**YOU ARE ALWAYS SURE of a sale
and a profit if you stock SAPOLIO.
You can increase your trade and the
comfort of your customers by stocking
HAND SAPOLIO
at once. It will sell and satisfy.**

**HAND SAPOLIO is a special toilet soap—superior to any other in countless ways—delicate enough for the baby's skin, and capable of removing any stain.
Costs the dealer the same as regular SAPOLIO, but should be sold at 10 cents per cake.**

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, 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.

There are no set rules for success. Grab opportunity when you see it, apply a little persistency and enthusiasm, and don't be too bashful to let the world know about it if you are sure of having the right thing at the right price.

Quality is only a thing for sale—it is not sold until its quality is made known. When well done it is only half sold—to bring about the other desired "half," advertise intelligently.

Highest Grade Canned Goods

PACKED BY

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

We operate three model plants, including the largest and best-equipped pea packing plant in the world.

Peas packed fresh from the field by automatic continuous machinery, under perfect sanitary

conditions. All water used is from artesian wells. Skilled helpers, expert processors

—all under personal observation of experienced packers—give to the

HART BRANDS OF FRUITS AND VEGETABLES

Distinctive character and make them TRADE WINNERS AND TRADE HOLDERS

Send for Catalogue

Ask Your Jobber for Hart Brands

W. R. ROACH & CO., HART, MICH.

Factories at HART, KENT and LEXINGTON—All Model Plants

Judson Grocer Co., Distributors, Grand Rapids, Mich.

BEHIND THE COUNTER

Little Things To Do and Say To Please Customers.

The indifference on the part of clerks is one of the greatest drawbacks in the successful selling of merchandise. In small stores clerks are usually much more attentive to customers than they are in the big departmentized stores of the city. This is due to the fact that people in any small community are better acquainted with each other and expect more attention from the salespeople. They depend upon the salespeople for a good deal of information about the goods they are buying.

This makes it important that the clerk should make himself as agreeable as possible with all the people he or she comes in contact with during business hours in the store. Nothing is more disappointing to customers than inattention or indifference, at a time when if the right treatment were given them it would set them at ease.

There is the woman with the baby, which is unusually active and which is making things miserable for all concerned. If the woman did not have her hands full and were at home she would find something to amuse or quiet the cross infant. Instead of trying to make yourself heard above the noise issuing from the small bundle and hurrying a transaction which might amount to a good many dollars and cents if things were quiet, wouldn't it be better to suggest that the baby might want a drink of water. Find something that rattles or is highly colored which might set the mother at ease and give her an opportunity to examine the goods you are trying to show her and listen to what you have to say about the merchandise.

There is the man who comes in when you are trying to handle three customers in the shoe department. He informs you that his shoe is too tight and that it is paining him so much that he can hardly work. It may be that he is wearing them for the first time and is going away on a short visit and has very little time at his disposal. Isn't it better to take a minute or so to slip in the stretcher and turn it around two or three times and let the shoe be stretching while you finish with the customers you have on your hands, than to ignore him entirely until you are finished and ready to wait upon him? Don't you think that the man will be more likely to call for you and to buy shoes in the store where you are working if you accommodated him?

You are all familiar with the per-

son who comes in and asks to use the telephone. From the very outset you know that the telephone is at the disposal of any one who wants to use it and that the person knows that she can use it if it is not busy. Instead of presenting a wooden face and pointing toward the phone, wouldn't it be better to smile and say, "Certainly, the phone is back of the desk; you are welcome to use it?" It does not cost you anything either in time or money and you can do it without interfering with your work no matter how busy you may be.

There is the woman who comes in tired after her long, cold ride over the country roads. She is all bundled up and in standing before your counter removes her wraps and lays them on a stool. If she notices some other customers coming toward her she is likely to gather her wraps in her arms and continue her buying with this handicap. Instead of permitting her to look at goods with her arms full of wraps, wouldn't it be better for you to offer to check them in the office until she is ready to go home? It would mean that she would have to come back to the store before she left for home no matter what other store she might visit. It would mean that she would enjoy coming to the store where the clerks accommodated her.

There is a woman with a lot of small parcels who could be made to feel at ease if you offered to wrap them all in one bundle. If she lives in town she would feel grateful to you if you suggested that your delivery wagon was going her way and could take them as well as not.

There is the woman who wants samples. She may be a pest but you know that these pests have to buy things somewhere and are just as likely to show appreciation, perhaps more so than any one else. There are hundreds of other customers who come to your store every day who could be shown favors by a little effort on your part.

You may say that you are hired only to sell goods and to fill customers' wants and that you can not be expected to be a nurse and a slave to everybody who comes in. If you will keep in mind, however, that you are not the whole store and that there are several thousand other clerks who might be able to fill your position, and if you realize that increases in salary often come from doing little extra things you will soon see the advantage of becoming accustomed to giving more than the usual attention to customers. Customers

will appreciate it, you will feel better, and it will not be very long before the boss will show his appreciation also by offering you a better thing.

Enjoyment in Work.

It takes the man who really loves his job to climb the ladder. There is, too, much of enjoyment and actual pleasure, with sometimes amusement thrown in, in the most dreary kind of an occupation if it is looked for. To the clerk behind the counter and the man in the office there are constant changes, new faces, varied situations and more or less kaleidoscopic views of life and business which ought to bring much of entertainment, if a man has hit anywhere near the notch where he belongs.

Do the great mass of young men in business find pleasure in their work? They do not. Do the great mass succeed? Not by any means. It is the comparative few who get out of their daily occupation genuine pleasure, who really love their work, who are scored on the winning side. How often men are heard to say, after a holiday or a vacation, "Oh, dear! got to get down to the old grind again." The world is full of just such.

There is always an over-supply of men who are doing things, performing certain labors, just because they have to, and to whom such work is

monotonous if not actually tiresome. To these the days are long. Saturday night is eagerly looked for and the mornings find them showing little of sprightliness. To a physically fit man work should be a pleasure, as enjoyable in its way as any other diversion in which he may at times indulge. Many a young man has never looked at his employment in this way. It is the result of thoughtlessness. He has considered work as just work, that is all. Take the other view for a time. Look very carefully and thoroughly into all the situations which you meet with every day. Arouse yourself to take an actual interest. Perhaps you will be surprised to find that you have been going along so blindly and wake up to the realization that there is really heaps of fun and enjoyment in the everyday occupation which you follow.

After you are thoroughly in the way of getting the best out of every hour you spend at the office or store you will perhaps also be surprised to see how the "boss" has taken notice of you and you will be on the high road to success. If you can not fall in love with your present business or job, the best thing to do is to get out and chase around after an occupation you can feel that way about or make up your mind to drag along through life forever in the rut.

Most labor troubles are in reality foreman troubles.

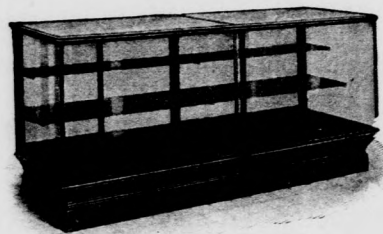
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The Largest Manufacturers of Store Fixtures in the World

Courtesy Behind the Drug Counter Is Essential.

The drug clerk who considers a knowledge of the pharmacopoeia and the proper method of compounding of drugs his principal asset, will never make good to the fullest extent as a pharmacist. He has overlooked one of the most necessary qualifications, courtesy. This essential represents a distinct commercial value and unless the clerk possesses it he is worthless to his employer.

The customs of to-day differ from those of forty years ago. There was a time when the wise man was possessed of a grouch. It was his daily companion, for it was the badge of his wisdom. The surlier the man the more erudite he was popularly believed.

You remember old Doctor Blank, the leading physician in the country in which you lived as a boy. When ushered into the sick room in which you were lying, with the atmosphere redolent of grandmother's home remedies, he glanced at you from beneath beetling brows, emitted a salutatory grunt from the cavernous recesses hidden by a wide expanse of frowlsy beard, and proceeded to business. Despite your splitting head and aching bones, and without one pleasant or encouraging word, this ancient apostle of impoliteness pulled out your tongue with fingers fragrant with the odor of horse, made your eyelids turn somersaults, mauled you in the ribs, jammed a horny hand into your abdomen and maltreated you as if you were a pickpocket. Your expressions of pain brought from him sundry expostulatory growls and your feeble inquiries as to the character of your ailment fell upon deaf ears.

After being subjected to this harsh treatment, out came the time-honored "doctor's satchel," and from its depths there was produced a motly collection of drugs, from calomel to squills, according to the necessities of the case. A concoction, the taste of which would make gall and wormwood seem like milk and honey, was selected for your delectation and with a valedictory of guttural grunts the good old doctor went his way. The awestruck countenances of the family due to the presence of the doctor slowly gave way after his departure, and when grandmother recovered her usual calm she whispered, "What a wonderful man he is. He knew the moment he looked at Johnny what ailed him and he didn't have to say a word." The omnipresent grouch made the old doctor feared and respected and it was the badge of wisdom.

The old lawyer, the "Squire," as you called him, also adorned himself with the same habiliments of learning. The more disagreeable the man the more legal lore he was believed to have stored away under his shiny dome.

You all remember Doctor Blank and Squire Jones for their kind abounded. They knew medicine and the law, and were in the main successful in preserving the lives and the reputations of their clientele, but the

march of progress pushed them aside. The younger generation tired of the uncouth manners and the distinct lack of courtesy.

When young Doctor Brown located in your town, do you remember how the people scorned his youth, his suavity and his lack of experience? You will recall when grandmother was stricken with her ancient enemy, rheumatism, and the old doctor couldn't respond to the summons, owing to an attack of sciatica, the young doctor was called with fear and misgiving. He smilingly entered the old lady's room and greeted her pleasantly. His examination was more thorough than the old man's and lacked the football tactics. He prescribed remedies pleasant to the taste, cheered the old patient and departed leaving in his wake a feeling of gladness, instead of gloom. Grandmother got well quickly and said she was sorry when the doctor's visits ceased. Which doctor was called when Annie came down with pneumonia a few weeks after, am I asked?

And when young Smith from a neighboring village located in your town to practice law how you laughed at the idea of his possible success, for he was such an easy going, good natured chap. You were brought up to believe that any disciple of Blackstone must have a fully developed grouch concealed about his person if he were to succeed. But people sort of liked Smith, because he was approachable and affable. Smith was genial and he was a good lawyer. The old Squire was a good lawyer too, but his saturnine countenance and his peppery disposition counterbalanced his legal ability. Smith went ahead. He is now a judge, very learned in the law, and withal is a delightful person.

And so it goes. We demand ability, but courtesy must go with it. Gruff words and loutish manners have no place in our modern economy.

Of all men behind the counter the drug clerk should be the soul of urbanity, but too often he is the reverse.

Not long since a physician went into a pharmacy which he had patronized for years and asked a new clerk for two ounces of paregoric. The embryonic pharmacist looked at him with an amused sneer on his face and said: "Do you think you can get away with that gag here? Bring in the doctor's dope sheet or it's all off." The writer of "dope sheets" relieved himself of a few personal opinions, and now his prescriptions, and they are very many, go to another store. He had been insulted in the presence of acquaintances, and the owner of the store, when told of the occurrence by the physician, merely said the clerk was a joker, and a follower of the races. Rather expensive joking for that proprietor.

The wife of a great captain of industry sent a prescription to a drug store to be filled. The servant was told it would take some time and she asked to have it sent around immediately it was compounded, as a child was very ill. An hour passed and the mother telephoned asking that it be sent at once. A clerk told her

it would go when they were ready to send it and not one minute sooner, as she was not the only customer of that store. She countermanded the order, got a duplicate prescription from the physician, had it put up in a little store on a side street in fifteen minutes and cut the large store off her list. No wonder the manager tried to square matters by offering to discharge the offending clerk, for her candy and perfume bill averaged \$60 a month during seven months a year. The man in the little store gets it now and he also has a number of that woman's friends as customers. And this simply because of one fresh remark by one fresh clerk.

Another side: I know a druggist who has a little two by four store on a street many blocks from my home. I dropped in his place one day months ago, because I liked his window display. Some little purchase opened a conversation and I found he knew his business. He is courtesy personified, and is a salesman as well as a druggist. His one clerk is the kind you would expect this man to have, and the two men make it a pleasure to trade in that shop. The druggist has an eye on a rather pretentious store located on an avenue. He will make it a go, because he treats every customer right. Be the purchase a stamp or a ten dollar order, their treatment is identical. This druggist knows and appreciates the commercial value of courtesy.

The day of the grouch is passed, for no longer is it the badge of wis-

dom. No longer does success follow the professional man or the merchant whose actions and manners are uncouth. The old adage of honey, flies and vinegar was never truer than to-day.

Up-to-date salesmanship has as its first requisite, courtesy. If the salesman is genial he puts himself on proper terms with the customer. Then it is easy to explain the merits of some of the specialties he is pushing, as his pleasant personality has brought to his assistance the attentive ear. Result—more sales.

If I had clerks in my employ I would demand unfailing courtesy first, last and all the time. The real salesman behind the drug counter will win. The grouch will retire into innocuous desuetude.

H. S. Baketell.



The Popular Flavor

MAPLEINE

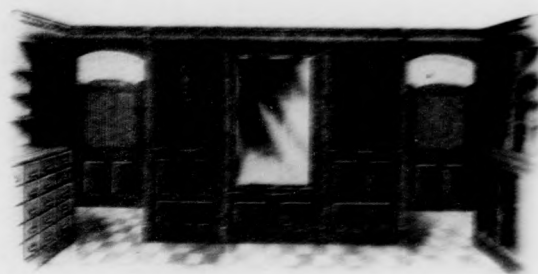
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THE CRESCENT MANUFACTURING CO.
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Our new druggists' catalog illustrates our complete line of this class of work. We furnish complete plans and estimates free.

Our prices will interest you.

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

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Grand Rapids, Mich.

in. If you were of the titled gentility you could have anything in sight; but if you were of the people you could count yourself lucky if you got the bare necessities of life. Even money did not count. If you were of the aristocracy you could get along without it; and if you were of the people the aristocracy would confiscate it. Money was a positive handicap in those "halcyon days."

But the world has changed. Time has witnessed a few wholesome revolutions of one sort and another that have clarified the atmosphere, so to speak. We are beginning to see things in a better light these days. Therefore these are glorious days in which to live. Comforts and conveniences have multiplied a thousand-fold. Ordinary people to-day have more luxuries than kings used to enjoy. We have better educational facilities, better safeguards to health, more protection with respect to our person and property, our welfare is guarded with more privileges, our independence is more thorough, our prosperity is more genuine and widespread, our rights and privileges are more genuinely respected—than ever in all the history of the world. The tendency—the inevitable and inviolate law of progress, which obtains as surely as the law of gravitation—is towards larger and better things. Each new day is better than the day preceding. Each new year brings to light new liberties, new visions, new possibilities. So the new year, 1911, is the very crown and consummation of all the ages.

Let us therefore enter into it in the spirit of those who go to possess themselves of an heritage. It is ours. It hath been bought with a price. Time and blood and sacrifice and revolution and evolution and tears and groans and titanic toil—have been given in exchange for it; but the price having been paid by others the possession is ours without money and without price. All that is expected of us is that we accept the heritage, improve upon it as we have opportunity and pass it on to those who shall come after us. It is a glorious prospect—this which confronts us at the beginning of this new year. Let us rejoice and be exceeding glad! Let us enter into the activities and work of this grand new era with the determination of doing the very best that we can with the facilities at our command. May it be, in every sense, the largest, the richest and the best year in your experience as a merchant and as a citizen of the most democratic government under the sun!

Chas. L. Garrison.

The man who never changes his opinions is the one who never enlarges his business. The best of plans and ones successfully carried out a few years since won't do now. Times have certainly changed in every line of endeavor; the man who is not willing to change with them will find himself, sooner or later, in the "business junkheap." He'll save money by not delaying the thing.

The easiest way to establish your credit is not to ask it.

Be Able to Say No.

Many a failure in business has been caused through the dealer not being able to say "No." There is more in that little word than many imagine. The inability to say no when buying goods or granting credit has wrecked many a business that was in a prosperous condition. Beyond question the retailer's fight is rendered strenuous by the manner in which capital is sometimes employed to give credit. Almost everyone is familiar with the establishments which are run, not so much to buy and sell on the ordinarily accepted lines as to find a steady income of from 5 to 10 per cent. on large sums invested purely to extend credit to people who in the ordinary way of business would neither look for it nor get it if they did, and from whom payments have ultimately to be wrung.

There is one safe course for the dealer whose capital is limited, and that is, not to buy the goods if he has not got the money to discount the bill when due. The man with ample capital can take any liberties he likes with his own property, but he whose all is in the business is courting trouble when he permits himself to be tempted by any sort of bargain to buy more goods than he can pay for. To buy inordinately is not good business, and would appear so if the buyer were on the outside and looking on.

The dealer who can not say no at the bidding of his bank account is heading straight for the rocks. There are few houses that are big enough to realize that they cannot afford to sell the retailer what he does not need. Too many houses will sell a man all he will purchase, even though they may suspect he is getting beyond his depth. When it is hard to turn down a good thing, it is as well to remember that the bargain crop never fails. Something just as good will come along next week or the week after when you have the cash to spare. The successful dealer plans his business campaign. He does not dash in as if determined to take things by storm, but has his course of action all thought out and pushes his forces along the lines he has determined upon. He does not allow himself to be stampeded into buying ten cases of goods when he has only money enough to pay for five cases. He is a judge of his ability to take advantage of all discounts. He knows how his bank account stands, and makes his purchases accordingly. An excessive purchase, no matter what the apparent value, is more fraught with possible losses than may be the failure to obtain the best price on a smaller quantity.

It is a pretty safe rule never to go the limit on any new thing, no matter how good it looks. There is no better motto for the dealer than the old-fashioned one, "Learn to say no." It helps to keep the stock down, and enables the dealer to discount his bills. The dealer who discounts his bills rarely gets financially involved, and it acts as a safety valve upon his buying and selling. The dealer who discounts his bills always asks himself

before adding to his stock: "Can I discount this bill?" If he cannot he does not purchase or cuts down the size of his order, and thus always keeps his purchases within bounds of his available capital.

Being able to say no and discounting always acts as a check upon his credit business. If a customer takes more than 30 days, he figures here is his money tied up which he needs to discount his own bills. That money is worth at least 9 per cent to him, and it may be worth much more if the total trusted out represents the amount necessary to meet his discounts. The man who discounts his bills is also in a position to buy more advantageously.

The ability of being able to say no at the proper season enables the dealer to keep his stock within bounds, to meet his discounts and to keep a check upon his credit customers.

Congress of Refrigeration.

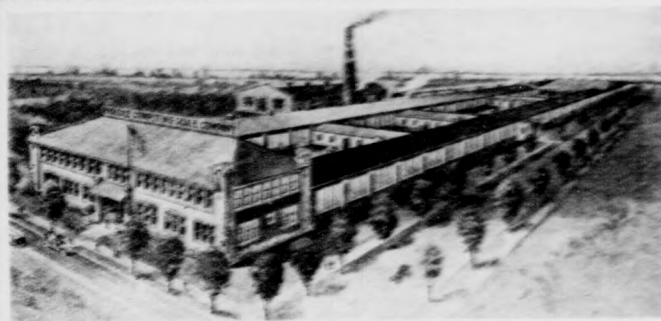
The Executive Committee of the American Association of Refrigeration held an important meeting at the Great Northern Hotel Chicago, on December 15, to perfect an organization and provide ways and means for the Third International Congress which the recent Second Congress in Vienna voted shall be held in the United States. Several members of the committee came from widely separated sections of the country. Rivalry for the privilege of entertaining the Scientists who will represent the

refrigerating interests of more than forty foreign countries, is already active. New York, Washington, Philadelphia, Birmingham and St. Louis are among the places advocated, while Secretary Treat of the Chicago Association of Commerce eloquently portrayed the advantages of the "Convention City." Chairman Homer McDaniel of Cleveland was authorized to appoint a committee of five to prepare a budget of the necessary expenditures for conducting the Congress, to decide upon the most suitable date and place for holding it, to prepare a general scheme of entertainment for the foreign delegates, and to report the results of their labors to the next regular annual meeting of the Association. After the transaction of other routine business pertaining to the work of the Association, those present subscribed \$7,000 toward a guarantee fund, the amount of which is to be determined by the committee appointed.

It was the opinion of those present that the committee will without difficulty secure a sufficient fund to justify the Government in extending its invitation to foreign countries to participate in the Congress by the appointment of official delegates, as was done by our Government for the Paris Congress of 1909 and the Vienna Congress of this year.

Watch the price you pay for your goods and the profits will take care of themselves.

The New Home of The Scale that buys itself



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

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

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

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



Angldile Computing Scale
Company

110 Franklin St. Elkhart, Ind.

NEW YEARS AT A CAMP.

While the Lumber Shanty Men Jollified Tom Went After Bear.

Written for the Tradesman.

It was getting on toward New Years and the cook of Thornton's camp was swearing mad.

"Them pesky bears," he growled, "are gettin' more impudent every day. I can't leave a thing outside a minute nor nothin' uncovered. Wish I had a cannon loaded to the muzzle with grape-shot; I'd blow 'em to Halifax."

Young Tanner pricked up his ears. He was visiting a friend in camp, having adjourned his little school a couple of weeks for the holidays.

"What's it all about, Nick?" he asked, drawing up to the big fireplace. "Seems to me I did hear something about a bear doing some sort of damage, but I got no particulars."

Tom Tanner, the young schoolmaster, was regarded with a certain awe by most of the men in the lumber woods. They seemed to credit him with being a very superior person, and whenever he opened his mouth to speak they listened in respectful silence.

There was Bud Graves, the dull of wit, of him they made much sport. As to the schoolmaster not one in Thornton's camp would have dared attempt to joke with the learned youth from the shades of the Ypsilanti State School.

Nick, the cook, naturally was flattered at the schoolmaster's interest.

"If you'd been here long you'd know about the bears," he said. "We have been bothered all winter by two of the varmints. Fore part the winter Jack Crosshaul lost his breeches, leaving them out on a stump to air. You see, the pants was made of buckskin, and they was pretty greasy; them bears got hold of 'em and chewed 'em all to mush. They've stole other things; victuals, corn beef and a lot of provisions, besides sniffin' round the back door almost in my face."

"Have you actually seen these bears, Nick?" queried the schoolmaster.

"Oh, I've seen 'em all right—"

"Haven't you a gun?"

"Just a little affair—mere popgun; couldn't kill a snipe. A shot from it would only make the beasts mad enough to eat a feller up."

"And nobody else has tried to shoot them?"

"Yes, there's Big Mike has shot twice at 'em with his big rifle. Never feazed 'em, though, and now I reckon the only way is to pizen the cusses. Would a done it long 'go, if I'd had the dope. Next time the boss goes outside I'll send for some strychnine."

"I wouldn't do that," suggested the interested schoolmaster. "It's dangerous having the stuff around. Even the poisoning of wolves has its drawbacks. A friend of mine lost a valuable dog by poison left on the carcass of a deer."

"Well, I dunno," meditated the cook. "What's a feller goin' to do?"

Let them pesky bears eat him out of house 'n' home?"

"Not by any means," declared the schoolmaster, springing up, quitting the room to return later with a small rifle across the hollow of his arm—a two-barreled affair of delicate make. "My target rifle. I'll fix your bears, Nick," and Tanner sat down, petting his gun with a stroking hand.

The cook laughed. The idea of a little gun like that killing anything larger than a squirrel seemed to please him beyond measure.

"I fetched the gun along just for fun, not thinking to bag a couple of bears," explained the young schoolmaster. "Two bear skins would make my best girl a fine New Year's present. It'll be so easy—"

"Go long with your nonsense, Tom. Don't you dare irritate them fellers with that popgun—they'd kill ye if you did."

"I'll show you," was Tanner's response.

That evening, when the cook told of the schoolmaster's idea of killing two genuine Michigan black bears with a target rifle, a cry of incredulity went up. It was plain to see that the shanty fellows thought it all a good joke.

After supper Big Mike spoke aside with young Tom.

"It's all right ter josh ther cook, my boy," whispered he, "but don't say too much on that string or the boys'll think ye've gone daffy."

"That's all right," returned young Tom. "If I kill the bears they will change their tune."

"If yer kill 'em?" with a roar. "That's well put, my boy," and Big Mike walked off laughing uproarously. That night the shantymen gazed askance at the presumptuous youngster, and no doubt began to revise their estimate of the young fellow's greatness.

The bears remained under cover for a time. Several days passed without annoyance from them. The cook suggested that they had been frightened away because of Tom Tanner's threat to murder them with a popgun!

"Them blasted bears ag'in!" cried Nick, the cook, one morning as he came in with a pail of water from the spring. True enough there were bear signs in plenty, the rascals having on the previous night raided the cache where butter was stored, destroying and carrying off a lot of the valuable food.

A barrel of spoiled pork, emptied down the bank near the shanty, had attracted the animals and drew them almost nightly. Since Big Mike's failure to bring down the bears, although he had fired twice at them from a heavy rifle, the shantymen were "leery" about going far from camp after night.

It was New Year's Eve that Tom Tanner brought out his target rifle and stepped into the circle surrounding the big boiler-iron stove. Shouts, songs and laughter made up the evening's amusement. The boys of Thornton's camp were watching the old year out in the most approved fashion.

"Great Scott! what ye goin' ter do with the popgun, Tom?"

"I've got two bullets here," said the schoolmaster, tapping the butt of his piece—there's two bears, you know."

"Better stay indoors if ye don't want ter make meat for bruin's New Year dinner," cried the cook.

"On the contrary," said the schoolmaster, "I'm going to capture a couple of bearskins for my girl a New Year's present."

With that the boy—he seemed little more—walked out into the moonlight, while ejaculations of astonishment went round the circle.

"The dum little fool!" jeered one of the skidders.

"We ortent to have let him go," said another burly logger, rising to his feet, going to the door, looking

out. The air was icy and still, with a bright moon shining.

General disapproval of the visitor's foolhardy move was manifest. More than one expressed the belief that if the boy shot the bears with his pop-

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gun the animals would be sure to turn on him and tear him to pieces.

Card playing and other devices for passing the old year went on, Tom and his adventure being forgotten. The hour was on the stroke of 11 when the sound of a shot rang out from beyond the stables.

"My gracious! the little cuss has shot at a bear!" exclaimed the cook, starting up.

"Pooh! More likely at a shadder," churtled Big Mike.

With the lapse of scarcely a minute came the sound of another shot. A dead silence fell upon the camp. Thornton's men felt the chill of a strange tragedy stealing over them. When one spoke it was in low, husky tones. The boy had been rash to foolishness if he had really shot at a bear. Everyone hoped he had merely fired at some small animal other than a bear.

Time wore on. The old marine timepiece on the shanty wall throtled out the midnight hour.

"New Years, by thunder!" yelled Bob Whalen, springing up and clapping his shoepacs together. "Whoo-pee! Hurrah for the New Year!"

Then again came thoughts of the venturesome schoolmaster. An hour had gone by since the shots, with no further sound from the absent one.

"Bet the boy's killed," said one of the small swamper, going to the door.

"Here we are, having fun, while the pore little cuss is out yon bein' chawed up," cried Big Mike. "I can't stand this; I'm goin' ter look fur the boy."

Several of the men crowded behind Mike, who suddenly raised his hand for silence. The faint, low music of a cheery whistle broke on the midnight air—the schoolmaster's well known whistle.

A deep breath of relief went up from the crowd. Tom was well liked by the rough loggers despite his soft white hands and girl's face. He was a cheery, whole-souled boy, and not one there wished him harm. The sound of that whistle came as a relief to the long silence which had portended evil.

"Here he comes," and Big Mike swung the door wide to admit the schoolmaster, who bustled in, staggering under a big load of something black and shiny.

"Fore Heaven, what ye got, sonny?"

"A New Year's present for the cook and one for my girl!" joyously echoed the voice of doughty Tom Tanner as he cast his black burden into the center of the floor. "Those bears won't bother you this year, Nick. Wish you all a happy New Year!" and the schoolmaster fell to a seat on one of the benches.

"Bear hides, and right off the carcasses!" exclaimed the astounded cook.

This was true. Tom had shot both bears and had skinned them while the shantymen caroused the old year out and the new year in. The feat was something more than a nine days' wonder; it was the talk of the river country for years. Tom with

his target rifle had slain both bears and big ones they were, too.

The schoolmaster had to take the men out and show them where his bullets had plunged through the eye into the brain of each bear before anyone would accept his story. The proof was not to be disputed, the consequence being that Tom Tanner was a recognized marvel at many of the backwoods gatherings for years after the events of that memorable New Year's Eve in the long ago.

Old Timer.

A Wonderful Talisman.

"I'd deliberately make a muss of it to spite her, if it were not for losing my place," said a nervous little salesgirl as she violently dusted her counter. "Don't I hate your straw bosses who are always spouting about something to show their authority."

The boss in question was a dignified woman, who stared ominously through her pinchez at your stock displays and counter and who put you to rights as to what was wrong, with not a little sarcasm at the tip of her tongue.

Every noon they had their little knocking festivals at the rear of the store, and every day some one pouted over what the next thing would be.

"If this continues," said the most aggressive one of the trio, "I certainly won't last long here. I'm hot tempered and there'd be the dickens to pay, you know. Miss Bell's shop was Eden compared to this, and she promised to take me back when work picks up. Miss Bell never bossed and yet everything went like clock-work."

In the course of two weeks every newcomer had taken French leave—only the two old girls whom the straw boss was afraid to rule over remained with her.

At this stage of the matter the sarcastic one was taken to task by the power above her:

"Funny we can't keep any of our girls," he remarked suggestively.

"Anyway, the three of them were utterly incompetent," the straw boss excused herself.

The manager shook his head and wished he dared to hire another forewoman who cared less to tyrannize over her kind—one who could sympathize as well as direct.

When Kindness Ruled.

Let us watch the newcomers again in Miss Bell's wholesale millinery shop:

Miss Bell is standing over against their table with a generous smile and a quiet manner. As she takes down their names and addresses she gives each an encouraging word, which is too sincere in its tone to pass for mere pretense. The ways of the girls at the other tables suggest that Miss Bell's way is much appreciated.

Each newcomer receives a printed slip of shop rules which she is asked to remember. And then a smiling assistant is called forth, who diligently and systematically begins to coach the girls in the essentials of the work before them. When the newcomer has mastered them fairly well she is left alone for an hour, when the assistant again makes her rounds.

At ten minutes to 5 Miss Bell herself appears to punch your card and to tell you that she hopes you will like the work and that it will be more profitable as you gain in skill and speed.

All day everything goes on methodically and without a hitch. The newcomers know they are on the right track, and the fear of criticism evaporates before Miss Bell's sympathetic advice.

After the quitting signal you can hear these jolly whispers in a corner of the cloakroom: "Isn't she a dear? How fast those girls can work! I bet we've struck it right this time!"

Kindness was second nature to Miss Bell and it became her talisman.

Looking After Store Expenses.

A large share of the failures in the grocery business have been due to neglect to properly look after store expenses. The cost of retailing is all-important, and the grocer who does not know exactly what it costs him to sell a dollar's worth of goods can not know whether he is making money or not.

When a new delivery wagon is purchased, an extra clerk employed, every additional fixed charge means increased cost of selling a dollar's worth of goods in that particular store, and if the proprietor does not take it into account he is neglecting a very important matter. It is absolutely necessary to scrutinize the expenditures incident to the conduct of any kind of business. It sometimes means the difference between profit and loss.

If a store has one clerk too many he should be discharged and an unnecessary item of expense is thus eliminated. In a well managed grocery it is not difficult to tell when there are too many clerks, because in such a store all clerks should be busy practically all the time. There is virtually no spare time in the well conducted grocery. Having the right men in the right places—no hangers-on—or ornamental figures—goes a long way toward making the business successful.

It is a woeful evidence of poor management to carry men on the payroll who are not needed and who do not actively contribute to the daily progress which the business should be making. Even although a salary is small, it is too large if it is unnecessary. Efficiency is one of the principal objects to be sought in conducting a successful business. Incompetence or insufficient help is not economy, but an expense. This is a matter that is sometimes overlooked by grocers, who thus unconsciously add to their cost of doing business. The Criterion feels that a warning to avoid unnecessary expense as well as to know with exactness what the expense of running the store is, can not be untimely when we

are all so near the end of the year, the time when new leaves are turned over and reforms inaugurated.—Grocers' Criterion.

Faults and Virtues.

The order of Elks has a motto that is an excellent one to work by in business: "The faults of our brothers we will write upon the sand, but their virtues upon the tablets of memory." That is a fine sentiment to take into the store. Too often it is the case that the good points of one's associates, co-workers or employees are forgotten and the defects, shortcomings and errors magnified to a point creating irritability and a failure to pull together. In a united concern all should work together for the common good, with a feeling that weakness in any department reflects on the whole. Generally, the man who falls down in some earnest attempt is the one who feels the situation the most keenly, and looking at the condition in the most cheerful light, with a "never mind, my boy; it'll come all right next time," will bring results, where criticism aggravates and sometimes injures the self-respect of the one who, perhaps, has been unintentionally at fault. It is always cheering and shows a spirit of interest and harmony to hear even the office boy talk about "our store," "our company," etc. There are so many time servers these days that the men who do take a heart-felt hold are deserving of all kinds of encouragement.

"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.

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

H. A. SEINSHEIMER & CO.
CINCINNATI
MANUFACTURERS OF

Perfection
BOYS' CLOTHES

KNOW THYSELF.**Discover the Power of Your Own Mind and All Is Easy.**

Written for the Tradesman.

It was Socrates who originated the idea of "know thyself." He received this excellent advice by studying man. Socrates was born 470 years before Christ. He was a self educated man. He received his education by observation, natural intuition, reasoning, thinking and intellectually judging and associating with the instincts of man.

Socrates never knew how powerful he really was. He did not have the experience necessary to prove the greatness of the thoughts that were coming to his mind.

In this age where we can put every thought into actual working order, we ought to develop into greater power mentally than any of the great philosophers of olden times.

The business world has not as yet learned that the thoughts of our philosophers are the power behind it. It still holds the idea that business and intellectual matters are two different and distinct branches or fields of study and labor.

If it were not for the thoughts that passed through Socrates' mind there would have been very little advancement in the business world. Every inventor followed the ideas of Socrates, that is to say, they knew themselves and had faith in themselves or they would not have been inventors.

If you want to be successful you will have to go back to the original ideas of Socrates. No man can get away from natural laws, and when it comes to the point of knowing just what to do and when to do it, one must know himself; his mind must not be throwing out false impressions, misconceptions, and misunderstandings by getting crossed with the wrong suggestions.

The business world with all of its selfishness has caused too many evil thoughts to be born. It has punished too many young minds. It has driven too many men out of business. It is killing competition too fast. Honest competition is what we need in this world. Every man should have a chance to develop his business, his brain and his environments; but the business world does not want you to know yourself. If you knew the power wrapped up in your brain you would soon build a world of your own. There is nothing on this earth or anywhere else to hold you down, if you know yourself.

You are not in business to drive others out of it. Your real object is to earn an honest living. If you will forget everybody—as it were—and work for an honest living, and be satisfied when you get it, you will not have any trouble in making it.

Too many of you hard working merchants do not know when you have enough. Most of you have at this very moment more dollars and a much better business than you hoped for in your earlier business career. At the same time you are not satisfied.

We should be satisfied but not fully contented. We ought to be thankful for what we have, but not content with the happiness and joys of life. We should work as hard for peace, joy and happiness as we do for dollars.

Mixing philosophy with business produces what we really are striving for. Too many of us do not know what we want and at the same time in our weakness we are working like the devil to get it.

If we knew more about the grand principles of the mind we would soon know what we want and how to get it.

The man who knows himself can get everything he wants, peace, joy and happiness—with a fine progressive business thrown in.

We have the cart before the horse. We are trying to learn the tricks of the business world before we know our mental cards.

Our comings and goings are habits of life instead of education. We ought to go off in a corner and watch ourselves pass by. We keep our eyes on everything that passes us but never appear to think of watching ourselves. We need watching. We are stealing our own energy by getting crossed and by depriving ourselves of things we need. Begin to be calm and self-centered and let the New Thoughts of Socrates, Plato and Emerson run through your mind and you will be surprised at the results.

Socrates, Plato and Emerson never entertained thoughts pertaining to the business of the world, but Emerson's Essay on Compensation will inspire any business man with progressive thoughts.

The quality of our business affections all depend upon our wisdom. Some of us go along in our work as smoothly and calmly as if we were blessed with special intuition, but there is nothing about us that is unnatural, if we have spontaneously found ourselves.

Those of you who feel lost in this busy, progressive world, let me advise you to begin watching yourself, to see why you do this or that. If you are doing almost everything by and through the suggestion of others you ought to stop it. Begin to be original by going back to the first cause, the thought that taught you to see your own mistakes. Listen to the intelligence that proved to you that it was not wise to make the same mistake the second time.

There is no use in being in the wilderness of doubt, fear and pain mentally. All you will have to do is to honor and respect yourself. You know that you have been doing more to please others than you have to please your own good silent adviser. You have shown more affection and the deep sense of duty toward others than toward your own mind and body. You are killing yourself by inches for the great and wonderful power of public opinion.

It is public opinion that is controlling you and you know it. You know how hard your own thoughts are trying to make you obey them, but you foolishly let them lay on

the shelf and get covered up with dust—as it were—and run off with other things that are eating up all of your profits.

Every once in awhile there comes to your mind a sincere, sharp, strong, eager line of enthusiastic and red hot business thoughts and you sit up and take notice—you can not help it—and you work day in and day out with them, and they make you feel happy, but after you see things running smoothly again you run off with public opinion and a thousand of other things and in a few days you are lying around with a raging fever.

That bursting, throbbing and thumping feeling running through our minds telling us to learn ourselves is the only thought that will bring us peace, joy and happiness.

There is no use in my telling you these things, you know more about yourself than I do, but you are like all the rest of us, you forget yourself.

Plato said, "It is better to be than to seem. To live honestly and deal justly is the meat of the whole matter." This means that we should be honest and just with ourselves; our own lives. If this is done we will be honest and just with others.

I Am That I Am.

Are You Using the Ax?

Much has been said and a great deal of advice given the retail merchant in the last few years in regard to using more caution in the granting of credit.

It is very reasonably safe to say that nine-tenths of all the failures in the retail business has been due to the ease with which they have extended credit. Note the following letter:

Many a retail merchant, in the goodness of his heart, has "credited" himself out of business. That is unfair, unjust and ought not to be. Merchants should stand more firmly for a "square deal" to themselves on this proposition. If a man is out of work and "broke," that is not sufficient reason for his living off you, by credit at your store, until he breaks you, too. Yet this is what happens, and happens all too frequently. In defense of your own business existence, therefore, "brace up" to the occasion. Keep in mind that in these days a man is a sad spectacle who has "gone broke" in business. His record card is bad, no matter what the cause, and no excuse will avail. Then begin in time. Don't wait to "catch" the marble-heart, cultivate it a little. When you see and know a credit customer has no immediate means and little future prospects of paying you for what he is buying from your store, hedge on his credit, and hedge fast. It may be hard in some instances but in many more we venture the opinion that it will be one of the best things that ever happened to your customer—the forcing of him upon his own resources instead of yours, and obliging him to practice the most stringent domestic economy, and hustle in order to exist. Many times we believe it would force shiftlessness into a real good grade of thrift.

Anyhow, Mr. Merchant, if you ex-

pect to stay in the game you've got to head off this feature of abuse along with the multiplicity of others that beset the retailer, and the quicker you become adept in the use of the ax—the quicker you become expert in chopping off bad credits the better for you.—John H. Harper.

Plan For Next Year.

This is a good time of year for the butcher to map out some plans for the business of the coming year. The after the holiday trade will not be so rushing but that the butcher will have time to think of the future, and it is an important point to formulate a definite policy to be adopted for the business of the new year, always with an eye to a larger trade. New equipment, new departments, etc., will be in order right after the holidays, and the butcher who does not give some attention to these details is not keeping up with the progressive element of his craft. Things seldom happen of themselves. There is usually an originating force which sets them in motion, and which is responsible for their growth. So it is with the meat business. A gradually increasing trade is the result of planning and preparation by the butcher. Some butchers have not yet been led to see the big profit to be gained by conducting a canned goods department. This is a good time to think this matter over and plan to try it out in the coming year. In the market there will be found many things which can be improved or replaced with good advantage to the market. Make things look as attractive as possible, and the result of the year's business will more than make up for it, and the business will be on a healthy basis that will show an increase with every passing year.

Your Home and Your Store.

The phrase, "One-third of your life is spent in bed," as used in advertising, has probably often come to you in a startling way. Possibly a more startling statement to many would be, "One-half your life is spent in business." The makers of bedding use the first phrase to bring out the importance of having one's sleeping equipment comfortable. Let us use the second phrase to bring out the importance of having one's shop, store or office a comfortable place in which to spend one-half of his existence.

Many storekeepers in the smaller towns actually spend one-half of all the hours of their working days in their places of business. If the store is not comfortable, what a life of imprisonment it means for the business man!

There are many thousands of beautiful and comfortable homes occupied by merchants with their families. There are a few thousand of stores which have been made attractive and convenient because some merchants have given thought to their business environment as well as to their homes. Unfortunately there are a few thousand merchants who plod away at their work, one-half of all hours of their adult days, lacking comfort and pleasure in their occupation.



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

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

Actual Size

This Is The Printed Check

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

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

The National Cash Register Company, Dayton, Ohio

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

GOVERNMENT CROP REPORT.

Uncle Sam Has Correspondents All Over the Country.

One hundred and thirty thousand persons—a mighty army—secure for Uncle Sam the information contained in the monthly crop reports, which convey as near as it is possible for human agencies the condition and prospects of the chief agricultural products of the country at that time.

These reports are literally the pulse of the country's prosperity. Should corn, for instance, show a condition of 50 per cent. in August every one would go around wearing a long face and commence to economize.

Few people, however, realize the amount of work, the minute detail connected with supplying this information to the public free of charge.

Large manufacturing firms and agricultural implement or hardware dealers, who neither buy nor sell farm products, are much interested in the prospects and conditions of crops. This knowledge enables them to distribute their wares more economically by sending large consignments to sections where crops are good and farmers have the power to buy, and less to sections of crop shortage, where there is obviously less demand.

It is important to the railroad companies to know the probable size of crops in the country in order to provide sufficient cars for transportation.

Under modern trade regulations and conditions prompt and reliable information regarding agricultural areas, prospects and yields is an important factor in the proper conduct of commercial, industrial and transportation enterprises. The earlier the information regarding the probable production of the great agricultural commodities can be made public the more safely can the business of the country be managed from year to year.

Retail dealers in all lines, whether in city or country, order from wholesale merchants, jobbers, or manufacturers the goods they expect to sell many weeks, frequently months, before actual purchase and shipment. Jobbers follow the same course, and manufacturers produce the goods and wares handled by every class of merchants far ahead of their actual distribution and consumption.

If reports during the growing season show that the condition of wheat is such as to indicate a full crop on a large area, the merchants of the wheat producing sections of the country know that they can give liberal orders for goods to be handled by them several weeks or months later. The manufacturers, located far from the wheat fields, know where there will be a large demand for such of their products as are used by all dependent on the wheat industry. The railroads know they will have heavy freights to transport; and so the advance knowledge regarding the probable future outcome of the crop serves as a guide to every branch of commerce and trade connected with the wheat growing areas of the country. The same is true as to the other

crops,—corn, cotton, oats, rye, tobacco, etc.

If, on the other hand, the condition of growing crops is unfavorable, reliable information to that effect is equally, in fact, more, important to trade and commerce than when the promise is good.

It was to remedy the evils and to subserve and protect the interests of all that Congress provided for issuing monthly crop reports. The crop reporting service of the Department of Agriculture aims to supply the public at large with impartial, unbiased information regarding crop areas, conditions and yields, which it must be apparent is highly essential and beneficial not only to farmers but to our commercial interests of every kind and class.

The character of Government crop reports, which have been issued regularly now for nearly half a century, is not, and can not from their nature, be exactly accurate. They are estimates and purport to be nothing but estimates, but they are not random, haphazard guesses—they are careful, scientific and well considered estimates, based on the best available and widest possible range of information.

The reports relate first to the probable planted area of the principal crops of the United States, which, according to the last United States census, constituted over 80 per cent. of the value of all agricultural products. Acreage estimates are based on the percentage system. The acreage planted to a given crop, wheat, corn, oats, etc., is reported to the Bureau of Statistics by correspondents and agents in figures indicating their judgment as to the percentage of the previous year's acreage, which is planted in the current year.

The acreage of the preceding year was estimated in the same way, and so on for each preceding year back to the year in which the acreage was definitely ascertained by the Federal census. This is the only method by which acreage can be indicated each year except by an annual agricultural census, which, of course, would be out of the question.

Following the estimates regarding acreage come the condition reports which are made from month to month during the growing season, including not only the crops concerning which estimates are made but also so-called "minor crops." Altogether during the year estimates regarding conditions are made for fifty-five separate and distinct crops.

The condition reports are expressed in figures representing a percentage of a normal condition, a normal condition being represented by 100. If prospects at the time of the report are that three-fourths of a crop will be the probable harvest, the condition at that time would be represented by the figure 75. If conditions chance to be so bad that only half a crop is believed to be the prospective measure of the harvest, conditions will be represented by the figure 50; and so on.

These facts were contained in a paper written by Victor H. Olmsted, chief of the Bureau of Statistics, United States Department of Agriculture, which was read at a recent convention of the National Grain Dealers' Association, in which Mr. Olmsted described the character, value and method of collecting and disseminating the crop information.

Regarding the sources of information he wrote:

"There are four great sources through which data is secured by the department.

"First, we have a corps of township correspondents numbering between 30,000 and 40,000.

"Second, there is a corps of county correspondents, one of whom resides in each agricultural county in the United States. The county correspondents have each from three to ten friends scattered throughout the county who report to him each month.

"Third, in each state there is a salaried employe known as a statistical agent. He maintains a large corps of correspondents throughout his state, who report to him each month. The state statistical agent in the more important agricultural states performs considerable travel for the purpose of personally familiarizing himself with crop conditions.

"Fourth, there is a corps of special field agents, each of whom has two or more states through which he travels, interviewing farmers, agricultural implement dealers, country mer-

chants, grain and elevator men, produce dealers, country bankers and any others who by the nature of their business are well informed regarding agricultural conditions and prospects. The special field agents also go into the fields and personally examine the crops.

"In addition to these four general sources of information the Bureau has special lists of correspondents, such as mills and elevators for the wheat crop, cotton ginneries for the cotton crop and various other classes for other crops, which report to the Bureau whenever called upon. Altogether there are upward of 120,000 voluntary correspondents of the Bureau, none of whom receive money compensation.

"Blank schedules of enquiry are prepared in advance and sent to these different classes of correspondents and agents, each of whom reports independently of the other, and none of whom are in two separate lists.

"The blanks sent each month to the different classes of correspondents and agents contain exactly the same enquiries. These are mailed, together with return "penalty" envelopes upon which no postage is required, in ample time to enable each correspondent to send his report to Washington, or to the state statistical agent or special field agent, and permit their use in tabulating and computing so as to be available in the rendering of the estimates promulgated by the Bureau of Statistics each month.

A Happy New Year

JUDSON GROCER CO.

Distributors

Grand Rapids, Mich.

"The reports from each class of correspondents are tabulated separately. The results shown by such tabulations are then tabulated on sheets in parallel columns, the figures for each state being placed opposite the name of the state, so that when the estimates are to be prepared the Crop Reporting Board will have before it quadruplicate sets of figures and, frequently, additional sets received from special correspondents, which are utilized in formulating the estimates of the Bureau.

"In the tabulating and computing of the reports these figures showing conditions are not set down one under the other, added and divided by the number of the reports, thus securing what would be termed a 'straight' or mathematical average for each locality or state, but they are tabulated by counties and scientifically 'weighted' in accordance with the relative importance of each county as a producer of each crop dealt with.

"When the figures for the entire United States are to be arrived at, the figures decided upon by the Crop Board for each separate state are 'weighted' in a manner similar to that employed in 'weighting' county figures for the separate states, each state being given its relative importance compared with the other states, in computing the final figures for the entire United States.

"The Crop Reporting Board consists, as a rule, of five members, the chief of the Bureau of Statistics, who acts as chairman; the Associate Statistician and another agricultural statistical scientist in the employ of the Bureau at Washington, serve on the Bureau regularly; and, each month, two employees of the Bureau—either special field agents or state statistical agents—are brought to Washington for service on the Board.

"When the Board members have all made their separate estimates for all the states, their papers are assembled and the figures of each member are tabulated on another sheet in parallel columns. This last sheet is then again taken up by the Board, and where their judgment varies as to what the figures should be, the matter is discussed and various considerations, arguments and reports are gone over again until a final figure is reached by the Board.

"The deliberations of the Crop Reporting Board are carried on behind locked doors in rooms from which all egress and ingress are prohibited, and all telephone connections are severed until after the report has been published. John R. Livingston.

If you want things done, look for a man that is doing them—the other fellow hasn't the time.

The trouble with the vice-presidents of the United States is that they do not advertise.

After a man has made a reputation, how the memories of his friends are refreshed.

Parcels Post Delusion.

Among the few specific recommendations in President Taft's message is one in favor of establishing a parcels post service on rural delivery routes. The "improvement" in the United States postal service had been previously advocated as a tentative or experimental measure. It would in no sense be a test of that kind of postal service, but it would almost certainly be used as an entering wedge for a more complete system. It is supposed to have the support of the farmers of the country, but it would undoubtedly prove a delusion, if the postage rate should be, as has been suggested, eight cents a pound, with eleven pounds as the limit of weight. Eight cents a pound might be a cheap rate for sending parcels across the continent or from the catalogue houses in Chicago and a few other large cities, but if it were to apply only from the village post office—and that is what the program calls for—to the inhabitants of the country town of which it was the distributing center, it would be far from cheap, and it is improbable that it would be much used.

Such a charge would be considerably higher than the present cost of transporting a package of goods from the country store to the purchaser distant a couple of miles or so. So far as used, the postage would probably more than pay for the added cost of delivery over the rural routes, and it would not interfere with local express or delivery companies. Where these existed they could almost certainly deliver at a less charge than the Government's parcels post rate. They certainly would not charge eighty-eight cents for delivering an eleven pound package. This is not what the advocates of a parcels post have been working for, and if it should be tried and prove a local failure, it would lead, not to an abandonment of the system, but to a loud demand for its extension so that it would be of some real use in distributing merchandise over long distances, over cheap markets. Nobody need believe for a moment that the parcels post advocates would be satisfied long with a limited parcels post. What they want is an unlimited one, a general parcels post, and they are favoring the plan now proposed simply and solely because they realize that it would prove unsatisfactory, which would be the basis, or excuse, for the insistent demand for extension, a demand which would be stirred up by them and by them kept alive.

No retail merchant should be fooled for a moment by the declarations or protestations of the men who are advocating a domestic parcels post. They are concerned solely because it would put millions of dollars into their pockets just as soon as the restrictions should be raised. They are utterly and absolutely insincere in their declarations. They don't care a rap about "improving the country's service," excepting insofar as it would open up vast moneymaking possibilities for themselves. Their position

is utterly selfish, and we are unable to understand how President Taft could have allowed himself to be hoodwinked by these people, the greediest crowd that ever swooped down on Washington.

The chief object is to get the Government to distribute parcels of merchandise over long distances at a uniform charge, notwithstanding the great difference in the cost of the service. While the claim is made that it would be a great convenience to the people, its chief benefit would accrue to the catalogue concerns, which wish to distribute their goods cheaply by mail. One effect would be to establish a crushing competition to the local dealer, and it would tend to extinguish the small retailers in rural communities, which would be far from a benefit to their people. There is no sound economy or social benefit in extending the business of the Government, in competition with private enterprise, beyond the limits of a service which is a necessary and legitimate Government function.—The Grocers' Criterion.

Advice in Writing Letters.

The first essential in the making of a good letter writer—granting a reasonable acquaintance with the mother tongue—is alertness.

The writer must be alive, wide-awake and well informed on the subject with which he is dealing. He must word his letter so as to convince his correspondent that he knows whereof he speaks, that he speaks frankly and that however far the matter may reach, he is sure of his ground and never for a moment forgets the demands of courtesy or self-respect.

He is never "mealy-mouthed" in the use of words, nor does he "beat about the bush. He faces the issue squarely and handles it as becomes a gentleman.

The writer should salute the person addressed in much the same spirit as though he were calling on him personally, and then proceed with his letter in keeping with such a personal meeting. This requires the play of the imagination, but it produces the ideal business letter and takes from the writer the sting of making drudgery of his work.

It should not be forgotten for a moment that a business letter gives an impression to the reader of the character and quality of the man or firm that sends it out.

You should keep constantly in mind this most important fact: When writing for, acting for, or in any way representing Crane Company, you are Crane Company.

In such capacity you should not say, write, or do anything the company would not say or write or do.

The spirit of Crane Company should keep you at all times from touching the purely personal note in your letters. The dignity, prestige, bigness—in short, the whole character of Crane Company should speak and be felt through you in all your correspondence for the company.

TRACE YOUR DELAYED
FREIGHT Easily
and Quickly. We can tell you
now **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.

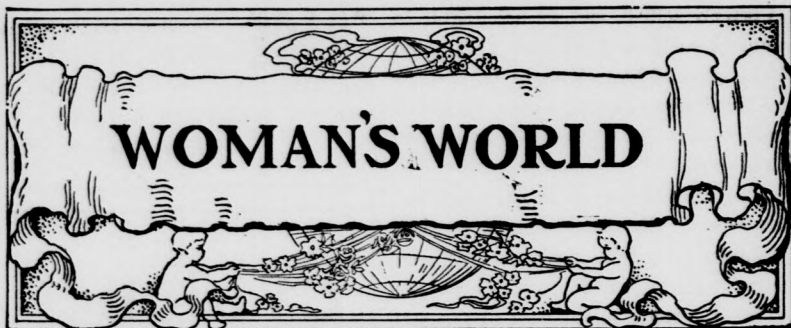
To such we offer a proposition that will surely be welcome for its result is not only pleased customers, but a big reduction of the flour stock as well.

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.





Why Should We Not Have a Saner Christmas?

Written for the Tradesman.

We can no longer blind our eyes to the unwelcome fact that there is something the matter with Christmas. It is becoming, indeed, it already has become, commercialized. Our celebration of the greatest holiday in the year, the one richest in associations and most sacred in significance, is perfunctory and burdensome. Many thoughtful souls look forward to this season, which should be one of joy and gladness, with positive dread; and many who are not especially thoughtful give a great sigh of relief when it is all over, and are sincerely thankful that it comes but once a year.

Something ought to be done about it, and certainly it is up to women to do it. Men properly may be held responsible for graft in politics and waste of natural resources and other public evils that cry to Heaven for correction. Theirs have been the sins of omission and commission that have resulted in the present lamentable condition of these affairs. Let them discover and apply the remedies; but women have had the running of Christmas.

Insofar as it has been and still is a success and a blessing, women may rightfully, in very large degree, take the credit for it. On Christmas Eve papa may slip on a whitewiskered mask and a fur overcoat and for a brief half hour take the role of Santa Claus, to the great delight of his little sons and daughters; but it is mamma, or big sister, or grandma, (or all three combined), who is the real Santa Claus, and who, with much toil lasting through days and maybe weeks, has selected and purchased the gifts and decked the tree and filled the tiny stockings. It is mother who roasts the Christmas goose and prepares the peerless plum pudding. Men, in the capacity of husbands, fathers, sons and lovers, pursue their various occupations almost without interruption, taking little share in the active work of preparing for Christmas, contenting themselves with the more passive, yet often onerous, portion of paying the bills. If they are in any wise to blame for the condition into which Christmas has fallen, their culpability lies in the fact that they have been too dead easy, and have allowed expenditures to mount higher than they could well afford to pay, and have not even required a showing that satisfaction and happiness were resulting in proportion to the outlay.

In all that relates to Christmas women set the pace. It is the (often openly expressed) desire of the daughter or wife or sweetheart for some costly gift that causes its purchase. It is true that men merchants spread out their holiday wares enticingly, the stock of each year being larger, more varied and ranging higher in price than that of the year before, but women buyers have flocked to their counters and purchased with ever-increasing lavishness, else the sellers long since would have curtailed their offerings.

Since it is women who have brought Christmas to its present pass, it lies at their door to correct the evil way into which it has fallen.

Now, the average woman does not like the idea of having to reform anything, much less Christmas. Reforming things presupposes being a reformer, and there is in our minds not a very well-defined but nevertheless an ineradicable idea that a reformer is a very unpleasant and quite unbalanced sort of creature—maybe somewhat like a suffragette—harsh of voice and aggressive of manner and dressed like a dowdy.

Women are by nature stand-patters. It is hard for them to "insurge." Therefore certain tendencies which are working sad havoc with our good old holiday are waxing stronger, and the average woman feels powerless to put forth a restraining hand. Not only does she feel herself unable to cope with them in the large, but she hesitates to try to curb them as they affect herself and her family as individuals.

Take a concrete instance or two: Maria, the 16-year-old daughter, wants a new piano for Christmas. The old piano has a good tone and would answer very well for Maria to learn on; indeed, Maria is not very musical anyway and is taking lessons mainly because some knowledge of music is considered essential to a young lady's education. But a number of her girl friends have recently had or are to have new pianos, and so Maria has set her heart on seeing the somewhat dingy and rather old-fashioned upright supplanted by a swell baby grand. The money to pay down for it can not well be spared, but it can be bought on the installment plan, and father, while he knows he can not easily meet the payments, is very indulgent with Maria and anxious to gratify all her wishes, and so will not withhold his consent. Now, it will require great moral courage on the part of Maria's mother to thwart the purchase of the piano and select for her daughter's

gift something which can well be afforded. If only so many of the other girls were not having new pianos it would not be so hard!

Or take the case of the woman with little money and a talent for artistic needlework. She has several wealthy friends who are in the habit of "remembering" her at Christmas, often with presents that in her circumstances are of no possible use to her. But she feels she must make returns, so each year she lays out her few dimes and dollars in materials, and for weeks before Christmas she works her nerves and eyesight into sofa pillows, dresser scarfs, center pieces, and what not, for women who already have more of such articles than they know what to do with. But she does not like to feel mean, and, if she gives anything, wants to make something that she can offer without sacrificing her self-respect, even if she is a wreck in consequence.

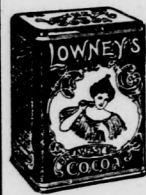
We all know how it seems and how difficult it is to do differently from other people, when probably the other people are secretly wishing that they only dared to do differently themselves. It really seems as if everything—our pride, our position, what we think of others and what we think they will think of us—all conspire to make of Christmas what it is fast becoming, a great holiday degraded to mere reckless prodigality in the making of gifts, many of which are so soulless as to express not even a friendly regard that is genuine; a time that leaves all of us weary in body and distraught in mind; a time when the few of us who are rich feel that while we have spent liberally of both effort and money, perhaps we have succeeded only in adding our quota to the general vulgar ostentation and display—so little satisfaction can we ourselves take in what we have given, and so doubtful do we feel about having conferred real benefit and pleasure upon oth-

ers; a time when most of us, who are poor, in our foolish effort to keep up with the procession, give until we are "broke," and receive a lot of useless presents that place us under heavy mortgage for the Christmas that is only a year away.

Yet there is so much that is precious, so much we can on no account afford to lose, connected with Christmas, that it is well worth an earnest womanly effort to rid it of the absurd and wearisome excrescences with which, unfortunately, it has become enveloped, and make it a fitting expression of our better impulses and our finer feelings.

Is it too much to hope that within a few short years Christmas may not be marked chiefly as a season of profuse and indiscriminate gift giving; that the Christmas present, well-chosen and individualized to both donor and receiver, will be relegated to its proper position, that of a happy exponent of what has been so aptly termed the Spirit of Christmas; that the day may be one of unbounded delight for the little folks, and one on which we elder ones may renew and strengthen the tender ties of old friendships; a time of special consideration for the poor and the sick and the aged and the unfortunate; a time of good music and much gladness; a time when we will lay aside our grudges and our cares and our forebodings and let peace and good will fill our hearts; a time which will make us younger, and leave us not jaded but refreshed, not impoverished but enriched; in short, a time when, in the words of Tiny Tim, God will bless us, every one! Quillo.

If you want to make your salesman a loyal one, take him into your confidence, tell him "what's doing" and why "it's doing." Many men that look across from behind the counter at times have an idea that may mean the success of the very shrewdest merchant.



Who Pays for Our Advertising?

ANSWER:

Neither the dealer nor his customers

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

LOWNEY'S COCOA

AND

PREMIUM CHOCOLATE for BAKING

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



FOOTE & JENKS' COLEMAN'S (BRAND)

Terpeneless

High Class

Lemon and Vanilla

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

FOOTE & JENKS, Jackson, Mich.

THE BOY SCOUT MOVEMENT

Is Good Thing For the Boy and Merchants Can Profit By It.

The boy scout movement opens a new field to the clothier. This movement originated in England and has grown to a membership of 400,000. It has been taken up in this country and it is said the membership is already 200,000, and the coming year will see its rapid development in all sections of the country. The movement is an excellent thing for the boys, tending to make them healthier, more reliant and more manly, and with a clear conscience the merchant can do all in his power to boost the game.

The scout idea, as is well known, is a plan to improve the members mentally, morally and physically, and the results are accomplished through a form of organization which makes a strong appeal to nearly every boy, for where can you find one who is not interested in uniforms, camp life, the study of woodcraft, fishing, hunting, riding, shooting and all other out-of-door sports?

One of the most promising features of the movement is the fact that there is nothing dry or uninteresting about it. If it were conducted along strictly military lines, with nothing but long drills and arduous calisthenics, it would doubtless prove too irksome to recommend it to the average American boy, but founded as it is upon his fun-loving proclivities, the growth has been rapid and Ernest Thompson-Seton prophesies that inside of two years there will be a million members. One of the reasons for the rapid growth of the idea is said to be the fact that no religious lines are drawn and boys of every religion are welcomed in the order.

The smallest unit of the organization is the patrol, which may be formed by a small group of boys in any town or city. They elect a leader, who is called the patrol leader.

The consent of the boy's parents to his joining the organization is always required. After the formation of the patrols a number of them can unite, composing a troop. Each troop is in charge of a scoutmaster, who instructs the boys in the various duties and sports sanctioned by the organization.

There is nothing which every boy admires more than life in the open, and camp life is made a strong feature of the scouts' work. During the summertime camps are established in the country, where the scouts may spend their vacations. The boys are taught how to put up a tent, to lay and light a fire, to kill, cut up, clean and cook their food, to construct bridges and rafts, to find their way by night and, in fact, everything which the veteran campaigner has learned by bitter experience.

Every scout must be able to swim, to ride a wheel, to ride horseback, to drive, to row, to understand various signaling systems, to interpret weather indications and to administer first aid to the injured.

The eleven articles of scout law, as formulated by Ernest Thompson-Seton, will perhaps be interesting as

giving a clear idea of the aim and purpose of the order.

These articles follow:

1. A scout's honor is to be trusted. If a scout says: "On my honor it is so," that means it is so, just as if he had taken a most solemn oath. Similarly, if a scout officer says to a scout: "I trust you on your honor to do this," the scout is bound to carry out the order to the very best of his ability and let nothing interfere with his doing so.

2. A scout is loyal to the President, to his officers, to his parents, to his country and to his employers.

3. A scout's duty is to be useful and to help others. He is to do his duty before anything else, even although he gives up his own pleasure or comfort, or sacrifices his safety to do it.

4. A scout is a friend to all and a brother to every other scout, no matter to what social class the other belongs.

5. A scout is courteous and polite to all.

6. A scout is a friend to animals.

7. A scout obeys orders of his parents, patrol leader or scout master without question.

8. When a scout just misses a train, or someone treads on his favorite corn—not that a scout ought to have such things as corns—or under any other annoying circumstances, he should force himself to smile at once, and then whistle a tune and he will be all right. A scout goes about with a smile on. It cheers him and it cheers other people, especially in time of danger.

9. A scout is thrifty; that is, he saves every penny he can, and puts it into the bank so that he may have money to keep himself when out of work, and thus not make himself a burden to others; or that he may have money to give away to others when they need it.

10. A scout must protect song-birds and their nests, and squirrels, except in regions where the latter have become vermin. He must keep game laws.

11. A scout will at all times be ready to fight or prevent wildfire. Four-fifths of America's forests have been destroyed by wildfire. He never leaves a blazing fire unguarded in camp.

The uniforms of the organization are cut on military lines, following closely those of the United States army. A description of the complete uniform of the Boy Scouts of America follows:

The hat is a straight brim felt of olive drab, having a detachable cord, with which it may be fastened under the chin.

The coat of the uniform is of olive drab drill, with four bellows pockets, a standing collar of the military type, and dull buttons ornamented with the emblem of the organization.

The trousers are of olive drab drill, made full and cut to lace below the knee, the lacing to be covered by stockings or gaiters. The shirts are made coat style, with two bellows pockets and an attached collar. A pair of trousers for summer wear,

made of lighter material and cut on the style of athletic running pants, are also a part of the uniform.

A belt made with a snaffle for attaching a knife, and a stout haversack of waterproof canvas, complete the scout's equipment. The uniforms are cut in a range of sizes to fit boys from 12 to 18 years of age.

In the price list sent out by the Boy Scouts of America the uniform hat is listed at \$1.15, the coat at \$1.35, the breeches at \$1, the shirt at \$1, summer trousers at 50 cents, belt, 40 cents, and the haversack at 60 cents.

One retail merchant in a town is appointed by the organization as the official selling agent of the Boy Scout suits in that place. The American boy scout outfit sells to the dealer for \$2.75, and it is retailed for \$3.25.

While the profit on the sales are small, there is another point to be considered in connection with the disposal of these suits, and that is the fact that the advertising possibilities are large.

A number of manufacturers besides the official outfitter of the boy scout organizations are making uniforms cut on the same lines as those of the boy scouts, without, of course, bearing the official emblem. Even in towns where the movement has not as yet gained a foothold, an excellent demand has been built up for these suits, to be worn as play suits by the boys. Made from serviceable material, they naturally are well adapted for play garments. Their military lines appeal to the fancy of the boy, and their serviceable qualities to the boy's parents.

Not Confined To Cleveland.

"The teacher of one of the classes in a school in the suburbs of Cleveland had been training her pupils in anticipation of a visit from the School Commissioner," said Geo. S. Wells, of Pittsburg, at the Shoreham. "At last he came and the classes were called out to show their attainments.

"The arithmetic class was the first called, and in order to make a good impression the teacher put the first question to Johnny Smith, the star pupil.

"Johnny, if coal is selling at \$6 a ton and you pay the coal dealer \$24, how many tons of coal will he bring you?"

"Three," was the prompt reply from Johnny.

"The teacher, much embarrassed, said, 'Why, Johnny, that is not right.'

"Oh, I know it ain't, but they do it, anyhow."—Washington Post.

Of course, you may have your doubts about it, but it is said Noah was 600 years old before he learned to build that ark. So it is well to keep on doing your level best, for each day stiffens your backbone for better things. Energy invested in faith and hope pays bigger dividends than if in pessimism. The thing to do is to keep climbing; if you stop to rest, something might slip and an opportunity be lost.

PERFECTION For \$1.00
FOLDING
IRONING BOARD
I will ship you complete ironing board and clothes rack. No better selling articles made. Address J. T. Bruce, DeWitt, Mich.

Post Toasties

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

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

Sawyer's CRYSTAL Blue.

See that Top  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.
35 Broad Street,
BOSTON - MASS.

Putnam's Menthol Cough Drops

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

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

One Full Size Carton Free

when returned to us or your jobber properly endorsed.

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



FALSE ECONOMY.**Putting Off Repairs is Expensive Way to Save Money.**

At this time of the year practically every retailer is in a good position to note those phases of his store's business which are susceptible of considerable improvement. During most seasons many things will go fairly well with merely ordinary endeavor. But now, when every wheel in the machine is being driven to the limit, the weak spots, rather than the strong ones, seem to push themselves to the front—just when they are least welcome.

"Why didn't I have that basement fixed up when I had the chance last summer?" one retailer asks himself. He now clearly sees that business below stairs with him is not what it might easily be. And he realizes that the few hundred dollars he "saved" (in order to avoid putting his basement, and the toilets therein, in proper repair) are costing him not only as much, or more, in direct profit losses, but also in the way of giving his store an unsavory "odor" with some of his best customers. And as there are merchants who "economize" in such matters, so there are many who keep various other features of their store equipment more or less behind the standard set by the better-managed stores in their own center and in other towns.

Thus, there is the merchant whose lighting bill—always too high for him—has caused him to again and again defer putting into use a system of illumination without which his store suffers sadly when compared with those of his more progressive competitors. And be it noted that, in many cases, the outlay, at first, of a comparatively small additional sum will often eventually mean a considerable reduction—rather than an increase—in the cost of lighting the store. But "no," says the shortsighted man, "I will not spend any more; it is costing me too much now."

And as in the directions indicated, so is it in others. Certain merchants weekly pay-rolls, regularly drive themselves and their assistants far "beyond capacity." As a result, only when business is brisk are they in fairly good spirits. And it is just at such times that—business being good—they deem "unnecessary" those needed changes which when things again go wrong they solemnly promise themselves they will make "as soon as financial conditions will permit."

So, too, with the merchandise itself. Merchants of the character suggested hesitate to buy the better qualities. Their trade "can't afford them," they aver. But is that true? Here is a store that adheres to its original policy of buying the "cheapest" and selling it for the highest price possible. Yet all around it are others forging ahead. Why? Because these latter stores are steadily educating all their employees to sell—and their customers to buy—better grades. And, as a natural concomitant such stores are also educating their customers to appreciate the more modern,

the more sanitary, the more comfortable store atmosphere. These better-conducted stores do not send their customers away impatient to again be in the pure air and sunshine.

What merchant is there who cannot name, offhand, concerns that could easily do much more business if they would but spend the money required to put their establishments on a par with those of their more aggressive competitors? But those concerns "can't afford the expense"—that is, they delude themselves into thinking so.—Dry Goods Economist.

Riches and Poverty.

Every year brings some new design in toys. This year has been no exception. Everything in the way of modern machinery has been imitated among the toys of the children of the rich. The cost will be enough in some cases to provide a living for a poor family for a year. And yet the children of these rich people will get no more pleasure out of these costly toys than the children of the poor get out of the inexpensive playthings that Christmas brought to them. The pampered darlings of the multi-millionaires will tire of the costly presents and break them up within a week or two while the children of poverty will cherish the simple and inexpensive gifts for months. Most of us think that we would have been exceedingly fortunate if we could only have been born of rich and indulgent parents. It would be hard to make the poor boy or girl who has got to get along with plain clothes and not so very many of them at that; who has to live in a poor house and eat plain food; who gets little money to spend and few presents; who has to go to work as soon as able or at least as soon as the law will allow; who gets few holidays; who walks instead of riding in automobiles, believe that the rich boy or girl does not have away yonder the best of it. And yet the history of the country continually proves that the boys who had to struggle against poverty and hardship; who had few privileges when young and who never knew in boyhood what it was to have an easy time, in the end have the best of it. Poverty and hard work are hard school masters but most of the men who have made the nation prosperous and great have graduated under their instruction. The boy or girl who is pampered continually, who never knows what it is to lack for fine clothes, rich food, a luxurious home and expensive playthings gets a false view of life and its responsibilities. Raised under that system and supplied with everything money can buy it is a wonder if these children of the rich do not come to believe that they are made of superior stuff and that the rest of the world is made especially to minister to their comfort and entertainment. They grow up with false ideas, selfish, arrogant and yet really helpless. If one of them is separated from his money by the turn of fortune he is wholly unprepared to battle with the rough and tumble world. The boy who has had to struggle with poverty all his life is used to hard knocks. There is no

hardship to him in having to hustle for a living. He rather enjoys the struggle. With the pampered son of the millionaire however it is different. He is a hot house plant. The cold winds of poverty and adversity wither him. It is no particular wonder that the possession of it makes men and women cowards. They shake with fear at the very suggestion that some misfortune may separate them from the only thing they consider of consequence in the world.

Let In the Sunlight.

Suppose you knew a man who kept his shades drawn tight all day and burned kerosene instead of letting in the sunlight.

Suppose you knew a man toiling along a dusty road who would not accept a lift when there was plenty of room in the wagon.

Suppose you knew a miller with his mill built beside a swift running stream who insisted on turning the machinery by hand.

All foolish, you say? And yet look around you—how few retailers take advantage of the great advertising campaigns run by food, textile, cloth and every other manufacturing line that you can name.

Think a moment. What was the last advertisement you read, and wondered just which store in town would be progressive enough to have the goods in stock so you could see them and purchase?

More goods are sold under the evening lamp at home than you dream of. Practically every live retailer advertises in his local papers. But how?

Put up your lightning rod. Let your customers know that you can deliver to them the goods which great advertising, paid by the manufacturers, has interested them in.

They will get the habit and you will get the business.

Practically every manufacturer stands ready to help you help yourself. Ask them for electrotypes suitable to run in your own advertising. Hook their trade mark to your store.

Use your advertising in local papers to focus this demand upon your store. Do not forget to send for those helpful electrotypes.

Robert Frothingham.

MUNICIPAL BONDS

To yield

From 4% to 5½%

E. B. CADWELL & COMPANY
BANKERS

Penobscot Bldg.

Detroit, Mich.

Child, Hulswit & Company
BANKERS

Municipal and Corporation Bonds

City, County, Township, School and Irrigation Issues

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

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

Michigan Trust Building
Grand Rapids

Kent State Bank

Main Office Fountain St.
Facing Monroe

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

Deposits
6 Million Dollars

HENRY IDEMA . . . President
J. A. COVODE . . . Vice President
J. A. S. VERDIER . . . Cashier

3½%

Paid on Certificates.

You can transact your banking business with us easily by mail. Write us about it if interested.

MERCHANTS at times have surplus money—
TRUSTEES have special funds—
TREASURERS have separate accounts.

If **YOU** have money waiting investment **why not** send **such** money to a **strong** central bank where it will draw **interest** and where you can **get it** any day if needed?

Any questions about **investments** or other 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

Cheaper Living.

There is no sort of doubt that the people of this country could live a good deal more economically than they do, but after all one's manner of living is largely a matter of taste and no amount of fine writing by professors of political economy will change the taste of individuals. There is little doubt that the people of this blessed country, could live as cheaply as the people of any country on the face of the globe if they would, but they won't and that settles it. At any rate they will not until they are compelled to by necessity and for one I hope the necessity will not come. I presume with a large majority of families in the United States the biggest single item in cost of living is meat. Now other peoples have demonstrated that people can live and remain healthy without meat. The Japanese eat almost no meat and yet they have proved themselves marvels of endurance. They have also given the lie to the old theory that eating meat is necessary in order to make a people self reliant and brave. The world has never seen better soldiers than the Japs. It is also true that even among meat eaters like our own people a vast saving might be made if the people would eat the cheaper kinds of meat, but a large number of them don't like the cheap meats and no amount of writing or talk will make them change their liking for the most expensive cuts. The writer has come to the conclusion that he was born with plebeian tastes. He likes the cheaper meats. In my opinion a well cooked round steak is better than a porter house, but here is where a majority of my acquaintances differ from me. Personally I dote on hash which is compounded with a mixture of cheap meat and potatoes, but a very large number of eminently respectable people are opposed to hash and decline to be governed by my tastes in regard to the matter. Personally I think that a well cooked Irish stew made up of cheap cuts of meat mingled with the lowly and fragrant onion is bully good eating, but I have noticed that a small but respectable minority call for Irish stews. I am fond of good country sausage, but to a very large number of people the very name of sausage is an abomination. To me tender well fried liver is a luxury but more than half the people with whom I have dined during my pilgrimage here on earth will not eat liver and look on any person who does like it as lacking in taste and judgment. The very fact that so many people do not like the cheaper meat is the reason they are cheaper. If the taste of the majority should change and about ninety per cent of the people should begin to call for the neck instead of the porter-house and for liver instead of tenderloin the price of necks and livers would rise and the porter-house would become the cheapest meat that could be purchased. If all the people should suddenly become vegetarians the packing house combines in the world couldn't keep up the price of beef or pork, but so long as the people demand what they de-

mand now the cost of living will be high regardless of what laws may be placed on the statute books.—The Merchants Journal.

Things that Should be Done.

The principal effort along industrial lines of the average country town and small city commercial club is toward securing more factories. This effort is commendable when the manufacturing industries sought are to convert raw material produced in surrounding territory into finished products ready for the market.

But there is one important field of industrial endeavor that is almost entirely overlooked by the average club and that is the promotion of the most important of all industries—agriculture.

The greatest need of Michigan is more intelligent farmers—thousands, yes, tens of thousands of them. Here they may secure greater financial return for a given effort than anywhere else under the shining sun—and we do not except California, the Pacific northwest, Texas, Florida or any other over-boomed section.

The whole problem is that of putting the convincing facts in proper form before the thousands of farmers located elsewhere who are seeking new locations. Every day in the year many of these farmers are passing through or past bound for some well-advertised destination. If they would stop off and look around almost anywhere in this State, many of them would go no farther.

Every commercial club and every other local organization of business men in Michigan should get busy in promoting the agricultural industry of the communities. They should not wait for the legislature to make an appropriation and then expect some state board or official to do all the work. They should make and execute plans for advertising their own communities and particularly for taking care of those who come to investigate.

Suppose a party of homeseekers were to visit your town this week, what sort of a reception would they receive? Would they be welcomed and made to feel that they were wanted in the community? Or would they get the icy stare and the clammy mitt?

Are the rooms of your commercial club or retailers' association decorated with the products of surrounding territory and labeled with the facts regarding yield and so on? Have other facts which every homeseeker wants to know been carefully compiled and published?

There is only one way to get additional desirable population, just as there is only one way to get additional desirable trade, and that is to go after it. And there is so much important work along this and other lines for local organizations of business men to do that the millennium will arrive before the half of it is accomplished. Yet occasionally we hear business men complain that their local organizations don't seem to have much to do and don't accomplish very much.

Plan to take up these important matters in your club or association early in the new year and to get the results that come from well-planned co-operative effort.

Pitch In and Do Things.

Edison said the other day that what the world needs most is \$100,000 men.

Somebody else expressed a similar thought when he said that the world is looking for somebody to tell it what to do next.

And yet there is hardly a man who is not worth more to himself than he is getting, if the matter were only gone about right.

He may be in the wrong job now, or he may be in the right place without knowing it.

But it is morally certain that very few men and women are making the most of their opportunities.

One of the commonest cries is lack of time. What we would accomplish if we only had the time! And all the time we are wasting as much probably as is spent in actual labor.

Go through the shop and ask a workman why this or that job is not complete and the answer is that he has not had time.

The workman may not be a "soldier." He may not consciously kill

time.

But the chances are if the truth were known that carelessness and wasteful ways of doing things cause a loss of time almost as great as that actually spent in work.

The business man himself is probably just as inefficient a worker as the man in the shop. He either so enmeshes himself in detail that might better be delegated or he wastes time in poor system or bodily habits.

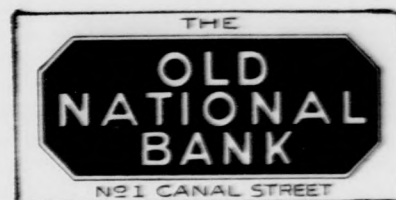
Instead of pitching into work and taking advantage of momentum which would carry the job through, most of us approach it as if it had teeth and might bite.

It is these small things that interfere with efficiency. And most of them can be corrected by a little self-examination to disclose the weaknesses that hamper.

We can learn a few things even from as small a thing as a chicken. He may pick up a pebble here and there, but you never see him overlook a grain of corn.



Capital
\$800,000



Surplus
\$500,000

Our Savings Certificates

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

53 DIVIDENDS

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

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

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

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

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



Shoe Fashions Are Toward Fabrics and Dull Leather.

Cloth as a shoe material seems to be making good headway. Velvet and satin have been unusually popular in this season's novelties. It is expected that they will be continued in the next season's product. The question, though, before shoe men, which is most important is just how far velvets will go. On this class of footwear it is more or less a matter of guess work as to what quantity to buy and how to buy it.

Retail buyers are asking how long the vogue will last and whether or not the cloth should be made up in boots or oxfords; or whether it should be used only as a topping with leather vamps. They want to know if it is safe to handle the cheap grades and what the chances are for finding these goods carried in stock by the manufacturer should the season be an unusually strong one.

It is impossible to say how long satins and velvets will be popular, just as it is impossible to say how any style in any line of goods will progress. Present indications seem to point toward a continued popularity for a season or so, because it will be selling in smaller communities after it disappears from the larger cities. Then it may last considerably longer than expected in the city.

Velvet does not seem practical as a warm weather shoe. It is not cool nor cool looking. Nevertheless, there was considerable of it worn the latter part of this summer and fall, and suedes, which are fully as impractical, were very successful sellers during the hot weather.

Velvet shoes will be made up in cheap grades and will be sold by the medium priced stores. Experience has proved that dealers who have a good class of trade should keep away from cheaper grades of novelties, or, if they do handle them, they should inform their customers just what they may expect. A shoe made of satin, velvet or silk can not be expected to give the wear that the same grade of shoe would give if it were made from leather. The customer should be told this plainly, and then very little trouble will result.

There are many good features about velvet shoes which lead one to believe that, on the whole, they will be fairly satisfactory to purchasers. They can be made up very handsomely; either in all cloth, or in combination with leather. It is not difficult to clean them, and some manufacturers of the better grades of velvet and similar fabrics that are

now being used in shoes, claim that their materials are really quite durable and can be taken care of easier than some leather goods, such as black suede. The best policy, however, will be to sell velvet and satin shoes like patent leather shoes—without a guarantee—and the dealer who stocks velvet shoes should take them as they are, and not place upon the manufacturer the responsibility if customers are disappointed.

A report from the Chicago retail district indicates that the big buyers have purchased spring goods in women's styles in the following materials and in the following proportions: Dull leathers, 50 per cent.; tan leather 32½ per cent.; shiny leathers, 7½ per cent.; white leathers, 5 per cent.; novelties in brown and black velvet and black cravenette, 5 per cent.

Trade conditions in Chicago, of course, are somewhat different from what they are in the smaller towns and it is quite possible that these percentages will vary in different sections, but it will give an idea of three important points: one is that patent leather seems to have declined in favor and that tans seem to be assured. Third, that in spite of any novelty vogue the big end of the business will be done on staples, such as dull calf, tans and patent leathers.

A novelty which has been sold to some extent in New York is a woman's boot with seal grain top, very much like the "pebbled goat" that was used some years ago. The makers of the fancy grain leathers have improved their product considerably within the last few years and have made them quite worth experimenting with as novelties. It would seem that there were enough novelties before the shoe buying public at present; but that "there is always room for one more" seems to be the theory of many buyers, as well as manufacturers.

In silk topping there has been a wide range of experimenting. White corded silk has been used, as well as "watered" silk, both white and black, for slippers and summer pumps. It is claimed that firmly woven silk is a more practical shoe material than satin. However, nearly all the reliable fabric materials that are used in shoes at all are usually special weaves, of exceptional strength and firmness, designed expressly for shoe-making. This does not refer to cheap imitations.

There are many dealers and manufacturers who confidently expect a good white season next summer. There seems to be a disposition to get away from white calfskin and to



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

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.

take up white Sea Island cotton, white silk, and white linen and crash. Nearly all these are backed materials, or are made up kid lined. White buckskin is also made.

It is believed by some that canvas shoes are easier to keep in order, and consequently less risky, than some of the other materials, although all sorts of white shoes should be pushed along at novelty speed in selling. Do not be afraid to ask a good price for them, and make their style value sell them. A New York buyer got in a big invoice of white canvas shoes last summer and cleaned up close at \$5 a pair; the shoes cost him 3 per cent. off \$2.50. You can figure the margin. This, of course, could not be done everywhere, but it illustrates the point.

Manufacturers of men's high grade shoes report good sales in tans. For a number of years tans have sold well in high grades every summer, regardless of what the medium and cheap grades might be doing. This is the only color heard of, however. Wine colors have disappeared, even from the cheaper grade lines. It is a matter of doubt whether they should ever have been introduced.

Some manufacturers report a considerable falling off in the sales of women's patent leather shoes, this being attributed to the use of fabrics and the favorable reception given to dull calf and dull kid.

The sales of one and two strap pumps for spring have been above manufacturers' anticipations in many parts of the country. Those buyers who cater to trade which is strong for new shoe ideas have stocked the newest waist line straps or side fastened pumps.

The public have developed a renewed taste for perfectly plain pumps that was unexpected. There are many points, however, in favor of the newer and more practical waist line pumps.

For some seasons the prevailing styles in costume have been of a character that made it particularly necessary to pay attention to the footwear.

The tendency has already been noted toward the use of tan boots, for both men and women, for early spring wear. There are big dealers who expect a heavy run on tan boots during the early spring. Just why the public have taken to the boots instead of waiting until warmer weather justified the use of low cuts is perhaps hard to explain, but the tendency exists.

Possibly in the case of women it is merely the same kind of perverseness that compels them to wear pumps in winter. There will be nothing unexpected in seeing a devotee of fashion wear pumps in January and February and then put on tan boots the first warm days of April. The retail dealer never requires a guarantee that the shoe he sells is logical.

Whenever you feel certain that your own business is the most difficult to manage, have a talk with the other fellow. Then go back to your own and hustle.

Medium Sized Town Novelities.

How near to city shoe styles should a dealer in a medium sized town try to stay? That is a question the answer for which would not be precisely the same in any two towns. It rarely happens, however, that any moderate sized town is so quick as a metropolitan center to take up new ideas of any kind in dress. A city develops an anonymous feeling, which promotes individual independence; but in the medium sized town where everybody in a given circle knows everybody else there is less of such independence. In a great many towns that are within a moderate distance of large metropolitan centers the process of introducing a style is somewhat in this wise:

There are a few well-to-do people in the town who do their shopping in the city; they will make a semi-annual shopping pilgrimage and come back with fashions that have already gained an assured footing in the city. This will give the cue to their followers and imitators in the local town, and six months or a year after gray suedes, or black suedes, or bronze kid, or velvet, or what not, is introduced in the city, people begin to wear it in the smaller towns.

There are no two towns alike in the speed with which they take up new things, and one of the very first things the buyer of shoes would need to learn in establishing himself in a new town would be its rate of speed in taking up new shoe style ideas. It would not pay him to be six months ahead; and it need not be said that he will be worse off if he is six months behind the wants and humors of the town.

In a general way, the merchant in the medium sized town must depend very largely upon shoes which are not extreme in style. He has not the facilities for cleaning up by special sales that a store has in a big city.

A Western salesman is quoted as follows: "Very few are buying anything extreme, for they want something that will not be out of style in a year. They want shoes that will bring a reasonable price a year later."

That expresses the situation in a great many medium sized towns not only in the West but all over the country. It often happens that a dealer will deceive himself as to the importance of certain novelties in the total sales of the store. The tendency is not confined to retail dealers, as was illustrated in the case of the traveling salesman who said, "Nothing but pumps," but found, upon actual figuring, that they formed only 18 per cent. of his total sales.

The tendency always is to lay a great deal of stress on the new thing. Every dealer should know with accuracy just what the actual state of affairs is. He has it in his power to check up with absolute exactness the progress of his sales from week to week, or from day to day. He should not deceive himself.

The respectability of work is proven by the fact that most people work.



To our Customers and Friends:

With best wishes for your prosperity and success for the coming year, we are pleased to extend to you the Greetings of the Season and assure you of our earnest desire for a continuance of the cordial relations existing between us.

Respectfully,

Rindge, Kalmbach, Logie & Co., Ltd.

Grand Rapids, Mich.



A Good Many Retailers

Have found out that they didn't have enough

Wales Goodyear Rubbers

and we're getting a bunch of re-orders—the Bear Brand Rubbers are the thing this year. You'll find it hard sledding trying to satisfy your trade with any other make-shift brand, and that brings us square up to the situation; have you sent your order for all the Bear Brand Rubbers you ought to buy?

We have the goods, there will be no unnecessary delay in filling your order, send it along today.

Herold-Bertsch Shoe Co.

Grand Rapids, Mich.

Distributors of Wales Goodyear Rubbers

Makers of the Famous

"Bertsch" and "H B Hard Pan" Shoes

THE CLEAR-CUT SALE.

Salesmanship Should Not Leave Bad Taste in the Mouth.

Written for the Tradesman.

Were you ever the victim of a piece of salesmanship the memory of which seemed to stick in your mind making you have very unpleasant thoughts of the salesman who perpetrated it? If so, you know how it feels. You resent it. Also you make certain mental notes to the effect that you'll be blinkity-blank if that salesman ever gets a chance at you again. If you must patronize the house you will see to it that you are waited on by somebody else.

What is the trouble in a case of that kind? The answer is, the salesmanship was not clear-cut. Maybe the article sold was just as good as represented—and, for the matter of that, it may have been some article that you knew about pretty fully from the very start; but there was a muddy, jagged, or hurried something about the transaction that makes the memory of it hurt. You have contracted an abused feeling—and not without cause. That is one of the hardest things in the world for a customer to get over.

Only to-day I was talking with a man who had closed a deal with a local typewriter agent and he was in an extremely unpleasant frame of mind; and the more he thought back over the transaction the less pleased he became. As he explained to me, it was not so much his conviction that he had gotten the worst end of the deal as it was the feeling that he had been "worked." Because I am interested in salesmanship, I asked him to give me all the facts in the case and tell me as nearly as he could all about it. Here is the way it was:

This man had a typewriter of a certain make—and a good machine, by the way. He had been using it approximately four years; but his stenographer is a very careful operator and takes good care of her machine; so the typewriter still did splendid work. Well, one day, about two weeks ago, a young agent of this company came in and intimated that he (the agent) had heard that the machine needed some repairs. Now, the owner thought a little strange of that, for he had never had occasion to complain of the work which the girl executed on the machine; but he permitted the young agent to look it over. Upon inserting a sheet of paper in the machine and writing a line or two, the typewriter agent said that, for one thing, the rubber on the roll where the type-face bit (they call it the "platen") needed replacing. To confirm his statement he turned to the girl and asked her if she did not find that the type were cutting the ribbons out very fast. The girl admitted that such was the case.

"That," said the agent, "is due to the fact that the platen has become hard. Continual beating of the type-face on the rubber has made it almost as solid and unyielding as a piece of wood. Now," he continued, "it may be that is all that your typewriter needs by way of repairs. I

can not tell until the machine has been taken apart and examined; but we can best do this at the store. I always like to know how our customers are getting on with their machines—we like to keep them in good repair, you know—and it occurred to me to drop in and have a look at your machine. Now, you had better let me send our man around and get this machine, and our expert will look it over and make an itemized statement of just what it requires to put it in first class condition. Then you can check off what you want done, or you can have the machine thoroughly overhauled and made as good as new. I will send around one of the new models for the young lady to use while the machine is being overhauled; but," he said, "we will not make any repairs at all until we submit you an itemized statement of what is to be done."

"Go ahead," replied the man, "send your new machine around and let me know what it will cost to get the old one put in first class condition."

The next day the agent sent a man around with a new machine and took the old one in, and a few days later the agent called and presented a statement showing that it would cost \$8.50 to repair the old machine. This repair statement called for a new platen, \$3.50, and for renewing other worn parts (the particular parts not being specified in the statement), \$5. The owner of the machine took the statement and looked it over and said: "Looks a little steep; but I presume your man knows what he is talking about; so I guess you can go ahead and put the machine in first class condition."

"Well, now listen," said the agent, "would you consider a proposition on a new machine?"

"Not unless you can show me something very attractive," replied the customer.

"Well, but I can," said the agent.

"What is the best you can do?"

"I can allow you \$42.50 on your old machine," said the agent.

"What price do you hold the new one at?" enquired the customer.

"One hundred dollars. That leaves you only \$57.50 to pay, and when you subtract this repair bill of \$8.50 from that amount—for you must figure that way—it leaves you a difference of only \$49."

"If that is the best you can do," replied the man, "we will worry on with the old machine a while longer. After all it does pretty fair work. It ought to be good for at least two years longer—especially if the house puts it in first class condition."

"Maybe so, replied the agent, "for the present; but you do not know how soon something else about the machine will get out of repair. When a machine begins to go down it goes down mighty fast."

"Even so," replied the owner, "but I will take chances on it. Your machine, you know, is represented as a very durable machine. It is supposed to be long on wear-features; and besides Miss Florence is a very careful operator."

"Now look here," said the agent,

"I would like awfully well to sell you a new machine at this time. I know you will find it to be economy in the long run. It is actually cheaper for you to pay the difference and get a new machine than it is to have this old one repaired. On the first of the year the company is going to cut the allowance on these old machines. After the first of the year you can not get nearly as much on a trade-in proposition as you can now. If you retain the old machine, say, for two years, it will not be worth as much by \$20 as it is now on the trade-in basis. So if, at the end of that time, you should desire to trade it in (as you probably will), you will not get anything like \$42.50 for it. You are using an old machine. Think it over and see if I am not right."

As the man was very busy that morning, he told the agent he would not decide then, but would think it over and let him know. In the course of a few days the agent came around again. When the customer told him that he had definitely decided to retain the old machine the agent came at him with another proposition:

"I am extremely anxious," he said, "to close this deal with you. For that reason I am going to make you the very best proposition that I can—and really a better proposition than I am authorized to make. I tell you what I will do. I will allow you \$52.50 on your old machine, leaving a balance of \$47.50."

After some further discussion the agent agreed to make a concession of \$5 and \$2.50 off for each; "but," he explained to the customer, "in order to square myself with the house you sign this promissory note for \$47.50 and I will give you a receipt for \$5." Having some other things on his mind at the moment the customer neglected to see that he was actually paying the agent \$2.50 more than he had allowed as his best terms. Of course he picked the mistake up later, called up the house and asked for the agent. When he had him over the line he demanded to know why he was asked to sign a note for \$47.50, and actually given only \$5 rebate, when the agent had promised a \$5 concession and \$2.50 off for cash. The agent tried to make the customer believe that he had misunderstood the original proposition; but the customer was not so easy. He told the agent to come around in the morning prepared to submit the best proposition he could.

"Now," said the customer to me, "what would you do? I know what I think I will do. I will tell them to put on a new platen for \$3.50 and send me my old machine. I hate to be worked for a sucker."

That is an acute illustration of botchy salesmanship. Eli Elkins.

Some Rubber Don'ts.

Don't sell flat rubbers for high-heeled shoes.

Don't fit rubbers over dirty shoes. Have facilities at hand for cleaning the customer's shoes before trying on the rubbers.

Don't let your rubber stock get low in the first half of the winter.

Don't fit rubbers too short; follow the same rule that you do in selling shoes, and "fit them long."

Don't neglect seasonable advertising in your local newspapers and also by means of rubber displays and window cards.

Don't fail to suggest rubbers to customers when they buy shoes.

Don't forget that while people must wear shoes, they have a choice as to whether to wear rubbers. Force of suggestion will here be useful.

Don't fail to use seasonable "health hints" in your advertising, as to the dangers of wet and cold feet. The dangers are real enough and you will not strain your conscience any.

Don't fail to have your reserve stock in shape for quick action. Rubber weather is no time to open cases and hunt for sizes.

Keep Main Entrance Clear.

In the effort to feature great bargains we often run against a front door jammed with people pulling at something offered on a small table in such a way that the doorway is stopped for the uses of other people who do not care a rap for the stuff displayed but who would really like an opportunity to get inside and purchase something else. While it may be possible to sell ninety-seven gross of val laces at ten cents a dozen in such a manner, the value of such stupendous advertising is overshadowed by the fact that people who do not like to be punched and battered and tread upon move on to some other store where they can do their shopping without running the risk of going through a sort of juggernaut experience to get what they want.

There is every reason why special things should be featured, and too many stores pay little or no attention to getting something new out to attract attention, but there is never a good reason for stopping up the main entrance to a store with the most attractive and best bargain on earth.

Mayer

**Martha
Washington
Comfort Shoes**

TRADE WINNERS

MICHIGAN SHOE COMPANY

146-148 Jefferson Ave. **DETROIT**

Selling Agents **BOSTON RUBBER SHOE CO.**

The Repelling Power.

Good clothes do not make the man, but they go a long way toward forming good impressions of him.

A good-looking store does not make the store, but it is a great inducement.

These are two important factors—they either draw trade or repel it—and what merchant can afford to conduct a business in such a manner as will turn it away? Attractiveness, therefore, in the store, fixtures, stock and personal appearance of the help, is essential.

It is gratifying to note, during the summer travels in the country, how the country merchant is awakening to the advantages of personal appearance, and where thirty years ago he would sit out in front of the store on a pleasant day whittling a stick, that time is now devoted to the betterment of the store. The repelling power is even recognized here away from cities.

One of the greatest drawbacks a paint dealer can have is a poorly painted front to his store, and the next is the inside woodwork "crying" for paint. It takes a big store front these days to require a gallon of paint, and the usual sized front can be covered with half a gallon, because there is so little woodwork. Therefore, as far as expense is concerned, a paint dealer can easily repaint every fall or spring, and this would largely be a "drawing card." Certainly it would not displease any one, or prove a repeller of trade.

Be sure the clerks are trained to please. An unkept person, or one who chews gum or tobacco, should be placed in a school of reform. This really calls to mind the "school of instruction, that every merchant should establish. Such a system overcomes all the undesirable things in an establishment. It may take time and be troublesome, but it improves service and this begets trade, which is the only object in view. It is also a sure cure for the repelling power.—Paint, Oil and Drug Review.

Hand Lotion For Farmers.

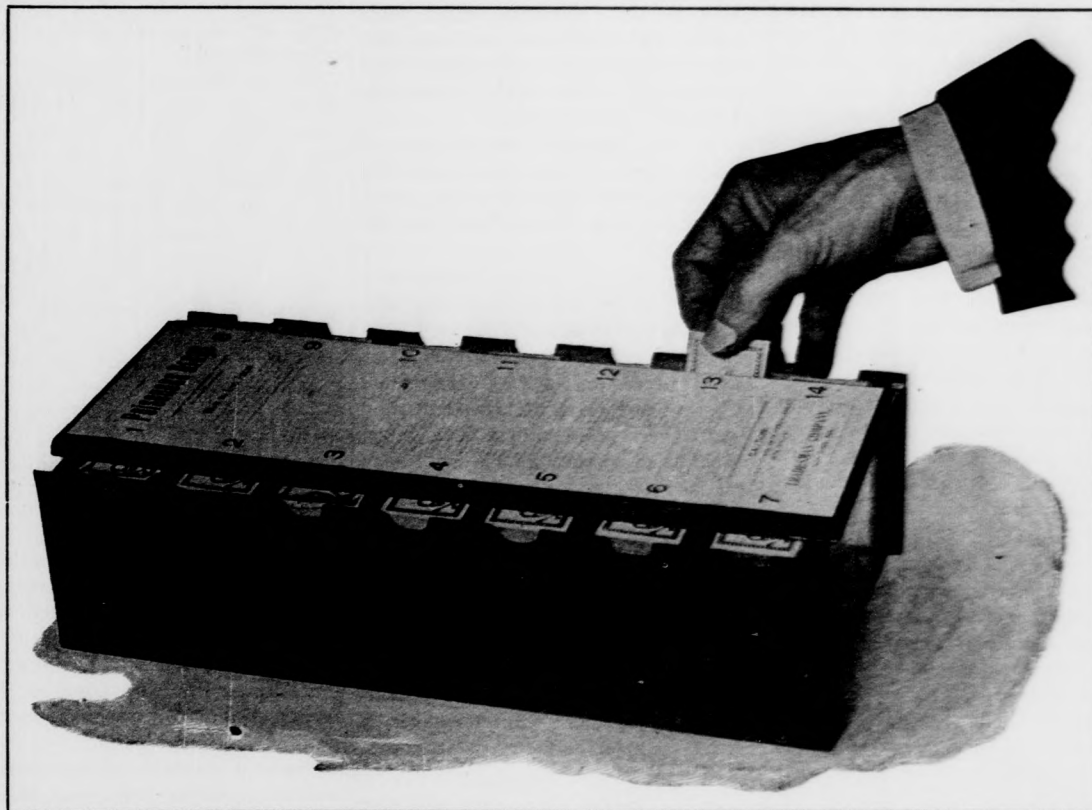
Here is a formula for a good antiseptic skin lotion to be used on the chapped and cracked hands of laborers, farmers, mechanics and miners. Their hands are usually so callous that the ordinary toilet creams do not soften and heal them. The following formula makes an excellent application for burns, stings and all irritations where a cooling, healing, antiseptic lotion is indicated. It is also useful as an after-shave.

Boric acid 2 drachms.
Salicylic acid 4 drachms.
Zinc sulphocarbolate .. 30 grains.
Menthol 10 grains.
Spirit of camphor .. 2 fluidounces.
Glycerin 4 fluidounces.
Spirit lavender compound ..
..... ½ fluidounce.

Bay rum, q. s. 16 fluidounces.

This preparation may be put up under any appropriate name in 4-ounce packages, which retail at 25 cents. This price gives the retailer a good profit and pleases the consumer.

Tradesman Company's Classified List of Poisonous Drugs



THE LAW

H. S. Sec. 9320. Every apothecary, druggist or other person who shall sell and deliver at retail any arsenic, corrosive sublimate, prussic acid or any other substance or liquid usually denominated poisonous, without having the word "poison" and the true name thereof, and the name of some simple antidote, if any is known, written or printed upon a label attached to the vial, box or parcel containing the same, shall be punished by a fine not exceeding \$100.

To enable druggists and country merchants to meet the requirements of the above statute without going to the expense of putting in a large assortment of labels, we have compiled and classified a list of drugs which are poisonous or become so in overdoses.

They are arranged in *fourteen groups*, with an *antidote* for each group; that is, an antidote for any of these poisons will be found in some one of these fourteen antidotes.

This arrangement will save you money, as it does away with the need of the large variety of antidote labels usually necessary, as with a quantity of each of the fourteen forms you are equipped for the entire list.

There are 113 poisonous drugs which must all be labeled as such, with the proper antidote attached. Any label house will charge you but 14 cents for 250 labels, the smallest amount sold. Cheap enough, at a glance, but did you ever figure it out—113 kinds at 14 cents—\$15.82? With our system you get the same results with less detail and for less than one-third the money.

By keeping the labels in a handsome oak case they never get mixed up and they do not curl.

Price, complete, \$4.00. Order direct or through any wholesale house.

Tradesman Company GRAND RAPIDS,
MICHIGAN



Of Saws There Are Many Kinds— Suggestion for Selling Campaign.

Saws play an important part in life. Circular saws, band saws, crosscut saws, buck saws, hand saws, hack saws, ice saws, meat saws, pruning saws, compass saws and even back saws face us in the hardware store. It is a long list which might be subdivided almost endlessly.

Band saws and circular saws will prove ready sellers to the hardware store going in strong on mill supplies in certain lumbering districts. Crosscut saws are also best sold in lumbering districts, but the demand for this forerunner of the farm is strong in the stump country. The farmer boy in time supplants the lumber jack and his rise means an increase in the sale of shorter length crosscuts and the growing demand for one-man saws.

Buck saws are a corner of this widely diversified business which claims more than passing notice just at this season when stock should be well and liberally sampled. When a man is moved by a desire to buck wood absolutely no chance should be given him to change his mind. It takes time to assemble buck saws, and a manager's time is none too valuable to occasionally inspect this stock.

Saw tighteners or turnbuckles are the cause of most warped frames. Don't keep them too tight.

The great variety of hand saws, for which there is a constant demand, certainly deserves the attention which is being given them in the hardware store. They are featured strongly; wall cases, window displays, sample boards and signs are being used to attract attention to this staple, around which so many good tool orders have centered. Many successful selling plans have been devised to stimulate the saw business. The Iron Age in a recent issue suggests a brief selling campaign.

Tack to the back of the show window a covering of black or dark green cheesecloth, on which you can display saws in sunburst effect. Use but few crosscut saws, as they are large and attract better attention if but sparsely featured. Cover the bottom of this window with sawdust at least 2 inches deep. On slightly raised stands show any special saws or kindred lines you may desire to push; for instance, a miter box or some line of files. Files can be most strongly presented in this window by driving the tangs into a board which rests on a pedestal. In case you have no window fixtures use an ammunition box which has been covered with the same colored cloth used in the

background. Pour a liberal supply of emery dust around the files.

Let the center of this window be given to the thinnest, most worn looking old hand saw you can find. Show it resting in a half sawed board on two saw horses, with a great pile of sawdust underneath.

Let the pyramid shaped pile of sawdust shown under this saw be old and very dark colored at the base, and show new bright dust at the apex.

A prize may be offered for the best written history or story of any saw of this brand in use in your city, confining the contest to school children. Many interesting selling arguments will thus be brought to light and local papers often take a news interest in such affairs, which will mean free advertising for you. Saw sets, saw vises, saw handles, etc., can well be displayed in this window. A newspaper advertisement calling attention to your display and inviting school children to take part will help awaken a strong interest in the window. Plain price cards on every article displayed in the bottom of the window will talk for you whenever a reader of your advertisement comes to look.

On the inside of the store this saw week a good live demonstration of hack saws can be going on. Hack saws can be forcibly shown very easily and with particular stress put on the hack saw frames the results are almost amazing. The number of different makes of hack saw blades often stocked in one small store is sadly astonishing.

A workman is judged by his shavings and a sawyer by his dust. There is dust in the saw business, so let's get to sawing wood.

Old Fashioned Soapstones.

Down to twenty or thirty years ago it was not difficult to buy soapstones in any hardware store. They were carried in the carts of the old-time tin peddlers. Old-fashioned people retained a fondness for them. But to-day one is lucky if he finds a soapstone for sale in the fourth or fifth of the stores visited in a city like Springfield. Even hardware stores which still have a smell of antiquity prove disappointing, and as likely as not the proprietor will remark that he has not had one in stock for twenty years. A recent shopping experience in this city resulted as follows:

First store visited—No soapstones. Try Smith's. He used to sell them.

Second store—No soapstones. Look in at Jone's. He is sort of old-fashioned. You might find one there.

Third store—No soapstones since the last one was sold twenty-five years ago. Unlikely such an article can be found on sale anywhere in the town.

Fourth store (big department)—Soapstones? The idea! Not one in the building. Try Brown down on that side street. He keeps some of these old-fashioned things.

On the way to Brown's a very smart, up-to-date hardware store was passed in the heart of the business district. It would do no harm to try. And, wonderful as it may seem after so many failures, the soapstone was found right here. Brown may have had one in stock, but the chances were against it, his place being so "old-fashioned."

Perhaps the correct inference to be drawn is that the old-fashioned things have a way of "coming back," and that the place to find them the most quickly is where there is nothing in the least old-fashioned in the business management. We do not advise the general use of soapstones. The soapstone habit, in bed especially, is not to be recommended. But it is possible that there will be a somewhat increased demand for this old-time article of the domestic economy, now that sleeping out of doors and automobiling in cold weather are becoming more and more common in the community.—Springfield Republican.

Country and City Co-operation.

Co-operation between country and city ought to be an accepted condition, an axiom, but instead of this accomplishment it is a burning issue, and forever the question is being asked, "Why antagonism between country and city?"

There is no real antagonism, but rather a condition of mind that has been forced by certain classes of people for selfish ends, and its elimination from the social and industrial life of the commonwealth should be the aim of every patriotic citizen.

To the commercial clubs of the state more than to any other organized body of men has the solution of this important question been committed, because the commercial clubs stand for the highest and best development of the whole state, not alone the farm, the village, the town, the city, but each of them and all of them.

It is incumbent upon the commercial clubs to labor without ceasing that this development may go forward without hindrance or delay. We can not work for more and we can not afford to work for less.

Arrangements should be made for the farmers living in the community to join the commercial club in the city or town nearest to them. The farmers should belong to these commercial clubs, and the clubs should be the schools of common interest of the town and country. In them the whole people should learn to work together for the common welfare and in them should be cultivated the spirit of helpfulness that only in the uplifting and upbuilding of all may the individual hope to reach the highest point of development for himself.

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.

Selling Safety Razors.

In almost every hardware store you will find a stock of safety razors, which are generally left to sell themselves, very little effort being made to push them. Most of the safety razors are extensively advertised, and the average dealer argues that if a man wants to buy one he will call for it. This is true in a large number of instances, but not always. For instance, if a man has been using an old style razor for a number of years, and the advantages of the safety are pointed out to him, it will be a very easy matter to get him to take one out on trial, and when a razor once leaves the store it is generally sold.

Some dealers hesitate about urging their customers to take a razor out on trial, fearing that it might be brought back, but the percentage of returns is very small, and no hardware store should lose an opportunity to get business by hesitating to send an article out on approval. Pick out any safety razor advertisement in the magazines and you will find that the "On Trial" is the strongest feature. When the average man once uses a safety he generally continues its use.

The Vacuum Cleaner.

The vacuum cleaner is a comparatively new item in the hardware store but it will be a very important piece of stock before we realize it, and to the merchant who is an extremely careful buyer, fearing to venture any great amount of money on merchandise which may to him be experimental, it might be suggested that one be purchased for renting purposes. It is not often we meet with merchandise that will pay its own admission into the store and then furnish for us profitable, entertaining and educational amusement. If your customers are not already informed as to vacuum cleaners, they soon will be, for an advertising campaign of immense proportions has been started by the manufacturer on this line. The merchants take advantage of it. Start in by being the landlord of the vacuum cleaner and the word "rents" will soon ring like music in your ears. One step at a time is enough and the future will tell you plainly enough what to do with vacuum cleaners, whether to continue to rent them or to sell them outright.

Centennial of the Water Closet.

In 1810 the water closet came into general use in Germany, and the Germans are this year celebrating "the centennial of the water closet." Thirty-five years before that date—that is, in 1775—the first British patent ever granted for a water closet was issued to Alexander Cummings, a watchmaker; while twenty-three years after—or in 1833—the first American patent was taken out. Like all innovations, it came into general use but slowly, and it was not until 1852 that its value was sufficiently recognized. In that year a municipal ordinance for the city of London went into effect that brought the modern system of sewers into being, and with it the general introduction of water closets. Who at first could

have realized the importance of these few quarts of water in a reservoir as solving the problem of permitting sanitary existence in large cities? Today the water closet may be regarded as the stamp of civilization; not until a water closet system is installed, can any populous community now rank as civilized and up-to-date.

Hiring Out Sprayers.

I have been struck by the number of machines for spraying purposes which are now on the market. Some of these are moderately inexpensive, but the most effective patterns are rather costly to buy, so that their acquisition is beyond the means of the average small holder or owner of a cottage garden. I suggest, therefore, that ironmongers in urban suburbs and rural districts should arrange to lend these appliances on hire. Thousands of amateur gardeners would be glad to have the use, for a shilling or so a day, of a spraying machine which would enable them to treat fruit trees and bushes in a thoroughly effective manner and with a minimum of exertion and expenditure of insecticide. An ordinary syringe is of little use for this job, and few owners of small gardens feel justified in spending several pounds for an apparatus for which they have only a few hours' use in the year, whereas if they could hire a sprayer when wanted a new source of revenue would be opened up to the ironmonger.—Ironmonger.

Bargain Offerings.

"Wait until after the first of January; goods will be cheap then." This is a condition that has come to be so universally looked for by shoppers that some merchants and department stores have taken advantage of it and the January "clearing sales" in many cases are held with prices just as strong, if not a little stronger, than during the early fall months. Retailers will find the next month a good time for clearing up sales, but it is not wisdom to advertise bargains and reduced prices unless you really have such to offer. Strict truth in advertising is one of the demands of the day.

It is a fact that it does not take long for an establishment to get a bad reputation in this respect. The people "get on to you" mighty quick. Fool the people two or three times, often once is enough and see them keep away from you when you have genuine bargains to offer. The entire character of a store and the class of people catered to are often affected in just this way.

Forget Your Troubles.

It is a bad habit that some men have of carrying their business troubles, trials and perplexities home with them, of living their day over again at the supper table, fretting after the meal and going to bed still hugging the trivialities that have looked so big all day. As a general thing the women folks have worries of their own and do not care about bearing a double burden, even although they are dutiful and want to help. It is all well enough to talk about a wom-

an being a helpmeet—and many of them are a good deal more than silent, inactive partners—but that does not mean that a man should go home loaded with business worries and created an atmosphere of gloom and depression. About eight or ten hours a day is enough for any man to wrangle with the perplexities of trade, and when quitting hour comes, it is time to forget them.

Advent of the New Year.

Following the somewhat elaborate window displays made during the Christmas holiday season, retailers of shoes will be called upon to show their progressiveness as successful business merchants by taking note of the advent of a new year by an appropriate window trim that will recognize the passing of the old and the coming of the new year.

Dealers who in this manner take cognizance of important events are always admired for their enterprise and are looked upon as successful merchants.

No matter how carefully you have devised the system that you want your employees to follow, listen to all the suggestions any of them can give for its improvement.

DON'T FAIL.
To send for catalog showing our line of
**PEANUT ROASTERS,
CORN POPPERS, &c.**
LIBERAL TERMS.
KINGERY MFG. CO., 104-108 E. Pearl St., Cincinnati, O.

SNAP YOUR FINGERS
At the Gas and Electric Trusts and their exorbitant charges. Put in an American Lighting System and be independent. Saving in operating expense will pay for system in short time. Nothing so brilliant as these lights and nothing so cheap to run.
American Gas Machine Co.
103 Clark St. Albert Lea, Minn.
Walter Shankland & Co.
Michigan State Agents
66 N. Ottawa St. Grand Rapids, Mich.

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.

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.

MAKING WAX FIGURES.

Trip Through Factory Where Dummies Are Produced.

"Don't those wax figures look natural though? They wear false braids, false teeth, rice powder, and rouge just as real women do. Goodness, but they are natural!" said a girl gazing into the big windows along State street in Chicago.

If this same girl had ever seen Madame Tussaud's waxworks in London, where a wax baby, sleeping in a cradle, breathes by means of machinery concealed under its bib, or had seen the wax mice, wound up by clockwork, run over a loaf of bread down in the chamber of horrors, she wouldn't exclaim so over plain wax figures.

And if she only knew that half of the musicians in a certain band in Chicago are wax men, wound up to flourish musical instruments without playing them, she would have something to talk about. But the wax figures of to-day are natural, there is no doubt about it. They are as natural as Hawthorne's scarecrow that walked the streets of New England with a hitch and a jerk and a lurch.

One man claimed that his wax figures were so natural that their hair turned gray after he had sold them. "Often," said he, "customers bring back their wax heads, saying, 'Why, this figure's hair is four shades lighter than it was when I bought it.' You know they say that hair can not be killed. It grows several inches after a person's death."

The man changed the subject by pointing to a wax figure in a band box and saying, "My! but isn't Venus a beauty?"

"But I wish to see you make Venus from the model up," said I.

"Oh, you'll have to go to the factory for that. I'll call up Jake and tell him that you are coming. Jake is the highest priced designer and modeler in Chicago. He will show you through."

"Jake," the originator and designer of the hobble drapes, the Brinkley drape, and others, has a wonderful history. I intended asking him how he had worked himself up from a deserted newsboy to an artist. His efforts were in my mind when I stepped into the factory, where headless people and people with heads, stood around the walls.

"How do," greeted Jake. "Yes, I'll show you the whole works," said he.

"How do I get a model?" said Jake in response to my first question. "Oh, any of the girls in the factory will let us take a masque of her for a dollar or so. We pick up girls at the Art Institute, any place. Girls like to see the wax heads of themselves sold over the country to stand in a show window or on a counter. Come here, Eddie, mix some plaster. Put a little salt in to set it. Here you are, Lizzie, we will show her how a mold is made."

Jake rubbed lard over Lizzie's face while Eddie mixed the plaster with his hands. Then the model lay on

a plank, with a strip of cheese cloth over her face, with pieces of tissue paper over her eyes, and with goose quills in her nostrils, and the plaster was poured on. In no time, Lizzie saw herself in plaster, with not a vein or wrinkle missing from her countenance.

"This makes a mold which can be used for about two months, then it wears out. It could just as well have been made of wax," said the artist. "We take the mold of hands, feet, arms, the same way," said he, opening one drawer after another, full of arms and hands of different sizes and curves, and turning natural looking limbs of wax for one to see. "We use these molds to make papier mache figures, which, when covered with a washable paint, can scarcely be told from wax ones."

We passed into a room so warm that it was almost suffocating. This was where they worked in the wax, which had to be kept at the same temperature for molding.

"Is it true that wax can never be matched?" I asked.

For reply the artist held up a wax figure with patches on its nose, over its eyes, under its chin, behind its ears. "When she is smoothed down, painted, and powdered, her face will not show a scar," he said. "Step this way and I will show you what I mean."

I stood at the side of a girl sculptor, who was scraping long shavings of wax off the cheeks of a head lying in her lap. "What if she does not get the cheeks alike, will she have to mold the head all over?"

"No, we could fix it; but she has studied at the art school and seldom makes mistakes."

After the face was scraped into the right proportions, the girl cut out the eyes, mouth and nostrils, following the lines of each closely. Then placing a set of false teeth, made by dentists in Germany, into the mouth, she picked up a long iron off the little gas stove on a table and ran it behind the mouth to melt the wax to hold the teeth in the sides of the cheeks. The red wax of the gums seeped through the openings between the teeth, giving the figure the appearance of bleeding. "That can be scraped off all right when it dries," said the artist.

Then the girl put in the eyes, twisting them this way and that. It was strange how the fraction of an inch of an eye's misplacement changed the beauty of the face, giving it the look of a brigand, a madonna, an idiot, or a scold. This time the worker used a different iron to fasten in the eyes.

The wax head was then carried to the next table where another girl supplied it with hair. Running a hot water bottle over the bald pate a moment to soften the wax, and picking up a tool looking like a rake in one hand and a bunch of long hair in the other, she laid the hair on the wax and then scraped it with her rake. Out of the big bunch of hair only about two hairs stuck in the

wax. Over these two hairs, though, she scraped again with a long dull knife. Then one couldn't pull the hairs out of the wax head if he tried.

The rake used to put the hairs in is made from three needles, with the eyes clipped through the middle and the points of the needles then stuck in a square inch of wood for a handle. Only one needle, with its eye clipped in the middle and then stuck in a piece of wood is used for putting in the eyebrows of a wax figure. Each hair of the eyebrows and the lashes is put in one at a time. The hair wipers are all of the coarsest hair, bought in Japan.

After the head was supplied with hair, it passed still to another artist, who provided the wax lady with paint and powder. Brushing a yellowish oil, a mixture of a French oil and a poppy oil, she dusted the face with quantities of fine pumice stone, which was rubbed off lightly before the water colors were applied to the cheeks, chin, ears and lips. She painted in the blue veins of the temples and throat skilfully, following the rules of anatomy closely.

After a few more brushings and polishings, the wax lady was ready to be wrapped in three bolts of cotton cloth, one and one-half yards of cotton batting, and put in a box to be shipped to some department store.

Besides all the wax and papier mache heads of beauties, negroes, Indians, boys, and crying babies, there were all kinds of drapes and half drapes, corset and shirt waist models, skirt models in wire, and so on; but I didn't stop to see how they were made. I only told Jake that they were interesting and he thought so, too.

Harriett Ferrill.

Followed Instructions.

The mistress of the mathematical class was mathematizing for her mathematical pupils, while her mathematical pupils were inwardly mathematizing mathematics.

"Now, suppose," said the mistress, "I had a pound of plums—"

At which point it occurred to her how much better she could illustrate her example to her youthful charges if she really had a pound of plums. So—

"Mary," she said to a girl of 8, "here's six-pence. Go out and get me a pound of plums. And as I'm going to give them in the end to the girl who gets the sum right first, be sure before you buy them you pinch one or two, just to see that they are wholesome."

A few minutes and Mary had returned, approached the teacher's desk as one worthy of commendation and plumped down a bag of plums—and the sixpence!

"There, mum," she said. "I pinched one or two, as you told me, and when the man wasn't looking I pinched the blessed lot."

The man who succeeds while shirking his task will not be the kind of a success that you or I aim to be.

The goods you sell a customer are an important factor, but the way you treat him is even more important.

Beauty a Material Asset.

The New York Tribune reports a decision of the United States Circuit Court in Colorado which is distinctly radical. It is, in effect, a judicial decision that beauty is a material asset of positive value, to be guarded and protected like other kinds of property. In this case, a canyon, a waterfall, and a beautiful grove of flowers and trees created by the spray from the falls formed a landscape feature for a neighboring town. It was proposed by a commercial company to use the stream above the falls, and so destroy not only the falls, but the verdure, making what is now a striking and beautiful miniature valley a place of rocks and barrenness. The town, which would have suffered by this destruction of one of its greatest charms brought suit to prevent this use of the stream, and has won the suit. It was argued that, while the company had the right under the constitution of the state "to divert the unappropriated stream to beneficial uses," the waters of this stream were already appropriated to beneficial uses, and could, therefore, no longer be classed as "unappropriated waters." The court held that the use of the stream in creating the falls and maintaining the verdure was a beneficial use within the intent of the constitution. "Public health," the judge declared, "is a beneficial use. Rest and recreation are beneficial uses and for these purposes water is used to make beautiful lawns, shady avenues, attractive homes, and public parks with lakelets and streams and artificial scenic beauty. Parks and playgrounds and grass are benefits and their uses beneficial, although there is no profit derived from them. The world delights in scenic beauty, but must scenic beauty disappear because it has no appraised cash value?" This decision will reinforce the effort to preserve beauty throughout the country. The formal judgment of a court that beauty is useful may enlarge somewhat the sphere of judicial decision, but is in accord with common sense, the principle of conservatism, and the growing feeling that in the interpretation of the law, breadth of view, knowledge of life, and a touch of imagination are as essential as familiarity with the statutes.—The Outlook.

A Dismal Social Function.

Ralph Cameron, delegate in Congress from the territory of Arizona, tells a story of the most lugubrious invitation ever sent through the mails. It was engraved on a white, gilt-edged card, and was signed by the sheriff of Tucson.

This is the way it read:

"The pleasure of your company is requested at the hanging of George Smiley, a murderer. His soul will be swung into eternity on Thursday evening. A brand-new hemp rope will be used, and everything will be done to make the ceremony as cheerful as possible."

It is just as foolish for a clerk to work in a store where things are managed on a haphazard basis as it is to manage a store that way.

An Ad Without a Head Is Like A Man Without a Head

Neither would make much **noise**, and with advertising that is a prime essential. You wouldn't hire a headless salesman, nor do you want a headless ad. Progressive merchants realize more and more each year that advertising is a science, and many employ their regular **advertising experts** with the view of producing ads that will arrest the attention as quickly as the DANGER sign at a railroad crossing. To do this you **must** have an attractive heading. We are specialists in the preparation of attractive headings for advertisements—we are showing one below that will be suitable for your annual **Pre-Inventory Sale**. It will put your ad in a class by itself. We are trying to help you with our **Cut Service Department** and during the coming year will offer **Suggestive Cuts** and **Style Cuts** of various kinds. Note that we give a discount of 25 per cent. to subscribers of the Michigan Tradesman.



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.



Shipping Orders Promptly Helps To Win Trade.

"I had an evidence the other day of the value of doing things promptly," said a young traveler, "which I am not likely to forget. I called upon a customer who had hitherto been disinclined to favor me with business and I got a small order from him. I at once sent it off to the house, not waiting until evening, and the merchant got the goods next day. When I called in afterwards the merchant was so pleased at the prompt shipment that I got a much bigger order, and I am now well in with him. I consider this prompt sending off of orders most essential to a traveler's success, and he should spare no pains or trouble to mail his orders by the quickest way."

There is a world of truth in this.

A merchant does not order goods for prompt shipment unless he wants them, and badly, too. Every day is important to him, and if he sees that the traveler and the house are co-operating together to give him speedy dispatch, he is going to give that traveler all the orders he can. It is to his interest to do so; especially as in the present time dealers are not running on over-heavy stocks, preferring to buy more from hand-to-mouth than used to be the case.

Very few travelers, unless there are special reasons otherwise, fail to send off their orders every night, but many do not take advantage of the quickest connection. Often the traveler, if he makes enquiries, can find that by catching the mail at a certain time during the day he can get his order into the house much quicker than if he waited until the evening. A man must be very hard pressed who can not get off an order or two while doing his calls.

By taking trouble and making enquiries as to mailing service, and the best place to make connections, much saving of time is made, and the house is given a reputation for quick dispatch that is a great asset to its representative. To a really progressive and wide-awake merchant this prompt delivery is more important than the question of cut prices, and a traveler can often offset the plea that his price is higher than that of a competitive house pointing to its reputation for prompt shipment.—Canadian Grocer.

Never Knock Competitors.

Does it pay to "knock" your competitor? This is no new question; it is as old as competition. It has been pretty thoroughly threshed over in all lines of trade, and there is no need

of rehearsing the discussion at this time. The backward abyss of trade failure is pretty well strewn with wrecks of enterprises, from large to small, which were operated at some time or other on this principle of getting business by "knocking" the other fellow. There may be exceptions to the rule that such a practice does not pay; doubtless there are. But they are neither so numerous, nor sufficiently striking as to nullify the rule. Honesty is the best policy in the end, and it is hardly honest to attempt to blacken the character of a competitor or his products for the sake of taking away his trade.

It is the very rarity of exceptions to this rule in modern business practice that makes conspicuous the few that do exist. The most notorious example to-day, perhaps, is a concern which is spending immense sums of money in advertising as food poisoners those of its competitors who use a different process in manufacturing products. This advertising campaign is carried on according to the best modern ideas of advertising to get results, and to that extent is admirable. But the results which the company will get from its money will not be what it expects. Slander never yet triumphed and it will not win in this instance any more than will a similar but milder campaign of "knocking" which is being pursued by a certain meat packing concern right in our own trade.

Both of them will be losers in the end, and their losses are likely to be in proportion to the degree of their "knocking." Such tactics may appear to their users as good salesmanship. Are they?

Know Your Line.

You want to increase your sales, of course. We all do. Well, let us see. What do you sell? Cream separators, celluloid goods, leather novelties, sugar, coffee, cereals, or hats?

It makes no difference. Principle is the same. Sell, sell more, increase sales. That usually means new customers. We will allow you to sell the old ones as much as you can and stock them well. Do you know all about your goods? Do you know where the raw material comes from, how it is grown or made, how it is planted, mined or gathered? What it costs to get the duties on its import, laws connected with raising it, mining it? What machinery is used to refine or temper and how it is done? Do they analyze your goods? What does it show them to contain? How much? What romance is connected with your goods? Can you tell some

touching stories of incidents in the raising, mining, or cultivating of the raw material?

Perhaps in the manufacture or delivery there is lurking sentiment that, properly used, will tug the heart strings with a jerk that lands the order.

Know your goods. Be acquainted with the raw material, the manufacture, methods used in transport, etc.

Get at the sentiment, the romance of the goods—some incident in the life of the goods. Dig it up and use it. If the customer knew the hardship and sentiment connected with the goods before you finally laid them before him his sympathy and interest would often make the sale. Forget the polish once in a while. Paint for him the picture of the forest in bloom and then the ring of the ax, the log jam, the rafts of logs on the river, the giant buzz-saw, the wonderful machinery, the board going in at one end and finally the notch you strike: your sample. Know your goods and their story and then tell it. You will sell more goods.

Science of Selling Goods.

It is a salesman's business to change minds, to overcome prejudices, to break down bad customs, often stubbornness, and let the light of reason into dark places, writes Hugh Chalmers in Collier's. What is more to be desired than the ability to influence the minds of men and to change them for the mutual good of the buyer and seller? Emerson said: "He is great who can alter my state of mind." He may have been thinking of salesmen when he said it.

And is not life in general pretty much a matter of making other people feel as you do about something? About yourself primarily? How great and prosperous we should all be if only we could bring the world to feel about us as we feel about ourselves!

Salesmanship is a science, and it is also an art. There is a certain fund of knowledge relating to the profession of salesmanship, and a certain lot of principles by which the salesman, consciously or unconsciously, works, which amount to a science. Between the science of salesmanship and the art of selling there is much the same difference as between studying law in a university and practicing it in a court.

Something Wrong Somewhere.

Jesse Lynch Williams says that since the publication of his novel, "The Married Life of the Frederic Carrolls," this dialogue between himself and ladies whom he chances to meet is so common as to be monotonous:

"And what is your new book about, Mr. Williams?"

"It aims to tell the truth about marriage."

"O, dear!—I'm so tired of unpleasant books!"

"But this one is not unpleasant."

"Well, then, how can it be true?"

Cheerfulness is one of the most contagious of habits and it is certainly one of the most profitable.

Whiskers to Burn.

Two men were discussing the high cost of living. Suddenly one of them turned to the other with the remark: "I could run my furnace two-thirds of the winter with your whiskers." Now, the other was smooth shaven, and at first he missed the point of the remark. But when he had admitted six visits a week to the barber shop a great light fell upon him. For the first time he realized what the luxury of a shave at the hands of a barber was costing him—actually 2½ per cent. of his yearly income!

The case is not an exaggeration. You can multiply it almost indefinitely. Any good barber shop in the United States can point to a number of patrons who pay it a daily visit. A barber in a shop not catering to the most expensive trade told me that he had several customers who averaged \$1 a week. This is \$52 a year to keep the face smooth, 5 per cent. interest on \$1,000.

The Breslin

Absolutely Fireproof

Broadway, Corner of 29th Street

Most convenient hotel to all Subways and Depots. Rooms \$1.50 per day and upwards with use of baths. Rooms \$2.50 per day and upwards with private bath. Best Restaurant in New York City with Club Breakfast and the world famous

"CAFE ELYSEE"

NEW YORK

Hotel Cody

Grand Rapids, Mich.

A. B. GARDNER, Mgr.

Many improvements have been made in this popular hotel. Hot and cold water have been put in all the rooms.

Twenty new rooms have been added, many with private bath.

The lobby has been enlarged and beautified, and the dining room moved to the ground floor.

The rates remain the same—\$2.00, \$2.50 and \$3.00. American plan. All meals 50c.

The 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.

THE CHRISTMAS AFTERMATH.

We have just passed through an overflow of good feeling, a surfeit of pleasure. Homes through which little sunshine passes have been brightened by our kindly touches; good wishes and friendly greetings have been interchanged; substantial tokens have perhaps emphasized this, and now—what?

The best looks, words, and deeds melt into nothingness if with the passing of the year they, too, pass from sight. Permanency is the foundation stone of the whole Christmas spirit. "The same yesterday, to-day and forever" is intertwined so closely with the holly and mistletoe that only by the utmost rudeness can it be detached. The spirit of good cheer which only lasts for the day or week lacks the merit of being genuine.

Where the true Christmas spirit prevails there is an aftermath filled with love for humanity. There is the eye which notes the heavy burden of another and is quick to respond by relieving weary shoulders of a part of the load. There is the cheering word which means so much in a time of despondency. There is the loving deed which is just as dear six weeks or six months after Christmas as during the Yule-tide season.

The Christmas spirit does not mean giving gifts beyond the limit of the purse, but it does mean rejoicing with those who rejoice and weeping with those who weep; entering into the happiness of our friends and those around us; striving to help those in adverse circumstances. Christmas cheer should last throughout the year, leaving a silvery trail through the weeks. We miss the true meaning of the term in limiting it to a certain season. It is designed for all seasons, as surely as for all places.

FINISHED WORK.

Said a butcher recently, "I am bothered by the unfinished work so frequently brought to my door. Some farmers know how to kill and dress a hog properly. Many more do not. For instance, just yesterday I had one brought in that had only about half the bristles removed. To refuse to take it would have been to invite the loss of a good customer. And yet I just would not have it in my shop in that shape. All that I could do was to take a sharp knife and shave off the bristles."

Sometimes the work may be completed with only the adding of a little extra work. Again, as in the instance cited, the fact that a thing is not properly done on the start means a handicap in future. Not even the skilled workman could do the work so well after the animal heat was gone. The opportune time had been allowed to slip by, leaving only damaged stock, when with a little extra work it might have been first-class.

Yet the man who allows such material to remain on exhibition must surely suffer. And in this age of brisk competition, there is still more loss in placing it upon the larger market than the local one. The details must be carefully looked after if good prices are to be received.

Sooner or later, there comes a time when you must draw the line between crude and unfinished work, and that which is done with care and precision. Show your patrons that you take pride in presenting stock in the best possible form. Butter put up in neat prints, eggs that are unsoiled, and meat that is clean and neatly cut have a greater cash value than where conditions quite the reverse occur. You have a right to pay more for them and to demand more. Let your words and actions show that you appreciate the finished product, and it will eventually come to you.

EVADING DUTY.

The wife of a well known American was recently detained by the custom house officials on landing from Europe with the charge that she had failed to make mention of some \$20,000 worth of jewels in her possession when landing. The defense is that she exchanged jewels on which duty had already been paid and did not understand that a second fee was necessary.

There are a great many advertisers going through the world on this same principle of having paid duty once for all. But public opinion is at least as scrutinizing as Uncle Sam's officials, and at once enquires into the matter.

Competition was never more active in the advertising world than just now. The fact that an article was advertised last week, or last month, or last year, is no reason why it should not be advertised right now. In fact, the medium which proved profitable then will prove doubly so again. For its readers have learned to know you, and to look for your continued presence. If you fail them, they will at first wonder if you are sick or have gone out of the business; but eventually another takes your place, one who, perchance, talks a little better, and you are forgotten.

This notion of being so soon forgotten does not appeal to you with pleasure. You may incline to feel hurt or indignant at what you deem unjust treatment, yet you can not force trade to come to your notion. Your only resource is to bring your methods to the trade.

To attempt an evasion of the rules of publicity and the attendant duties, is but to prepare for yourself a place in oblivion. The man who forgets to advertise may be assured that the world will soon forget him.

Somebody whose name we have not taken the trouble to find out is endeavoring to gain notoriety by announcing his intention of plunging over the falls of Niagara in a safety lifeboat. If he will wait awhile he may be able to slide over on an icicle.

Two young Englishmen have been sentenced to four years in prison for taking pictures of fortifications in Germany. Leave your camera at home and avoid trouble when you go to Germany.

Census figures show that Keokuk has ceased to grow. It is too bad. Keokuk is too picturesque a name to be permitted to slip into disuse.

OUR GREAT FIRE LOSSES.

Ten years ago we were losing in this country about \$200,000,000 annually by fire, and now we are losing fully 25 per cent. more. It is true that our property values have increased in a greater ratio than the losses, but it is also a fact that in the last decade we have constructed a better class of buildings and provided better protection against fire. Still our fire waste is excessive and a disgrace to the whole country. While the individual loss is covered by insurance, the burned property itself can not be replaced, and its value represents just so much waste of the national wealth.

While the construction of steel frame and fire-proof buildings has undoubtedly reduced the loss by fire to some extent in proportion to the total value of property in the country, the loss still remains high, owing to the vast number of buildings that are not fireproof. Properly constructed modern buildings seldom burn, but it is a mistake to suppose that all new buildings are fireproof, as such is far from being the case. While there is bound to be some loss, no matter what the character of the buildings and how good the protection from fire, the enormous losses actually occurring in the country compared with other countries indicate clearly that something is radically wrong with our construction of buildings or protection from fire.

The city of Berlin, which is about as large as Chicago, is concerned over an annual fire loss of \$170,000.

The city of Chicago itself is very rarely so fortunate as not to consume \$5,000,000 of property each year. On the Continent of Europe the annual loss by fire is about 32 cents per capita, while in the United States the annual waste is about \$2.50 per capita. This is certainly not a creditable showing, and there can be no other explanation but an admission that we are more careless than our neighbors and construct a more flimsy and combustible character of buildings.

No country, no matter how rich can stand without feeling it an annual loss of \$225,000,000 from fire alone. A few years of such losses would equal our national debt, and just two years of such waste would equal the cost of constructing the Panama Canal. No other country could stand such a waste, and it is a mistake to imagine that we do not feel it. If it has had no other effect than to raise the insurance rates, it would still be a serious drain on the country. It is useless to complain of high insurance premiums as long as we continue to burn up property to the value of \$225,000,000 a year. If the waste were reduced competition would soon force a lowering of rates.

There is not much choice between the girl who spends all her time puffing her hair and the boy who spends his puffing a cigarette.

What has become of the man who was said to be so stingy that he used a wart on the back of his neck for a collar button?

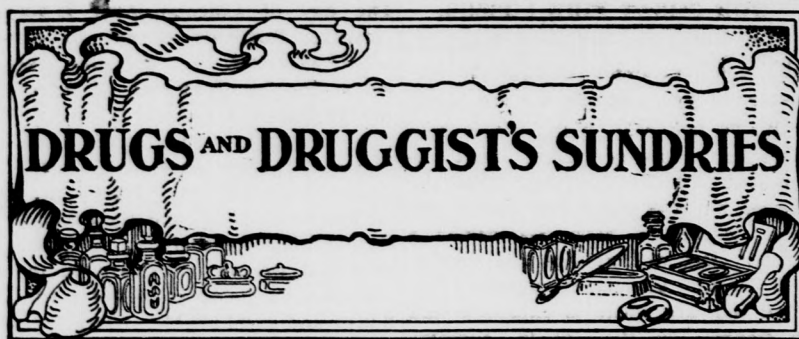
Are You In Earnest

about wanting to lay your business propositions before the retail merchants of Michigan, Ohio and Indiana? If you really are, here is your opportunity. The

Michigan Tradesman

devotes all its time and efforts to catering to the wants of that class. It doesn't go everywhere, because there are not merchants at every crossroads. It has a bona fide paid circulation—has just what it claims, and claims just what it has. It is a good advertising medium for the general advertiser. Sample and rates on request.

Grand Rapids, Michigan



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 Lisenring, Pontiac.
 Next Meeting—Battle Creek.

Grand Rapids Drug Club.
 President—Wm. C. Kirchgessner.
 Vice-President—O. A. Fackboner.
 Secretary—Wm. H. Tibbs.
 Treasurer—Roland Clark.
 Executive Committee—Wm. Quigley, Chairman; Henry Riechel, Theron Forbes.

From an Old Dispensatory.

Here are a few formulae from Bates' Dispensatory, published in 1694, that may interest the present generation of druggists:

Oleum Bufonum—Oil of Toads—Live Toads, No. iv. Boil them in Oil-Olive lb. ij., for one hour, or till they break; then strain and keep it for use. It is good against Pustules of the Lips, and Cancers of the Breast; it is also prevalent against the Dropsie, and provokes Urine, being anointed on the Reins.

Unguentum Antipyreticum — An Ointment against Burnings—Bate.] R. Fresh Goose-dung, Oil-Olive, A. dr.jv., Unguentum de Althoea, Oil of Roses, A. dr.j., Snow-water, dr.vij., boil with a gentle Fire, S. A., strain and add Camphire, oz.j., mix them. It is very excellent against Burnings, &c.

XXIX. Pulvis Ictericus—A Powder against the Yellow Jaundice—Goose-dung gathered in the Springtime, dried in the Sun and finely powdered, dr.ij., the best Saffron, oz.j., white Sugar-candy, dr.ij., mix and make a Powder. Dose: oz.ij. twice a day in Rhenish Wine for six days together. Or thus: Roots of Tumerick, white Tartar, Mars prepared, a dr.ss. Earthworms, choice Rhubarb, a oz.ij., mix and make a Powder. Dose: oz.j. in a little Glass of White-wine. I have seen excellent Effects of the first Composition, and have heard the latter commended, but never tried it myself. An acquaintance of mine, a Learned Physician, usually makes both the Compositions into one, and

assures me that he never yet found it once to fail.

Oleum Viperarum—Oil of Vipers—Large, fat, live Vipers No. 3, Spanish Wine, dr.ij., Oil of Hypericon, dr.vij. Put them into a Vessel with a narrow Mouth, boil in B. M. to the Consumption of the Humidity, and then press forth the Oil. It cleanses the Skin, heals the Impetigo, &c., takes away Gouty Tophi, cures the Leprosie. It is indeed a good thing to cleanse the Skin, but it must be long used, except it be fortified with some of the Volatile Salt of Toads. And that it might the more effectually answer the Intention, whilst this Oil is used outwardly, the Volatile Salt of Vipers ought to be taken daily inwardly, whereby the malign Acid, which is the cause of those Distempers will be effectually mortified.

Cataplasma Synanchicum—A Poul-tice, for a Quinsey—White Dog's-turd, dr.j., Pulp of the Conserve of Red Roses, dr.ij., Syrup of Meconium, q. s., mix and make a Poul-tice. It is to be applied under the Chin from Ear to Ear, after the Blood-letting.

Unguentum Sympatheticum—The Sympathetic Ointment—Oil of Roses, fine Bole, A. dr.j., Linseed-Oil oz.ij., Man's Grease, Moss of a Man's Skull, kill'd by a violent Death, in Powder, A. dr.ij., Mummy, Man's Blood, A. dr.ss., mix and make an Ointment, S. A. By this Ointment all Wounds are healed; anointing the Instrument by which the Wound was made, once a day, every day, if the Wound be great, otherwise, if the Wound be small, once every second or third day may suffice. The weapon is to be kept wrapt up in a clean Linnen Cloth, and in a place not too hot, lest the Patient suffers thereby.

Upholding Our Honor.

The tendency to visit the sins of a few members of a calling upon the whole profession is unfortunately quite general. Druggists seem to suffer from this type of injustice more frequently than any other class of men. Two recent instances are cases in point:

In South Dakota, at the last election, there was a hot contest over the county-option liquor issue. The "Home Rule League," desiring to have county option approved at the polls, and using every means to assist in the propaganda, caused a report to be spread broadcast throughout the State that the druggists, being liquor sellers, were to be found in opposition to county option. Allegations were made which were viciously unjust to the pharmacists of

the State, and which we are glad to see they resented.

Down in New Orleans, on the other hand, the cocaine evil seems to have broken out afresh. The police have begun a strong campaign of prosecution. The newspapers have taken the matter up, and among other things have asserted that cocaine is being indiscriminately sold by the druggists of the city. Immediately the local pharmaceutical association held a special meeting, passed resolutions indignantly denying the allegation of the newspapers, insisting that the druggists themselves had repeatedly gone on record as condemning the sale of cocaine and other habit-forming drugs, reaffirming the previous attitude of the city and State druggists on the question, assuring the strong support of the association to the local authorities in the enforcement of the law, and calling on the newspapers to refrain from the publication of general charges and instead to print openly the names of all druggists found to be guilty.

The druggists of New Orleans did the wise thing. The druggists of North Dakota practically took the same position in an announcement which was sent generally over the State and which was given wide publicity. The only way to head off these slanderous attacks and to assure the newspapers and the public that pharmacists will tolerate no crime within their own ranks is to take the initiative in matters of this kind and to assist the officers of the law in the exposure and prosecution of all offenders.—The Bulletin of Pharmacy.

Purpose of the Signature.

The signature or directions for the patient's guidance in the use of the medicine is an important part of a complete prescription. By complete, is meant a prescription which contains, not only the entire list of parts necessary in the construction of the prescription, but one in which every part is complete in itself. A physician may write "use as directed" and it will pass as the signature, but it is of no value whatever to the patient. Of course the patient has but to use the medicine "as directed," but the mere act of writing these words on the prescription and having them copied on the label by the pharmacist does not assist the patient in remembering the directions given by the physician. If the "use as directed" is entirely omitted from the label the patient is just as well off, therefore, the practice, only too common, among physicians, of writing "use as directed" is useless. The signature should always be as explicit as possible. This is particularly necessary when the medicine is of a potent character. It may also prove of vital value when the medicine ordered is a very commonplace remedy. Not long ago a physician wrote a prescription for laxol, which is a mild medicine for internal use. The pharmacist dispensed lysol, which is for external use only. The mistake of the drug clerk caused the loss of a human life. Such is the verdict, but

in reality the physician is the one to blame for he wrote on the prescription the notation, "Use as directed." If he had given a complete signature the dispensing pharmacist would have at once recognized the fact that lysol was not intended, and the life would have been saved.

Very few medical colleges have a systematic course on prescription writing. The students are given a little advice, but no real training. After graduation, they pick up prescription writing the best they can, and it is no wonder that they overlook many important features of the responsibility they assume when writing a prescription. The physician who habitually writes "use as directed" is guilty of criminal negligence, but the medical college from which he graduated should share the responsibility on account of the neglect of proper training.

The Advantages of Typewritten Labels.

Dr. J. D. Humphrey, of Huntsville, Ala., in a paper read before the State Association, commented on the value of a typewriter in the drug store. He said:

"We used to have trouble when numbering our prescriptions and labels with a pen. In some cases this was due to the figures being badly made, in others they were transposed; many times we had to search for a prescription to refill that in some way had been numbered wrong. A numbering machine set to duplicate has completely corrected this evil. I do not believe that we have discovered one single error of this kind since we began the use of numbering machines, and we have been using them for over ten years. It was doubtless the success of the numbering machine that made it an easy matter for the typewriter agent to sell us a machine for writing our labels.

"I consider this one of the greatest additions made to our store in years. In about the same time as it would take to write with a pen we produce a label that is far neater and, best of all, one that will not be brought back by some customer with the request that we read it for him. Our formula book was made on our typewriter, using an ordinary loose-leaf price-book; it is legible, neat, and above all else up to date. Extra leaves are kept handy, and it takes but a moment when we come across a formula which we want to save to make a copy of same and insert in the binder."

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
 Bell Phone 3690

42-44 South Ionia Street
 Grand Rapids, Mich.

WHOLESALE DRUG PRICE CURRENT

Acidum		Copalba	1 75@1 8	Scilla	50	Rubia Tinctorum	12@ 14	Vanilla	9 00@10 00
Aceticum		Cubebae	4 80@5 00	Scilla Co.	50	Saccharum La's	18@ 20	Zinci Sulph	7 00@ 10
Benzoleum, Ger.		Erigeron	2 35@2 50	Tolutan	50	Salacin	4 50@4 75	Oils	
Boricale		Evechthitos	1 00@1 10	Prunus virg	50	Sanguis Drac's	40@ 50	Lard, extra	bbl gal 90@1 00
Carbolicum		Gaultheria	4 80@5 00	Zingiber	50	Sapo, G	10@ 15	Lard, No. 1	85@ 90
Citricum		Geranium	oz 7	Tinctures		Sapo, M	10@ 12	Linseed, pure raw	1 09@1 15
Hydrochlor		Gossypii Sem gal	70@ 7	Aloes	60	Sapo, W	15@ 18	Linseed, boiled	1 10@1 15
Nitrocum		Hedeoma	2 50@2 75	Aloes & Myrrh	60	Seduliz Mixture	20@ 22	Neat's-foot, w str	45@ 70
Oxalicum		Junipera	40@1 20	Anconitum Nap's F	60	Sinapis	20@ 30	Turpentine, bbl	81@
Phosphorium, dil.		Lavendula	90@3 00	Anconitum Nap's R	60	Sinapis, opt	30	Turpentine, less	67
Salicylicum		Limons	1 15@1 25	Arnica	50	Snuff, Maccaboy	40	Whale, winter	70@ 74
Sulphuricum		Mentha Piper	2 20@2 40	Asafoetida	50	De Voes	54	Paints	
Tannicum		Mentha Verid	3 40@3 50	Atrope Belladonna	60	Snuff, S'h DeVos	54	Green, Paris	bbl L 21@ 24
Tartaricum		Morruhuac, gal.	2 00@2 75	Aurant Cortex	50	Soda, Boras	54@ 57	Green, Peninsular	13@ 14
Ammonia		Myrcia	3 00@3 50	Barosma	50	Soda, Boras, po	54@ 57	Lead, red	7 10@ 8
Aqua, 18 deg.		Olive	1 00@3 00	Benzoin	50	Soda et Pot's Tart	25@ 28	Lead, white	7 10@ 8
Aqua, 20 deg.		Picis Liquida	16@ 12	Benzoin Co.	50	Soda, Carb	1 1/2@ 1 3/4	Ochre, yel Bar	1 1/2@ 1 3/4
Carbonas		Picis Liquida gal.	10@ 40	Cantharides	50	Soda, Bi-Carb	3 1/2@ 4	Ochre, yel Mars	1 1/2@ 1 3/4
Chloridum		Ricina	94@1 00	Cardamon	50	Soda, Ash	3 1/2@ 4	Putty, comm'l	2 1/2@ 2 3/4
Aniline		Rosae oz.	8 00@8 50	Cardamon Co.	50	Soda, Sulphas	2 1/2@ 3	Putty, strict pr	2 1/2@ 2 3/4
Black		Rosmarini	71 00	Cassia Acutifol	50	Spts. Cologne	50@ 55	Red Venetian	1 1/2@ 1 3/4
Brown		Sabina	90@1 00	Catechu	50	Spts. Ether Co.	50@ 55	Shaker Prep'd	1 25@1 35
Red		Santal	94 50	Cinchona	50	Spts. Myrcia	50@ 55	Vermillion, Eng.	70@ 80
Yellow		Sassafras	90@1 00	Cinchona Co.	50	Spts. Vinl Rect bbl	50	Vermillion Prime	
Baccae		Sinapis, ess. oz.	40@ 45	Columbia	50	Spts. Vinl Rect 1/2 b	50	American	13@ 15
Cubebae		Succini	40@ 45	Cubebae	50	Spts. Vinl R't 10 gl	50	Whiting Gliders	95
Junipers		Thyme, opt.	1 50@ 20	Digitalis	50	Spts. Vinl R't 5 gl	50	Whit'g Paris Am'r	91 25
Xanthoxylum		Theobromas	15@ 20	Ergot	50	Spts. Vinl R't 5 gl	50	Whit'g Paris Eng.	91 25
Balsamum		Tigilil	90@1 00	Ferri Chloridum	50	Styehnia, Crysl 1 10@1 30	30	Whiting, white S'n	91 25
Copaiba		Potassium		Gentian	50	Sulphur, Roll	2 1/2@ 3	Whiting, Varnishes	91 25
Peru		Bi-Carb	15@ 19	Gentian Co.	50	Sulphur Subl.	2 1/2@ 3	Extra Turp	1 60@1 70
Terabin, Canad		Richromate	13@ 15	Gulaca	50	Quina, N. Y.	17@ 27	No. 1 Turp Coach	1 10@1 20
Tolutan		Bromide	30@ 35	Gulaca ammon	50	Quina, S. Ger.	17@ 27		
Cortex		Carb	12@ 15	Hyoscyamus	50	Quina, S P & W	17@ 27		
Abies, Canadian		Chlorate	12@ 14	Iodine	75				
Cassia		Cyanide	30@ 40	Iodine, colorless	75				
Cinchona Flava		Iodide	2 25@2 30	Kino	50				
Buonymus atro.		Potassa, Bitart pr	30@ 32	Lobelia	50				
Myrica Cerifera		Potass Nitras opt	7 10	Myrrh	50				
Prunus Virgini		Potass Nitras	6 10	Opil	1 50				
Quillaja, gr'd.		Prussiate	23@ 26	Opil, camphorated	1 00				
Sassafras, po 30.		Sulphate po	15@ 18	Opil, deodorized	2 00				
Umus		Radix		Quassia	50				
Extractum		Aconitum	20@ 25	Rhatany	50				
Glycyrrhiza, Gla.		Althae	30@ 35	Rhel	50				
Glycyrrhiza, po.		Anchusa	10@ 12	Sanguinaria	50				
Haematox		Arum po	20@ 25	Serpentaria	50				
Haematox, 1s		Calamus	20@ 40	Stromonium	50				
Haematox, 1/2s		Gentiana po 15.	12@ 15	Tolutan	50				
Haematox, 1/4s		Glycyrrhiza pv 15	16@ 18	Valerian	50				
Haematox, 1/8s		Hellebore, Alba	12@ 15	Veratrum Verde	50				
Ferru		Hydrastis, Canada	3 00	Zingiber	60				
Carbonate Precip.		Hydrastis, Can. po	2 50						
Citrate and Quina		Inula, po	20@ 25						
Citrate Soluble.		Ipecac, po	25@ 25						
Ferrocyanidum S		iris plox	35@ 40						
Solut. Chloride		Salapa, pr.	70@ 75						
Sulphate, com'l		Maranta, 1/2s	15@ 18						
Sulphate, com'l, by		Podophyllum po	15@ 18						
tbl. per cwt.		Rhel	75@1 00						
Sulphate, pure		Rhel, cut	1 00@1 25						
Flora		Rhel, pv.	75@1 00						
Arnica		Sanguinari, po 18	20@ 25						
Anthemis		Scilla, po 45	20@ 25						
Matricaria		Senega	85@ 90						
Folia		Serpentaria	50@ 55						
Barosma		Smlax, M	25@ 30						
Cassia Acutifol.		Smlax, off's	1 45@1 50						
Tinnevely		Spigella	1 45@1 50						
Cassia, Acutifol		Symplocarpus	25@ 30						
Salvia officinalis		Valeriana Eng.	25@ 30						
1/2s and 1/4s		Valeriana, Ger.	15@ 20						
Uva Ursi		Zingiber a	12@ 16						
Gummi		Zingiber j	25@ 28						
Acacia, 1st pkd.		Semen							
Acacia, 2nd pkd.		Anisum po 22	13@ 15						
Acacia, 3rd pkd.		Apium (gravel's)	4@ 6						
Acacia, sifted sts.		Bird, 1s	7@ 8						
Acacia, po		Cannabis Sativa	70@ 90						
Aloe, Barb		Cardamon	12@ 15						
Aloe, Cape		Carul po 15	25@ 30						
Aloe, Socotri		Chenopodium	12@ 14						
Ammoniac		Coriandrum	75@1 00						
Asafoetida		Cydonium	50@4 00						
Benzoinum		Dipterix Odorate	3 50@4 00						
Catechu, 1s		Toeniculum	7@ 9						
Catechu, 1/2s		Foenugreek, po.	6@ 8						
Catechu, 1/4s		Linl	6@ 8						
Camphorae		Linl, gr'd. bbl. 5 1/2	75@ 80						
Euphorbium		Lobelia	9@ 10						
Galbanum		Pharlaris Cana'n	5@ 6						
Gamboge		Rapa	8@ 10						
Gauliacum po 35		Sinapis Alba	9@ 10						
Kino		Sinapis Nigra	9@ 10						
Mastic		Spiritus							
Myrrh		Frumentl W. D.	2 00@2 50						
Opium		Frumentl	1 25@1 50						
Resinac		Juniperis Co.	1 75@3 50						
Shellac, bleached		Juniperis Co O T	1 65@2 00						
Tragacanth		Saccharum N E	1 90@2 10						
Herba		Spt Vinl Galli	1 75@6 50						
Absinthium		Vinl Alba	1 25@2 00						
Eupaterium oz pk		Vinl Oporto	1 25@2 00						
Lobelia		Sponges							
Majorium		Extra yellow sheeps'							
Mentra Pip. oz pk		wool carriage	@1 25						
Rue		Florida sheeps' wool	3 00@3 50						
Tanacetum V.		carriage	@1 25						
Thymus		Grass sheeps' wool	@1 25						
Magnesia		Hard, slate use.	@1 00						
Calcined, Pat.		Nassau sheeps' wool	3 50@3 75						
Carbonate, Pat.		carriage	@2 00						
Carbonate, K-M.		Velvet extra sheeps'							
Carbonate		wool carriage	@2 00						
Oleum		Yellow Reef, for	@1 40						
Absinthium		slate use	@1 40						
Amygdalae Dulc.		Syrups							
Amygdalae, Ama		Acacia	@ 50						
Anisi		Aurant Cortex	@ 50						
Aurant Cortex		Ferri Iod	@ 50						
Bergamli		Ipecac	@ 50						
Calicuti		Rhel Aron	@ 50						
Caryophylli		Smlax Off's	50@ 60						
Cedar		Senega	@ 50						
Chenopadii									
Conium Mae									
Citronella									

1910---1911

To our friends and customers we extend the compliments of the season

Peace
Happiness
Prosperity

Sincerely yours,

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		Index to Markets	
By Columns		By Columns	
A		B	
Ammonia	1	Baked Beans	1
Axle Grease	1	Bluing	1
		Brooms	1
		Brushes	1
		Butter Color	1
C		D	
Candles	1-2	Dried Fruits	5
Canned Goods	2		
Canned Meats	2		
Carbon Oils	2		
Catsup	2		
Cereals	2		
Cheese	2		
Chewing Gum	2		
Chicory	2		
Chocolate	2		
Clothes Lines	2		
Cocoa	2		
Cocoanut	2		
Cocoa Shells	2		
Coffee	2		
Confections	2		
Crackers	2		
Cream Tartar	2		
E		F	
Farinaceous Goods	5	Fish and Oysters	10
Feed	5	Fishing Tackle	10
Fish and Oysters	10	Flavoring Extracts	5
Fishing Tackle	10	Flour	5
Flavoring Extracts	5	Fresh Meats	5
Flour	5		
Fresh Meats	5		
G		H	
Gelatine	5	Herbs	6
Grain Bags	5	Hides and Pelts	10
Grains	5		
I		J	
Jelly	6		
L		M	
Licorice	6	Matches	6
		Meat Extracts	6
		Mince Meat	6
		Molasses	6
		Mustard	6
N		O	
Nuts	11	Olives	6
P		Q	
Pipes	6	Pickles	6
Pickles	6	Playing Cards	6
Playing Cards	6	Potash	6
Potash	6	Provisions	6
R		S	
Rice	7	Salad Dressing	7
Salad Dressing	7	Saleratus	7
Saleratus	7	Salt Soda	7
Salt Soda	7	Salt	7
Salt	7	Salt Fish	7
Salt Fish	7	Seeds	7
Seeds	7	Shoe Blacking	7
Shoe Blacking	7	Snuff	7
Snuff	7	Soap	7
Soap	7	Soda	7
Soda	7	Spices	7
Spices	7	Starch	7
Starch	7	Syrups	7
T		U	
Tea	8	Umbrellas	8
Tobacco	8		
Twine	8		
V		W	
Vinegar	9	Wicking	9
		Woodenware	9
		Wrapping Paper	10
Y		Z	
Yeast Cake	10		

3		4		5	
Limburger	17	Circle Honey Cookies	12	Champagne Wafer	2 50
Pineapple	40	Current Fruit Biscuits	12	Per tin in bulk	
Sap Sago	20	Cracknels	16	Sorbetto	1 00
Swiss, domestic	13	Cocoanut Brittle Cake	12	Nabisco	1 75
		Cocoanut Taffy Bar	12	Festino	1 50
		Cocoanut Bar	10	Bent's Water Crackers	1 40
		Cocoanut Drops	12		
		Cocoanut Macaroons	18		
		Cocoanut Hon. Fingers	12		
		Cocoanut Hon Jumbles	12		
		Coffee Cake	10		
		Coffee Cake, iced	11		
		Crumpets	10		
		Dinner Biscuit	25		
		Dixie Sugar Cookie	9		
		Family Cookie	9		
		Fig Cake Assorted	12		
		Fig Newtons	12		
		Floral Cake	12		
		Fluted Cocoanut Bar	10		
		Forsted Creams	8		
		Forsted Ginger Cookie	8		
		Forsted Honey Cake	12		
		Fruit Lunch Iced	10		
		Ginger Gems	8		
		Ginger Gems, iced	9		
		Graham Crackers	8		
		Ginger Snaps Family	8		
		Ginger Snaps N. B. C.	7 1/2		
		Ginger Snaps N. B. C.	7 1/2		
		Hippodrome Bar	12		
		Honey Cake, N. B. C.	12		
		Honey Fingers As. Ice	12		
		Honey Jumbles, iced	12		
		Honey Flake	12 1/2		
		Household Cookies	8		
		Household Cookies Iced	9		
		Imperial	9		
		Jersey Lunch	9		
		Jubilee Mixed	10		
		Kream Klips	25		
		Laddie	9		
		Lemon Gems	10		
		Lemon Biscuit Square	8		
		Lemon Wafer	17		
		Lemona	9		
		Mary Ann	9		
		Marshmallow Walnuts	17		
		Molasses Cakes	8		
		Molasses Cakes, iced	9		
		Molasses Fruit Cookies	11		
		Mottled Square	10		
		Oatmeal Crackers	8		
		Orange Gems	9		
		Penny Assorted	9		
		Peanut Gems	9		
		Pretzels, Hand Md.	9		
		Pretzettes, Hand Md.	8		
		Pretzettes, Mac. Md.	8		
		Raisin Cookies	10		
		Raisin Gems	11		
		Revere, Assorted	14		
		Rittenhouse Fruit	10		
		Rube	9		
		Scalloped Gems	10		
		Scotch Cookies	10		
		Spiced Currant Cake	10		
		Sugar Fingers	12		
		Sultana Fruit Biscuit	16		
		Spiced Ginger Cake	9		
		Spiced Ginger Cake Iced	9		
		Sugar Cakes	9		
		Sugar Squares, large or	9		
		small	9		
		Sunnyside Jumbles	10		
		Superba	8		
		Sponge Lady Fingers	25		
		Sugar Crimp	9		
		Vanilla Wafers	17		
		Waverly	10		
		In-er Seal Goods			
		Albert Biscuit	1 00		
		Animals	1 00		
		Arrowroot Biscuit	1 00		
		Athena Lemon Cake	50		
		Baronet Biscuit	1 00		
		Bremmer's Butter	1 00		
		Wafers	1 00		
		Cameo Biscuit	1 50		
		Cheese Sandwich	1 00		
		Chocolate Wafers	1 00		
		Cocoanut Dainties	1 00		
		Faust Oyster	1 00		
		Fig Newton	1 00		
		Five O'clock Tea	1 00		
		Frotana	1 00		
		Ginger Snaps, N. B. C.	1 00		
		Graham Crackers, Red	1 00		
		Lemon Snaps	1 00		
		Oatmeal Crackers	1 00		
		Old Time Sugar Cook	1 00		
		Oval Salt Biscuit	1 00		
		Oysterettes	50		
		Pretzettes, Hd. Md.	1 00		
		Royal Toast	1 00		
		Saltine Biscuit	1 00		
		Saratoga Flakes	1 50		
		Social Tea Biscuit	1 00		
		Soda Crackers N. B. C.	1 00		
		Soda Crackers Select	1 00		
		S. S. Butter Crackers	1 50		
		Unedda Biscuit	50		
		Unedda Jijfer Wayfer	1 00		
		Unedda Lunch Biscuit	50		
		Vanilla Wafers	1 00		
		Water Thin Biscuit	1 00		
		Zu Zu Ginger Snaps	50		
		Zwieback	1 00		
		In Special Tin Packages			
		Festino	2 50		
		Nabisco, 25c	2 50		
		Nabisco, 10c	1 00		

6	7	8	9	10	11
Lemon & Wheeler Co. White Star, 1/2 cloth 6 10 White Star, 1/4 cloth 6 00 White Star, 1/8 cloth 5 90 Worden Grocer Co. American Eagle 1/2 clh 6 10 Grand Rapids Grain & Milling Co. Brands Purity, Patent 5 20 Seal of Minnesota 5 80 Wizard Flour 4 80 Wizard Graham 4 80 Wizard Gran. Meal 3 80 Wizard Buckwheat 3 00 Rye 4 50 Spring Wheat Flour Roy Baker's Brand Golden Horn, family 5 90 Golden Horn, bakers 5 80 Wisconsin Rye 4 40 Judson Grocer Co.'s Brand Ceresota, 1/2 6 4 Ceresota, 1/4 6 30 Ceresota, 1/8 6 20 Lemon & Wheeler's Brand Wingold, 1/2 6 75 Wingold, 1/4 6 65 Wingold, 1/8 6 55 Worden Grocer Co.'s Brand Laurel, 1/2 cloth 6 20 Laurel, 1/4 cloth 6 10 Laurel, 1/8 cloth 6 00 Laurel, 1/2 paper 6 00 Laurel, 1/4 paper 6 00 Laurel, 1/8 paper 6 00 Voigt's Milled Co.'s Brand Voigt's Crescent 5 60 Voigt's Flour 5 60 Voigt's Hygienic 5 60 Graham 5 00 Voigt's Royal 5 80 Wykes & Co. Sleepy Eye, 1/2 cloth 6 60 Sleepy Eye, 1/4 cloth 6 40 Sleepy Eye, 1/8 cloth 6 30 Sleepy Eye, 1/2 paper 6 30 Sleepy Eye, 1/4 paper 6 30 Sleepy Eye, 1/8 paper 6 30 Watson & Frost Co. Perfection Flour 5 60 Tip Top Flour 5 20 Golden Sheaf Flour 4 75 Marshall's Best Flour 5 90 Perfection Buckwheat 2 50 Tip Top Buckwheat 2 40 Badger Dairy Feed 24 00 Alfalfa Horse Feed 28 00 Kafir Corn 1 90 Hoyle Scratch Feed 1 65 Meal Bolted 3 60 Golden Granulated 3 80 St. Car Feed screened 23 00 No. 1 Corn and Oats 23 00 Corn, cracked 22 00 Corn Meal, coarse 22 00 Winter Wheat Bran 24 00 Middlings 26 00 Buffalo Gluten Feed 33 00 Dairy Feeds Wykes & Co. O P Linseed Meal 35 00 O P Laxo-Cake-Meal 33 00 Cottonseed Meal 34 50 Gluten Feed 28 50 Brewers' Grains 28 00 Hammond Dairy Feed 24 00 Alfalfa Meal 25 00 Oats Michigan carlots 36 1/2 Less than carlots 38 Corn Carlots 55 Less than carlots 57 Hay Carlots 16 Less than carlots 17 MAPLEINE 2 oz. bottles, per doz. 3 00 MOLASSES New Orleans Fancy Open Kettle 40 Choice 35 Good 22 Fair 20 Half barrels 2c extra MINCE MEAT Per case 2 85 MUSTARD 1/4 lb. 6 lb. box 18 OLIVES Bulk, 1 gal. kegs 1 10 @ 1 20 Bulk, 2 gal. kegs 95 @ 1 10 Bulk, 5 gal. kegs 90 @ 1 10 Stuffed, 5 oz. 1 35 Stuffed, 14 oz. 1 35 Pitted (not stuffed) 2 25 14 oz. 2 25 Manzanilla, 8 oz. 1 30 Lunch, 10 oz. 1 35 Lunch, 16 oz. 2 25 Queen, Mammoth, 19 oz. 3 75 Queen, Mammoth, 28 oz. 5 25 Olive Chow, 2 doz. cs. 2 25 per doz. 2 25 Hardwood Tooth Picks 2 85 Ideal 85 PICKLES Medium Barrels, 1,200 count 7 50 Half bbls., 600 count 4 50 5 gallon kegs 2 25 Small Barrels 9 00 Half barrels 5 25 5 gallon kegs 1 90 Gherkins Barrels 11 00 Half barrels 5 00 5 gallon kegs 2 75 Sweet Small Barrels 13 50 Half barrels 7 50 5 gallon kegs 3 00	POTASH Babbitt's 4 00 PROVISIONS Barreled Pork Clear Back 23 00 Short Cut 21 00 Short Cut Clear 21 00 Bean 23 00 Brisket, Clear 25 00 Pig 25 00 Clear Family 25 00 Dry Salt Meats S P Bellies 16 Lard Pure in tierces 12 3/4 Compound Lard 9 3/4 80 lb. tubs 12 1/2 60 lb. tubs 12 1/2 50 lb. tubs 12 1/2 20 lb. pails 12 1/2 10 lb. pails 12 1/2 5 lb. pails 12 1/2 8 lb. pails 12 1/2 Smoked Meats Hams, 12 lb. average 18 1/2 Hams, 14 lb. average 18 1/2 Hams, 16 lb. average 18 1/2 Hams, 18 lb. average 18 1/2 Skinned Hams 20 Ham, dried beef sets 16 1/2 California Hams 11 1/2 Picnic Boiled Hams 15 Boiled Ham 22 Berlin Ham, pressed 11 Minced Ham 11 Bacon 21 Sausages Bologna 9 Liver 5 Frankfort 10 1/2 Pork 11 Veal 11 Tongue 11 Headcheese 9 Beef Boneless 14 00 Rump, new 14 00 1/4 bbls. 1 60 1/2 bbls. 40 lbs. 2 00 1/4 bbls. 40 lbs. 2 00 1 bbl. 9 00 Tripe Kits, 15 lbs. 80 1/4 bbls. 40 lbs. 1 60 1/2 bbls. 80 lbs. 3 00 Casings Hogs, per lb. 32 Beef, rounds, set 25 Beef, middles, set 80 Sheep, per bundle 90 Uncolored Butterine Solid dairy 10 @ 12 Country Rolls 10 1/2 @ 16 1/2 Canned Meats Corned beef, 2 lb. 3 40 Corned beef, 1 lb. 1 90 Roast beef, 2 lb. 3 40 Roast beef, 1 lb. 1 90 Potted Ham, 1/2 50 Potted Ham, 1/4 50 Deviled Ham, 1/2 50 Deviled Ham, 1/4 50 Potted tongue, 1/2 50 Potted tongue, 1/4 50 RICE Fancy 7 @ 7 1/2 Japan 5 @ 6 1/2 Broken 2 1/2 @ 6 1/2 SALAD DRESSING Columbia, 1/2 pint 2 25 Columbia, 1 pint 4 00 Durkee's, large, 1 doz. 4 50 Durkee's, small, 2 doz. 5 25 Snider's, large, 1 doz. 2 25 Snider's, small, 2 doz. 1 35 SALERATUS Packed 60 lbs. in box Arm and Hammer 3 00 Deland's 3 00 Dwight's Cow 3 00 L. P. 3 00 Standard 1 80 Wyandotte, 100 1/4 3 00 SALT SODA Granulated, 100 lbs. cs. 80 Lump, bbls. 80 Lump, 145 lb. kegs 95 SALT Common Grades 100 3 lb. sacks 2 40 60 5 lb. sacks 2 25 28 10 lb. sacks 2 10 56 lb. sacks 32 28 lb. sacks 17 Warsaw 56 lb. dairy in drill bags 40 28 lb. dairy in drill bags 20 Solar Rock 56 lb. sacks 24 Common Granulated, fine 90 Medium, fine 95 SALT FISH Large whole 7 @ 7 Small whole 6 @ 6 1/2 Strips or brickets 7 1/2 @ 10 1/2 Pollock 5 Hallout Strips 15 Chunks 14 Holland Herring Y. M. wh. hoops, bbls. 11 00 Y. M. wh. hoops, 1/2 bbl. 5 75 Y. M. wh. hoops, kegs 75 Y. M. wh. hoop Milchers 85 Queen, bbls. 10 00 Queen, 1/2 bbls. 5 25 Queen, kegs 65 Trout No. 1, 100 lbs. 7 50 No. 1, 40 lbs. 3 25 No. 1, 10 lbs. 3 90 No. 1, 8 lbs. 2 90	Mackerel Mess, 100 lbs. 16 50 Mess, 40 lbs. 7 00 Mess, 10 lbs. 1 85 Mess, 8 lbs. 1 50 No. 1, 100 lbs. 15 50 No. 1, 40 lbs. 6 60 No. 1, 10 lbs. 1 70 No. 1, 8 lbs. 1 40 Whitefish No. 1, No. 2 Fam. 100 lbs. 9 75 3 50 50 lbs. 5 25 1 90 10 lbs. 1 12 55 8 lbs. 92 48 SHOE BLACKING Handy Box, large 3 dz 2 50 Handy Box, small 1 25 Bixby's Royal Polish 85 Miller's Crown Polish 85 SNUFF Scotch, in bladders 37 Maccaboy, in jars 35 French Rappie in jars 43 SOAP J. S. Kirk & Co. American Family 4 00 Dusky Diamond, 50 8oz 2 80 Dusky D'nd 100 6 oz 3 80 Jap Rose, 50 bars 3 60 Savon Imperial 3 60 White Russian 3 60 Dome, oval bars 3 00 Satinet, oval 2 70 Snowberry, 100 cakes 4 00 Proctor & Gamble Co. Lenox 2 50 Ivory, 6 oz. 4 00 Ivory, 10 oz. 6 75 Star 3 50 Lantz Bros. & Co. Acme, 30 bars, 75 lbs. 4 00 Acme, 25 bars, 75 lbs. 4 00 Acme, 25 bars, 70 lbs. 3 80 Acme, 100 cakes 3 60 Big Master, 70 bars 2 85 German Mottled 3 35 German Mottled, 10 bxs 3 20 German Mottled, 25 bxs 2 20 Marseilles, 100 cakes 6 00 Marseilles, 100 ck 5c 4 00 Marseilles, 100 ck toll 4 00 Marseilles, 1/2 bx toilet 2 10 A. B. Wisley Good Cheer 4 00 Old Country 3 40 Soap Powders Snow Boy, 24s family size 4 00 Snow Boy, 60 5c 2 40 Snow Boy, 30 10c 2 40 Gold Dust, 24 large 4 50 Gold Dust, 100-5c 4 00 Kirkoline, 24 1lb. 3 80 Pearline 3 75 Seapine 4 10 Babbitt's 1776 3 75 Roseine 3 50 Armour's 3 70 Wisdom 3 80 Soap Compounds Johnson's Fine 5 10 Johnson's XXX 4 25 Nine O'clock 3 30 Rub-No-More 3 85 Scouring Enoch Morgan's Sons. Sapolio, gross lots 9 00 Sapolio, half gro. lots 4 50 Sapolio, single boxes 2 25 Sapolio, hand 2 25 Scouring Manufacturing Co. Scourine, 50 cakes 1 80 Scourine, 100 cakes 3 50 SODA Boxes 5 1/2 Kegs, English 43 SPICES Whole Spices Allspice, Jamaica 13 Allspice, large Garden 11 Cloves, Zanzibar 16 Cassia, Canton 14 Cassia, 5c pkg. doz. 25 Ginger, African 9 1/2 Ginger, Cochon 14 1/2 Mace, Penang 70 Mixed, No. 1 16 1/2 Mixed, No. 2 10 Mixed, 5c pkgs. doz. 45 Nutmegs, 75-80 25 Nutmegs, 105-110 20 Pepper, Black 14 Pepper, White 25 Pepper, Cayenne 22 Paprika, Hungarian 22 Pure Ground in Bulk Allspice, Jamaica 12 Cloves, Zanzibar 22 Cassia, Canton 12 Ginger, African 12 Mace, Penang 75 Nutmegs, 75-80 35 Pepper, Black 11 1/2 Pepper, White 18 Pepper, Cayenne 16 Paprika, Hungarian 13 STARCH Kingsford, 40 lbs. 7 1/2 Muzzy, 20 lb. pkgs. 5 1/2 Muzzy, 40 lb. pkgs. 5 Gloss Kingsford Silver Gloss, 40 lbs. 7 1/2 Silver Gloss, 16 3lbs. 6 1/2 Silver Gloss, 12 6lbs. 8 1/2 Mussy 48 lb. packages 5 16 5lb. packages 4 1/2 12 6lb. packages 6 50lb. boxes 2 1/2 SYRUPS Corn Barrels 23 Half barrels 26	20lb. cans 1/2 dz. in cs. 1 45 10lb. cans, 1/2 dz. in cs. 1 45 5lb. cans, 2 dz. in cs. 1 55 2 1/2 lb. cans, 2 dz. in cs. 1 60 Pure Cane Pair 15 Good 20 Choice 25 TEA Japan Sundried, medium 24 @ 25 Sundried, choice 30 @ 32 Sundried, fancy 36 @ 34 Regular, medium 24 @ 26 Regular, choice 30 @ 33 Regular, fancy 36 @ 34 Basket-fired, medium 30 Basket-fired, choice 35 @ 37 Basket-fired, fancy 40 @ 43 Nibs 26 @ 30 Siftings 10 @ 12 Fannings 14 @ 15 Gunpowder Moyune, medium 25 Moyune, choice 32 Moyune, fancy 40 @ 45 Pingsuey, medium 25 @ 28 Pingsuey, choice 30 Pingsuey, fancy 40 @ 45 Young Hyson Choice 30 Fancy 40 @ 45 Oolong Formosa, fancy 45 @ 50 Amoy, medium 25 Amoy, choice 32 English Breakfast Medium 25 Choice 30 Fancy 40 @ 45 India Ceylon, choice 30 @ 35 Fancy 45 @ 50 TOBACCO Fine Cut Blot 1 45 Hiawatha, 16 oz. 60 Hiawatha, 1 oz. 56 No Limit, 7 oz. 1 65 No Limit, 14 oz. 3 15 Ojibwa, 16 oz. 40 Ojibwa, 5c pkg. 1 85 Ojibwa, 5c 47 Petoskey Chief, 7 oz. 1 85 Petoskey Chief, 14 oz. 3 70 Sterling Dark, 5c 5 76 Sweet Cuba, 5c 5 60 Sweet Cuba, 10c 11 10 Sweet Cuba, 1 lb. 5 00 Sweet Cuba, 16 oz. 4 20 Sweet Cuba, 1/2 lb. 2 10 Sweet Burley, 5c 5 76 Sweet Mist, 1/2 gr. 5 70 Sweet Burley, 24 lb. cs 4 90 Tiger, 1/2 gross 6 00 Tiger, 5c tins 5 50 Uncle Daniel, 1 lb. 60 Uncle Daniel, 1 oz. 5 22 Plug Am. Navy, 15 oz. 27 Drummond, Nat. Leaf, 2 & 5 lb. 60 Drummond Nat. Leaf, per doz. 95 Battle Ax 37 Bracer 37 Big Four 37 Boot Jack 37 Bullion, 16 oz. 46 Climax Golden Twins 48 Days Work 38 5 Bros. 38 Gilt Edge 48 Gold Rope, 7 to lb. 58 Gold Rope, 14 to lb. 58 G. O. P. 52 Granger Twist 46 G. T. W. 37 Horse Shoe 46 Honey Dip Twist 45 Jolly Tar 40 J. T., 8 oz. 35 Keystone Twist 48 Kismet 48 Parrot Spun Roll 58 Parrot 28 Peachey 28 Picnic Twist 45 Piper Hedsick 59 Redicut, 1 1/2 oz. 30 Red Lion 30 Sherry Cobbler, 10 oz. 26 Spear Head, 12 oz. 44 Spear Head, 14 1/2 oz. 47 Spear Head, 7 oz. 23 Square Deal 43 Star 23 Standard Navy 23 Ten Penny 23 Town Talk 14 oz. 30 Yankee Girl 32 TWINE Cotton, 3 ply 25 Cotton, 4 ply 25 Jute, 2 ply 25 Hemp, 6 ply 13 Flax, medium N 24 Wool, 1 lb. balls 8 VINEGAR Highland apple cider 18 Oakland apple cider 16 State Seal 13 40 grain pure white 10 Barrels free. WICKING No. 0 per gross 30 No. 1 per gross 40 No. 2 per gross 50 No. 3 per gross 75 WOODENWARE Baskets Bushels 1 00 Bushels, wide band 1 15 Market 40 Splint, large 8 50	Splint, medium 1 00 Splint, small 2 75 Willow, Clothes, large 8 25 Willow, Clothes, small 8 25 Willow, Clothes, men's 7 25 Butter Plates Wire End or Ovals. 1 lb., 250 in crate 30 1 lb., 250 in crate 30 1 lb., 250 in crate 30 1 lb., 250 in crate 30 5 lb., 250 in crate 50 Churns Barrel, 5 gal., each 1 40 Barrel, 10 gal., each 1 55 Clothes Pins Round Head. 1 inch, 5 gross 50 1 1/2 inch, 5 gross 55 Cartons, 20 2 1/2 doz. bxs. 60 Egg Crates and Fillers Humpty Dumpty, 12 dz. 20 No. 1 complete 40 No. 2 complete 25 Case No. 2 fillers 15 sets 1 35 Case, mediums, 12 sets 1 15 Faucets Cork, lined, 8 in. 70 Cork lined, 9 in. 80 Cork lined, 10 in. 90 Mop Sticks Trojan spring 90 Eclipse patent spring 85 No. 1 common 50 No. 2 pat. brush holder 85 12lb. cotton mop heads 1 40 Ideal No. 7 85 Pails 2-hoop Standard 2 00 3-hoop Standard 2 35 2-wire Cable 2 10 Cedar all red brass 1 25 3-wire Cable 2 30 Paper Eureka 2 25 Fibre 2 70 Toothpicks Hardwood 2 50 Softwood 2 75 Banquet 1 50 Ideal 1 50 Traps Mouse, wood, 2 holes 22 Mouse, wood, 4 holes 45 Mouse, wood, 6 holes 70 Mouse, tin, 5 holes 65 Kat, wood 80 Kat, spring 75 Trunks 20-in. Standard, No. 1 7 50 18-in. Standard, No. 2 6 50 16-in. Standard, No. 3 5 50 20-in. Cable, No. 1 8 00 18-in. Cable, No. 2 7 00 16-in. Cable, No. 3 6 00 No. 1 Fibre 19 25 No. 2 Fibre 9 25 No. 3 Fibre 8 25 Washboards Bronze Globe 2 50 Dewey 1 75 Double Acme 3 75 Single Acme 3 15 Double Peerless 3 75 Single Peerless 3 25 Northern Queen 3 25 Double Duplex 3 90 Good Luck 2 75 Universal 3 00 Window Cleaners 12 in. 1 65 28 in. 1 85 16 in. 2 30 Wood Bowls 13 in. Butter 1 60 15 in. Butter 2 25 17 in. Butter 4 15 19 in. Butter 6 10 Assorted, 13-15-17 3 00 Assorted, 15-17-19 4 25 WRAPPING PAPER Common straw 2 Fibre Manila, white 3 Fibre Manila, colored 4 No. 1 Manila 4 Cream Manila 3 Butcher's Manila 12 Wax Butter, short cut 12 Wax Butter, full count 20 Wax Butter, rolls 19 YEAST CAKE Magic, 3 doz. 1 15 Sunlight, 3 doz. 1 90 Sunlight, 1 1/2 doz. 1 50 Least Foam, 3 doz. 1 15 Yeast Cream, 3 doz. 1 00 Yeast Foam, 1 1/2 doz. 58 FRESH FISH Per lb. Whitefish, Jumbo 15 Whitefish, No. 1 12 Trout 11 1/2 Halibut 10 Herring 7 Bluefish 15 Live Lobster 23 Boiled Lobster 29 Cod 20 Haddock 8 Pickled 12 Pike 9 Perch 8 Smoked, White 12 1/2 Chinook Salmon 15 Mackerel Finnan Haddie Roe Shad Shad Roe, each Speckled Bass 8 1/2 HIDES AND PELTS Hides Green No. 1 11 Green No. 2 10 Cured No. 1 13 Cured No. 2 13 Calfskin, green, No. 1 13	Calfskin, green No. 1 11 Calfskin, cured No. 1 14 Calfskin, cured No. 2 12 1/2 Pelts Old Wool @ 30 Lamb's 50 @ 75 Shearings 40 @ 95 Tallow No. 1 @ 5 No. 2 @ 4 Wool Unwashed, med. @ 25 Unwashed, fine @ 25 Standard Twist @ 8 Cases Jumbo, 32 lb. 7 1/2 Extra H H 10 Boston Cream 12 Big stick, 30 lb. case 8 Mixed Candy Grocers 6 1/2 Competition 7 Special 8 Conserve 7 1/2 Royal 12 Broken 8 Cut Loaf 8 1/2 Leader 8 Kindergarten 10 French Cream 9 Star 11 Hand Made Cream 15 Premio Cream mixed 14 Paris Cream Bon Bons 10 Fancy-In Pails Gypsy Hearts 14 Coco Bon Bons 14 Fudge Squares 13 Peanut Squares 9 Sugared Peanuts 12 Salted Peanuts 12 Starlight Kisses 11 San Bias Goodies 13 Lozenges, plain 10 Lozenges, printed 12 Champion Chocolates 12 Eclipse Chocolates 14 Eureka Chocolates 15 Quintette Chocolates 14 Champion Gum Drops 9 Moss Drops 10 Lemon Sours 10 Imperial 10 Ital. Cream Opera 12 Ital. Cream Bon Bons 12 Golden Wafers 13 Red Rose Gum Drops 10 Auto Bubbles 13 Fancy-In 5lb. Boxes Old Fashioned Molasses Kisses 10lb. bx. 1 30 Orange Jellies 50 Lemon Sours 60 Old Fashioned Horehound drops 60 Peppermint Drops 60 Champion Choc. Drops 65 H. M. Choc. Drops 1 10 H. M. Choc. Lt. and Dark No. 12 1 10 Bitter Sweets, as'd 1 25 Brilliant Gums, Crys. 60 A. A. Licorice Drops 90 Lozenges, printed 65 Lozenges, plain 60 Imperial 60 Mottos 65 Cream Bar 60 G. M. Peanut Bar 60 Hand Made Crms 30 @ 60 Cream Wafers 65 String Rock 60 Wintergreen Berries 60 Old Time Assorted 2 75 Buster Brown Good 3 50 Up-to-date Assmt't 3 75 Ten Strike No. 1 5 50 Ten Strike No. 2 5 00 Ten Strike, Summer assortment 6 75 Scientific Ass't 13 00 Pop Corn Cracker Jack 3 25 Giggles, 5c pkg. cs. 3 50 Pop Corn Balls 200s 1 35 Azuliki 100s 3 25 Oh My 100s 3 50 Cough Drops Putnam Menthol 1 00 Smith Bros. 1 25 NUTS-Whole Almonds, Tarragona 16 Almonds, Drake 15 Almonds, California soft shell 12 @ 13 Brazil 12 @ 13 Filberts 12 @ 13 Cal. No. 1 15 Walnuts, soft shell 15 @ 16 Walnuts, Marbot 15 Table nuts, fancy 13 1/2 @ 14 Pecans, Med. 13 Pecans, ex. large 14 Pecans, Jumbos 16 Hickory Nuts, per bu. 10 Ohio, new Cocoanuts, New York Chestnuts, New York State, per bu. Shelled Spanish Peanuts @ 9 Pecan Halves @ 55 Walnut Halves 36 @ 38 Filbert Meats @ 27 Alicante Almonds @ 42 Jordan Almonds @ 47 Peanuts Fancy H P Suns @ 7 1/2 Roasted @ 7 1/2 Choice, H. P. Jumbo @ 8

Special Price Current

AXLE GREASE



Mica, tin boxes .75 9 00
Paragon .55 6 00

BAKING POWDER

Royal



10c size 90
1/4 lb. cans 1 35
6oz. cans 1 90
1/2 lb. cans 2 50
3/4 lb. cans 3 75
1 lb. cans 4 80
3 lb. cans 13 00
5 lb. cans 21 50

YOUR OWN PRIVATE BRAND



Wabash Baking Powder Co., Wabash, Ind.

80 oz. tin cans .3 75
32 oz. tin cans 1 50
19 oz. tin cans .85
16 oz. tin cans .75
14 oz. tin cans .65
10 oz. tin cans .55
8 oz. tin cans .45
4 oz. tin cans .35
32 oz. tin milk pail 2 00
16 oz. tin bucket .90
11 oz. glass tumbler .85
6 oz. glass tumbler .75
16 oz. pint mason jar .85

CIGARS

Johnson Cigar Co.'s Brand



S. C. W., 1,000 lots .31
El Portana .33
Evening Press .32
Exemplar .32
Worden Grocer Co. Brand

Ben Hur

Perfection .35
Perfection Extras .35
Londres .35
Londres Grand .35
Standard .35
Puritans .35
Panatellas, Finas .35
Panatellas, Bock .35
Jockey Club .35

COCOANUT

Baker's Brazil Shredded



70 5c pkgs., per case .2 60
10c pkgs., per case 2 60
16 10c and 38 5c pkgs., per case .2 60

CLOTHES LINES

Sisal

60ft. 3 thread, extra .1 00
72ft. 3 thread, extra .1 40
90ft. 3 thread, extra .1 70
60ft. 6 thread, extra .1 29
72ft. 6 thread, extra .1 40

Jute

60ft. .75
72ft. .90
90ft. 1 05
120ft. 1 50

Cotton Victor

50ft. 1 10
60ft. 1 35
70ft. 1 60

Cotton Windsor

50ft. 1 30
60ft. 1 44
70ft. 1 80
80ft. 2 00

Cotton Braided

50ft. 1 35
40ft. .95
60ft. 1 65

Galvanized Wire

No. 20, each 100ft. long 1 90
No. 19, each 100ft. long 2 10

COFFEE

Roasted

Dwinell-Wright Co.'s B'ds.



White House, 1lb.
White House, 2lb.
Excelsior, Blend, 1lb.
Excelsior, Blend, 2lb.
Tip Top, Blend, 1lb.
Royal Blend
Royal High Grade
Superior Blend
Boston Combination
Distributed by Judson
Grocer Co., Grand Rapids;
Lee & Cady, Detroit; Symons Bros. & Co., Saginaw; Brown, Davis & Warner, Jackson; Godsmark, Durand & Co., Battle Creek; Fielbach Co., Toledo.

FISHING TACKLE

1/4 to 1 in. 6
1 1/4 to 2 in. 7
1 1/4 to 2 in. 9
1 1/4 to 2 in. 11
2 in. 15
3 in. 20

Cotton Lines

No. 1, 10 feet 5
No. 2, 15 feet 7
No. 3, 15 feet 9
No. 4, 15 feet 10
No. 5, 15 feet 11
No. 6, 15 feet 12
No. 7, 15 feet 15
No. 8, 15 feet 18
No. 9, 15 feet 20

Linen Lines

Small 20
Medium 26
Large 34

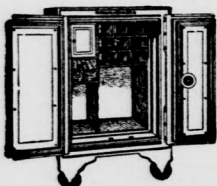
Poles

Bamboo, 14 ft., per doz. 55
Bamboo, 16 ft., per doz. 60
Bamboo, 18 ft., per doz. 80

GELATINE

Cox's, 1 doz. Large .1 80
Cox's, 1 doz. Small .1 00
Knox's Sparkling, doz. 1 25
Knox's Sparkling, gr. 14 00
Nelson's 1 50
Knox's Acidu'd. doz. .1 25
Oxford 75
Plymouth Rock 1 25

SAFES



Full line of fire and burglar proof safes kept in stock by the Tradesman Company. Thirty-five sizes and styles on hand at all times—twice as many safes as are carried by any other house in the State. If you are unable to visit Grand Rapids and inspect the line personally, write for quotations.

SOAP

Beaver Soap Co.'s Brand



100 cakes, large size .6 50
50 cakes, large size .3 25
100 cakes, small size .3 85
50 cakes, small size .1 95

Tradesman Co.'s Brand



Black Hawk, one box 2 50
Black Hawk, five bxs 2 40
Black Hawk, ten bxs 2 25
TABLE SAUCES
Halford, large 3 75
Halford, small 2 25

Use

Tradesman

Coupon

Books

Made by

Tradesman Company
Grand Rapids, Mich.

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.

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 Rent—The only vacant store-room on Main street in the city of Fort Scott; occupied by one tenant for 20 years; modern; big room; cheap rent; excellent location. Ralph Richards, Fort Scott, Kansas. 102

Oregon Land For Sale—16,000 acres finest colonization or plating proposition in the West. Box 598, Portland, Oregon. 95

For Sale—Grocery with confectionery and ice cream. Best location in Traverse City. C. Van Riper. 101

For sale or trade for improved farm stock general merchandise and fixtures, inventorying \$5,000. No old stock what-over. Business last year over \$18,000 and getting better each month. Elevator, on commission basis and post office in connection. Practically no competition. State what you have in first letter as this will soon be picked up. Address No. 100, care Michigan Tradesman. 100

10 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—Drug stock and fixtures and nearly new soda fountain, with full equipment. Good location in first-class town of 4,500. Best fountain trade in city. Invoice about \$3,000. Better investigate. Address No. 98, care Tradesman. 98

For Sale—Hotel. The furniture, fixtures and lease of the Albion house; the only hotel in this county seat town of 1,600; have other business and will sell cheap for cash or will give easy terms with part cash. E. L. Adair, Albion, Ind. 99

For Sale—Lunch room, good location in manufacturing city of 15,000 population. Owner has other business views. Price \$500. Address Gem Lunch Room, Kewanee, Ill. 97

For Sale—New stock ladies' and gents shoes, about \$1,200. Will sell at a bargain. Call and see stock. Jacob Summers, Chester, Eaton Co., Mich. 96

For Sale—Factory fully equipped for manufacturing bent felloes, hawns and planing mill work. Owner wishes to retire. James Madison, New Palestine, Ind. 94

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—Nice clean grocery stock in good live town in Western Michigan. Fine opportunity for good man. Address No. 89, care Tradesman. 89

Bring Something to Pass

Mr. Merchant! Turn over your "left overs." Build up your business. Don't sacrifice the cream of your stock in a special sale. Use the plan that brings all the prospective buyers in face to face competition and gets results. I personally conduct my sales and guarantee my work. Write me. JOHN C. GIBBS, Auctioneer, Mt. Union, Ia.

For Sale—\$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 — 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—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

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—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—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, Upsen, 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. 73

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 condensery. Ill health, reason for selling. Enquire of C. L. Robertson, Adrian, Michigan, or Ryal P. Riggs, Sand Creek, Mich. 67

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

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

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

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. 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 \$8,000. 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, warehouses, 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

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

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.

THE BARBER'S ENEMY.

Sooner or later the safety razor comes to every man who shaves. It may not always stay, but it comes. It follows the cigar cases and the fountain pen as a standard Christmas offering for "him," and in its turn it is often one of the most acceptable presents that can be thought of. But while we take the safety razor for what it is worth we little realize how portentous has been its influence upon the ancient and honorable profession that is now languishing because the "safety" has cut into business. The barbers are thoroughly alarmed at the prospect of men universally shaving themselves and with them it is no joke.

Where the safety razor hurts worst—or one of the places at least—is that it is used as an instrument to reduce the cost of living among a great many men, while the living itself of the barbers is correspondingly decreased. Not long ago there was an international barbers' convention, at which the chief topic of discussion was the safety razor. That it is a real and alarming menace to the barbering vocation is thus shown. We may scoff at this little trade tragedy, but it is really serious. It illustrates how modern invention sometimes brings misfortune to some the while it helps the many. No one who has had experience will deny that the man who shaves himself not only saves money but also saves time and comfort and feels cleaner and more contented than the unfortunate who has to drop his business at some hour of the day and waste time waiting for his barber to slop distasteful soap into his mouth and nostrils and scrape him with a questionable razor.

The barbers will have to accept the inevitable. The safety razor has come to stay. It is not at all likely that the time will come soon when men can do without barbers to cut their hair. Of course, scientists tell us that some day we shall all be bald. But until then there must be barbers. It will be melancholy to see this historic and once noble profession gradually shorn of its dignity and profit. Once the village barber was the surgeon, the shaver, the hair cutter and the oracle. He was a man among men and figured in song and story. Alas! times change and all things change with them, including razors and barbers.

NO TIME FOR SILENCE.

Where does Senator William Alden Smith stand in the matter of parcels post? Two weeks ago the Tradesman tendered him the use of its columns to explain his position. It is to be regretted that he has not availed himself of the privilege because the question is of such tremendous importance to the mercantile interests of Michigan that silence or side stepping on Senator Smith's part will not be accepted in good grace by those whose welfare is menaced by the encroachments of the mail order houses.

The reason Senator Smith more than the other members of the Michigan delegation should explain is that

the newspaper he owns and controls, the Grand Rapids Herald, has been earnestly advocating the so-called local parcels post, and has tried to line up the other Michigan members for it. The local parcels post is a mere subterfuge. It is an entering wedge, a start toward the general parcels post, and the general parcels post would be the deadliest blow that could be aimed at the local merchants. Does his newspaper correctly represent Senator Smith's views? If Senator Smith is for the Chicago mail order houses and against the merchants of his home State the latter certainly have the right to know it, and the sooner they know it the better. The subject is entirely too important to be dallied with or left to chance.

Local and State associations of business men all over the country are taking up this parcels post question and are preparing to fight legislation which they know will be inimical to their interests. This movement is not confined to retailers. Manufacturers and jobbers are taking it up for they know the downfall of the local merchant will be to curtail their field. The traveling salesmen are lining up for they know with the passing of the local merchant their occupations will be gone. Retailers, manufacturers and jobbers, individually and as organizations, have a right to know who is for and who is against them. This is no time for silence. Those who are asking questions want direct and explicit answers.

HALF AN HOUR MORE.

There is weeping and wailing and gnashing of teeth in Washington. Great grief mars the countenance of thousands of people, for a heavy sorrow has fallen upon them and the order of the Amalgamated Sons of Rest has received a serious blow. From the time he is elected to office until the time when the people retire him, telling him to "go way back and sit down," every member of Congress and the Senate is besieged to secure employment in some clerkship for several men and women of his district. Unless he can land quite a bunch of them every term it is hard for him to be re-elected. After all the strife and struggle endured for the most part by somebody else to get a clerkship at Washington, they at once set about seeing how few hours they can work and how little they can do and still stay on that dear public pay roll, enjoying the balmy atmosphere of the Sunny South and the sight of great statesmen daily.

The cause and the occasion of the gloom and the pall that have fallen on Washington is that last week the President and the cabinet decided that all the clerks should work half an hour more a day. There has been talk for a year or two that some such rule as that would be enforced and the clerks kicked holes in the toes of their shoes. They say that from 9 a. m. to 5 p. m., with an hour for lunch, is altogether too long for anybody to work. They have the strictest, rankest eight-hour unionist beaten. Clerks, stenographers, book-

keepers, etc., in business houses and offices all over the country expect to work eight and a half or nine hours every day and do it without complaining, but when a government clerk is asked to work more than seven hours there is a wail and a weep going up all over Washington. If the government clerks do not like their hours and their pay all they have to do is to resign and there are thousands of patriots, male and female, all over the country who will go to the capital city on the next train to take their places. This idea that anybody can get more pay and do less work when in government employ than anywhere else is a pernicious one in this country. The people will applaud the President and his advisers for adding the half hour, and they would not have been unpopular had they made it a full hour.

MISSION OF PHONOGRAPH.

While other inventions of Edison may appeal more forcibly to those commercially inclined, it is doubtful if there is another which the inventor himself would place before the phonograph. And when we consider the possibilities of this marvel as well as what it has already done, it is little wonder that his aim is to have it in every home.

But a few days ago a novel use of it was made, and at the request of a Kentucky woman her favorite numbers were rendered at her funeral services, thereby dispensing with the local choir. And why is this not only proper but fitting? There is the as-

urance of first-class music, and that without troubling any one.

It is a deplorable fact that in too many instances the phonograph in a neighborhood soon resolves itself into a "funnygraph," and is in time cast aside. It is equally true that if a first-class one is kept in order and the records selected with proper care it is one of the most powerful ways of elevating the musical taste in a family or a neighborhood.

Some one has aptly said that if we depend upon our own taste in making the selections, this taste will never improve. It is safe to say that a majority of those who fancy that they do not admire the classics—yes, even pride themselves on the fact, will soon learn to enjoy them if added to the collection of records. Popular taste runs in a rut. If you confine yourself to "coon songs" you will care for no others, and the phonograph soon becomes an old story. But if you climb higher with every selection, the taste for the truly beautiful in the art is awakened. The phonograph is an educator as well as an entertainer. It perpetuates the old songs, and familiarizes us with the new. If we exclude the best, the loss is ours.

A Wisconsin boy wrote to Santa Claus as follows: "I would like a air rifle a pair of Indingloves a mouth organ a christmas tree and some candy and nuts that is all a game of checkers for." It's a little vague, but we hope Santa will be able to fill the order.

Simple Account File



A quick and easy method of keeping your accounts. Especially handy for keeping account of goods let out on approval, and for petty accounts with which one does not like to encumber the regular ledger. By using this file or ledger for charging accounts, it will save one-half the time and cost of keeping a set of books.

Charge goods, when purchased, directly on file, then your customer's bill is always ready for him, and can be found quickly, on account of the special index. This saves you looking over several leaves of a day book if not posted, when a customer comes in to pay an account and you are busy waiting on a prospective buyer. Write for quotations.



TRADESMAN COMPANY, Grand Rapids

They Do Say==



that "seeing is believing." If you'll come over to Boston and watch the loading of cars on our side track for a couple of days, you'll be mighty **certain** that "WHITE HOUSE" IS really "goin' some"—and then "some MORE." In the meantime" take it on our "say-so," and put it where it'll do some good.

Dwinell-Wright Co.

Boston—Chicago

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

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



THE grocer really
doesn't want
to sell bulk starch.

He realizes the trouble
and loss in handling it—
scooping and weighing and
putting it in a paper bag,
to say nothing of the little
broken pieces which settle

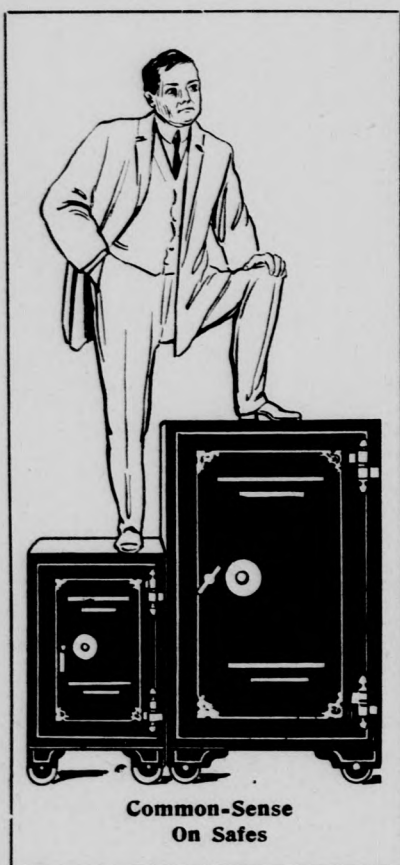
at the bottom of the bin and which he can't well serve to his customers.

But what is there to take its place?

Argo—the perfect starch for all laundry uses—hot or cold starching—in the big clean package
to be sold for a nickel. That's the answer.

You don't have to explain it but once to your customer—If she tries it, she'll order it again.
To sell Argo—stock it.

CORN PRODUCTS REFINING COMPANY
NEW YORK



We Employ No Salesmen We Have Only One Price

Yes, we lose some sales by having only one price on
our safes, but that is our way of doing business and it wins
oftener than it loses, simply because it embodies a correct
business principle.

IN the first place our prices are lower because we practically have
no selling expense and in the second and last place, we count one
man's money as good as another's for anything we have to dis-
pose of.

If You Want a Good Safe—

and want to pay just what it is worth and no more

—Ask Us for Prices

Grand Rapids Safe Co.

Tradesman Building
Grand Rapids, Mich.