

MICHIGAN TRADESMAN

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Twenty-Eighth Year

GRAND RAPIDS, WEDNESDAY, JANUARY 4, 1911

Number 1424

Speak the Good Word

It isn't the thinking how grateful we are
For the kindness of friends come to bless
Our sorrow or loss
'Neath the weight of the cross;
It is telling our gratefulness

It isn't the love that they have in their hearts
And neglect or forget to reveal,
That brightens the lives
Of husbands and wives;
It is telling the love that they feel.

It isn't the thinking of good to mankind
That comes as a cooling drink
To the famishing ones
Of Earth's daughters and sons;
It is telling the good that we think.

It isn't the music, asleep in the strings
Of the lute, that entrances the ear,
And brings to the breast
The spirit of rest;
It is only the music we hear.

It isn't the lilies we hide from the world
Nor the roses we keep as our own,
That are strewn at our feet
By the angels we meet
On our way to the Great White Throne.

It isn't the silence of hope unexpressed
That heartens and strengthens the weak
To triumph through strife
For the great things of life;
It's the words of good cheer that we speak.

William J. Lampton.



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.

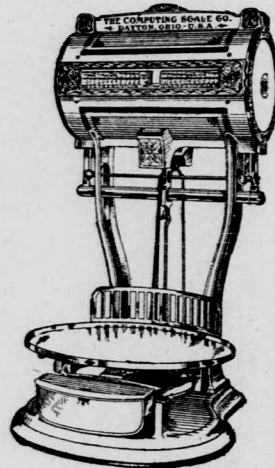
SALEM, OHIO

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, JANUARY 4, 1910

Number 1424

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Trade Conditions.

R. G. Dunn & Company's annual review of trade discusses conditions in the different branches of business and in regard to dry goods and woolens and boots and shoes says:

Dry Goods and Woolens—Prospects in the cotton, woolen and dry goods markets at the opening of 1910 were very bright, but conditions arose as the year progressed that tended to restrict demand and to create so much uncertainty that the volume of business became greatly contracted. In cotton goods the most important depressing factor was the abnormally high price of the raw material and the difficulty experienced by manufacturers in obtaining prices commensurate with the enhanced cost of production. This led to a curtailment by producers that continued to a greater or less extent from about June to the close of the year, although in October the situation became somewhat improved. This curtailment resulted in placing the market in a more satisfactory position, inasmuch as surplus stocks have been reduced to minimum proportions. The prices of goods were lowest from April to June, but the advance that commenced early in the fall carried values to a higher level, and prospects for the new year now appear more favorable. The export trade was marked by a notable increase in shipments of cotton goods to the Philippines, for nine months amounting to over 41,000,000 yards as against 17,000,000 yards for the largest previous full year, but as a whole exports were smaller than in 1909.

In contrast to cottons the woolen and worsted trades suffered from declining prices of the raw material, for although the year opened with wool prices high, quotations later on fell off, from 10 per cent. on some varieties to 20 per cent. on others, and this restricted trade because of the uncertainty on the part of consumers

as to the future course of values.

The damage was also affected by strikes and by a change in style which decreased the requirements of cloth for dresses by about 25 per cent. This necessitated curtailment of production, which at times was very extensive. With the advent of really cold weather, however, an extremely active demand for overcoatings and other heavy goods began that lasted until the close of the year. All through the year the clothing trade bought very closely and mainly for immediate requirements only, and the volume of business was decidedly below that of 1909. During the last half of the year there was a remarkable revival in the demand for silks, and at present practically all the silk mills are very actively employed.

Boots and Shoes. Both in volume of transactions and in prices the shoe trade was generally unsatisfactory during 1910. Business fell off materially from the closing months of 1909 and the demand during the first few months of 1910, was slow and failed to recover any degree of activity throughout the entire year. Buying was constantly confined to immediate requirements, the declining prices of hides and leather making operators conservative. While the year closed with business still very quiet there has been some improvement over the pronounced dullness that prevailed during the summer months, and conditions at present are healthy, there having been no overproduction and jobbers and retailers carrying only sufficient stocks to meet their actual requirements.

The Boosters of Emmet.

Harbor Springs—The annual banquet, and the election of officers of the Harbor Springs and Emmet County Improvement Association was held at the Opera House, Thursday evening. The dinner was served by the ladies of Harbor Springs Grange and the music was by Gardner's Orchestra. About one hundred of the live wires of this place and adjacent country occupied seats at the table and thoroughly enjoyed every minute of the three hours program.

After the election of officers short talks were made by a number of the prominent business men, the principal topic, being the discrimination of the Grand Rapids and Indiana Railroad against Harbor Springs, and a move will be made soon for better transportation for Harbor Springs.

The enthusiasm shown at this banquet, by the boosters of Harbor Springs, indicates continued prosperity for the place, and united effort in securing additional industries.

The Pork Situation.

Some weeks ago immediately following the elections and the astounding expressions of sentiment, so-called, by the voters of several states, prices for staple provisions, especially took a sudden tumble, principally, however, in the columns of the daily papers, and the yellower the papers the greater the slump in prices, until the great army of "downtrod," to quote the form of expression of our old friend Devery, in New York, were living at a small percentage of their incomes and putting money in the bank at a rate heretofore undreamed of.

As a matter of fact there has been no change at least, no permanent change, and the market for provisions to-day, instead of being lower, is steadily advancing and each week sees prices quoted on a higher plane. First calling attention to the fact that prices along in February and March, last year, were about the highest ever known, at least, they were at a level considered abnormal, we now make the prediction that February and March, 1911, will see prices as high or higher than they were at a corresponding time a year ago, and we suggest that our readers post this prediction in some conspicuous place and be governed by it or not, as they please, but if the prediction comes true, they cannot blame us for not having acquainted them with the situation.

Since, we may say, early in the fall the receipts of hogs throughout the country have been gradually lessening and this is not entirely due to the delay in the arrival of trains from Chicago. Some people more optimistic than others were inclined to discount very early in November the apparent and inevitable shortage in the supply of hogs, and they insisted that December would see a large "throw," as they call it, of hogs, but December has come and gone, and instead of there being any increase in receipts the receipts have fallen off. The total receipt of hogs throughout the country last week was ten thousand less than for the corresponding week a year ago. Here is the statistical situation in a very few figures, but it is too obvious to be doubted or discounted.

The reason for this shortage in receipts is because hogs were not raised, and the reason why they were not raised is because the farmers of the west have been getting such good prices for their corn that there was no inducement to feed it. In other words, they would not take the chance of feeding it. They have sold it at a good, round price per bushel instead. Farming is no longer a desultory and haphazard occupation in the west; on the other hand, it is a

business, and the farmer is as keen and systematic a business man as can be found between the two oceans. If he can get a remunerative price in cash for his corn, it is better and safer for him to sell it than to feed it. If he should feed it he would at once assume a good many chances. He would assume chances that the market for hogs when he came to sell them would be at rock bottom, he would take a chance with that scourge of swine raisers in the west, the cholera, and he would take a chance, probably, that if his corn were eaten up the price of corn might advance to such a figure that it would have paid him a handsome profit had he held it for a rise; so that, as we have said, he would take a great many chances in feeding corn between the corn crib and the marketing of his hogs. Therefore, the farmer feeds his grain only when the price is so low that by all calculations and allowing for all chances, he stands a chance of realizing better rates from it by marketing it later on in the form of pork.

So, to recapitulate a little, owing to the favorable prices that have prevailed for corn the farmer has sold it instead of feeding it, so he has not of course raised hogs. It takes several months for hogs to grow and be ready for market, so that there is no chance that the situation will be anything but firm and firmer for several months to come.

Packers to-day find themselves cleaned out of stocks instead of accumulating the surplus as they should at this season. Pork products have scored several advances during the past week and the trade will see a steadily ascending market until well into the new year.—New England Grocer.

Window Demonstrations.

A shopkeeper in a country town has been fined for causing an obstruction of the footway by showing in his window a sweetmeat-making machine at work. The setting-up of a window attraction, especially anything of a moving kind, needs to be carried out with discretion. Nothing is more effective, but a blocked pavement is undeniably a nuisance. Trouble with the police can, however, generally be averted by stopping the display when the crowd grows inconveniently big, and giving the thing a rest until the people have dispersed. Apropos of working models, moving figures, and so forth, a retailer suggested the other day that those who have apparatus of the sort in their possession which has already done duty and lost the charm of novelty in a particular town, should arrange to exchange it for something which has served its purpose elsewhere.—Ironmonger.

KNIGHTS OF THE GRIP.

Michigan Order Meets in Lapeer in Annual Convention.

The twenty-second annual convention of the Michigan Knights of the Grip was held at Lapeer Tuesday and Wednesday, Dec. 27 and 28. The attendance was not as large as at some of the former meetings, but there was no lack of enthusiasm and good



Frank L. Day, Director.

cheer. The Lapeer brothers and their ladies were royal in their entertainment, giving the visiting members the most cordial welcome and seeing to their happiness and comfort in every detail. The banquet at the Graham House was a splendid success and most enjoyable, and the programme of music and speaking that followed the menu was of the highest order. Toastmaster Sculley made happy introductions and some of the boys "countered" hard, but it was all in fun, and everybody enjoyed the hits. "Father" Dunigan paid tribute to "Our Boys," and "Father" Wittliff spoke of preparing for the last trip and presenting a clean order book, and both endeared themselves to the hearts of the members by their kindness. President C. H. Phillips opened the banquet with a humorous welcoming address. E. O. Wood, of Flint, gave a masterful talk on "Modern Business." The toast of W. S. Abbott, of Detroit, on The Ladies, was credited as one of the "finest ever." John D. Martin, of Grand Rapids, in his response, "Smiles," had some things to put over on the other speaker and brought out many "smiles." Governor Fred M. Warner was unable to attend and his place was filled by C. L. Glasgow, Chairman of the Railway Commission.

Lou J. Burch, of Detroit, and John D. Martin, of Grand Rapids, working together on the floor of the convention, offered suggestions, the outgrowth of which will be proposed amendments to the constitution of the next convention. One is to change the time of being an active traveling man to six months, in place of one year, before being eligible to membership in the order. Another is to provide a sick benefit in addition to the death benefit of \$500 already in vogue, it being the intention to make

it optional with a member whether to carry the \$500 death benefit, the sick benefit, or both. Mr. Martin, in his talk to the convention, explained that many traveling men were looking for protection while still living as well as providing for the dear ones left behind. The members received the proposition with applause and when it is presented at the next convention all outlined and endorsed by the Board of Directors it will, no doubt, be readily accepted. A committee of five was appointed to take the matter under investigation and consideration and report to the Board of Directors at the June meeting. The Committee consists of John D. Martin, of Grand Rapids, Chairman, Lou J. Burch, of Detroit, W. J. Devereaux,

Ninth District—W. D. Barnard, Manistee.

Tenth District—R. S. Richards, Bay City.

Eleventh District—Fred C. Richter, Traverse City.

Twelfth District—W. G. Tapert, Sault Ste. Marie.

Secretary—F. M. Ackerman, Lansing.

Treasurer—Lou J. Burch, Detroit.

Directors—F. L. Day, Jackson; C. H. Phillips, Lapeer; I. T. Hurd, Davidson; hold-over Directors—H. P. Goppelt, Saginaw; John D. Martin, Grand Rapids; W. J. Devereaux, Port Huron.

The next convention will be held in Detroit.

Before the adjournment the follow-



Charles H. Phillips, Retiring President.

of Port Huron, Mark S. Brown, of Saginaw, and F. M. Van Tuyl, of Bay City.

The following officers were elected: President—Joe C. Wittliff, Detroit.

Vice-Presidents:

First District—J. L. McCauley, Detroit.

Second District—W. B. Burris, Jackson.

Third District—G. C. Steele, Battle Creek.

Fourth District—F. M. Whitbeck, Benton Harbor.

Fifth District—A. A. Week, Grand Rapids.

Sixth District—Alvin Davis, Flint.

Seventh District—B. E. Goss, Lapeer.

Eighth District—M. V. Foley, Saginaw.

ing resolutions were adopted on the illness of E. A. Stowe:

Resolved—That the convention of the Michigan Knights of the Grip, in convention assembled in the K. of P. hall, Lapeer, Michigan, miss very much the presence of one of our oldest and best friends, Brother E. A. Stowe, of Grand Rapids, Michigan, who is now and has been for several weeks confined to his home by sickness. It is an earnest prayer that our dear friend be spared and speedily restored to health and his family. We request that a copy of this resolution be spread on the minutes of the meeting, a copy sent to the Tradesman for publication and one sent to the family of Mr. Stowe.

John D. Martin,

Joe C. Wittliff,

Lou J. Burch.

The convention was presided over by President C. H. Phillips, and was opened with prayer by Rev. S. G. Livingston. Mayor Tucker gave the visitors a cordial welcome to Lapeer and President Phillips gracefully responded, and then business was taken up. The following committees were appointed:

Procedure—M. V. Foley, Mosher, Sculley.

Credentials—Hoffman, Van Tyle, McCauley.

President's Address—Burch, Goss, Martin.

Mortuary—Mosher, Empey, Chas. Hurd.

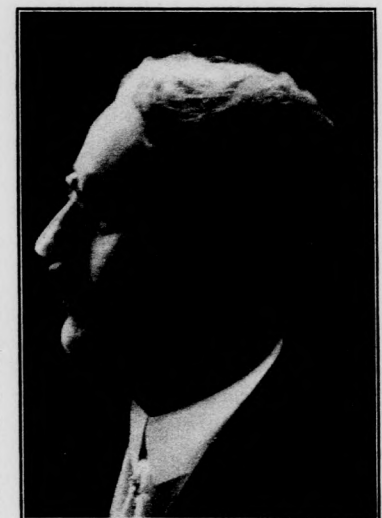
In his annual address President Phillips said the absence of young blood was a menace to the welfare of the order. "The average age of our members is about 45 years," he said. "As far as our present membership is concerned that average is bound to increase yearly, and unless checked means that inside of a few years the cost of carrying on insurance will be unbearable. To avoid this we must have each year a strong infusion of young blood, and I feel that this can only be gained by electing a full quota of young, enthusiastic officers, who will attract a younger class of men to our membership."

The report of Secretary Ackerman showed the total membership to be 1,342, with 57 new members during the year, 18 deaths, 21 lapses and one resigned, a net gain of 17; there are also 66 honorary members. Of the members who died all but four were past 50 years.

The report of Treasurer Lou J. Burch showed:

Receipts.

General fund	\$2,088.18
Death benefit fund	9,610.90
Employment and relief	738.52
Promotion fund	61.00
Miss Dyer fund	132.05



John D. Martin, Director.

Disbursements.

General fund	\$1,365.14
Death benefit fund	8,945.20
Employment and relief	24.00
Promotion fund	1.00
Miss Dyer fund	132.05
Balance on Hand.	
General fund	\$ 723.04
Death benefit	665.70

Employment and relief 714.52
 Promotion 60.00

\$2,163.26

Letters of regret were received from Wm. G. Tapert, Sault Ste. Marie; Lloyd "Max" Mills, Portland, Oregon; A. A. Howard, Coldwater; Wm. Conover, Marshall.

The Committee on Mortuary reported the following as having laid down their grips:

- H. E. Watkins, Sturgis.
- M. H. N. Raymond, Grand Rapids.
- L. M. Cary, Grand Rapids.
- Henry A. Bartlett, Flint.
- F. W. Thompson, Hillsdale.
- R. B. Hyman, Grand Rapids.
- Martin Small, Jonesville.
- Jas. McCann, Detroit.
- R. M. Surgand, Middletown.
- A. E. Siek, Chicago.
- M. E. Haram, Flint.
- A. H. Bolter, Lansing.
- F. W. Goodspeed, Grand Rapids.
- A. L. Dore, Chicago.
- Fred L. Montney, Saginaw.
- Patrick Walsh, Detroit.
- J. A. Duncan, Pontiac.
- N. B. Carpenter, Grand Rapids.

Appropriate resolutions were adopted and ordered spread on the rolls.

The election of officers, discussion of the proposed amendment to the constitution and plans for promoting the welfare of the order occupied the remainder of the session.

If you hear a good suggestion or read some article that you think is good, put it in use. Do not wait until it is forgotten.

NEW YORK MARKET.

Special Features of the Grocery and Produce Trade.

Special Correspondence.

New York, Dec. 31—The week has, as usual at the end of the year, been one of quietude. Stocktaking is in progress and all hands are taking a long breath before beginning 1911. There will be about the usual number of changes in the jobbing trade here, and a general feeling seems to prevail that the new year will show decided improvement over 1910, although some of the largest concerns have been doing about all the business they could physically take care of.

Spot coffee is having a holiday, and it is thought matters will lack animation until it is known just what will be done with the coffee now held in storage under the valorization law. Sales made have been at full figures, and at the close Rio No. 7 is quoted in an invoice way at 13½c. In store and afloat there are 2,895,459 bags of Brazilian coffee, against 4,386,672 bags at the same time last year. Milds move in a hand-to-mouth manner, good Cucuta being quoted at 14¾c.

Teas are well sustained as to price. The demand has been fairly satisfactory and dealers look for a good January out-turn. Stocks are moderate. The subsidence of the coffee excitement it is thought will promote a better trade in the tea market.

Refined sugar is very quiet. New business is practically nil and withdrawals under previous contracts

have been very limited. Quotations are 4.80c less 1 per cent.

Rice shows little change, but the trade is confident that with the turn of the year there will be a brightening of business and a revival all along the line. Prime to choice domestic, 4⅞@5½c.

Spices are firm, although sales individually are usually of small lots to keep up assortments. No change is noted in quotations.

Molasses is in comparatively light supply and the demand is moderate. Prices are well sustained for grocery grades. Good to prime centrifugal, 25@32c. There is little doing in syrups and no changes have been made in rates medium being quoted at 16@18c.

Canned goods have been in good request all along the line and this is certainly an interesting statement to make at the end of the year, when the usual report is of extreme quietude. There has been quite an active demand for corn and there would be a good business if the views of buyers and sellers were more in harmony. Nothing of a really desirable grade can be bought for less than 80c, and not a few holders ask 85c. Tomatoes are well held and the general Baltimore quotation is 80c f. o. b. Some packers quote futures at 70c f. o. b., but little, if any, business has been noted. String beans are firm and the same may be said of about the whole remaining line.

Butter has taken a tumble of about 1c and a further drop will occasion

no surprise. Creamery specials, 30c; extras, 28½@29c; held specials, 29c; extras, 28@28½c; imitation creamery, 22@23c; factory, 22@22½c.

Cheese is fairly active, with full cream quoted at 17¾c, but the quality must be fancy to fetch this.

Eggs are steady. Best Western, 38@40c; selected extras, 37@39c and from this down to 30@32c; refrigerator stock, 23@25c.

Business News From the Hoosier State.

Mishawaka—Ezra H. Murray, of Kewanna, has leased the premises for many years occupied by the late H. G. Beemer and will conduct a first-class dry goods and women's furnishings establishment on the lines of a modern department store.

Huntington—Stock is being subscribed for a co-operative grocery here. A. F. Briggs is at the head of the movement.

South Bend — The St. Joseph County Savings Bank and the St. Joseph County Loan and Trust Company opened their handsome new quarters in the J. M. Studebaker building with a reception to their friends and patrons.

Indianapolis—The Crowder-Cooper Shoe Company has purchased the stock of Binkley, Turner & Brewder, wholesale shoe dealers. The Crowder-Cooper Shoe Company now controls six boot and shoe jobbing houses.

You do not gain strength by posing for sympathy.

ROYAL

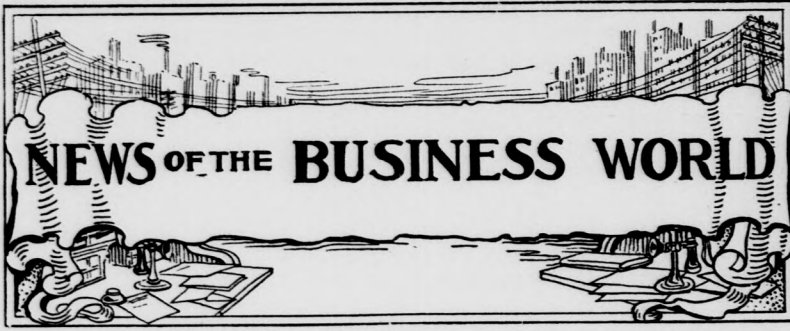


BAKING POWDER

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

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

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



Movements of Merchants.

Grand Haven—S. S. Smith will move his crockery store to Belding.

Plainwell—John Poboda succeeds Bay & Tetzlaff in the meat business.

Lansing—William M. Carr, pioneer business man, died of paralysis last Friday.

Ithaca—Vernon Eyer has bought the drug store of Daniel Altenburg at North Star.

Plainwell—Bay & Tetzlaff, have sold their meat market business to John Poboda.

Clare—R. E. Green, recently of St. Johns, has opened a crockery and bazaar store here.

Marquette—The capital stock of the Nevada Land Co. has been increased from \$100,000 to \$200,000.

Bellevue—A. P. Holmes and R. E. Davison, of Allegan, have purchased the hardware stock of H. M. Weed.

Augusta—Gavin Pitchie & Sons, of Battle Creek, have purchased the bankrupt stock of the Flour & Cereal Co.

Benton Harbor—August Peters, of the Peters Music Store, has opened a branch at Dowagiac, with W. E. Rextrew in charge.

Manistee—Peterson & Quinn have formed a copartnership to furnish ice for Manistee and vicinity. Ice houses are now being built.

Wellston—The Wellston Trading Co. has been incorporated to conduct a general store, with a paid in capital stock of \$2,000.

Grand Haven—Star M. Long has bought the interest of his partner, G. B. Brooks, in the Gildner Hotel and has taken possession.

Ludington—E. L. Brillhart has built a large greenhouse and will grow lettuce this winter and in the spring will put in flowers.

Elba—John Williams, of Lapeer, who bought the general store of S. C. Lockwood, will continue the business with the help of his son.

Big Rapids—A. V. Young has purchased the C. H. Knapp's bankrupt stock of shoes, together with the fixtures, bidding it in at \$2,425.

Battle Creek—W. H. Brown has sold his grocery business to Billing-ton & Frye and will give his attention to his creamery business.

Escanaba—Ewert Bros., commission dealers of Chicago, will establish a branch here with L. J. Ewert in charge to handle farm products.

Mt. Pleasant—F. W. Carr, engaged in business here for forty years and widely known to the trade, died last week of heart disease, aged 62 years.

Fenton—The Rolland Dry Goods Co. has engaged in the wholesale and

retail dry goods business with an authorized paid in capital stock of \$4,000.

Pontiac—L. McNeil, of Elkton, has purchased the Thompson grocery and will add a meat department, doing business under the firm name of L. McNeil & Co.

Corunna—Cecil McLaughlin has sold his store at Vernon to Burney & Wilkins, of Detroit, and will come here to take a position in the State Savings Bank.

Ann Arbor—L. C. Pray has purchased the interest of his partner, Charles Miller, in the grocery business, the latter retiring because of being County Clerk.

Coldwater—The Roucher & Moore Auto Co. has engaged in business with an authorized capital stock of \$2,000, of which \$1,000 has been subscribed and paid in in cash.

Sherman—D. W. Connine & Son will open a private bank at Wexford about May 1 and work has already begun on the two-story concrete building for them to occupy.

Grand Haven—John J. Boer has given his son, Henry J., a quarter interest in his furniture stock as a Christmas present. The firm will be known as John J. Boer & Son.

Muskegon—C. A. Carlson, of Cadillac, and W. S. Wilson, of this city, have formed a partnership, to be known as Wilson & Carlson, to conduct a general plumbing business.

Elmira—A. W. Stein will move to Fenton March 1, having purchased a new home. He will appoint a manager for the store here and will take personal charge of the Fenton store.

Frankfort—L. E. Vorce has withdrawn from the Vorce-Frederick-Sayles Company, groceries and meat, owing to ill health. The business will be continued by the Frederick-Sayles Company.

Delta—Freeman Lazell has purchased the general stock of merchandise owned by his father, the late Zack Lazell, and will continue the business at the same location under his own name.

St. Louis—The Masonic fraternity is about to adopt plans for building a temple and expect to invest from \$7,000 to \$10,000 in the building. The plans are in the hands of F. H. Bernard.

Smith Creek—F. P. Wilson, dealer in groceries and meats, has merged his business into a stock company under the style of the F. P. Wilson & Sons Co., with an authorized paid in capital stock of \$7,500.

St. Joseph—A new company has been incorporated under the style of

the Sieber Oil Co., with an authorized capital stock of \$8,000, which has been subscribed and paid in in cash, to sell oil and kindred products.

Hart—C. N. Harris & Co. have removed their stock of confectionery and cigars from Shelby to this place and will consolidate it with the F. N. Harris & Co. stock, the personnel of both firms being practically the same.

Manton—The Meyer Hardware Company, the oldest hardware company here, dating back to 1887, has been closed by creditors and J. H. Murray, of Cadillac, is in charge. The failure is attributed to a large amount of outstanding accounts.

Charlevoix—Winter fishing has begun in earnest. Dealers here had at St. James alone over twelve tons of fish of all kinds awaiting shipment on the first day of the open season, to say nothing of large catches coming with local fishermen.

Muskegon—The Muskegon Construction & Engineering Co. has been incorporated to engage in the general contracting, construction and engineering business, with an authorized capital stock of \$3,000, which has been subscribed and \$1,500 paid in.

Bay City—Herman Meisel, for five years in charge of the tea department for Gustin, Cook & Buckley, has gone into the jobbing business, carrying tea, coffee and spices. With him will be his son, Frank, the firm name being Herman Meisel & Son.

Ludington—The new Mason County Booster Club has elected officers. President, E. L. Cole; Vice-Presidents, Smith Hawley, C. G. Wing; Secretary, H. C. Hutton; Treasurer, C. A. Rinehart. The Club has about fifty members, with every township in the county represented.

Cadillac—The well known clothing house of the L. J. Law Co. is now the property of W. G. Walters. After the death of the founder of this business, L. J. Law, the store was in charge of the Michigan Trust Co. and in November was sold to R. E. Shear and W. G. Walters. Mr. Walters now takes over Mr. Shear's interest.

Manufacturing Matters.

Lansing—The capital stock of the A. Simon Iron Co. has been decreased from \$35,000 to \$10,000.

Detroit—The capital stock of the C. R. Wilson Body Co. has been increased from \$250,000 to \$750,000.

Chelsea—The Grant & Wood Manufacturing Co., maker of automatic screw machines, has increased its capital stock from \$1,000,000 to \$1,250,000.

Ionia—A. J. Ashdown, Secretary and Treasurer of the Ypsilanti Reed Furniture Company, has sold his interest and will go to Detroit to engage in the real estate business.

Detroit—The Carlen & Clark Manufacturing Co. has been organized to manufacture and sell twine holders. The new company has an authorized capital stock of \$1,000, \$500 being paid in in cash.

Detroit—The Simplex Differential Clutch Co. has engaged in business to manufacture and sell automobile parts, with an authorized capitaliza-

tion of \$25,000, all subscribed and paid in in property.

Cadillac—The Cadillac Electric Manufacturing Co. has been incorporated with an authorized capital stock of \$20,000, of which \$10,000 has been subscribed and paid in in cash, to manufacture electrical machinery.

Holland—The Holland Sugar Company has just closed its season. It has been a prosperous one and considerably more beets were sliced and many more pounds of sugar manufactured than during the season of 1909.

Menominee—The Automatic Welding Co. has engaged in business to manufacture tubes and machines for making tubes. The company has an authorized capital stock of \$25,000, all of which has been subscribed and \$10,000 paid in.

Detroit—The Fell-Lemen Trimming Co. has merged its business into a stock company under the same style with an authorized capital stock of \$20,000, of which \$12,100 has been subscribed, \$100 being paid in in cash and \$12,000 in property.

Jackson—The Battery-Ball Manufacturing Co. has engaged in business with an authorized capital stock of \$25,000, of which \$22,500 has been subscribed, \$200 being paid in in cash and \$22,300 in property, to manufacture an electrical device.

Detroit—The Bauer Metal Body Co. has been organized with an authorized capital stock of \$55,000 common and \$75,000 preferred, of which \$130,000 has been subscribed, \$70,000 being paid in in cash and \$60,000 in property, to manufacture auto bodies.

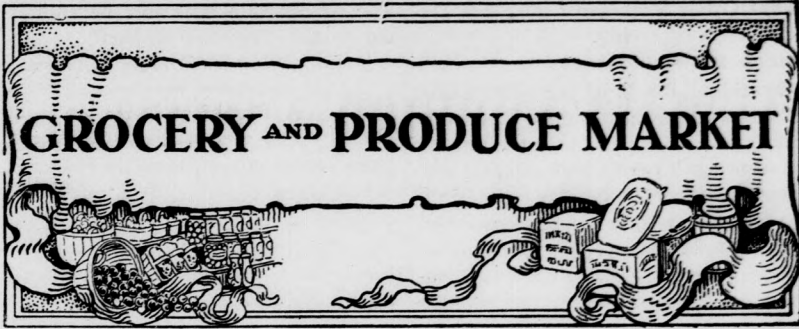
Detroit—The Marsh Trussed Pneumatic Tube Co. has been incorporated with an authorized capital stock of \$30,000, of which \$28,000 has been subscribed, \$3,000 being paid in in cash and \$25,000 in property. The business office is located at 39 Chene St.

Detroit—A new company has been organized under the style of the Steel Bar Flanging Co. to manufacture, use and sell structural steel shapes, with an authorized capital stock of \$25,000, of which \$13,000 has been subscribed, \$400 being paid in in cash and \$12,600 in property.

Detroit—A new company has been organized under the style of the Spring Equalizer Co. to manufacture devices for equalizing the strain in springs used in automobiles. The company has an authorized capital stock of \$5,000, which has been subscribed and \$1,500 paid in in cash.

Detroit—The Southern Wood products Co. has been incorporated with an authorized capital stock of \$100,000 common and \$50,000 preferred, of which \$100,000 has been subscribed, \$50 being paid in in cash and \$99,950 in property. Operations will be carried on at Vinegar Bend, Alabama.

Jackson—The corporation known as the Holton-Weatherwax Company, Ltd., has divided its business interests, Harry and Fred Holton taking the foundry and machine shop, the water power and the property south of Liberty street, Andrew Weatherwax, senior and junior, taking the mill supply business and the property north of Liberty street.



GROCERY AND PRODUCE MARKET

The Grocery Market.

Sugar—The market is unchanged since last week, and from present indications there will not be any change for a few days at least, but it is hard to tell just what will happen, as the advances of the past two weeks were not looked for by many. The refiners are having some difficulty in getting supplies, as there is a shortage in raw stocks and will be until the arrival of new crop goods about the middle of the month. The demand this week has been light, as some of the grocers are busy taking inventory and let their stock run as low as possible.

Tea—There is a strong advance in Ceylons and Indias. Liptons have advanced their whole line 2c per pound. The general market is strong.

Coffee—There is no change in the market. Prices are as firm as ever and well maintained on all grades. The holders of stocks are not inclined to press sales and the demand has only been of a fair size during the past month. It is thought that the demand will be much larger after the first of January. Reports from Brazil are to the effect that the market there is just as firm as ever. The demand from the retail trade is for a better grade of coffee than was wanted some time ago, which is caused by the cheap grades going so high that the retailers prefer to try and sell a better grade of coffee, as the customers will be better satisfied.

Canned Fruits—Stocks of nearly all kinds of fruits are said to be of small proportions, both in the East and California, and but very little remains in the hands of the packers. Prices are unchanged for the week and the demand is of about the usual size for the time of year. It is thought that as soon as the spring demand opens that prices will advance somewhat.

Canned Vegetables—According to reports many of the packers of corn have sold the most of their 1911 pack and are not anxious for any more orders at present, this showing the position of the market, as many of the wholesalers seem anxious for stock. The spot supply is still very good and prices are unchanged during the past week. The Eastern market holds firm on tomatoes after the advance of a few cents per dozen a week ago and the holders seem to have the situation in better control than some time ago. The demand is only fair from the retail trade. The shortage of cheap peas is being felt more keenly all the time as stocks are gradually cleaned up.

Dried Fruits—The Coast situation is thus reported by one of the largest San Francisco firms: "The dried fruit situation is rapidly getting to a point where most of the sales must be confined to peaches and raisins, and even these two are in a stronger position than they have been for many years at a corresponding date. Europe has been such a steady buyer of prunes since the season opened that it is believed that the amount shipped will far exceed any previous year. It is a conservative estimate that there is not more than 3,500 tons left in the hands of the packers on the Coast. Apricots, nectarines and pitted plums can not be obtained in large quantities, while apples have advanced to a point that almost puts them in the luxury class with less than one-half of the amount in California necessary to supply the requirements of the Coast demand for the next six months. Present prices on the Coast are 4c higher on apricots, 1c higher on peaches, 3c higher on apples, 3c higher on prunes and about 2c higher on nectarines than opening prices. Present prices on prunes, apricots and peaches are high mark for the season to date, with every indication of a continued advance. It is not unreasonable to expect peaches to record an equal advance with apples and prunes."

Rice—Prices have grown a little firmer on Japan rice and the demand is reported by some wholesalers as being very good during the holiday season. It is stated that mills in the South are turning down offers that were considered good, as they can not replace the stock at the same prices as paid some time ago.

Olives and Olive Oil—There is nothing new to report about the olive or olive oil market. Prices are firmly held on both lines and the demand continues good for the season of the year, but prices are said to be very small both in New York and Spain.

Provisions—Despite light receipts of hogs in Chicago and at all other packing centers during the last week, provision prices have shown net losses. Packers were willing to supply product on the swells and take their chances of being able to supply themselves with hogs later on such a basis. They have had one season when hogs were scarce and product high, and they are not anxious for a repetition. They are willing to concede the theory that hogs are scarce—in fact, the movement to market gives every evidence of it—but they know of a certainty that buyers of high priced product are scarcer. It required a very short supply of hogs

last year to meet all requirements of the provision trade and leave a little over. The packing at leading centers from Nov. 1 to Jan. 1 is now about 440,000 hogs short of that of last year. The trade hopes for a larger run during the remaining two months of the winter packing season. Pork closed at a decline last week of 12½¢ @25c, lard 17½¢@35c and ribs at 12½¢@15c.

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

	High	Low	1910
Wheat—			
Dec.	\$.93½	\$.91¾	\$.92½s
May975½s	.955½s	.97s
July94¼	.92¾	.935½s
Corn—			
Dec.48s	.46	.46½
May49s	.47½	.48½s
July49¾	.48½	.49¾
Oats—			
Dec.31½	.31	.31½
May34¾	.33¾	.34
July34¼	.33¼	.33¾
Pork—			
Jan.	19.80	19.20	19.65
May	19.10	18.37½	18.82½
Lard—			
Jan.	10.82½	10.30	10.45
May	10.42½	10.00	10.20
Ribs—			
Jan.	10.47½	10.20	10.32½
May	9.90	9.60	9.82½

The Produce Market.

The local markets are very quiet this week getting rid of the last of the holiday stock. On account of the decreased demand for cranberries they are not able to maintain their previous price. Eggs have dropped 3c the last week. This is attributed to the warm spell, and the price is expected to rise again with this cold weather. Grape fruit and onions are the only other products that have varied. The former are lower and the latter show an advance over last week.

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.

Beets—50c per bu.

Butter — Local handlers quote creamery at 31c for tubs and for prints; dairy, 23c for No. 1; packing stock, 17c.

Cabbage—50c per doz.

Carrots—50c per bu.

Celery—20c for home grown.

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

Cranberries — Cape Cod Howe's, \$9.50@10 per bbl.

Cucumbers—\$1.50@2 per doz.

Eggs—Local dealers are paying 27c f. o. b. shipping point.

Grapes—Malagas, \$6@6.50 per keg.

Grape Fruit—\$3.75 for all sizes.

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

Lemons—Californias, \$3.50@4 per box.

Lettuce—15c per lb. for leaf.

Onions—Spanish, \$1.60 per crate; home grown, 85c per bu

Oranges — California Navels, 96s and 288s, \$2.50@2.75; Floridas, 126s to 216s, \$2.25@2.50.

Pineapples—\$4 per case.

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

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

Poultry—Local dealers pay 11c for hens; 11c for springs; 7c for old roosters; 13c for ducks; 11c for geese and 18c for turkeys.

Radishes—40c per doz.

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

Veal—Dealers pay 6@10c.

Veteran Travelers Meet.

Some time ago a number of the old time traveling men of Detroit met one evening and talked over what a nice thing it would be to meet once a year and have a reunion. Just with whom the idea started it is hard to tell, but among the prime movers in getting the matters going was S. H. Hart, J. W. Dean, Fred H. Clark, "Billy" Baier, J. L. McCauley, A. G. McEachron and John B. Kelly. Many others worked and assisted in trying to reach as many of the traveling men as possible who had been on the road fifteen years or more and to invite them to attend a banquet on the evening of Dec. 29 at the Griswold House, Detroit. About 100 responded to the call and a good time they had, good eating, good speaking and good singing. At the conclusion the following officers were elected for the year: President, S. H. Hart; Vice-President, J. W. Ailes; Secretary, J. W. Dean; Chaplain, W. F. Sayers, all of Detroit. A Board of Directors, some from Detroit and some from around the State, was also elected and the name of "Veteran Commercial Travelers' Association of Michigan" was adopted. After again singing old favorite songs the meeting came to a close, to meet in December, 1911.

The Drug Market.

Opium, Morphine and Quinine—Are firm but unchanged.

Oil Peppermint—Is slightly higher.

Oil Wormseed—Has advanced.

Goldenseal Root—Is higher.

Mercurials—Are all lower.

Balsam Fir, Canada—Has declined.

Prickly Ash Bark—Is lower.

Oil Cloves—Is higher.

Short Buchu Leaves—Have advanced.

Jalap Root—Has declined.

Battle Creek—The Gartner Baking Co., wholesale and retail manufacturer of bread, cake, sweet meats and confectionery of all kinds, also baking powder, yeast, etc., has merged its business into a stock company under the same style with an authorized capital stock of \$50,000, of which \$36,000 has been subscribed and paid in in property.

It is no better for the manager to be late at the store in the morning without a good excuse than for the clerks.

Detroit—The Hupp Motor Car Co. has increased its capital stock from \$250,000 to \$500,000.

SHANTY TOWN.

An Interesting Section of Old Grand Rapids.

Written for the Tradesman.

Forty-one years ago that part of the city of Grand Rapids lying between Division street and the river, Market street and Wealthy avenue, was known as "Shanty Town." The territory was low and swampy and subject to frequent inundation by the overflowing of the banks of the river. It was occupied by poor people, mostly Irish. The houses were small and shabbily constructed; the business houses were few and small, a blacksmith shop or two, a few saloons and groceries representing the trade interests of the section. When the annual spring freshets occurred the ground embraced in the district disappeared from view and communication with the houses, which clung to their post supports or stone foundations desperately, and the main land was kept open with row boats. The passing of boats between Market street and Wealthy avenue, over Almy, Calder and Prairie streets, carrying supplies for the water imprisoned householders was not an uncommon sight. The most distinguished citizen of early Grand Rapids, Louis Campau, lived in a fairly good house located on the corner of Cherry and Calder streets, about one block south and the same distance west of the Union Station. The political activities of the district were in the hands of the Irish, "Pat" and John Grady, Tom King, the Martins, the McGurrins, "Pat" Brittain, the Berrys and the Sargents, all Democrats. Land was cheap and this fact attracted the Hollanders. A few years later, when John Steketee took upon himself the political management of the ward, after having become accustomed to the new political coat he had put on upon abandoning his residence in Grand Rapids township, and routed the Irish from the ward offices. Other prominent residents of the district were Charles B. Deane, William Riordan, Captain Coffinbury and Dennis W. Bryan. Mr. Deane resided on Ferry street, (afterward vacated and occupied by the Grand Rapids & Indiana Railroad) at its intersection with Justice (now Ottawa) street. When the railroad corporation obtained from the city the right to occupy Ferry street, Deane objected strenuously to the proceeding. Later the railroad raised the grade of the street, leaving the Deane property far below the embankment, when he engaged an attorney and spent much of his hard earned savings while working at his trade as a wagon maker in prosecuting a suit in court for damages alleged to have been sustained through the construction of the railroad. William Riordan owned a little shop and worked at his trade, boot and shoemaking. It was located on Monroe street, on the site of the present Norton store. He was elected a member of the common council several terms. He lived at the corner of Island and Spring streets—the spot where Corl,

Knott & Co. will have a new building. His associate was John Clancy, who commenced his business career in Grand Rapids as a grocer and saloon keeper. He acquired great wealth and when he died his will provided the money that was used in the erection of St. John's Orphan Asylum. Dennis W. Bryan, fresh from the mines of the Far West, moved into the district and invested in the high lands lying west of Ellsworth avenue. Having ample means he proceeded to develop the property and in appreciation of his services to the community, and to encourage the democratic principles he professed, the people dropped Clancy and elected Bryan an alderman. Clancy did not approve of this proceeding and promptly joined the Republican party. Bryan bought the Nevius building and erected one adjoining it on Monroe street, which, until the sale of the property to W. S. Gunn, were known as the Bryan blocks. The Dutch erected a little church on the corner of Prairie (now Ionia) and Islands streets, now occupied by the Lemon & Wheeler company's store, and worshipped in it several years, when they moved into the church they have since occupied, located on Commerce street, near Oakes. Before the Dutch people vacated the property it was sold to W. S. Gunn, and was used for giving vaudeville performances until its destruction by fire in 1875. On the ground now covered by the new Hazeltine & Perkins company's new building a man named Clement operated a small soap factory and on the land where the Coliseum stands there stood a small tannery. With the advent of the Grand Rapids & Indiana and Grand River valley railroad (now Michigan Central) the district began to improve. The construction of the railroad tracks necessitated the raising of the street grades and the lots of private owners and gradually the overflows of the river ceased. C. C. Comstock purchased a part of the swamp lying between Wealthy avenue and Goodrich streets, west of Spring, and established a lumber yard and warehouse. He purchased a number of freight cars, which were shunted on to sidings connecting his warehouse with the main lines of railroad and loaded the same with the various products of his various factories to be transported to all parts of the United States. It is said Mr. Comstock was the first owner of freight cars used in a private business. Their operation failed to yield a profit however, as the cost of hauling the cars back to Grand Rapids empty was as great as drawing the same out loaded with goods.

"Shanty Town," now the wholesale district of the city, owes its growth and prosperity to the railroad corporations. A vast swamp was converted into a great commercial center through their enterprise and liberality.

Arthur S. White.

Have you a mailing list? If not, the sooner you get one and use it the sooner your profits as well as the business will increase.

What Other Michigan Cities Are Doing.

Written for the Tradesman.

President Black, of the Flint Board of Commerce, has named his committees for the year and the matter of securing a permanent salaried secretary to direct boosting operations for the year is now being considered.

Joseph P. Tracy, of Chicago, an expert along promotion lines, has been engaged as Secretary of the Saginaw Merchants and Manufacturers' Association at a salary of \$5,000 per year. Saginaw added some fifteen new concerns to its industrial population during the past year and expects to do better than this in 1911.

The Commercial Club of Kalamazoo is investigating three industrial concerns that are said to be desirous of locating there.

The annual banquet of the Lowell Board of Trade will be held Jan. 24. This year the ladies will attend.

Big Rapids is discussing ways and means for securing an automobile manufacturing plant now located in Chicago. The company is now employing 100 hands and wants to leave Chicago chiefly on account of labor troubles.

Sturgis has secured two new industries during the past year and about 100 new residences have been erected.

Kalkaska's Board of Trade is now fully organized, with James Greacen as President and Irving M. Clark as Secretary.

The Transportation Bureau of the Commercial Club, Kalamazoo, which was formed a month ago, now includes in its membership twelve of the large shippers of the city. The Bureau is under the supervision of Secretary J. D. Clement, of the Club.

The Boyne City Board of Trade is taking up the good roads question and the Supervisors of Charlevoix county have been petitioned to submit a county roads bonding proposition to the people at the next election.

The Manistee Board of Trade has approved the plan of awarding to the Manistee Iron Works \$20,000 in city bonds to aid in the enlargement of this industry. The company agrees to build a big addition to its plant and employ 200 additional hands.

The proposition will now be submitted to the Common Council.

Almond Griffen.

A Breakfast Lyric.

The turkey is toothsome, the oyster is good,
The salmon is truly delicious;
The lobster and crab are as charming
when cooked
As alive they are ugly and vicious,
A cutlet of lamb and a dish of green
peas
Are fit for an epicure's dinner.
And bluefish, when baked, with a sauce
of mushrooms,
Is always a sure enough winner.

The terrapin tempts you to squander
your coin,
So dainty and rich is its flavor;
A saint on a fast day would fall for a
goose.
With onion to heighten its savor,
And even a Fletcherte, simple in taste,
His praise of fried chicken must utter.
But give me a plateful of griddle cakes
brown,
When smothered in strup and butter!
—Minna Irving in Leslie's.


This is a good time of year to hold coffee demonstrations, especially in the small town, as the farm trade comes to town oftener than at other times during the year.

Are you using a table to display the odds and ends of your stock on? If not, do it at once, as it is a winner and you will have a much cleaner stock of goods.

Are there many things that you would like to do if you had the time? System saves time.

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.

WORDEN GROCER COMPANY

The Prompt Shippers

Grand Rapids, Mich.

What Are the Opportunities For the Women in Pharmacy?

Among other occupations and professions, that of pharmacy has, in a measure, opened its doors to women, particularly in this country. They are admitted to membership in the pharmaceutical associations and enjoy all the privileges attendant on membership. In England women pharmacists were not admitted to membership in the British Pharmaceutical Association, according to a recent journal, until about 1880 (although by the same authority they were not admitted to the American Pharmaceutical Association until about 1886), and the English Chemical Society is only now taking steps to render women eligible for membership.

In Switzerland women are allowed to practice pharmacy, but in Germany they are barred from the profession. In Cuba Governor Magoon has been requested to debar women from government employment on the ground that it has a tendency to lower the status of women.

Women are repeatedly urged to enter pharmacy as being a profession and business for which they are well fitted in many ways. They may enter the colleges on equal terms with men students, they are well treated when there, but after graduation, what? Is it easy to obtain a situation in a retail store, both before and after graduation? Is the employment of women as clerks encouraged by pharmacists? Does a woman have a chance to put up prescriptions and thus use her professional knowledge, or is she employed simply as a saleswoman as is the girl in the department store? How can she obtain her practical experience? It was to find an answer to these questions that I made an effort to interview by letter both men and women pharmacists.

Very often, when a young man takes up pharmacy he does it because he must do something for a living and pharmacy looks about as good to him as anything else. When a girl decides to study pharmacy she generally does so because a pharmacist is what she wants to be. Pharmacy is to some women a stepping-stone to the study of medicine, where there is a peculiar place for them. Women's medical colleges have been established, and a walk along the streets of our cities will prove, by the number of women doctors' signs that they are taking advantage of their opportunities. Pharmacy may also lead to the profession of chemistry, and a pharmaceutical chemist has a very wide field. It is strange that more women do not take up this work.

A prominent educator along the lines of bacteriology and pharmacognosy was asked about the probability of success for women in these branches of work, and replied that he has had women in both classes, and a larger percentage of them have shown an aptitude for the work than men, and that the opportunities are probably just as good for the women as for the men in this work. A nota-

ble example of a successful woman chemist and bacteriologist is Dr. Mary E. Pennington. She has her own food laboratory in Philadelphia, but is employed by the Department of Agriculture under Dr. Wiley, and has for the past four years been investigating cold storage conditions of food.

In Texas, while it is difficult to get a position without experience, when women are employed they are liked as well and sometimes better than men.

In California it is said to be comparatively easy to get practical experience and that women pharmacists are never out of work for any great length of time.

Some of the women pharmacists who were interviewed seemed to think that men pharmacists make a mistake in assuming that they are not willing to do all kinds of work which they are physically able to do. Of course, it is impossible for a woman to do lifting of heavy boxes; this is man's work, but the girl who goes into a store where she must or is allowed to do all of the apprentice work that she is physically able to do is going to be the better pharmacist. I have had girls tell me that they wanted to do everything possible so as to become acquainted with all the details of the business. One stated that she was once employed in a store owned by a woman, and at one time they were left without a man clerk. This store did a considerable shipping business, and all the women pitched in and nailed boxes and did everything else the man was accustomed to doing, and she said they enjoyed every minute of it. Evidently the time-honored joke about a woman not being able to drive a nail did not apply here.

I think a successful woman pharmacist of Texas struck the keynote of the matter when she said: "It is rather hard to get work sometimes, for men do not seem to know what experienced, competent women can do. We find in our own store that it is the one who knows the business that our customers want, not only in prescription work but in all other kinds of work in the store, and the men are often 'passed up' for the women clerks. We think stores are just as incomplete conducted by men alone as those run by women only."

The hospitals have played a large part in the development of women in pharmacy, and I believe the day of the woman pharmacist will be hastened by the encouragement given by these institutions. Of course this encouragement is not disinterested, but it will serve. As to the work, I do not believe a woman could have a better position nor one more suited to her abilities than this. The hours are short and she is in a great measure independent and her own "boss," which is a desideratum. She has also ample time for research work, if she is so inclined.

As to the wages paid to women clerks, I think it is true, but not more so than in the majority of other occupations, that women are not

paid as well as men. Shorter hours and lighter work are factors in a woman's earning capacity, although some pharmacists have stated that they would pay a competent woman as much as a man. In some cases, however, the reverse is true. Whether they had employed one or not, all agreed that as a prescription clerk a woman would be very satisfactory, and those who had tried them were unanimous in their commendation, some even waxing enthusiastic. One man said: "Behind the prescription counter she was most careful and extremely accurate. Altogether I have always considered her one of the best clerks ever in my employ. I hope that you will be able to give the woman clerk a boost."

Another employer writes of his woman prescription clerk that he has room for more of the same kind if they can be found.

Another gives as his experience: "I can truthfully assert that in the twenty years spent in my own pharmacy I never felt so comfortable and well satisfied with any other of the brood of clerks that had come and gone. She became efficient at the prescription counter; that department had never been cleaner and more inviting in appearance, and apologies for the condition of things when a physician invaded that section were not required. Women customers asked for her; in a few instances only men objected, but they were so rare as to cut no figure. Children were always delighted to have her wait on them. She took great delight in trimming windows and fixing up show-cases and in keeping things in that shape in which a good housekeeper delights. To-day this woman is in possession of her own neat little pharmacy in a small but growing community. It is comfortably stocked and out of debt. Any 'mere man' who should attempt to open up in that community would soon discover that all the trade worth while was preempted by 'The Woman in Pharmacy.'"

Another: "I would prefer a woman at the prescription case, first, because she is more likely to have her mind on her work—then she is neater on the average; besides, her hands are steady in the morning and her head more likely to be clear. My experience, extending over more than forty-five years, has given me ample reason for this conclusion." Several other pharmacists expressed practically the same opinion.

The majority seem to think that she would have a moralizing instead of a demoralizing effect on the men clerks. As one man put it: "If she is the proper person she will have a tendency to put the men on their good behavior; otherwise she is an impossibility in the store and useless."

A prominent western proprietor says: "My experience with a woman in the pharmacy was that it gave the place a distinctive dignity, an atmosphere of something that an old bachelor like myself cannot exactly define."

I think the women pharmacists who have arrived are overlooking one opportunity of advancing their cause, and that is the attendance at and active participation in the annual meetings of the State and National Associations. They are far behind their sisters in other professions in this respect, especially of the medical profession. The women of San Francisco and the Pacific coast have a Pharmaceutical Association of their own. This is all right as far as it goes, but all women connected with pharmacy should affiliate themselves with the associations, both national and State, where they will come into contact with the leaders in pharmacy and keep in touch with what is being done in the pharmaceutical world outside of their own place of business. There are some names of women on the membership rolls, but how often is the name of a woman seen on the programme of papers to be read at any of the meetings?

In conclusion, there does seem to be among the rank and file of druggists a prejudice against the employment of women clerks. Theoretically, they are in favor of them, but practically the majority of them are not. They say they think women in a drug store would be all right—for the other druggist, who has a larger store, better facilities, more clerks, better locality, etc. It is usually the more progressive, more ethical pharmacist, who is not afraid to go against established custom, who is willing to give women a chance to obtain a foothold, so that she can prove her fitness or unfitness for the profession, and it is almost invariably true that the women so employed—that is, the women who are in earnest—have demonstrated their right to an equal chance with men in certain lines of drug-store work. Of course, if the woman is employed and found wanting, she should be dismissed just as a man would be.

I believe that as the woman proves herself valuable and the pharmacist realizes her value as a business asset, the prejudice now existing will gradually wear away. There is room now for a limited number of women clerks of the right kind, but the indiscriminate encouragement of any considerable number of young women to go into pharmacy at the present time and so produce an oversupply is unwise. Let them be few but good. Only those should be encouraged to continue that show an aptitude for the work so that they will be successful and satisfactory and thus pave the way for the larger number to come after them in the future. Professors in colleges of pharmacy have this power to weed out to a great extent.

There is no place in pharmacy for the frivolous, trifling, and uneducated girl, but if the earnest and serious women pharmacists of to-day quietly and efficiently demonstrate, as they are doing, their fitness and capability, they will be accomplishing more for the cause of women in pharmacy than by anything else they can do.

Mrs. Chas. H. LaWall.

MICHIGAN TRADESMAN

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OF BUSINESS MEN.

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E. A. STOWE, Editor.

January 4, 1911

PANAMA CANAL TOLLS.

Now that the time when the Panama Canal will be opened to commerce is within measurable distance, the matter of the tolls to be charged shipping passing through the canal is claiming some attention in European shipping circles, as well as in this country. Some people are advocating that no tolls be charged and that the United States government bear the whole cost of the fixed charges, as well as the cost of operation. It is difficult, however, to imagine that the American people, after spending the immense sums that the completion of the canal is certain to cost, would be willing to bear in addition the whole cost of maintenance for the convenience mainly of the commerce of other nations.

The canal is expected to cost not less than \$400,000,000, and it is estimated that the fixed charges for interest and maintenance will amount to \$15,000,000 annually. There is naturally no hope that the earnings of the canal during the first few years will amount to anything like the annual charges and cost of maintenance. Still the people of the United States, with whose money the canal is being built, have a right to expect that all commerce that enjoys its benefits should pay a fair proportion of the cost of operation.

The Suez Canal, which aside from the trans-continental railroads will be the principal competitor of the Panama Canal, charges a toll of \$1.40 per ton. Whether that be the toll fixed for our canal or not, it is clear that during the first few years the returns can not possibly pay the cost of maintenance, much less the total fixed charges. The Suez Canal was thirty years old before the tonnage passing through it reached 10,000,000 tons in a single year.

For a long time after the canal is opened to commerce the vast bulk of the tonnage using it will be foreign; in fact, aside from our warships the American tonnage passing through the canal will be for some years at least insignificant. There is no sound reason why this country should make the passage of the canal free to foreign shipping and saddle the whole

cost of maintenance, plus the fixed charges, on our people, when our own shipping will provide but a very small portion of the total tonnage benefited.

The bearing of the initial cost of the canal, as well as the deficit in the cost of maintenance, plus the fixed charges, compared with the tolls received, is a sufficient gift to the world's commerce without assuming in addition in perpetuity the cost of running the canal. By all means we must exact a reasonable toll and exact it impartially of the shipping nations.

FOUR-YEAR TERMS.

The question of four-year terms for most of the officials now elected bi-ennially seems to be the subject of increasing consideration by thoughtful people in various states. It may be taken for granted, or at least successfully contended that the growing conviction among those who pay the election bills—the taxpayers and business interests affected by the bi-ennial off-year disturbance and the presidential quadrennium—proceeds from a belief that the standard of efficiency and integrity among public officials is constantly rising and has now reached a point despite conspicuous exceptions, where the people may safely make their choice for four years instead of two.

It has not been so very long since many public officials, especially in cities, were elected annually, possibly on the theory that mistakes made could be rectified more easily in one year than if the official was elected for a longer period. Few would advocate to-day a return to the annual election system, and it is but logical that the same argument should prove forceful in the matter of another doubling of the tenure of office. There is no good reason, given a capable list of candidates, why they should not be universally elected for four years, instead of for half that period. One can not argue very far on the subject without insisting that efficient candidates are a condition precedent to all elections. Many of the states now elect their governors for four years, and the tendency is constantly in this direction.

Business interests would certainly welcome a change which would remove the bi-ennial congressional disturbance from business conditions, most people, if they stopped to think of the matter at all, would probably agree that by exercising a little more care in selection all officers now elected for two years ought to be elected for twice that number, thus concentrating into one year in four the turmoil and upheaval incident to elections national in extent and significance. The progress made in this direction is certainly encouraging for further advances of the same kind.

A good advertiser invariably has a good business because his advertising is nothing more or less than the printed news covering his store's activities.

Whatever else we fail to be thankful for, for goodness' sake, let's not forget to be thankful we are not like the other fellow.

CHOKER THE WEEDS.

A duel between boys as the result of reading cheap novels is one of the news items in the recent papers. With the best of reading matter in abundance and almost as cheap as the poorest, it is passing strange that juvenile taste should be so perverted.

The farmer once fought Canada thistle and kindred weeds by pulling them out. He has now found that it is much better to choke them out. Accordingly he tills the soil thoroughly and plants good seed in abundance. The result is that the weeds have no room to grow. They are literally crowded out, and the survival of the fittest solves the weed problem.

The question of reading may be solved in nearly the same way. If there is a sufficiency of good, wholesome reading the normal system will no more call for the dross than will the physical nature be satisfied with chalk when the body is properly nourished.

The law of prohibition is not necessary if there is an abundance of the proper material. If the boy craves sensational stories, the goody-goody Sunday school ones will not prove an acceptable substitute; but there are plenty of wholesome, stirring tales which may be safely entrusted to him.

Read with him if need be for a time a good story of adventure; supplement it with some of your own personal experiences or those of acquaintances. Note the points which interest him and base future selections upon these. If you have not the time to devote to a criticism of juvenile literature, or feel inadequate, there are a number of periodicals which may be safely trusted to do the work, as well as an infinite number of books. They are much cheaper than bad habits. A well filled case of carefully selected books will shut out trashy reading.

"LET US HAVE PEACE."

Andrew Carnegie's latest gift to humanity of over \$11,000,000, with a view to establishing a plan which shall abolish war among the nations, marks a new epoch in the history of civilization. Just how the funds will be applied is not yet clear even in the minds of those most directly associated with the new commission, yet the results to be accomplished are so clearly defined that the way leading to them will be duly shown.

It has been the wish of our great men from Washington down that war be averted. They fought not from choice but from necessity. As a nation among nations we are progressive. Moral and legal arguments are growing more and more to supersede pugilistic encounters. If individual differences can be settled in a more humane manner, if civic disagreements can be adjusted without butchery, why not employ civilized methods between nations?

Mr. Carnegie computes that 70 per cent. of the taxes collected in this country are spent on war or pensions connected with it. This expense

transferred to the educational funds would endow our schools and colleges with a liberality never thought of by a Rockefeller. It would build libraries in every hamlet. It would place the worthy pauper on a self supporting basis. It would build good roads. It would—but why consider farther?

"But," says Mr. Carnegie, "we must look above the mere money cost of war to effect its abandonment as long as the yearly increase of the national wealth of the nations is so enormous that means will always be forthcoming for war." The moral principle is the all-powerful one, and may the peace foundation hasten the millennium!

IMPROVED SHINING HOUR.

The eight-hour day movement has just received a severe setback as the result of an experiment tried by the New York Telephone Company, which recently reduced the working hours of its 7,000 "hello girls" from nine to eight. Within a very short time 200 of the girls had become brides, and the company, in self-defense, has been compelled to restore the nine-hour day. Probably the value of time has never been more strikingly illustrated and the incident forcefully verifies the old adage that one "never knows what an hour will bring forth."

The telephone is an indispensable part of the modern business system and until a girlless "central" has been invented the young women who preside at the conversation table will probably have to pay the penalty of the manner in which their New York sisters improved the shining hour which the unsuspecting company presented to them. The disquieting speculation suggests itself, however, as to what would happen if the working hours were reduced from nine to seven. Would the increased demand for orange blossoms enhance the value of California fruit lands, or would a reaction set in and the flood of brides be stemmed before the supply of bridegrooms was exhausted?

There is wisdom in joining a retail merchants' association, but do not think that it can run without the assistance of you or your dues. Pay dues promptly, as they are going for a good cause.

If certain seasons of the year persist in being dull with you, see if you can not put extra pressure on sales of articles that are reasonable at that time.

To have customers satisfied so they will come again sell them what they want rather than what suits your own taste, but see that it pays a profit.

Do you always try to make the acquaintance of all newcomers to your town? It may get you more customers if you do.

Goods are judged nearly as much by the manner in which they are shown up as by their quality.

Most of us prefer describing the way to heaven to walking in it.

TAGGING HUSBANDS.

A tale of cruelty whose ingenuity makes it all the more diabolical comes from New Jersey. The women of the Mosquito State have prepared a bill to be submitted to the next Legislature providing that all married men shall wear thumb rings, in order that the world may know their exact social status. Strange as it may seem, this proposition does not come from the maids or widows who have been flimflammed by flirtatious benedicts, but from the wives themselves. According to present plans, the bill will be introduced in the Legislature, if there are any bachelors in the body to father it, and it is said the husbands will have to pass it to keep peace in the family.

It will not be pleasant for the married men to wear rings on their thumbs, of course, but that is better than some of the savage tribes of the earth prescribe for personal adornment. The husbands may congratulate themselves that the law does not provide for nose rings or even ear rings.

The thumb has for many centuries been the token, the sign manual as it were, of submission and of authority. Long before Siman said thumbs up and long before the Roman audiences saved or doomed the gladiators by the elevation or depression of the thumb, this member has been of sinister significance and of paramount importance in the family circle. To be "under the thumb" is proverbially to be in a state of subjection, and now for husbands to be hourly and everlastingly reminded by statute of this condition would be tough, to say the least.

A loophole for the sunshine of hope is left the New Jersey married men, however, in the chance that the law may be declared unconstitutional, on the ground that it is cruel and unusual punishment, that it does not fit the crime and that no man can be compelled to incriminate, expose or humiliate himself.

TOO MUCH GRIT.

In an emergency case a call was made upon the nearest physician instead of sending for the regular one. "Better employ your own doctor," was the speedy response of the M. D. over the phone. It is needless to say that the regular man was summoned without parley. It is also scarcely necessary to add that some of the curt doctor's firm friends were shocked and displeased with his method.

What if he were in the right regarding personal troubles! He was called upon to relieve suffering. To refuse to do this seemed a violation of his trust. With humanity suffering it scarce seems just for old feuds to be threshed over. How much better to pick up the medicine case and do the best possible, even although the case comes through accident rather than choice. Make the best of it, as your patron is doing. It may make friends for you in the end; and the reverse course will only multiply your enemies.

The medicine man is not the only one who may be asked to swallow his pride and serve those who come to him only when more agreeable sources fail. What is the difference! The wisest way is to treat such customers as though nothing had happened. Be civil; be just. A violation at either point is sure to reflect unfavorably. You may feel that Brown comes just because he has had a disagreement with the other store; that Mrs. Briggs will surely find fault with your weight in sugar. Treat them both as though you had no thought of dissatisfaction. You may not secure peace from the warring customer, but you will not have stirred up enmity in another source. Grit is a first rate article to carry; but there is such a thing as having too much of it. When others call upon you take them at their word and let the real motive, if adverse, come out through their own acts and not through yours.

WHAT IS IN THE EYE?

Did you ever try to look a wild beast in the eye? Even the lion, bold and majestic in its bearing, evades your effort, and even if you chance to get within its range of vision the focal point is suddenly extended so that the animal is not looking at but past you. With only evil thoughts regarding you, it can not look you in the eye.

There is much in the human eye—more than we are apt to realize, yet to the student of human nature this is the key to the soul. If a witticism is perpetrated in your presence you instinctively look into the eye of the speaker to divine his purpose. If there is an expression of disapprobation his eye tells better than words the extent of the dissatisfaction. If there is only silence the language of the eye is still powerful.

It is a poor rule which does not work both ways, and the language of your own eye may be just as intelligible to your patron as is that of his to you. Is yours an eye beaming with good will and the desire to give every possible favor? Are you striving to give honest measure, good goods, full value? Are you trying to make bargains which will result in mutual advantage? Can you look your customer squarely in the eye and say that you would do so and so if you were in his place?

Are you not only sincere but alert to duty? Do you see what is really essential to the welfare of your patron? If there is a flaw in the goods are you in a position to detect it? Are your eyes open at all hours? Are they full of enthusiasm or fixed in a vacant stare? It is the eye which beams with intelligence that commands attention; the one which can look into another without flinching that inspires confidence; the one which has in it the touch of sympathy that impresses us as being of the highest type. Truly, the eye speaks with more eloquence than the mouth and with more frankness.

When a sin suits us it usually becomes insignificant.

GOOD ENOUGH.

Compare the average local paper with the trade organ on any line you choose. The one is tame and commonplace; the other bright and original. You have seen the picture of the same shoe in the country paper for years—perhaps with the Cuban heel added as an afterthought; but it is just a plain black shoe, with nothing to indicate that there is anything of interest to be said on the subject save that Brown has the best and the cheapest shoe in the city.

But turn to the trade paper and the whole thing is changed. There are artistic combinations, bright and pithy sayings, arguments by the score, but all in a nutshell, and you realize as never before that the prosy affairs passed off as advertising by the local merchant are as far from the real article as Neptune is from the sun.

The would-be artist studies the work of the masters. If the advertiser who is satisfied with his good-enough work would but resort to a little of this sort of educational exercise he would soon realize his lack.

He should remember that "If it required no brains, no nerve, no energy, no work, there would be no glory in achievement." If he has no enthusiasm on the subject which should be of vital importance to him the case is well nigh hopeless. "Ideas go booming through the world louder than cannon." But if his ears are so muffled that he is stone deaf they will not make the slightest impression.

The man who goes on in the old way, thinking that the methods of yesterday are good enough for today and to-morrow will soon find that the back numbers in advertising ranks pile up more rapidly than do the old styles in his wife's fashion magazines. He who ignores the new ideas will be just as absurd as would she in the hoop skirt of the sixties.

SATISFACTION.

We may not believe in New Year resolutions, but to every thoughtful person comes the inclination to look both backward and forward. What have we done? What can we do? What were the mistakes; what the chances for improvement? Without the retrospective glance experience availeth not. Without the one in advance there is lack of aspiration.

Satisfaction is in one sense a priceless gem; in another it is quite the reverse. Some one has asked if we ever knew any one with whom we would exchange places. While the question seems foolish in the extreme on first thought, is there any other person whom we should rather be than ourselves?

We may think, too, of how many things there are for which we are thankful—and these number many more than those which we lack. If you doubt this just see how many things which you desire could be willingly taken in exchange for those now possessed. You will at once bring to mind ten with which you can not bring yourself to part for every one which you really want.

But satisfaction, the real thing, is progressive. Macdonald says: "No one ought to be satisfied with the imperfect." With this fact before us the conditions which prevail to-day become incentives to better ones at the end of the year. "Every noble life," says Ruskin, "leaves the fibre of it interwoven forever in the work of the world." The fabric which we are weaving may be fair; but it is capable of improvement. The flaws in our character may be weeded out. The warp may be of finer, more lustrous material. The silken thread may be spun more evenly and applied with a steadier hand. The satisfaction of well doing should give the skill, the power and the desire to place the mark still higher.

THE RULING PASSION.

The body of a girl, strangely preserved among the dust and hardened lava, has been discovered in the excavation at Pompeii. From the attitude in which the remains were found, and the fact that jewelry was still in the clasp of the finger bones, is inferred that she was but one of the many victims who sought in vain to carry their most precious belongings beyond the deadly zone of noxious gases, the black clouds of lapilli and the glowing torrents of lava on the last day of Pompeii.

The ruling passion has been in evidence in the case of other discoveries made by the excavations. Thus, a Roman sentry was found—virtually petrified by the preservative incrustation—in his sentry box, proving his devotion to duty stronger than the first inclination to flight. A dog's skeleton was found stretched above that of his young master. An inscription on the collar of the animal proved that on two previous occasions he had saved the boy's life—once in a shipwreck, once in a murderous attack of brigands.

Most of the inhabitants succeeded in making their escape. Those who perished presumably gave their lives in the effort to save their valuables. The most conspicuous instance is that of a huddled group found amid their jewelry and trinkets in a wayside inn on the road to Stabia. Hampered as they were by their worldly wealth, the fiery deluge fell upon them, consuming Dives and sparing his riches for the patient archeologist centuries afterward.

Who shall blame the poor girl, whose skeleton has just been unearthed, for wanting to take with her the necklace and bracelets and the twinkling adornments of her hair? She literally gave her life for the very things for which many lives are sacrificed to-day.

"Thy will be done," calls for cooperation as well as resignation.

When you see a saint floundering around you may be sure he is tripping over borrowed garments of piety.

Carelessness in disposing of advertising matter (which costs real money) shows a weakness which any merchant ambitious to be a success can not afford to indulge in.

PROVINCE OF TRADE PAPER.

Its Aim Is To Help, Encourage and Stimulate Its Constituency.
Written for the Tradesman.

Until comparatively recent days the province and tremendous importance of the trade paper had not dawned upon the world. The rapid growth and development of trade periodicals silently, to be sure, as substantial growth usually is—hardly attracted the attention of men outside of those industries and commercial enterprises which the trade paper directly or indirectly affected. There were those who made the not infrequent error of condemning a good thing before they heard.

But in spite of the ignorance of those who never had occasion to inform themselves upon the real scope and mission of the trade paper, and in spite of the cynicism of those who spoke out of the fulness of their misapprehension, the trade periodical has gone right on developing its distinctive field and gradually proving itself to be an indispensable factor in the commercial machinery of this modern era. Apropos of this point, Frank Markward says in Advertising and Selling, "Its position is a collateral unit in the link that demands co-operation between manufacturer, retailer and consumer to secure not alone the best but the speediest results."

The trade periodical's purpose in a word is—service. It wants to say—tries continually to say—and succeeds in saying—just the things that are best adapted to help, to encourage and to stimulate its constituency.

It is prodigiously and intensely in earnest. Above all it is practical. Of every contribution which comes to the editor's desk—and, believe me, they are many during the course of a twelve-month—he says: "Where is the kernel of the message in this contribution? Is there anything new in this article? Anything that has not been discussed recently in our columns? Has the author a clear-cut and incisive word? Is the manner of it such as to grip the attention of the busy retailer?"

There are many contributions that do not come up to these requirements. They must be returned to the writers. In themselves they may be clever. Insofar as literary excellencies go they may be tip-top; but they have, perhaps, been written mainly from an editorial point of view by somebody who does not know modern business life by his own experience, and they won't do. The retailer is a busy man. Moreover, he is a needy man. He is actively in the market for selling helps. Therefore he must be given in his trade periodical the things—and only the things—that will actually help him in his business. If he has any leisure and inclinations for literary pursuits he doubtless has good books in his home, or can get access to them in the libraries of his own town. Therefore, the trade paper steadfastly resists all temptations to become a "literary" medium. It is

confessedly a business man's paper. From start to finish it means business.

Therefore it must be filled with the right sort of matter. Correspondents, writers of feature articles and regular contributors to its columns must keep this service-feature in mind when they sit down to prepare their copy for the trade periodical. No padding, if you please, Mr. Contributor. Make every sentence count. Do not beat out your idea until it is as thin as gold leaf. Manner counts for something, to be sure. The diction should be good and the sentences perspicuous. But, above all, there must be solid meat in the thing said. We are plain, practical business men, and we are very businesslike; therefore unless you have something important to say do not say it.

Sometimes it is a difficult matter for the editor to get in touch with the people who can supply precisely the sort of thing demanded by the trade paper. Only the other day an editor friend of mine, speaking about a certain kind of practical matter which he wanted to buy for his readers, said: "To tell you the truth, I do not know where I can get it. There ought to be—and doubtless are—men in the trade who could supply what I want; but I have not been able to locate them thus far." He wanted a certain class of highly technical matter for a trade paper which goes to retail dealers in one of our trades. He has very practical ideas of what a trade paper should be.

I have said the real mission of the trade periodical is to serve. It honestly and persistently tries to make itself literally indispensable to its readers. It seeks to do this through its educational effectiveness. It is par excellence a medium of enlightenment. It is on the outlook for the newest, the best and the most practical thing—in order that it may dispense this thing to those who read its columns.

Consequently it has wide-awake correspondents all over the country who are literally on the qui vive for the new and the helpful. These men are experienced business men. They know modern merchandising, and they are themselves specialists in some phase of commercial life; and they know at least one business down to its minutest details. They keep in touch with the onward trend of business affairs. They are out in the great swirling currents where things are moving on irresistibly.

They are wise to the slightest departures in current styles and modes. They know the accredited thing, and, best of all, they are in a position to get some live tips as to what the accredited thing of to-morrow is going to be. They keep in touch with manufacturers, traveling salesmen, stockmen, foremen, buyers, department managers, sales managers, advertising managers, window trimmers, jobbers, intelligent and ambitious clerks—with anybody and everybody; in short, who knows

what's what in this day of tense commercial activities.

Out of their own experience they write. From what they see and hear they write. They are, in one sense, trained newspaper men who have limited themselves to one class of reporting; namely, reporting on business affairs. They have made themselves competent through long periods of intense effort. You can depend upon it. They have a sense of real "news" features. Turn them loose in any city for two hours and if there is any merchant in that town who is doing anything out of the ordinary they will find him. Yes, and write him up, too. The point of the write-up will not be to tickle his ears (I mean the merchant's ears), but to inform Mr. Shopkeeper way off yonder in the smaller town.

We hear much of co-operation nowadays between manufacturer and retailer. Many merchants who are now in the prime of life can remember when these things—brotherliness, co-operation, get-togetherness—were not much thought of. Every fellow was looking after himself, and if the devil got the tail-ender nobody stopped either to lend a helping hand or to lament.

Things are different now. Did you, Mr. Retailer, ever stop to consider why they are different? Not accidental. Hardly. Somebody has been at work bringing about these more pleasant and profitable relations between the various men who are making, jobbing and retailing commodities. Who? The men who make your trade papers for you. From the very beginning of the trade paper these men of the trade press saw that the best results could accrue to everybody only when amicable relations were established between manufacturers and distributors. They, therefore, undertook to establish such relations. Look around you and see what they have done. It has not been all fun-and-no-work to get this result accomplished. Peacemakers are supposed to be blessed—and doubtless will be, ultimately—but they often have a hard time of it for a while. Such has been the experience of the men who have given impetus and direction to the trade press of this country. They have had to reprimand both manufacturers and retailers. They have had to call a spade a spade. Trucklers? Time-servers? Charlatans? Never. The trade paper has done its duty both by the manufacturer and the retailer. And that duty, reduced to its simplest expression, is to make the manufacturer and the retailer see that they must work together. They are seeing it and they are working together.

There have been discouragements enough. Difficulties have confronted the trade paper from two sources: from manufacturers who were shortsighted and prone to grab the present "good" rather than bide their time for the sake of the larger benefit; and from retailers who thought they could get on without any help, by jingoes! from the trade press or

any other old source! The power of the trade paper depends upon its constituency—the number of its subscribers and the intelligence of the subscribers. In order to gain power it must first gain subscribers. Then it must secure the confidence of these people who take the paper. Between the editorial office and the subscriber, far and near, there must be a relation of good will. That has been a hard pull. It has often been difficult for the trade paper to make the subscriber understand that it honestly and persistently sought to give every subscriber several times over the worth of his subscription in specific, highly specialized, and stimulating service. But dealers are seeing that now.

And then it was hard to make the manufacturer understand that the trade paper was a serious and dignified proposition rather than a convenient medium for "inane and cloying" puffs. The manufacturer (and his salesmen) seemed to have a hankering for gratuitous write-ups. In other words, collateral advertising furnished (like salvation) without money and without price. If he missed his periodic puff, he got peevish. But happily that sort of thing is rapidly passing. It has passed from these columns long ago. In some places traces of it may still be found. But it is utterly beyond the scope of the trade paper's province; for the trade publication is meant to be a real servant both to the manufacturer and the retailer. Its highest ambition is to bring about co-operation and brotherliness—to the end that all parties concerned may derive the largest measure of benefit for his distinctive service. This is the province of the trade paper. This has made it what it is. And along this line the trade paper is going to continue to fight it out to the most glorious and prosperous consummation.

—Chas. L. Philips.

The Pepper Plant.

The most common and widely used of all spices is pepper. It is a native of the East Indies, but is now cultivated in various parts of the tropical belt of America. The plant is a climber and has a smooth stem, sometimes 12 feet long. The fruit is about the size of a pea, and when ripe is a bright red color. In cultivation the plant is supported by poles. In some localities small trees are used instead of poles, for the best pepper is grown in a certain degree of shade.

The plant is propagated by cuttings, comes into bearing three or four years after it is set and yields two crops annually for about twelve years. When a few of the berries turn from green to red all of them are gathered, because if they were allowed to ripen any longer they would be less pungent.

To fit them for the market they are dried, separated by rubbing with the hands and cleaned by winnowing.

Pepper was known to the ancients. In the middle ages it was one of the most costliest of spices—a pound of it being a royal present.

The Lowest Price on Quaker Oats In 30 Years

\$2 75 per case until January 15th

Families everywhere are interested in our unusual advertising campaign—they are ready to buy.

We make this special advertising price solely to reach this new trade quickly through you.

Never has there been such an opportunity for the grocer to increase his business.

A display of Quaker Oats in your store—

A suggestion from you—

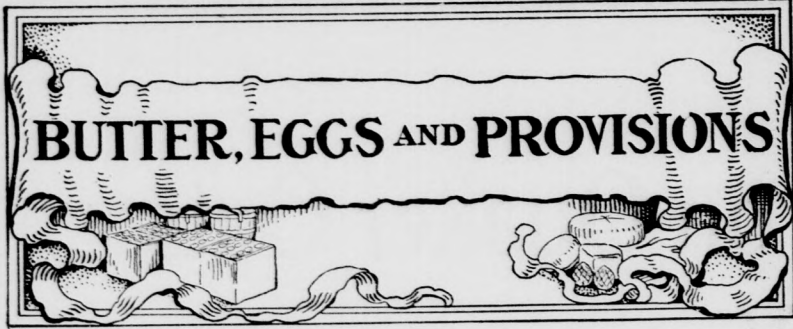
A word from your order clerk—

and you have made a new customer for Quaker Oats.

Order sufficient stock at the \$2.75 price
to carry you through January, and co-operate with us.

This is your campaign

The Quaker Oats Company



TO IMPROVE WESTERN EGGS. Carlot Shippers Prepare Legislative Bill For Enactment.

What carlot egg shippers in the West and also health officials of several Western States confidently believe is the most advanced step ever taken in the West in the effort to improve the quality of Western eggs was consummated at a meeting held at Kansas City recently, when a proposed law regulating the candling of and trading in eggs was unanimously indorsed. The bill as drawn up will be submitted by the legislative committees of the various state organizations to each state legislature and vigorous efforts will be made to secure the early enactment of this bill. In substance the proposed law prohibits anyone dealing in eggs from selling decayed, decomposed or spot eggs and also provides that all eggs handled must be candled in order that the buyer or seller may know that the eggs do not contain poor stock. At this meeting Iowa, Ne-

braska, Kansas, Missouri and Oklahoma were represented. In these states there has been a growing disposition on the part of the carlot dealers during the past few years to eliminate bad eggs from trade channels and the formulation of this bill is the outcome of this agitation. Most of the carlot dealers themselves are in favor of buying on a loss off basis in order to eliminate poor eggs from trade channels, but there is always sufficient competition from dealers who through various causes continue to buy on a case count basis to render the enforcement of the loss off basis impracticable without the assistance of the pure food and health officials and in order that they may do their best work legislative action is declared to be necessary. The bill as indorsed is as follows:

"An act for the protection of public health by regulating the sale of eggs for food purposes; providing penalties for the violation thereof, and providing for the enforcement thereof.

"Be it enacted by the Legislature of the State of Kansas:

"Section 1. It shall be unlawful for any person, firm or corporation to buy, sell, barter or trade or deliver or to offer to buy, sell, barter or trade or deliver, any eggs for food purposes between the of and the thirty-first day of December of each year without first candling said eggs or causing the same to be candled; and any person, firm or corporation who shall buy, sell, barter or trade or deliver or offer to buy, sell, barter or trade or deliver, any eggs without first candling the same or causing the same to be candled and without first removing all decayed, decomposed and spot eggs from those candled shall be guilty of a misdemeanor and punished as hereinafter provided.

"Sec. 2. The word 'candle' as used herein shall be construed to mean the examination of eggs by means of natural or artificial light in such a manner as to disclose to the person examining the same whether the eggs so examined are decayed, decomposed or spot eggs.

"Sec. 3. That the State Board of Health is authorized and directed to make and publish uniform rules and regulations not in conflict with the laws of this state for carrying out the provisions of this act. Any person who shall violate any of the rules and regulations so made and published in the official state paper shall be deemed guilty of a misdemeanor and on conviction shall be

punished by a fine of not less than dollars or more than dollars.

"Sec. 4. That a case of eggs shall contain thirty dozen and it shall not be considered as a violation of this act for any person, firm or corporation to buy, sell or offer to buy or sell any case of eggs for food purposes that does not contain more than 2½ per cent. of decayed, decomposed or spot eggs.

"Sec. 5. Any person, firm or corporation convicted of violating any provision of this act shall be punished by a fine in the sum of not less than dollars nor more than dollars.

"Sec. 6. This act shall take effect and be in force from and after its publication in the statute book."

The most important result expected to follow the enactment of this bill into a law is that in order to avoid the penalties provided the farmer, particularly, and also the country merchant, will find it expedient to market their eggs more frequently, which, of course, will mean that the eggs will reach their destination under such conditions much more quickly than under present circumstances when there is no necessity of marketing eggs promptly, and at certain seasons speculative factors tend to encourage holding eggs. Indifference on the part of farmers and country merchants is also largely responsible for the present slow movement of eggs to market, but such a law, egg dealers assert, would largely eliminate this difference.

Broken Eggs Cut Your Profits

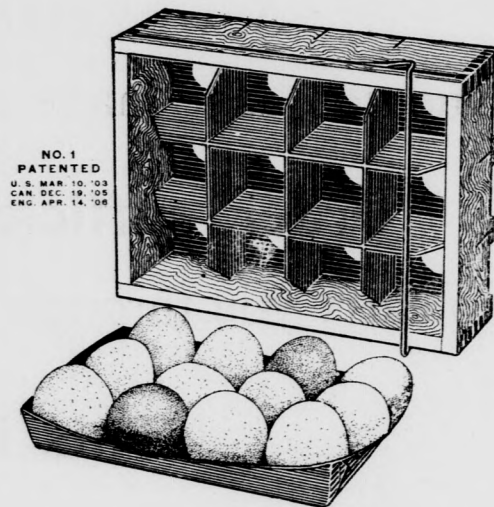
Now, when eggs are high, is the time to stop all breakage by using

Star Egg Carriers and Trays

FOR SAFE EGG DELIVERY

They pay you an extra profit of 1c on every dozen eggs delivered, because they **stop all breakage, stop miscount, save time and satisfy customers.** Cheaper to use than paper bags or boxes. Ask your jobber. Write for our booklet "No Broken Eggs." See about having your advertisement on every Star Egg Tray.

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.

Exit the Milking Machine.

The patent milking machine, extensively exploited three years ago by the Kansas State Agricultural College, has been laid on the shelf. It reposes in a storeroom in the dairy department, where it probably will remain undisturbed for many days to come, says the Kansas City Star.

The milking machine was interesting, but the "trying out" given it by the dairy experts at the college demonstrated that it was not suited to the uses of the small dairy farmer. The cost of operation, the difficulty of keeping it free of germs and the questionable thoroughness with which it did its work, led to the retirement of the machine at the Kansas institution.

"The tests at the college showed that the patent milker might be used effectively in larger dairies, where competent farm laborers could not be found," said O. E. Reed, a professor of dairying at the college. "But for small dairies, where not more than twenty or thirty cows were milked, the machine hardly could be made to pay for itself. I believe the same decision followed tests made by colleges in Nebraska, Wisconsin, Missouri and other states. It was evident, too, that it would be a constant care to keep clean the rubber tubing with which the milker was equipped."

The milking machine originally was the invention of two Scotchmen. In this country some improvements were added and it appeared that one of the drudgeries of the farm was to be overcome. Thousands of farmers saw the machine in operation and conjured up visions of reclining in luxurious ease while the patent milker "pailed" the cows.

The milker was made to do its work by means of a vacuum suction, created by pumping the air from rubber tubes tipped with cups that adhered to the udder of the cow. The power for operating the air pump could be applied by any means the operator chose—a gasoline engine or a treadmill driven by a farm animal. The treadmill source of power appealed to the farmers because it provided a means of giving the vain and indolent herd bull wholesome exercise.

Canadian Cheese and Butter.

Consul Paul Lang, of Sherbrooke, Canada, writes that figures for the dairying season of 1910 show that while there has been a small increase in the Canadian exports of cheese as compared with last season there has been a marked shrinkage in the exports of butter; in fact, the season's butter exports have been the smallest on record. The large increase in the home consumption and the fact that much cream was shipped to the United States during the season are the main factors accounting for this decrease. However, the season has been a fairly profitable one, the aggregate value of all dairy exports being about \$17,000,000.

The shipments of cheese from the port of Montreal for the season amounted to 1,892,235 boxes, as

against 1,872,315 boxes for last season. There were also shipped from Quebec 17,990 boxes, as compared with 13,960 boxes last season, making a total of 1,910,325 boxes, as against 1,886,275 last season.

The total exports of butter amounted to 27,884 packages, as against 39,443 packages last season. The remarkable shrinkage in butter exports may be judged from the fact that in 1905 the exports amounted to 573,449 packages.

The total exports of milk and cream from Canada to the United States during the five months ended August 31, 1910, were valued at \$718,159, as compared with \$1,805 in the corresponding period of 1909.

Pay According To Quality.

It is becoming more and more apparent that to grade the cream and pay for it according to its quality is a system well worth trying; at every creamery, in fact, that is the system which, when adopted, is going to improve the quality of the raw material delivered at the creameries more than anything else. Preaching and suggesting and writing and holding meetings no doubt does some good, but it is only when the pocket book it touched that anything really happens. The principle of paying for cream according to quality is so everlastingly just and fair that it is bound to work out right in practice.

Butter is sold more and more on its merits and there is not the slightest doubt that any creamery that raises the quality of its product a notch or two will be paid for it. Only be sure to raise the quality before asking anybody to raise the price. The centralizers are beginning to realize that they, too, need to raise the quality of their cream, but they will have considerably more of a task doing so than will the local creameries that take up the system of paying for the cream by grade, hence their willingness to co-operate with the latter when an opportunity presented itself at the National Convention in Chicago. Happily, this fine dream did not last long; happily, also, the grading and paying according to grade system is far better adaptable to the local creamery system than to the centralized system. This the local creameries should remember; they can not afford to leave unused this opportunity to take a long step forward towards better quality of the butter and leave the centralizers way behind. It will pay.—Dairy Record.

Preparing Sage Leaves.

Consul-General Robert P. Skinner writes from Hamburg, Germany, that until within the last ten years almost the entire export business in dried sage leaves was carried on at Hamburg, but more recently it has been transferred to Trieste, and from this port the principal American markets, Chicago and Milwaukee, are supplied. The chief American consumption is in the Northern cities.

While the sage plant grows very generally in Southern Europe, the export market depends chiefly upon

Dalmatia and, to a much less extent, upon the Levant, in both of which regions the sage grows wild.

The crop is gathered in July and August, beginning at the end of July and continuing until the first of September, and shipments are made, ordinarily, through the month of September. If the weather is warm and dry, the first shipments can be made somewhat earlier, but this is unusual. The most active movement occurs toward the end of September, and no part of the current year's crop was shipped before that time.

The crops of 1909 and 1910 were of good quality, the difference between them being exceedingly small. Sage leaves can be purchased throughout the entire year in Dalmatia.

It requires fourteen to twenty-one days to cure the leaves sufficiently for shipment, according to the weather. It happens at times that dealers who have made early contracts ship from the crop of the previous year, when the crop is not ready; but of course this is not done by first-class firms.

The best proof of courage is taking your own ills with cheer.

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
Crofton & 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.

Roy Baker
General Sales Agent
Michigan, Indiana and Ohio
Sparks Waxed Paper Bread Wrappers
And Weave's Perfection
Pure Evaporated Egg
Wm. Alden Smith Building
Grand Rapids, Michigan

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

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

PLAYGROUNDS.

Influence of Trees, Fields, Streams in Shaping Life and Character.*

I feel, Mr. Chairman, in discussing the topic which is on the programme opposite my name that I am taking some liberties in injecting into a severely practical programme a bit of sentiment. The only excuse for it is that the most real thing in the world after all is sentiment, and when we sum up what there is in the world, it consists of labor, recreation and affection. All work and no play makes Jack a dull boy. All play and no work makes Jack a real shirk. Love is the greatest thing in the world. It is very easy for me to eliminate the work proposition because that is what you have all been talking about in the most severe terms from the beginning of this convention, and you will continue to do so until the end. I would like to talk about love as the ruling sentiment of the world and the danger that menaces the American home, which is the unit of our civilization, when love grows cold or is buried by commercialism. But that is another subject. So I hope you will bear with me for a little while as I chat with you about play.

My first experience with things in this world was living in a log house just a few steps from the Menominee River, by a rambling path through the woods. That was my playground for ten years. I knew the names of the trees; I knew the peculiar things that grew in certain localities and under certain trees. I knew where the wild egg plum was; I knew where the best thorn apples grew; I knew where to dig for angle worms; I knew the curves in the stream where the fishing was, and I knew the extreme pleasure of sitting on the bank of the river and dangling my feet in the water. I was not much of a philosopher—a child is rarely that—but I was an observer, as all children are observers, and because this is so they are entitled to the best that we can give them in the way of places to see things and enjoy them.

I have forgotten most of the things that happened in the school room during those five years—the last of the ten; I remember one teacher in particular above all the others, and she was the one who took us to the woods. I do not remember very much of what she taught in the school room, but I do remember many things she taught me outside of the school in that playground along the river.

We came to Michigan when I was 10 years old, and a little way from my home was Plaster Creek, a small stream perhaps twenty miles long. That stream was my playground during the next six or eight years and with my companions, who had similar tastes, we traversed that creek bottom. We knew the individuality of a great many trees, the location particularly of the sycamore that had been eaten out by decay and provided a safe retreat for us on

every occasion when it rained. We knew the deep hole which was afterward turned into a swimming place in summer and skating rink in winter; we knew the kinds of fish that made their home in that creek. We even had a boat and paddled up the stream for miles and enjoyed each summer the beauties of that most delightful natural playground.

The Menominee River watershed for miles and miles was covered with a beautiful growth of timber in those early days, with all the delightful accompaniments of the woods; the banks of this river are now as bare as your hand. The farms run close down to the border of the stream; there is no waste land. The farmers could not afford to leave a single tree along the border of the river, and the playground that was my delight has been preserved for one hundred times as many children who live near that border to-day. There is absolutely nothing that will take its place in the child's heart.

The second stream, Plaster Creek, that gave me this joy in abundance so many beautiful days in the year has almost nothing now in the way of tree growth from its source to its confluence with Grand River, and instead of being the beautiful even-flowing stream through the year, as in my childhood, it is now a most fitful affair, full to the brim and running over at times, yet most of the year it is only a trickling rill that a boy can easily vault over without wetting his feet. When I was a boy we could traverse it with our homemade boat; now only chips and toy boats can be floated except at rare occasions. The playground is gone. Where there was one child then to enjoy that playground there are now eight thousand children who ought to have a playground like this, but a near sighted utilitarianism has snatched it away. We have stolen their rightful heritage from them, and when you are discussing so splendidly to-day the methods of getting a living in horticulture and securing a competence for old age, I would have you think for a moment at what a sacrifice some of us are acquiring what we call betterments through our labor while we are forgetful of the children's playgrounds and the children's rights in play.

I went to the Agricultural College afterward and there was a playground at the college. In those days we didn't know very much about that kind of play which is now so important—baseball games, football games, and those things—but our play was in Number Seven, a beautiful piece of native woodland along the Cedar River. There is where we derived, as college students, the keenest enjoyment. Number Seven, that beautiful riverside forest, was sacrificed some years after in the interest of having a more symmetrical farm on two sides of the lane. But it was a sacrifice with no commensurate benefits and it would be the envy of every student who attends the school now if he could know the beautiful times

we boys had in that grand piece of woodland. Then, following my school days in the country and before my college course, I was a country school teacher. My first school was ten miles from home, and I particularly recall the peculiar individuality given those school premises by the playground. This attribute ought to give individuality to every school in the Nation. We have been spending millions of dollars in devices to place our scholars inside under the most unsanitary conditions and have been forgetful of that outside playground in which they can get the equally important physical development which should be the accompaniment of that brain power for which we arrange a system of education.

My first school had as its distinguishing characteristic a playground which was eighty acres of virgin timber across the road from the school building. I did not know very much about teaching things inside of the schoolhouse. I was only 17 years old and most of my pupils were as old as I, but I did, from my education in former playgrounds, know something of the woods; of the beauty and variety and grandeur of the woods; of the education that the woods can give to any child, and from that time until this I have rarely passed a year when some one of those scholars has not said to me: "What splendid times we used to have in those woods." They have forgotten much of the arithmetic, the algebra, the grammar and the rhetoric but recall with vividness the details of the playground. Through that education which I was able to give them in connection with woods life I furnished those thirty boys and girls something that stays with them and will stay with them clear to the end, and will be helpful in appreciating that, as our friend from Ohio so well said, "This is God's world." It seems to me from my own experience as a student and as a school teacher that we must not be forgetful of this kind of recreation and educational environment in connection with the development of our boys and girls, which should give them some definite knowledge of the attractive features of this world outside of the school room and teach them to appreciate the evolution of a balanced character in connection with the preparation

Hart Brand Canned Goods

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

Michigan People Want Michigan Products

The Diamond Match Company

PRICE LIST

BIRD'S-EYE.

Safety Heads. Protected Tips.

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

BLACK DIAMOND.

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

BULL'S-EYE.

1 size—10 boxes in package, 36 packages (360 boxes) in 2 1/2 gr. case, per case 20 gr. lot.....\$2.50
Lesser quantities.....\$2.50

SWIFT & COURTNEY.

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

BARBER'S RED DIAMOND.

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

BLACK AND WHITE.

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

THE GROCER'S MATCH.

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

ANCHOR PARLOR MATCHES.

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

BEST AND CHEAPEST

PARLOR MATCHES.

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

SEARCH-LIGHT PARLOR MATCH.

5 size—In slide box, 1 doz in package, 12 packages in 5 gr case, in 20 gr. lots.....\$4.25
Lesser quantities.....\$4.50

UNCLE SAM.

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

SAFETY MATCHES.

Light only on box.

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

*Address by Hon. Chas. W. Garfield at the meeting of the State Horticultural Society, Benton Harbor, Dec. 7, 1910.

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!



for usefulness and happiness in this life.

A little later, a short distance south of my own home, in which I have lived most of my life, three miles away and six miles from the city, was a little plot of pine upon eighty acres of wood land. It was the last remnant of a splendid pine forest which stood upon the southern border of Grand Rapids when I was a child, and because there were only a few of these trees and all the pine woods exhausted, and because of the nobility of these individual specimens of the white pine, it became a favorite place, a playground for a large number of people in our city, and the Allen woods were known to almost every citizen of Grand Rapids. On all the holidays and on Sundays when the weather was good and the people could get out they took the opportunity to go to these pine woods and sit beneath the wide-spreading branches, admire the great clean boles, listen to the sighing of the winds through the evergreen tops and study with ecstasy the natural concomitants of this virgin timber.

Mr. Allen owned it, and because of the rapid growth of the city and the high price of lumber he said he was sorely tempted to cut off these trees. When I found this was true I went to him and said, "Mr. Allen, do you intend to cut off these pine trees?" His reply was, "Surely I have been greatly tempted to do so." Then I said to him, "Will you not resist the temptation?" After considering the matter he replied with emphasis, "I will resist and those pine trees shall never be cut while I live because I appreciate the value of that little piece of land to the whole community of Grand Rapids. I will not commit vandalism for a money consideration." Mr. Allen died and in less than two years the heirs eliminated that beautiful piece of pine woods because \$10,000 was too great a temptation, and the whole eighty acres were swept away as far as their value to the city of Grand Rapids for a recreation ground was concerned.

Now, my friends, I want to ask you, was that \$10,000 a drop in the bucket as compared with the real value of that land to our city? Suppose that little piece of land had been allowed to stand there until those trees should fall in decay? What a heritage it would have been to our city. Was it not a playground worth considering in connection with the growth of our city and the development of the best type of citizenship? But we neglected the opportunity. Most cities are neglecting such opportunities; most people are thoughtless of their responsibility in connection with saving the play places in the world for the children and for the grown-ups also.

There is a beautiful book which some of you have read and enjoyed, and if you have not read it, you should. It is written by Henry Van Dyke and is entitled, "Little Rivers," in which he speaks of the marvels of the sea as affecting the sensibilities of mankind; the wonderful impres-

sions that the great mountains make upon the human mind, and then, in an eloquent manner, he exploits the fact that there is nothing after all quite so satisfactory to the human heart as the delights that accompany the lines of a little river. So it seems to me, in the interests of those who shall come after us, we should preserve the natural beauties of the little rivers here and there for the benefit of all the people for all time. You who love to take a hunting trip and put your gun upon your shoulder and traverse our North country know that the greatest assets in that Northern region are the beautiful streams and their environments. Can we afford to sweep this playground out of existence, so that the people will lose the splendid enjoyment that so many of them are now getting?

When you talk about utilitarianism, that you can not afford to keep the timber on the land because it is worth so many dollars for wheat and corn, or for orchard and vineyard planting, I say to myself and to you, that as great as is this estimated value, you can not compute in money how much greater would be the value of much of this land in genuine satisfaction to the human soul if preserved in all its sylvan beauty for the recreation of the congested population which will surely need it in the centuries to come. So it seems to me we should broaden our angle of vision and comprehend in it something beyond the mere acquirement of a living. Scenic pleasures, it seems to me, are of great importance to the human race, and it is a satisfaction to all of us who are interested in things of this character to know that the National Government is saving here and there over our country reservations to remain forever in the interests of the play of the people, the recreation of American citizens. All hail to the government that recognizes this important factor connected with American life.

Perhaps you will remember that at one time it was a question whether certain parts of these reservations ought not to be utilized for what was termed more practical purposes than recreation. There was a temptation to reduce the beauty, utilize the water power and thus diminish the delightful scenic features. I am glad that Yellowstone Park is as big as it is. It is going to be a permanent playground for all the people, and the marvelous Yosemite Valley is also safe. We are glad that these splendid trees, the oldest living things in the world, are going to be saved for all the people instead of being converted into lumber that will simply line the pockets of a few. It seems to me that therein is a recognition of the unparalleled value of the great natural features of our country and the preservation of them in spite of the selfish encroachments of individuals and corporations who only see power in a waterfall to run machinery and lumber, laths and shingles in the great trees. Just as I am thinking and talking to you about the grand values of that wonderful people's playground, the Yosemite, my

eye catches the smile on the face of my Scotch friend from the Michigan Agricultural College and I am reminded of an incident connected with this marvel of nature. There is in connection with it a volume in which all the visitors are supposed to write their names and put down below any word of appreciation that occurs to them, and in that book are some wonderful pieces of poetry and prose expressing the exalted condition of the human mind while viewing the stupendous illustration of God's handiwork. After writing his name one will say, "The most glorious thing in the world; over there is God." Another will say, "Nothing can compare with this mighty illustration of the wonderful power of the Creator," and so on. A Scotchman once visited this region and, as you know, a Scotchman can not believe there is anything quite as good as his own native land, and so after signing his name, this particular Scotchman wrote just above it, "Rather remarkable—a good deal like Scotland, only not quite so condensed."

The saving of Niagara Falls in all its grandeur and beauty has been placed plainly before the American people in connection with the utilization of the water for commercial purposes. While we can recognize the importance of the conservation of power in the great streams of this country, it has seemed to the broader men and women of this country that we could afford to conserve this water in its grand demonstration of power for the hearts of the American people rather than their pocket-books.

The White Mountains—the lumberman has tried his level best through the securing of rights in that marvelous piece of scenic beauty to raze to the ground and thus destroy the distinctive characteristics which make them really the most valuable thing New Hampshire owns. All hail again to this spirit which has been sufficiently dominant in state affairs in that commonwealth which asserted itself and said, "We will save the best for all the people and we will not turn this beautiful region into a barren waste in the interest of a few men who seek riches." The conservation, it seems to me, that we must talk more about is the conservation of the natural playground of the world, and the conservation that we should consider in our own State of Michigan is the saving of the beautiful features in our North country that are treasures of inestimable value to so many people. If we must take the more sordid view and measure values by material income, we will then preserve the natural beauty of our Northern landscapes because of the large revenue that accrues to the state from the people who do value the forests and the waters and spend their money freely in the enjoyment of these great natural playgrounds. So if we are not willing to save it for any other purpose, do so on utilitarian grounds.

What about that great playground of the world, Switzerland? People

from all sections go there to enjoy the scenic beauties of the most important playground on earth. Vast numbers of people in crossing the continent always take in this country as a part of their trip. The values of this wonderfully gorgeous and most marvelous scenery in this mountain republic have been sung by people for centuries. It is no wonder that we find so very few Swiss scattered over all this earth. They are in the midst of scenic splendor which makes so strong an appeal that they can not leave. When they do go away and remain for a time from their native land the one cry that fills their hearts is, "Give me back my Switzerland, my own, my dear, my native land." We love to think of the sentiment that lies at the foundation of the patriotism of the people in that Swiss republic which leads them to admire, utilize and glorify the natural beauties of their country.


And now will you let me pass for a moment to a few of the practical things I desire to talk to you about? They are things that touch me most

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of all in connection with my everyday work and thought—the things connected with the city playground. There is no question but what in recent years there has been sweeping over our country a mighty wave interest in this playground question. We think of it now in connection with congested population. We also think of it in connection with every home, because we recognize in our minds and hearts, in the development of the highest type of American citizenship, the value of play. There is a philosophy in play. There is a philosophy behind football and baseball which really explains the relationship of those games to the development of a well-rounded fighting character. We know this world is a fighting ground against all the various forms of evil and we want to develop at least the masculine element sufficiently to take care of the elements of destruction that are going on in our midst.

The evolution of the playground movement has been rapid within the last ten years. It will be more rapid in the next ten, twenty or thirty years, especially as the centers of population become more congested and there is seen the crying demand for an outlet for the exuberance of spirits which is the accompaniment of childhood growth. It is emphasized when these congested centers begin to grate upon the nerves of the people who are responsible for child life and its environments. Those who are interested in the moral development of boys and girls in the cities and who regard it as vital that these boys and girls shall grow up to the best kind of citizens, recognize that they have been wrong; they have been wicked; they have been senseless in connection with the removal of all open spaces where the children had a chance to play and covering them with wood and brick and stone until the children have no place to go for recreation except in the streets; then the policemen, in the interests of preserving life, drive them from this last resort. I think it is only a question of a few years at most when at any expense we shall have playgrounds established in the congested neighborhoods of every city so that the children will have a chance to play.

Bear with me in a simple illustration from my own city, which I will briefly relate as an incident showing our great and immediate need: There is a little region on the west side of our river in Grand Rapids that furnishes the largest number of delinquents in our Juvenile Court. One day the Judge was faced by twenty-three boys for committing vandalism in connection with the right of way of the Grand Rapids & Indiana Railroad. The Judge was astonished to see that bunch of boys. For the most part they were very decent looking chaps. As soon as he took in the situation he dismissed the officer, then he closed the door and said, "Boys, we are all alone here now, and I want you to tell me what is the matter. What are you twenty-

three boys here before me for? You have certainly committed the crime with which you are charged—there is no question about that for I have the evidence. I know the facts and I know your names. Now, why did you do it? Come, be frank now and tell me the honest truth about the matter." Then one after another of those boys stepped forward and began to talk. "Judge, you see we hain't got no place to play. If we go to play in one place, then the cop drives us off, and finally we got out and went where we were bein' watched in our play, because it's fun to take some chances—fun to see the cops run after us and we get away and hide from him. And then you know, Judge, when we scooted away we found a box car and we got into it, and when we were in that box car we saw something that interested us and we just looked into it and it was something we liked and, Judge, we took it; that's all there is of it."

"Boys, if we will furnish you a playground will you try to be decent and clean up and be good?" And they were all ready to make the promise. "Well," said the Judge, "we will see what we can do," and without saying more he dismissed the boys and asked them upon their honor to come back on a certain day and hour. In the meantime the Judge scurried around to see if there was not some place which could be secured as a playground for these youngsters, and he found it. Then when the boys came back to see him at the appointed time he was ready for them and said, "Boys, I have you fitted out for a playground now." The boys were all interested, yes, deeply interested. Then the Judge gave them a good fatherly talk and said, "I am not going to commit you to jail; I am not going to send you to the work house, but I am going to let you go back and try it over again, believing that when you have a good place for a playground, where you will not be molested, you will do the right and square thing."

Well, that playground was secured and it has been used to the very best advantage. These boys, the very ones who were up before the Judge, are among those who use it, and a better lot of boys it would be hard to find; and in months since that time there has not been a single boy brought into the court from that locality.

Is not that playground worth something in the maintenance of law and order? Has it not a large value in the making of good citizens? Surely we must reckon with it in the development of human character since we recognize it as one of the chief elements in the reduction of crime.

We have accomplished a great deal in the way of playgrounds in some cities in this United States, and it is because we have interested the women in connection with their club life to investigate along these lines, and when they become imbued with the real benefits to accrue from playgrounds they are not slow to take hold of the matter and act. Some-

thing good and great is coming out of the study which the women are carrying on, because they are mothers of the boys, and I welcome with a great deal of joy the results of this investigation, the results of the methods that shall be developed in the interest of child life for the reduction of crime. And I welcome also the men and women who will give their own lives to the development of this thought in American growth. Conservation of forest is good; conservation of water is all right; but the conservation of human minds and hearts is far greater. We are reaching the viewpoint which establishes in our purposes the fact that the greatest of all problems in conservation is the proper salvation of the child.

We talk in connection with play of duty of happiness; that is, the responsibility, the obligation we have to ourselves and to give to others the happiness that every human being should have as a legacy. If we pursue this line of thought and endeavor to weave it into our activities we shall above all other things demonstrate not the duty of happiness but the happiness of duty.

"Straight is the line of duty,
Curved is the line of beauty.
Follow the one and thou shalt see
The second ever following thee."

Origin of Orange.

The orange, which we all know so well, is of the same family of fruits as the citron, the lemon and the lime.

The original home of the orange seems to have been India, and thence, about the fourteenth century, to Europe. Perhaps it was first introduced into Southern Italy and passed on to Spain and Portugal and parts of France, where the climate suits it.

An orange tree covered with fruit is a very beautiful sight, and when it is in bloom it is most fragrant.

Orange trees grow to a great age. They often bear abundant fruit at from 50 to 80 years of age; indeed, there are some trees whose age is reckoned by centuries and which still yield a golden crop.

Trees bear from ten to 1,000 oranges. When the fruit is meant to be exported to cold climates it is gathered long before it is ripe. Each orange is wrapped in paper or in the husk of the maize, and then they are packed in boxes.

Hundreds of thousands of boxes, each containing about 400 oranges, come to Great Britain from the Azores, Sicily, Portugal and Spain. North America is supplied from Jamaica and the Bahamas, but it will soon depend on Florida, where the climate exactly suits and where there are extensive orange groves. The cultivation of this fruit is now increasing also in Australia.

There are about eighty different kinds of orange. The mandarin oranges of China are small in size, but very fragrant and sweet; so are the Tangerines, which are somewhat similar. The Maltese, or blood orange, is grown in Southern Italy and has its name from the deep red color of its pulp.

Did You Ever?

Did you ever own an auto?
Then you know the sweet delight,
Of speeding down the avenue
With friends on a late fall night;
While many envy you this pleasure,
That of owning such a dandy car,
Perhaps say mean things about you
Or wished your sport to mar.

For a swift twenty miles you were raving,
O'er the beauty of the universe,
When "crackety-bang" a tire explodes,
And you mumble a bitter curse,
Then you dig down in your outfit,
Feel longingly for a shoe,
It was'n't there (you were well aware)
And you wonder what next to do.

The friends now eagerly assist you,
In the search for what you've not, (?)
And offer (too) many suggestions,
Which you term, just Tommy-Rot.
You also know that no inner tubes,
Nestle 'neath the cushions soft,
Yet you dig and pull the things about
While "blankety" words float aloft.

You give up after an hour or two,
And walk three miles or more,
While a cold wind fans your heated frame
And the rain begins to pour.
There to find a telephone "on the Bum"
So you another tramp must take,
To order a rig to bring you home,
Or a machinist, repairs to make.

And when you come back in the darkness
So cold, and weary and wet,
Expecting your friends to console you,
But "that's what you didn't get."
Ah No! That wouldn't be nature,
"Try it out if you think I deceive"
What you got would fill an airship,
With the hottest it could receive.

Then the auto curtains would not fit,
Tho' turned it every way;
The wind shield stuck and just your luck,
You smashed the glass that day.
Then you waited silently boiling,
While blankets around you drew,
And justly, in that frame of mind,
To make that dark night blue.

And your friends said things Quixotic,
Full of biblical phrases "I know"
With gestures somewhat amazing
Over which you've no wish to grow.
But could you have visited the climate,
They mentioned so oft and well,
Your companions (sure) would have
Furnished
The credentials, I know full well.

'Twas just three o'clock in the morning,
When the machinist, with repairs,
Came,
You had spent the night in the auto,
The sport of the wind and rain.
Then you started for home in the darkness,
Full of eagerness for home-like cheer,
When (course the maker of autos)
You lost control of the steering gear.

Well—you, were too full for utterance,
The machinist a half mile away,
Was ploughing his way back homeward,
While you tried his course to stay.
You tooted the horn like Blitzen,
You hollered and yelled and swore,
But he calmly and swiftly continued,
To increase his speed still more.

Then there was nothing left for you,
But to make repairs (if you could?)
And you side-stepped into a mud hole,
With an oil lamp from off the hood,
You wallowed in the sticky clay,
Perhaps (?) repeated a hymn you knew,
You looked and silently wondered,
"What 'the dickens' you could do."

You felt all over the greasy parts,
And wiped your hands on your clothes,
While the rain and wind grew wilder
still,
And your party were nearly froze.
When a hazy gleam in dancing stream,
Discovered the source of trouble,
And you danced about "in muddy rout"
While your party closely did huddle.

You replaced a bolt and thanked your
stars,
That fate this time, dealt kindly,
Turned on the spark and cranked away,
While the engine kicked you blindly
You jumped away and rubbed your arm,
And wondered, mentally guessing,
What new devil, now, was there at work,
To make your life distressing.

You tested the battery and the coil,
And the spark plugs, one by one,
You cranked, and cranked and cranked
again,
Ever wondering "what could be done"
When a new thought crept to your sleepy
brain,
Drizzled slowly in, tho' clearly,
The gasoline tank must be surely dry,
Your neglect was costing dearly.

You ambled off to a farm house near,
To awake the wondering farmer
Who gave you a quart or so of juice,
With best wishes from the honor.
Now, this was most kind in him,
Something unusual in a granger,
To lend a hand to the auto man,
In trouble, and a total stranger.

Well, you straggled in, at broad day light,
Bedraggled, soaked and weary,
Your wife was pleased (?) to see you
back,
And her welcome was quite cheery (?)
And as you recall that night of pain,
A smile o'erspreads your features;
Tho' you may have your troubles now,
Your troubles have been your teachers,
Portland, Michigan, Nov. 1, 1910.
Elon A. Richards,

"Here's What You Have Done Today"

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

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

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



Talking Over Today's Business Helps Tomorrow's Records

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

Bright Clerks Welcome This System

Clerks want to get ahead—to earn more money.

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

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

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

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

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

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

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

What You Get With This National

- Separate adding wheels for each clerk up to nine clerks—each clerk has practically his own cash register.
- Total of all money taken in.
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- A printed record of each sale on a roll of paper inside the register.
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ASK US to send full information about this National Cash Register built to suit your business. Investigate. You cannot begin to protect your profits any too soon.

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

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THE NEW CONGRESSMAN.

First Winter in Washington Uncomfortable and Lonesome.

Not so many years ago a cartoonist depicted four long graduated lines of congressmen wending their way from as many points of the compass toward the Capitol at Washington. And ever as they wended they decreased in size, until those entering the majestic portals were as mere black specks of humanity compared with the ones just leaving home.

Of course, it was very funny and added much to said cartoonist's reputation for humor. And taken in a social sense it was merely an exaggeration of the truth, for Washington has a most extraordinary way of swallowing alike the petty legislator and eminent statesman and making them feel lonely and new and uncomfortable.

But the representative in Congress assembled is a most important factor in the industrial life of the capital city—a god-send to the boarding house keeper and a veritable boon to the agent for furnished houses by the season.

What renters of rooms in houses near the Capitol would do without him is a mystery, and very many of the numerous recently constructed apartments which rear their flat top heads all over town would be sadly in need of profitable tenants were the congressmen to remain away. Not that the local populace engaged in housing Uncle Sam's honorables make it a practice to fleece them, but the memory of days when their salaries were munificent compared to economic conditions dies hard and, besides, a congressman is here for so brief a space as to come under the heading of transient and be charged as such.

"Going to Congress" sounds awfully big in the provinces, and the salary is still called princely there without any rising inflection of mirth. Country politicians, who have lived with ease on less than half the amount given them by a fond government to sign M. C. after their names and attend to a whole lot of other important legislative matters, think they can "put up at the best hotels and take life easy" when they get to Washington. But this same town with the open-faced avenues and splendid public buildings, which seem to extend so gracious a welcome to the man who has won, is popularly admitted to be the most expensive for its size within these United States. Unless the raw recruits, who will next March, in larger numbers than for many sessions, usurp the desks and committees of experienced veterans in the art of running the Nation, are provided with surplus funds they will discover that they can get whatever they desire—if they pay for it.

Tolerantly Amusing

He has ways all his own, this new member, very tolerantly amusing to the old inhabitant who has stayed right here and seen so many "take the course," as witty Senator Rayner once described it. Impressed by the magnificent distances of Washington,

the new member invariably seeks quarters as near the Capitol as possible. He wants to be on the job early and late. After breakfast the mere time for which would determine for the close observer how long the partaker had been in Congress—he often strolls over the House for a look around.

There is a certain pompous strut and proprietary air that none but men who have served in other conspicuous public positions previously ever seem able to dodge. He has won and he is glad, and he feels that everybody here is his friend. In his native town he goes with everybody worth while, so why not here in Washington? This for the country member, no matter from which point he started.

That anybody should look down on an occupant of a seat in the House of Representatives is beyond comprehension.

Gradually he begins to learn of "days at home" for the wives of members. He thinks it might be improper for him to go when his wife is not here, but loneliness overcomes conservatism and he goes, has a fairly enjoyable afternoon, goes again and gets into the habit.

His clothes are not just what the other men seem to be wearing. A frock coat and a silk hat appear indispensable. He writes to mother that he had thought his wardrobe complete, but these accessories are a necessary part of his congressional dignity. Somehow the money does not save itself here as it does on the farm. He almost wishes his wife had come along. Very many of them on going home for Christmas return with the family. They do not like the cramped rooms he has been occupying. Maybe there is a young daughter and she has higher ideas. Everything desirable is taken by this time, and the only expedient is to rent a furnished flat or house at whatever the agent thinks he can get. Then the "season" is off with a bang.

On the day of the first public reception at the White House he and his ilk are early in line. To see the President is an honor. But it is doubtful if anybody can find a second term representative among this motley array. The recently elected think it a religious duty to come out every time a card is brought to him by a pert-faced page. And maybe grafters and would-be lobbyists don't know this!

The Next Congress.

The next Congress, which uproots traditions and puts in a Democratic majority, is going to bring them flocking, and the new member will see them all until his head buzzes and his desk looks like a snowstorm with reminders and requests and promises. He can't find time to do his regular work because of this incessant demand on his time. Besides, there is a certain pride in realizing that even men way up in public affairs of his state have to wait humbly until he elects to come to them, card in hand.

It is a boyish sort of pride and amuses everybody, but is sneered at

by nobody, for the member is blandly unconscious of his rawness.

He likes to take friends to dine in the Senate restaurant and to frank letters at the postoffice while people look on, and to be alluded to in tones audible all over the chamber and galleries as "the gentleman from So and So." He has maybe had a hard fight and he has won and he is glad. And some of the foundations for the best and wisest measures emanate from his sort. It is only that he acts so differently later on.

Take a representative to whom the winter in Washington has become a professional habit, and the only inducement that would make him try a tour on the monster automobiles would be a delegation from home. His wife has learned to select a day that does not conflict with the judiciary or the Cabinet, and he can say "there's the great What-Do-You-Call-Him" without letting a trace of earlier awe creep into his voice. And, in passing, the longer the M. C. stays in office the farther he lives from the Capitol. Without exception the newcomers who have not been of the old regime at home start on Capitol Hill and end at Chevy Chase. Nor does this apply merely to plebeian sons of the soil.—Washington Star.

Doughnuts and Cider.

Last night I single-handed fought a gang of murderers that came
To get my money or my life, and very nearly did the same.
I struggled with them on a cliff and over it I toppled two,
I hit another one a biff that dazed him, but I wasn't through;
As fast as one was overpowered another villain forced the fight
Because four doughnuts I devoured and used a cider wash last night.

The horse that I was riding ran away with me at furious pace,
He tossed me up against a tree, I plowed a furrow with my face!
A farmer's bull was grazing near, and he took up the battle then
And landed me upon my ear upon the farmer's cattle pen.
An aeroplane came whizzing by, I grabbed at it with all my might
Because four doughnuts that you buy
With cider I washed down last night.

A strang and angry beast then came, a creature with a horrid grunt,
The way he use dme was a shame; he galloped up and down my front;
He had the roughest kind of feet that ever I have gazed upon.
His breath was hardly fresh and sweet, of nostrils he had only one;
But that belched fire and brimstone, too; his tusks were long and sharp and white.
It's awful what doughnuts will do when mixed with cider late at night!
—Edgar A. Guest.

Do not fight the catalogue houses or any other competitors with abuse. Fight them with live competitive methods and you will win out.

If a customer is disposed to argue, instead of looking for arguments, look for points upon which you can agree.

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

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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.

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WHEN IS A THIEF?

Loophole in the Law Which Seems Extraordinary But is Not.

Some people are born lucky. Will Clark, of Texas, is an example.

Mr. Clark was walking along a street in San Antonio one night, when his attention was attracted by the very careless manner in which Blum & Co. displayed some of their wares. Outside of their front door in a vestibule (almost on the sidewalk, indeed) was a glass showcase, and in the showcase was a wax figure of a woman dressed in a handsome gown and cloak. Easiest thing in the world to get them out of that showcase! It was putting an unnecessary temptation before people to expose them in that way.

Whether Mr. Clark needed a cloak and gown as a domestic peace offering, or whether he merely thought that it would be a valuable lesson in locks to Blum & Co., does not appear; but it does appear that he undertook to remove the cloak and the gown. The showcase was locked; but Mr. Clark was a man of ingenuity, and he managed to break the lock without attracting undesirable attention. He got into the showcase which was roomy enough to accommodate both him and the wax lady, and he took off her beautiful cloak and rolled it into a bundle easy to carry. Next he proceeded to unfasten the gown and slip it down to the floor—quite the customary way when ladies are not made of wax. However, in this case this method was not immediately successful, because the wax lady's feet were fastened to the floor and the gown could not be removed in that manner. At first sight he would seem here to have made a mistake; but wait till you reach the end of the story.

Before he could get a diagram of the situation into his mind and figure out that this particular kind of a lady could be effectively disrobed only by lifting the gown over the head, a policeman interfered, and carried Mr. Clark off to jail. He was brought to trial on a charge of burglary, was convicted, and sentenced to three years' confinement in the penitentiary. Just here is where Mr. Clark's luck would appear at first sight to have deserted him; but wait until you reach the end of the story.

Mr. Clark appealed his case to the Court of Criminal Appeals of Texas, and that court, after due consideration decided that a showcase could not be regarded as a house, even if it were big enough to afford room for a tete-a-tete, and breaking into it could not, therefore, be burglary. Mr. Clark's guardian angel had guided him to the showcase, rather than to the show window proper. The judgment of the lower court was reversed, and the cause remanded, "for the utter lack of sufficient evidence."

Then, feeling that Mr. Clark had done something that ought to be recognized in some way, they tried to get him on a charge of theft. Again judgment was rendered against him in the lower court, although Mr. Clark ingeniously tried to wriggle out of it on the plea of former conviction.

Convicted of theft, he remembered the success of his former appeal, and saw no reason why he should not try it again. He did, and his faith was justified.

The Court of Criminal Appeals found, upon considering the facts of the case, that Mr. Clark had indisputably taken unlawful possession of the wax lady's cloak, which was valued at \$40; but they could not see that he was in actual possession of the gown (valued at \$85) at the time when the policeman interrupted him. It was still held by her firm-set-feet. They admitted that the psychology of the situation indicated that he probably intended to take possession of the gown when he had solved the engineering problems connected with its removal; but the law could not punish a man for his guilty intentions, and the saving fact of the situation (for Mr. Clark) was that the lady had effectively disputed possession of the gown up to the time of the police raid. The taking of the cloak alone would be a misdemeanor; but, without the gown to increase the value involved, the misdemeanor would not be a felony. Judgment of the lower court was again reversed.

Now that you have reached the end of the story, don't you admit that Will Clark was an unusually lucky man to be able to secure so much unusual experience of showcases, buttonholes and courts at so small a cost?

Will B. Wilder.

Leave Drink Alone.

Last week I met a baking powder salesman in the same town I made. I had met this man before and held a good opinion of him. About 1 o'clock p. m. I met him first and noticed that his face was highly colored and it did not take me long to locate the reason. When asked how business was he told me he had sold fifteen barrels that day. About a half hour later I met him farther on and his face was beginning to assume the hue of a boiled lobster.

Without questioning him he volunteered the information that he had sold thirty barrels of baking powder so far that day. In the evening I met him again at the hotel and by that time he surely had the finishing touches on him. He was about to wire his firm to either double his salary or accept his resignation, but fortunately he fell asleep writing the telegram.

The next morning at breakfast the poor fellow complained that this was the rottenest town on the map, that he had not taken a single order all the previous day. When asked where he sold the thirty barrels he told me of the day before he said, "Heisse luft," and by that he confessed himself unreliable, untruthful, the very essential qualities so necessary to a salesman's success.

An every day story, but it proves my contention—that a man in his cups is unreliable, and the buyer naturally presumes that an unreliable man is very apt to represent an unreliable house, and that an unreliable house is sure to sell unreliable goods, and that is just what he wants to

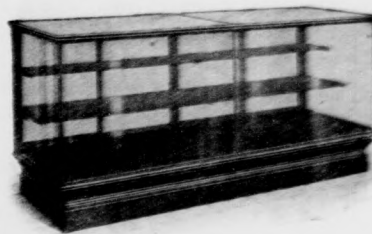
steer clear of. This is a very busy world and the buyer won't take the trouble to find out whether the salesman got his snoot full for medicinal purposes or otherwise. He simply passes judgment upon the evidence presented to him. Take it from me, boys, I have been on both sides of the fence and know what I am talking about. This is no second hand experience I am relating to you. I have had mine, katzenjammer and all the other trimmings that go with it.

Do not throw away your waste paper. Bale it up and sell it. You will be surprised how fast it accumulates.

Although it is better to wear out than to rust out, there is no sense in wearing yourself out faster than the necessities require. Take as good care of your body as you would of your machinery.

Any man can be polite and cheerful when he comes down in the morning feeling like a fighting cock, but it takes some character to be cheerful at 10 o'clock Saturday night.

Make your advertising of a calibre that will fit the average person touched by it. When you want to reach extremes, choose a medium that goes only to those extreme classes.



We Want Your Business

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

Grand Rapids Show Case Co.

Coldbrook and Ottawa Sts.

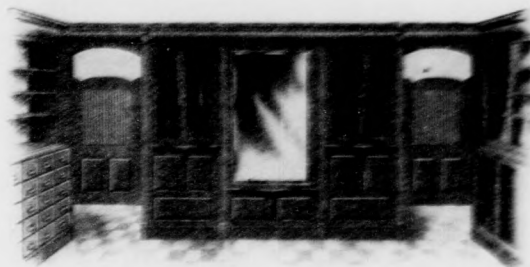
Grand Rapids, Michigan

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

Offices and showrooms under our own management: 731 Broadway, New York City; 51 Bedford St., Boston; 1329-1331 Wash. Ave., St. Louis.

The Largest Manufacturers of Store Fixtures in the World

Druggists' Wall Fixtures



Are Our Specialty

We sell a complete line of sectional druggists' shelving, prescription cases, patent medicine cases, tincture cases, and other equipment for drug stores. The illustration shows one of our most popular prescription partitions.

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.

Write for further information.

Wilmarth Show Case Co.

936 Jefferson Ave.

Grand Rapids, Mich.

Downtown show room in Grand Rapids at 58 S. Ionia St.
Detroit show room—40 Broadway

—and just working you for the price of one whiskey and two beers.

If you want to do a little real almsgiving, you have to go and hunt for a legitimate object. And sometimes they'll positively conceal their want.

So the people who demand more time; buy more goods, and keep on demanding time—giving you hard-luck yarns galore—these are the ones you will have to look out for.

It isn't a question whether or not you shall grant credit in this modern era of merchandising. That question has been answered for you by the majority. You've got to grant credit to some extent even though you do what you call a cash business.

The question is, How grant credit on a sane basis, so as to show a decent net profit at the end of the year? That's the burning topic of the hour.

For one thing you'd better figure on losing ten or fifteen per cent. through bad accounts. Figure on that at the beginning of the year, and mark your asking price for your goods up to a point where you can lose fifteen per cent. of your accounts through non-pay, and still show a net earning of from ten to seventeen per cent. on the volume of business done.

And in the meantime keep after the slow payers. Eli Elkins.

Banks and Investments.

Investment banking is becoming every day a more important business. Bankers even in the smaller towns are being called upon more and more to advise their customers about investments. This cannot be otherwise in a growing country where there is a constantly increasing amount of capital seeking profitable employment. The bank depositor naturally goes to his banker for information regarding investments; for he is supposed to be informed on bonds, stocks and mortgages and is usually willing to help his customer make a wise choice. There are limits to his services in this way. For instance, he doesn't care to act as a purchasing agent and pass on the merits of a horse, as was recently asked of a Minneapolis banker by an up-the-country farmer, but he will do his best to dodge the "cats and dogs" of securities offered, where the only profit in sight is the rake-off of the promoter. Wideawake bankers in the smaller towns are alive to the opportunities in this line of business and are helping their customers make profitable investments, and incidentally add to their own surplus account. This field is already here, though worked as yet only by a few, but it must be an ever-expanding business for the bankers who get busy and serve their customers as they might, in the capacity of confidential advisers on investing. —The Commercial West.

The merchant who at this season is sitting by the stove waiting for customers to come in and buy is neither very busy nor very happy. The retailer who finds pleasure in his work is the man who reaches the store early in the morning, knowing that he has planned to do something new for that day.

Slogans Help To Make the Store's Reputation.

The tendency which has been so marked in recent years to eliminate personal names from store titles—a tendency which, no doubt, has been greatly encouraged by the incorporations which have been effected—has also brought about the adoption of store mottoes, which in many cases appear on the stationery of a concern and occasionally form a part of the name-plate used in the store's advertising.

Frequently, too, when the motto consists of but three or four words it is presented on the signs bearing the store name, whether these signs appear over the door, against the supporting piers which border the sides of the entrance or upon the plate glass of the show windows.

It is maintained by some concerns, and apparently with good reason, that there is a distinct advantage in the selection of a good store motto and in giving wide publicity to that motto in connection with the store name. A well-selected motto can be used with good effect as a business slogan and, under certain circumstances, it contributes quite materially to the creation of a reputation for fair treatment, reliable merchandise, good service and other trade-pulling policies. Thus a good store motto, consistently lived up to for a term of years, may become one of the assets of the business.

We present a number of mottoes which have been tried and proved successful. In regard to these the following foreword will be found worthy of attention.

A few of the mottoes, like the first two, in a general way, suggest leadership. Unless that leadership is a reality, however, the motto is worse than useless.

Certain of the mottoes, like Nos. 7, 8 and 13, suggest leadership in value giving, each presenting a thought which is distinctly alluring to the large majority of women shoppers.

Nos. 16 and 17 emphasize style supremacy and therefore apply particularly to concerns dealing largely in garments, millinery and other ready-to-wear goods.

Mottoes like those numbered 19, 20 and 21 emphasize the quality idea, and apply best to stores which cater to the "best class" of trade and to such as endeavor to attain and maintain a certain "tone" in their business.

For a concern which aims to build up a substantial business founded on a reputation for dependability few, if any, better mottoes could be selected than Nos. 22, 23 and 25.

Of the mottoes above referred to, each suggests only one point of supremacy or of leadership. There are two or three longer mottoes, however, at the end of the list, each of which suggests two or more points of supremacy. Few concerns, however, would care to adopt a motto calling for more than one printed line.

List of Store Mottoes.

1. The Store Ahead.
2. We Take the Lead.

3. The Busy Store.
4. The Popular Store.
5. Everything to Wear.
6. Everything for Everybody.
7. Best Value Store.
8. The Best for Less.
9. Blank Has It for Less.
10. Under-Selling Store.
11. Our Under-Selling Supremacy Is Never Questioned.
12. It Pays to Pay Cash.
13. Blanktown's Lowest Prices—Always.
14. Money's Worth or Money Back.
15. We Aim to Reduce the Cost of Living.
16. Where Fashion Reigns Supreme.
17. The Latest and Best Always.
18. Always Something New.
19. The Store of Quality.
20. Quality Corner.
21. Merchandise of Quality.
22. The Reliable Store.
23. Reliability — the Cornerstone of Our Business.
24. Our Word Is Our Bond.

25. The Store That Satisfies.
26. Certain Satisfaction.
27. We Guarantee Satisfaction.
28. Square Dealing.
29. If You Buy It at Blank's It Is Always Good.
30. What We Advertise We Sell. What We Sell Gives Satisfaction. If It Doesn't We Will Make Good.
31. No Promise Without Performance. No Goods But Those Reliable. No Sale Without Satisfaction.
32. Our Assortments—Complete. Our Goods—the Best. Our Prices—the Lowest. Our Motto—a Square Deal.

Do not forget the collections. What accounts are not collected before January will have to be carried another year, as a rule, and in doing this you lose nearly all the profit made in selling the goods, as your money is worth 10 per cent. to discount your bills.

**Get the
"Sun Beam" Line of Goods
For Fall and Winter Trade**

- Horse Blankets, Plush Robes, Fur Robes
Fur Overcoats, Fur Lined Overcoats
Oiled Clothing
Cravenette Rain Coats, Rubber Rain Coats
Trunks, Suit cases and Bags
Gloves and Mittens

These goods will satisfy your customers and increase your business. Ask for catalogue.

Brown & Sehler Co. Grand Rapids, Mich.

Your Waste In the Way

Something to Make Every Pound of Your Waste Paper Bring You Good Dollars

The Handy Press

For bailing all kinds of waste

- Waste Paper
Hides and Leather
Rags, Rubber
Metals



Increases the profit of the merchant from the day it is introduced. Two sizes. Price \$35 and \$45 f. o. b. Grand Rapids. Send for illustrated catalogue.

Handy Press Co. 251-263 So. Ionia St. Grand Rapids, Mich.



**DRY GOODS,
FANCY GOODS AND NOTIONS**

After Christmas Reminders.

Seasonable lines to which retailers will find it advisable to direct their attention immediately following Christmas are summer toys to be purchased on import order for delivery two or three months later and valentines for February, also souvenirs and novelties for Lincoln's and Washington's birthdays, to be purchased from wholesalers' stocks.

By purchasing the spring and summer toys on import order, the retailer is not only enabled to effect a price saving, but will also secure at least a few items that would be unobtainable from stock later on. Another feature of toys of this nature is that they are, in the main, staple.

On the three lines of merchandise mentioned for February selling, the retailer could not expect any great amount of profit, nor should he stock more than limited quantities. Yet it is imperative that a showing be made for the purpose of stamping the store as keeping abreast with the times.

Valentines of the better grades can be so marked as to afford a heavy margin of profit, and if the goods are purchased with due caution the question of left-overs will be a matter of secondary consideration.

For Lincoln's and Washington's birthdays only a limited assortment of specifically appropriate articles need be purchased, and, with these, novelties of a kindred nature already in stock can be included to increase the effectiveness of the display.

In medium and large cities card parties, receptions and festival gatherings of one kind or another are held on each of the three days mentioned, and souvenirs, prizes and appropriate table decoration pieces are employed. For such occasions customers, instead of taking single pieces, almost invariably buy from a half dozen to a dozen or more of an item or assorted items.

The White Goods Sale.

A Minneapolis dry goods merchant says that for the January white goods sale he occupies just double the usual floor space. "It is rather a slack time for millinery," he says, "and as that department is our nearest neighbor we encroach a good deal on their territory for this one month. Then in addition to doubling the space on this floor we have booths and tables for leaders on the main floor.

"Very early in the proceedings every bit of glass is polished until it shines, every shelf and fixture absolutely freed from dust and every drawer emptied of its contents and straightened. Perfect cleanliness is

the first requisite. Then I have palms, ferns and green vines arranged as an effective background to the dazzling white of the goods displayed, and a little pink in ribbons and flowers to brighten it here and there. I do not believe in sparing either time or expense in preparing for a white goods sale, for we get it all back.

"I arrange my display as conveniently as possible for the customers, having plenty of space between the tables, and as far as possible having goods of one price on a single table. Where this is not possible, all the goods are plainly marked.

"After the first day of the sale I select some one article as a leader, at a special price, and feature a new one each day in the advertisements and department displays. Then toward the last week of the sale I have a special table of soiled muslins on which I put all the odds and ends, advertise them at greatly reduced prices and get rid of them before completing the stocktaking."

New Ribbons Used.

Grosgrain and ottoman are the newest ribbons to be used in millinery. A good effect is produced with a new weave having a narrow rib woven in two tones. Bright colors are used with a high sheen for the outside of ribbons which have a very dark or black background. While ribbon appears on many of the newest hats it is no longer in the immense bows favored earlier in the season. A new arrangement giving a chic appearance to a small Tyrolean shape simulated a wing, the effect being produced by long and short backward pointing loops. A wide crush band of ribbon about the crown finished by a closely shirred rosette forms an effective trimming arrangement for a small felt shape.

Entire turbans of fur are seen with greater frequency since the appearance of cold weather. Sable, ermine, mink and chinchilla are used in the more expensive millinery, while in the moderate and popular-priced models prominence is given to seal or its imitation, marten and caracul.

The man who succeeds does so because of the way he does the regular daily duties rather than because of his ability in the exceptional case, which seldom occurs.

Many think that it is trust in Providence that enables them to remain calm in the face of the disasters of others.

The man who doubts himself is like the chap who rowed all night with his boat tied to a stake.

The Man of Cheer.

I don't know how he is on the creeds,
I never heard him say;
But he's got a smile that fits his face,
And he wears it every day.

If things go wrong, he doesn't complain—
Just tries to see the joke.
He's always finding little ways
Of helping other folk.

He sees the good in every one,
Their faults he never mentions;
He has a lot of confidence
In people's good intentions.

You soon forget what ails you
When you happen 'round this man;
He can cure a case of hypo—
Quicker than the doctor can.

No matter if the sky is gray,
You get his point of view,
And the clouds begin to scatter
And the sun comes breaking through.

You'll know him if you meet him,
And you'll find it worth your while
To cultivate the friendship of
The man behind the smile.

—Progress Magazine.

If you have any business with a concern go to the highest man you can get at. Assume that you and your business are important enough to merit attention from the head of the house.

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

99 out of 100

Buyers will agree that the line of Wash Goods we are showing for the year 1911 is the most handsome and complete line on the market. Ask our man to show you the big sellers, such as:

- | | | | |
|-------------------------|-----------------------|------------------|---------------|
| Seminole Madras | Tavora Suiting | | |
| Splendor Voile | | | |
| Carolina Tussa | Batiste | Percales | |
| Dimity | Cheviots | Madras | Poplin |
| Mirror Silk | Tissue | Bleviot | |
| Princess Foulard | | | |
| Tussah Silk | Galatea | Ripplette | |
| And Many Others | | | |

Grand Rapids Dry Goods Co.

Wholesale only

Grand Rapids, Michigan

We offer Printed Flannelettes to close at the following prices which are very low. Mail your order at once while the assortment is good:

Creponette	6½	Armure	7
Melton Vellon	9	Roxboro	9½
Moleskin	9	Bundles, short lengths	6½
Veloset	10	Foule	7
Fleecedown	10	Downette	6
Raye Crepe	8½	Polonia	7
Arnold Superfine	6½	Eden	9
Henley Serge	6	Heavy Pemberton Pink only ..	17

P. Steketee & Sons

Wholesale Dry Goods

Grand Rapids, Mich.

Practical Advice To Clothing Store Window Trimmers.

The trimming of clothing and furnishing goods windows is considered to be the most difficult line in the profession. Yet, when a man of taste gets into a window to be trimmed with men's wear, many beautiful and business-getting effects can be obtained. Without taste there can be no execution of this work to a marked degree. Where only native taste prevails the beauty will be crude, often fantastic. My idea, and I feel very confident that the majority of the window artists will agree with me, is to display the merchandise, whatever kind it may be, in the window at the same time it is inserted in the local papers. By doing this, one will assist the other by working in harmony and producing a window effect that is strong and attractive. Strong because supplementary to the printed product, and attractive because the printed matter has prepared the reader's mind for it.

To blend the two into one effect may require considerable study, yet it will be bringing the practical out of the theory, the ideal into possible form. Never crowd your windows. This is the most injurious failing that so many window trimmers have. When you make your next display try this idea: Supposing brown suits are the rage; get your very best brown suits and let every one be brown. Put them in your window, and if you should desire to put a few hats and gloves in, which are considered necessary to carry out the effect, let them be brown also. Then in your next window display gray outfits, and so on.

Specialize your windows and watch the color effects. Let your window cards be the same color as your suits or as near the same color as possible. In your brown window use brown cards with white lettering. I never put the price card on my suits unless during a special reduction sale. Instead, I use cards that are about 2½x3½ inches, and name each suit with some English name that I think sounds good. For example, I might have five suits in a window, something like this: First, Carrolton; second, Winton; third, Calvert; fourth, Waverley; fifth, Prince Henry. Of course the names are a matter of taste.

I pursue this course in preference to marking the price in large figures as I often see in many windows. I have tried both ways and the first one certainly appears to be the smarter of the two. In my locality I find some of the classier trade just a little finicky about selecting a suit from windows that are priced in bold figures. Of course some argument can arise here regarding the above idea.

Build your displays up. Do not let them look as if you had put a level on top of them. Let the displays be up high enough to catch the vision. Make them bold and arrange them so they will command attention. Notice I use the word "command." Well, that is exactly what I mean. I

have made displays that command and I have seen others that did so.

I change my temporary backgrounds every time I change my displays. The cost of doing this is very small, providing you have ideas of your own and are mechanic enough to execute them.

Never have a fancy background. I mean by that, one that will detract from the merchandise that you are displaying.

There is no limit to the amount of good a window decorator can do his employer. Think what you are doing, originate ideas of your own and above all do not be backward about exhibiting. These ideas sometimes are just the thing that will do the work. I remember, several years ago, when the coat-shirts first came into vogue, I had originated an idea of my own in displaying them. I felt as if I did not have the nerve to arrange it as I had previously intended. I pondered over it and I finally decided to use it. Well, when my window went up I had a display that sold more coat-shirts than we had sold in the previous thirty days. So now if you have an idea, uncover it. Let it out. If it should not be the kind the public appreciates you will be nothing out. You still have other ideas to be executed.

Watch the little things about your window. See that there is not a pin or a small piece of paper on the floor. Keep the fixtures clean and keep the window as well lighted and the lights or lamps as nearly concealed as possible. One of my great helps in the men's line is an abundant supply of silk plush to drape around the pedestals. You will be surprised at the nice, rich effects this will give. If possible, have it some color that won't fight, but one that will harmonize nicely with its surroundings.

I am a great believer in unit displays. Whatever you select for the unit of your trim, you should take care to preserve the individuality of your displays throughout. If that is not done the trim, as a whole, will have the appearance of designless art. There should be no crowding of the units, for that is sure to destroy their individuality and if their individuality can not be maintained the effects of grouping are destroyed.

I believe in changing my windows in this way: Suppose in window No. 1 I have clothing this week. Next week I will put furnishings in window No. 1. Suppose I have hats in No. 2 this week. Next week I will put in a neckwear display, and so on, and so on, until every one of my windows have an entirely different line in them every week.

The public is really more observing than many window artists give them credit for. The following are a few things a window trimmer should avoid:

Do not put underwear, gloves, mufflers, garters, sweaters, rain coats, or hats in a window with shirts.

Do not put collars, gloves, handkerchiefs, suspenders, mufflers, belts, stocks, stfcks, umbrellas, raincoats,

hats or jewelry in an underwear window.

Do not put cravats, shirts, collars, half hose, undershirts, suspenders, mufflers, garters, belts, stocks or sweaters in a rain coat window.

Do not put cravats, shirts, collars, half hose, suspenders, pajamas, garters, belts, sweaters, or jewelry in a hat window. Suits and overcoats may be combined with any line of haberdashery in one window, although care should be taken to have them correspond. As, outing accessories with outing clothes, formal accessories with formal clothes, etc.

I have heard window trimmers remark many times that there was not much in the art of decorating for a men's wear shop. Right here I beg leave to differ. If the line of work is executed as it should be there is much to it.

J. C. Waters, Gallipolis, Ohio.

The Clerk and the Advertisement.

When a good advertisement has been prepared the thing to be accomplished is not actually done until the merchandise advertised is displayed and the attention of the selling force directed to what has been said to the customer through the advertisement and to what is expected of those who have charge of each department. If there is to be a special sale on petticoats, the clerk or clerks who have charge of that department should know exactly what the plans of the special demand in the way of service and displays and what information to give customers in the instances where special information is expected.

It may be somewhat of a revelation to the merchant to know that very few of his clerks read his advertisements. Clerks, as a usual thing, are not concerned sufficiently in the activities of the store where they work to investigate what the store intends to do the next day or week. If the clerk is posted continuously there is a relation built up between the advertising plans for each day's business and the one who is to sell the things advertised.

Some time ago the writer visited an exclusive dry goods store where the purpose of the advertisement, the display and the duty of the clerk were carried to a science. There was an advertised sale on several lines of merchandise, each line advertised being displayed on individual tables through the center of the store. Just over each table, pasted on a large cardboard, that part of the advertisement which concerned the line displayed on that particular table appeared. The customer who had read the advertisement once at home could read it again in the store, prices and all. The clerks could hardly avoid reading it, as it was always before their eyes. This kind of a system avoids errors, misunderstandings and gets results. It often occurs that a customer will ask about a sale on a certain line advertised in last night's paper and the clerk will return a far away look which shows that the sale advertised has never been heard of before.

Of course, in those stores where no advertising is done or where the same advertisement is run throughout the entire year, things are much simplified. The clerk who reads the advertisements of the store shows a desire to know. The clerk who will not should be advised to accept a position with the competitor across the street.

Tender Hearted.

Mr. Silas Pikweed steps into the long corridor of the Upthere building. He gazes at the row of elevator gates, squinting with some amazement at their iron bars. He glances apprehensively at the elevator starter, who, with star on breast and brass buttons on his uniform, is an imposing sight.

"Is—is there a feller of the name of James Raddon in—in here?" Silas asks.

"Yes—1,435," answers the starter quickly.

"How long has he been in—been here?"

"Since last May. Want to see him?"

"No, no; guess not."

And Silas almost tiptoes back to the street, where he stops and sighs and murmurs to himself:

"Poor Jim! His pa told me the number of the street where I could find him, but I bet his pa does not know about it. I ain't got the heart to let Jim see me while he is in disgrace this way. I'll jest go back home an' tell his folks I couldn't find the place."—Judge.

Because a visitor at your store comes to get money instead of to leave money is no reason why he should not be treated well. He is just as likely next time to come to buy.

Most new schemes and devices are new only because nobody ever thought of them before. It requires nothing more than a little study to evolve new and valuable ideas for any store.

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

"Graduate" and "Viking System" Clothes
for Young Men and "Viking" for Boys and
Little Fellows.

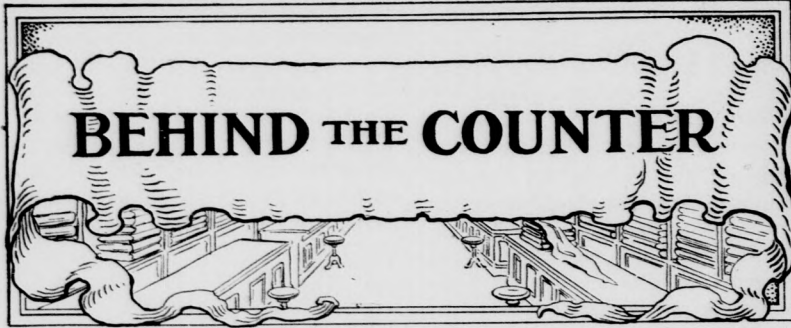
Made in Chicago by
BECKER, MAYER & CO.

The Man Who Knows
Wears "Miller-Made" Clothes

And merchants "who know" sell them. Will
send swatches and models or a man will be
sent to any merchant, anywhere, any time.
No obligations.

Miller, Watt & Company
Chicago
Fine Clothes for Men

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



Courtesy, Loyalty and Hard Work Essential To Success.

By making good, or how to hold a position, I mean how to increase your employer's satisfaction, by steadily developing higher ability and greater responsibility.

There are valuable hints to be gained by studying the careers of men who have succeeded. I believe the essentials to business success are promptness, courtesy, loyalty and hard work. Promptness is the keynote in this age of hustle. Opportunity waits for no man, and the one who is always behind is playing a losing game. Business hours should be rigidly observed. Tardiness of five or ten minutes in the morning, trivial, as it may seem of itself, is a pretty sure indication of the degree of promptness you will show in more important matters.

Next comes courtesy. It is an investment which pays large dividends. In this nerve-racking, endless rush of affairs there is nothing which leaves a stronger impression than a pleasant word or a kind act. Business courtesy is largely a matter of habit, and one of the habits we can afford to cultivate. In the army and navy loyalty is an essential for success, and it is no less so in the business world. Enthusiasm and loyalty go hand in hand. The man of the hour is the faithful man, the man who makes his employers' interests his own and whose loyalty never wavers.

Next comes hard work, and there is no substitute. Do not be afraid to do \$2 worth of work where it is required, even although your present remuneration is only half that amount. The words "hard work" come nearer holding the key to success than do volumes of advice.

Another point I would make: Do not stay in a position after you have outgrown it, and which offers no chance for advancement.

Hundreds of men are making this mistake by becoming fossilized and letting their abilities and experience go to waste, when they might be earning large salaries.

Certainly there is no excuse for this, especially since the coming of employment experts, who make a business of marketing ability. While giving your employer the best of promptness, courtesy, loyalty and hard work, you should in justice to yourself keep on the lookout for better opportunities.

We hear in these days a good deal of the phrase, "Making good," and pretty nearly all of us in our line of effort, no matter what that line may

be, are endeavoring to live up to it, if we amount to anything.

The reason for the common use of the phrase, I suppose, is because it tells tersely a basic truth. A man desires to make good if he is wise, because in his way he advances himself; and has the satisfaction in his inner consciousness of well-doing. There are few successful people, men or women, in business life to-day who do not appreciate the necessity for making good.—C. F. H.

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 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.—Grocers' Criterion.

You Must Work.

Remember, my son, you have to work. Whether you handle a pick or a pen, a wheelbarrow or a set of books, dig ditches or edit a paper, ring an auction bell or write funny

things, you must work. If you look around you will see the men who are the most able to live the rest of their days without work are the men who work the hardest. Do not be afraid of killing yourself with overwork. It is beyond your power to do that on the sunny side of 30. They die sometimes, but it is because they quit work at 6 p. m. and do not get home until 2 a. m. It is the interval that kills, my son. The work gives you an appetite for your meals; it lends solidity to your slumbers; it gives you a perfect and grateful appreciation of a holiday. There are young men who do not work, but the world is not proud of them. It does not know their names even; it simply speaks of them as "old So-and-So's boys." Nobody likes them; the great, busy world does not know that they are there. So find out what you want to be and do, and take off your coat and make a dust in the world. The busier you are the less harm you will be apt to get into, the sweeter will be your sleep, the brighter and happier your holidays and the better satisfied the world will be with you.

Bob Burdette.

Think It Over, James.

Confidence once lost is seldom regained. If brains could be bought for \$20 a week I know a few men who would have starved to death long, long ago.

Before I forget it, James, let me inform you that the firm can, on a pinch, worry along without you. Perpetual motion and the man that the firm can not get along without have never yet been discovered.

When I hear a man telling that he knows more about the business than the boss does I feel like asking why he is not the boss, then.

I heard a man growling the other day because he had not had a raise of salary in four years. On the sly I looked into his case and found that he had not earned one in all that time.

Brown told me of a fellow who got a raise in salary for telling a foolish young woman, who called him on the 'phone during business hours, that he didn't have time to talk to her.—Beach's Magazine of Business.

It Is Your Business To Know.

"What is your best price on a barrel of split peas?" asked the big lunch man.

"Nine dollars," said the clerk.

"How many pounds are there in a barrel?" asked the big lunch man.

"I don't know," said the clerk.

In the first place, he should not have said "I don't know," but should have gone and found out, and in the second place he should have known that a barrel of split peas weighs 210 pounds net.

I would like to make a suggestion: Back of your sales book have a blank slip and on that write down the things that come up daily that you "don't know"—and before you leave the store that evening find out. The boss, the manager or the floor man can tell you. If you have the bashful habit write to me. This split pea

affair came under my personal notice in a certain store and it is merely an illustration of what may happen in a hundred other cases.

Boys, take my advice and know. If you want to get up "know." If you want to be able some day to tell the other fellow, "know"—and know today.

E. W. Sweeney.

Thoroughness.

Thoroughness is not only commendable, but most essential, to permanent success. The human mind at its best is a limited faculty and by its very essence is designed to comprehend fully and thoroughly only one thing at a time. Hence the advisability and desirability of specialization.

A man vain enough to attempt a complete knowledge and mastery of many different subjects, foreign to his profession or business, is generally superficially informed in all, and superficial knowledge is often harmful to the possessor, because it is opposed to thoroughness.

Therefore, let us choose one business, or trade, or profession, in accord with our aptitude and our mental endowments. Whether that subject be salesmanship, or some other, let us put into it all the energy and will that is ours. Let us study it, analyze it, and bring to bear upon it all our efforts.

The resultant of these concentrated efforts and of this fixity of purpose will be genuine success.—Robert Francis Nattan.

The Clerk's Inducement.

Shirts with detached cuffs, which were popular and in good form a few years ago, are seldom seen now, some haberdashers not handling them at all. The other day a certain department store in Milwaukee advertised a special shirt-drive, and among the first visitors to reach the store was Mr. H., a gentleman of a somewhat old-fashioned proclivity. Looking carefully over the piles of garments stacked up on the counter, he was disappointed to see that they all had cuffs attached. He went up to one of the clerks and said, "Say, young fellow, ain't you got shirts without cuffs hitched to them? If you have, I'll take half a dozen."

"I'm afraid we can't accommodate you," replied the enterprising clerk, "but I'll tell you what we'll do; if you will take a half dozen of the shirts we're selling, we'll throw in a pair of scissors."

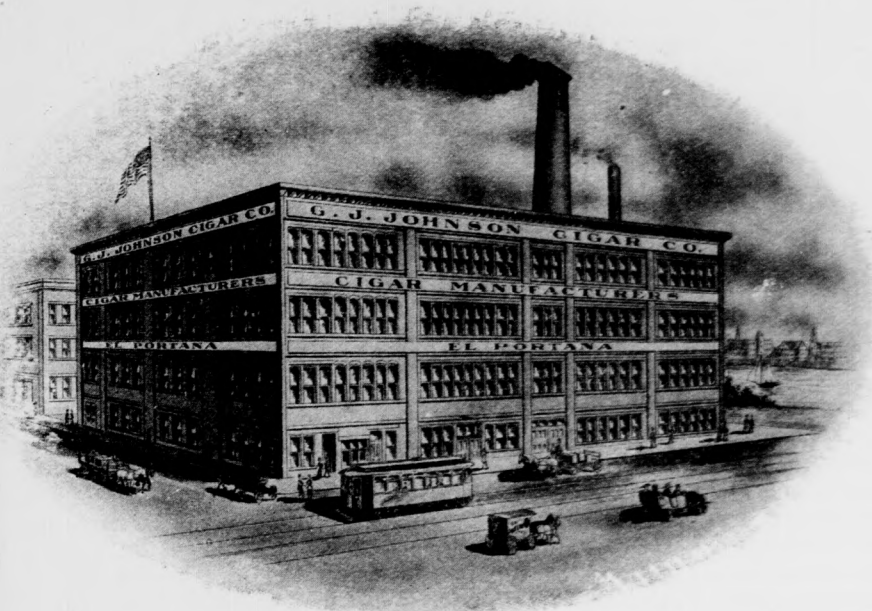
In many grocery stores tea is handled too carelessly, and too little thought is given to the importance of the tea department. Tea is one of the best profit-getters of the grocery store, and a tea reputation is one of the best advertisements a store can have. If you please a woman on tea you are sure to please her on other goods. In order to get this reputation you must give good value for the money asked.

The past year has been a prosperous one with the average merchant, but that should make you all the keener for improved business-getting methods for next year.

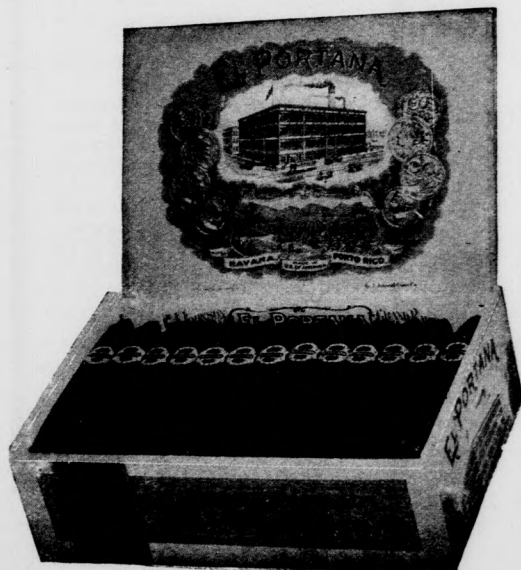
EL PORTANA 5c CIGAR



“In a
Class by
Itself”



Manufactured
Under
Sanitary
Conditions



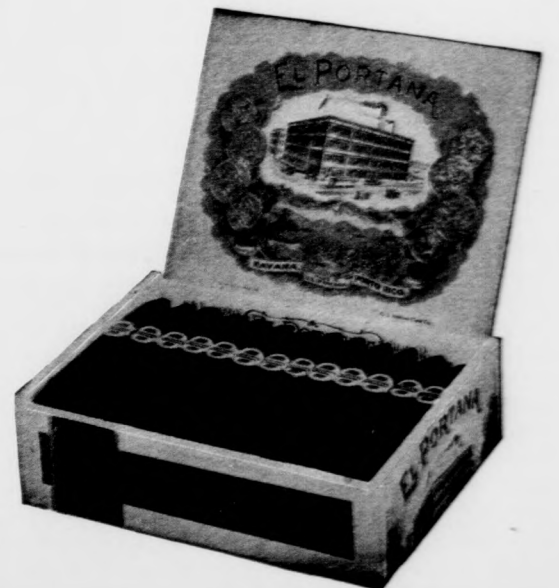
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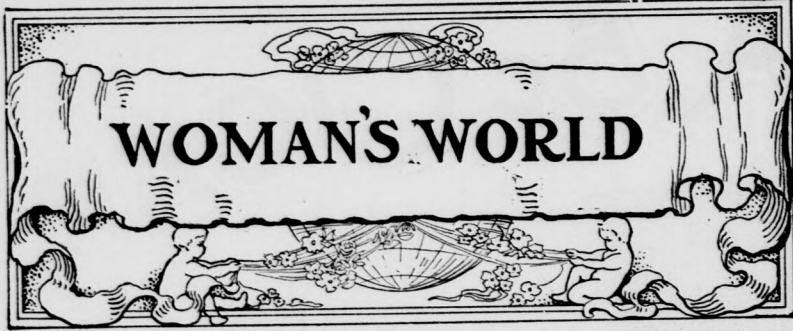
Five Sizes

G. J. Johnson Cigar Co.

Makers

Grand Rapids, Mich.





New Year Reforms From Two Points of View.

Written for the Tradesman.

She was a fair sight, this sister, as she sat before the grate on New Year's Eve, and her brother viewed her with frank and open admiration.

"Now, Jack," she began in earnest, pleading tones, "before you go up to Helen's this evening I want you to promise me just one thing, or three things rather. It is an old-fashioned way to do, but I want to persuade you to turn over a new leaf this year; it will mean so much to you and so much to Helen in all the years that are to come. Let me write three sentences on the leaf, and then you turn it. The first will be this, 'I will not drink.' I know, Jack, you have been doing ever so much better than you did two or three years ago—here her voice quivered with emotion—and if you could live all your life and take only a glass now and then, as you have done the last six months, it would not ever make the least bit of difference; but you know how lots of the fellows go down after a few years, and you know how Uncle Jack and Uncle Carlton went. You realize that plain 'booze' runs in our family, although father always has kept clear of it. So, Jack, can't you, won't you, make up your mind once and for all to cut it out entirely?" She looked at him wistfully.

"And then, Jack, that pipe. I know it is not the worst thing in the world, and all the other fellows smoke—or almost all of them—but it does grieve me so to see you becoming so tied to it, and I know Helen hates it as much as I do. You say, 'Helen is not one of the reforming kind;' but you might give it up to please her, even if she does not ask it. So let me write, 'I will not smoke,' as the second inscription on the new leaf?"

The girl warmed to her task. "Now, one thing more, Jack: You are spending too much. You know father can not do anything for you financially—you will have to be self-made and no mistake. So you ought not to wait another day but start a savings account at once and put by every cent you can. I know Helen would be only too glad to get along with fewer flowers and concerts and theaters if she knew you were laying by for a start. So let me write as the third inscription on the new leaf, 'I will save my money.' Now, Jack, dear, won't you? You are such a fine fellow but for these three little things, and I am so afraid they are

going to spoil it all. Now, Jack, won't you?"

"Sis, you do have a fetching way with you, even when it comes to handling disagreeable subjects. You ought to be a jury lawyer. You would bring every man over to your side before ever you would stop. Since you have gotten so distressed about my fallen condition, I do not mind telling you that I have decided to cut out the drink entirely. Helen and I have settled that. I have really thought some of giving up the pipe; can not say. Maybe Helen and I will talk that over to-night. I have got to save my money. I have a little nest egg in the bank already that I have not told you about, and I am studying every way to add to it. I almost always walk home to save the nickel car fare."

"Why, Jack, dear, you almost have the new leaf turned already and I am so glad." Here she kissed him warmly. "I am ever so proud of you."

A pause followed.

"Sis, how about your new leaf?"

"My new leaf? I—I had not thought of any—I do not quite understand what you mean, Jack," she gasped. "Won't you please explain a little?"

"It is rather hard to explain, Sis. Did it never occur to you that one of the many ways in which a woman has a man at a disadvantage is that his vices and failings are worn on the outside, known and read of all men, so to speak, while a woman's failings—no one dreams she has any except her own family and a few of her intimate women friends.

"When you come at me about my shortcomings you hit the bull's-eye every time. 'Don't drink, don't smoke, save your money,' you plead. My faults are tangible, palpable, even gross, you may say. You can get at them. Now, Sis, your faults are not so. Indeed, I have to beg your pardon for even hinting that you have any faults. Truly, you do not look it. There you sit and look a very angel of impeccability, and when you talk with me about my sins I am half ready to believe that you haven't any at all. Still, Sis, there are some things I want to tell you; you can call it brutal brotherly frankness or whatever you like, but here goes:

"Now, I haven't your shortcomings all simmered down into three sentences. I haven't them in nice condensed form as you have mine; but still I think I can give you some food for thought.

"One thing, Sis, you are lazy. Now lazy is not a nice word, but it expresses the idea. Whatever I do or

do not do, I pay my way. I do not graft on dad. Sis, you do. You might be banging away on a typewriter and earning your clothes and pin money; or you could tramp around and give music lessons and pick up a dollar now and then; but you won't do such things so long as you can work father, although you know as well as I do that he is not able to take care of you.

"And, Sis, you are not kind to mother. Now you lift your pretty eyebrows; but, Sis, you are not. I know when she has a headache that you fuss around and 'Poor Mamma!' her in great shape, and she thinks you are a model of affection and devotion; but you know that you let her wash and iron and scrub and work away in the kitchen day in and day out and you scarcely turn over your finger to help her. Great devotion, is it not?"

"And, Sis, what seems to me worst of all, you are not square in matters of the heart. How many men have you allowed to trail around after you, spending their money for expensive entertainment for your benefit, when their intentions were serious, and all you were figuring on was a good time?"

"Do you say you have quit all that and settled down to Ned? Well, maybe you have. You always did favor Ned, and I must say you show some sense, for he is a nice clean fellow, even if he is poor as a church mouse; but how long has it been since that young Judkins, who is heavy on funds and light on brains, was sending American Beauties here? About three weeks, I think. Do you say, 'Ned can not afford American Beauties?' Well, that is all right, provided you do not let Judkins send any more.

"What are you doing to fit yourself to be the wife of a poor struggling young man like Ned? You can not cook and you won't learn how. You do not know anything about sewing. You preach to me about frugality. That is all right; I need it; but who ever knew you really to save a dime? I have sometimes traced out economies that you were bragging about, and I've always found that you were buying a lower priced coat to have the money for a willow plume, or scrimping on bonbons so you could buy more sundaes. Always something like that—you never really save anything.

"Then another thing. When Helen takes me, she knows she's getting just a plain sinner. But Ned thinks if he can make sure of you that he'll have an angel, or a seraph, or something of that order. Now you know and I know, Sis, that you're human, and have a rather nasty temper, and a way of making others uncomfortable when things don't go to suit you. Now it seems to me that you ought either to cut out some of these things, or else gently put Ned on to the fact that you're not quite what he thinks you are.

"Now, Sis, I must be going. It really has been most painful to me to speak thus plainly regarding your failings, but you see I can't feel it's

quite fair for me to undertake the sturdy course you so kindly have marked out for me, and leave you entirely in the lurch in the way of moral improvement. Hadn't you better turn over a new leaf too, Sis?" Quillo.

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.



Jobbers Fight Parcels Post.

The American League of Associations has been formed by the big jobbers in all parts of the country, representing practically all lines to fight the parcels post legislation. The President of the Association is Edward B. Butler, of Butler Bros; the Vice-President is George H. Partridge, of Wyman, Partridge & Co., Minneapolis, and D. R. Forgan, President of the National City Bank of Chicago, is Treasurer. F. E. French, of the John V. Farwell Company, is the Chairman of the Advisory Board, and in an interview he expresses his views as to what would be the effect of parcels post, as follows:

"It would create an enormous deficit in the National treasury for the Government to undertake to carry merchandise for a flat rate of postage, charging no more for three thousand miles than for one mile. It would be impossible to avoid such a deficit, unless the Government should assume an absolute monopoly of the transportation of all merchandise that could be sent by parcels post, which is impracticable and impossible under the conditions existing in this country.

"It would revolutionize the commercial system in the United States. The country merchants, carrying large stocks of goods from which customers can personally select their purchases, and the jobbers in all lines of trade—who, in turn, supply the country merchants—would be eliminated from that commercial field. The commercial traveler would also be cut out. His place would be filled by costly catalogues and lavish advertising by mail order concerns. No saving would result to the ultimate consumer, who is now the customer of the country merchant.

"The evils caused by the congestion of population in great cities would be aggravated, because hundreds of millions of dollars of trade now done by country merchants in the country towns, villages and small cities, in all parts of the United States, would be transferred to the large cities where the mail order concerns are located. The loss of that trade would deplete the population and destroy the prosperity of innumerable country towns and villages, which are now commercial, social and educational centers.

"The proposed local rural parcels post," continues Mr. French, "would create the same evil results. In every country town catalogue agents of mail order concerns would establish themselves and make their profit by commissions on orders secured for mail order houses, which would be shipped by freight or express to the town where the rural route initiated, and be distributed from there by local parcels post. The country merchant would lose the trade and his business would be destroyed by this competition. He could not meet it, because he could not afford either to print a catalogue or carry the enormous stock necessary to meet the aggressive inroads that would be made into his trade-field by the lo-

cal agent of the big catalogue concerns in the large cities.

"The plea that the rural parcels post would not injure the country merchant is misleading and deceptive. The advocates of the scheme are those who want to deprive the country merchant of his trade.

"A local rural parcels post would not enlarge the postal revenues. All additional receipts would be absorbed by the increased cost of equipment and service. The delivery of the mails would also be seriously delayed."

Lotteries in Dominican Republic.

Lotteries are operated in all important towns and cities in the Dominican Republic, writes United States Consul Philip E. Holland, of Puerto Plata. In many of the larger cities there are from two to five, practically all of which are under municipal supervision.

The state laws require that 70 per cent. of the total receipts from the sale of tickets be distributed in premiums; 5 per cent. is turned over to the local city council to be used for the construction of streets and roads. After the actual operating expenses are paid the balance is distributed in different proportions to the public hospitals, schools, fire departments and charities.

The revenue from the various lotteries serve in lieu of a municipal property tax, and comes into the treasury rather as a voluntary contribution than as a forced collection. Many of the lotteries are operated by benevolent societies. The local Masonic lodges direct drawings in Puerto Plata and Santiago. The amount allowed for operating expenses is used by these societies for charitable purposes.

Before lottery tickets from one province can be offered for sale in another, the local comptroller must place his official seal thereon, for which he receives a commission of 5 per cent. of the face value of the tickets. Lotteries pay a stamp tax of 15 per cent. and \$90 license annually for each agency.

When application is made for a lottery charter the full and complete operating and distributing plans must be submitted to the Secretary of Interior and Police. If the plans are approved a charter and an order to the city council for a license are issued. The different operators make monthly financial statements to the Secretary of Finance, and the books are occasionally inspected by the Treasury Department.

The drawings are bi-weekly, public, and take place Sunday mornings in the quarters of the police department, and are usually attended with festivities. As almost everybody is interested in the results large crowds gather and the local bands furnish music.

There are about 400 prizes, ranging in values from \$2 minimum to the \$700 capital prize. From 3,500 to 4,000 tickets are issued, all of which are usually sold. Tickets are 60 cents apiece, and are divided into ten fractional parts and sold for 6 cents each.

One lottery is now conducted in Santo Domingo city, with monthly drawings, for the benefit of the San Antonio Hospital of San Pedro de Macoris. This lottery issues 8,000 tickets of \$1.50 each, and pays out \$8,400 in premiums, ranging from \$5 minimum to \$4,000 capital prize.

Look and Learn.

Do you ever decline to look at a line of goods which a salesman wishes to show you before you know what he has to offer? If you do, you are overlooking many articles which if stocked would increase your profits as well as sales, and then there is always a chance for anyone to learn more about the goods he is selling.

Time is valuable to any grocer, but not so valuable that he should not look at different lines of goods which he carries. Of course there are exceptions. When the grocer knows exactly what a salesman has to offer and if he is not in the market for any such goods, then it would be a waste of time for both the grocer and salesman.

If you say no, mean it. But in case you do not want to look at a line of goods, tell the salesman so in a polite way. Do not think that because you do not need anything you must get a scowl on and try to pretend you are busy when you are not. You should be master of your own store and if you do not want goods, have mind or will power enough to say so, without any hesitating. Once you say no and mean it, you will have no

trouble, but you can't blame the average traveling salesman, for about two-thirds of the trade he calls on when asked if there is anything they need, will say no, without first looking to see if they do not really want some goods and often before the salesman leaves the store the grocer will say: "Why, I forgot, I do want so and so." Now can you blame this salesman for hanging around after you say there is nothing you want?

Use the traveling men politely, whether you need goods or not, and you may get many valuable ideas from them. It makes no difference whether you buy goods of them or not; have them as your friends. They know as well as the grocer that he can't buy of everyone. But by having them as friends you can get many business ideas. The average grocery salesman is in many stores and sometimes many different towns during the day, while the average grocer seldom sees the inside of any store but his own for months at a time. One grocer may have a fine way of making a window display of different articles, while another has a new idea in arrangement of stock. Why not ask your salesman for some information in regard to different things?

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.



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

Because CERESOTA is the standard.

Why don't they guarantee it better than CERESOTA?

Because as good as the best is good enough.

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

Because consumers will not pay it.

Guaranteeing quality is not the same as proving it.

JUDSON GROCER CO.
Distributors
Grand Rapids, Mich.



FIND THE OPENING WEDGE.**Problem of Getting More Customers. What Others Have Done.**

Many business establishments drift along in narrow channels for the want of an entering wedge that would make an opening in the barriers that confine them. Sometimes this wedge may be in their possession and still they are unable to use it—they may grasp its possibilities.

The problem of getting more customers is the problem of finding and utilizing the entering wedge. The new house that starts out with no leverage on the markets about it is not likely to become an important factor in its field—the chances are against its gaining a firm foothold. The stone wall of competition is hard to pierce, and many a merchant is merely butting his head against it trying to find an entering wedge that would soon make an opening.

Study the successful house. You will find that it uses wedges on the wall. It starts out with some definite plan and hammers away until it gets through. Even the house that handles staples may do this. It is being done every day.

The following stories—which might be duplicated in any city—show how a number of merchants made use of an entering wedge. Their experiences may suggest helpful ideas to others.

"More customers or bankruptcy!" declared Robert Cooper. "We can not get around the issue, John. I'm going out after them."

Six months before Cooper Brothers had opened a drug store, but they had nearly exhausted their capital; the expenses overshadowed receipts.

John looked at him disconsolately. "We can not drum up trade with an ax."

"Yes, we can!" insisted Robert. "That is just what I am going to do. I intend to put in the next week soliciting customers in person. It may not be an orthodox retail method, but what is to hinder? Wholesale houses go out after customers; why not retail? And what is the use of sending out any more handbills? Last night I picked up a bunch of a dozen circulars in the vestibule of my flat, where some dishonest distributor had tossed them. Eleven-twelfths waste! How much better have our results been where we paid postage? No, sir! This neighborhood is swamped with commonplace advertising. Let's get up something striking."

It was decided that Robert Cooper was to distribute in person five hundred half-pound boxes of candy, each worth twenty cents at retail. Artistic announcements were printed and one was pasted on the top of each box. A light delivery wagon and driver were engaged, and the young druggist started out. At each house or flat he asked to see the housewife or head of the family. Then he made a little speech, something like the following:

"I am Robert Cooper, of Cooper Brothers' drug store. We want to make you a present of this box of candy and we want to remind you

that we have a first-class drug store. I hope you will take a good look at me, for I want everybody in the neighborhood to know me. It is a good idea to know the man who puts up your prescriptions. Then come in and meet my brother John. You will get a square deal, safe treatment and reasonable prices."

It was awkward at first, but Bob stuck to it and was soon able to make a good impression. The box of candy took off the chill and frequently opened the way for more general conversation. Acquaintances were begun in this way that endured for years—some of them intimately.

By canvassing during the dull hours, the young merchant distributed the five hundred boxes within a week. It was advertising that counted—there was no waste. The following week the firm's business picked up materially. The Cooper Brothers met many of the people Robert had solicited, and the relationship between firm and customers became delightfully personal.

The campaign was kept up at intervals until the entire tributary district had been canvassed. By this time "Bob" was known personally to the majority of the residents. The store was on a paying basis within a few months and its trade steadily increased until it dominated the drug business of that neighborhood.

There is no law which limits retail canvassing to the grocer and butcher. If you can not get enough customers any other way, go out after them yourself.

A new savings bank secured hundreds of accounts through the idea of a professional press agent who wrote for the bank a dozen little stories with savings as the moral of each. These stories were all tragedies. Each was printed by itself on an artistic folder and mailed to an employe of some industrial or mercantile house. The lists were obtained through the co-operation of officials.

There was a regular system of follow-up, the stories being sent in succession. One of these little tragedies will illustrate:

"Jim Isham was a good fellow, drew a good salary, had a good time and thought the world a good place. After a time he married; then sickness and other extra expenses hit the household hard, and finally Jim lost his job and was idle for months. The loan sharks tangled him up and after a while his borrowing capacity was exhausted, even with his personal friends.

"Then came the decree of the doctor that his wife ought to live in a milder climate. 'Sooner or later,' said the physician, 'she'll have to do it; better make it sooner.'

"However, the change was beyond the realms of the possible, with no cash, and loan sharks hounding every step.

"Then one day came a telegram from an acquaintance who had gone to Los Angeles:

"I can get you position here at \$25 to start; must come at once."

"It was a bitter night for Jim. Where were his old-time cronies on whom he had lavished his earnings? Next day he telegraphed back:

"'Would like to go but impossible.'

"Poverty is inexorable. Half the tragedies of the world come from the lack of a little capital. A savings account—a few hundred dollars—may mean fortune to you some day. Who knows that it may not mean life or death?"

Here was a clever point of contact in advertising—a point that gripped men and made them think. The stories were fanciful, yet they were true to human experience. This is what advertisers should seek—true points of contact. These tragic talks proved an effective entering wedge for the savings bank.

Young McFarlane had run a grocery store three years in one of the Mid-Western States. Then he went East to marry. Business was not good; he really needed every dollar in his store, but the wedding had been set.

On the way back with his bride the

burden of his talk was more customers. He had worked hard, he said, and tried to be square, but the people did not take to his store as they should have done.

The bride insisted she would help him. The new home could wait and she would devote herself to the store.

And it was a woman's perception that added a hundred per cent. to the business within a year. Many little changes were made that appealed to the discerning housewife.

She had neat covers made for the sauer kraut barrels, pickle kegs and various receptacles which the average grocer leaves open to accumulate dust, dirt and microbes. The contents of each were attractively labeled.

She had glass-faced boxes made for figs, dates and similar goods, which were handled only with special utensils, and these were kept scrupulously clean.

A special scale was used for sticky substances and this likewise was cleaned punctiliously.

Cheese and butter and other simi-

FOOTE & JENKS' COLEMAN'S (BRAND)

Terpeneless

High Class

Lemon and Vanilla

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

FOOTE & JENKS, Jackson, Mich.

Putnam's Menthol Cough Drops

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

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

One Full Size Carton Free

when returned to us or your jobber properly endorsed.

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

**Who Pays for Our Advertising?**

ANSWER:

Neither the dealer nor his customers

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

LOWNEY'S COCOA

AND

PREMIUM CHOCOLATE for BAKING

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



lar articles were handled with oiled paper and never with the fingers.

Conspicuous signs were put up: "Please do not set kerosene cans on the counters."

Great care was taken to keep clean all goods that could not be washed.

Vegetables and other goods, displayed inside or outside, were placed out of the reach of dogs.

Thus, from a slovenly and commonplace grocery, this store soon came to occupy a place by itself in the town. It won the cream of the trade from its competitors, who, as very often happens, were slow to see the entering wedge.

For three years this business had held within itself, dormant, the possibility of becoming the leading grocery in its city. A few touches of the magic wand of analysis brought all the customers it could handle.

There was nothing radically new—merely strict provisions for using absolute cleanliness in everything the store handled.

A young man started a small candy store. One item of his trade was brick ice cream, but adjacent drug stores held the bulk of the trade.

The young merchant thought out a way to tempt the market with his own product by making a specialty of ice cream molded in fancy shapes. He put in hand appliances and went out after orders for weddings, parties and other special occasions.

It took time to introduce his innovation, but finally the idea took hold. He had to increase his equipment and within a year built a factory. Then he sold his candy store, engaging exclusively in the wholesale ice cream business, continuing to push his specialty. He now has a large profitable business and his teams cover a wide territory.

It was an idea that built this industry. The man could have drifted on indefinitely with his little candy store, but he was not satisfied with such a limited field. He analyzed his trade and found the wedge that could be effectively used on his particular business.

If you are carrying a number of lines, none of which are especially profitable, focus on some one thing and develop it. You may discover, like the ice cream man, that a lot of new customers are waiting for your enterprise. Then drop the other lines and push the winner.

Wilson, against the advice of his friends, opened a restaurant in a locality that was overcrowded to begin with. His friends warned him that with his limited capital he would stand no chance.

Wilson, however, had ideas of his own. He secured small quarters and spent two-thirds of his capital on decorations and on the front exterior. His designs were original and unique. The show window border, outside and inside, was oak, varnished and polished. Panels of the same wood reached from the bottom of the glass to the sidewalk. A massive oak door was put in, with extra-heavy brass hardware. Inside, oak panels and

mirrors added to the attractiveness and gave individuality to the place.

This little restaurant, from the day of its opening, assumed a distinction not possessed in the neighborhood. The natural oak exterior was striking and irresistibly attractive. Even the more pretentious restaurants appeared commonplace beside it. There was nothing in particular to distinguish one from another, but here was a place that had an atmosphere all its own. It stood apart, and seemed to belong to a sphere quite different from the business establishments about it. From the beginning it drew all the trade it could handle, while the other restaurants in the same block struggled along in a most precarious way.

A drug store located in a city suburb in a prosperous neighborhood near the railway station had long been a losing proposition.

One day the junior partner of the firm, seeing failure before him, appealed to the senior member. "We have got to do something to win the trade that is going by the door every day," he said. "People do not know we are here. Good location doesn't mean everything. We have got to brighten up the store so that people will want to come in."

His partner, at first hesitating, realized the facts that had been set forth and agreed, and the two got busy. The two show windows which looked pretty old and musty were completely changed and bright new displays put in. On the sidewalk great signs were whitewashed, suggesting new bargains and advertising "delicious" ice cream and soda water. Cigars to please all commuters were advertised in the windows.

Trade quickly picked up. The firm had found the entering wedge to a wider business.

It is easy to stay among the commonplace business, but the original man will always find an entering wedge that will enable him to go forth and possess a Promised Land of wider possibilities.

Richard Bracefield.

Uses of Adversity.

Many persons who have never suffered any serious affliction can not understand just what is meant by the statement, often heard, that troubles, afflictions and bereavements are often blessings in disguise—that they are necessary for the development of our character, that the gold is refined through passing through the fire. Most persons who have been through any serious affliction, however, can understand.

Trouble, affliction, bereavement, mean education. There is no teacher like affliction. Suffer, and you learn—learn lessons which you could learn in no other way. You learn to place a truer value on things and on people; you learn better what is worth while in this world.

One of the enriching experiences of affliction is the realization of how many kind and sympathetic hearts are beating all around you in your daily life. When all goes well we do not realize this—we do not think much about it. Get into trouble or suffer a bereavement and you will be surprised to find how kind everybody is, how deeply and sincerely they sympathize with you in your trouble, how much more they are interested in you than you realized. Sometimes we hear it said that a man has friends so long as all goes well, but that when he gets into trouble all but a faithful few will desert him. It is not true; it is when he gets into trouble that they will rally 'round him—many who he did not think took

much interest in him nor cared very much about him.

Another thing which trouble and affliction teaches is how to sympathize with others. The man who has "been through it" knows how to feel for another suffering one as no one can who has never suffered much. And it is good to learn how to feel for others; for the more one can do that the more he enriches and beautifies his own life.—Twin City Commercial Bulletin.

Post Toasties
Any time, anywhere, a delightful food—
"The Taste Lingers"
Postum Cereal Co., Ltd.
Battle Creek, Mich.

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



The Trade can Trust any promise made in the name of SAPOLIO; and, therefore, there need be no hesitation about stocking

HAND SAPOLIO

It is boldly advertised, and will both 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.

A NEW YEAR PRESENT.

Odd Gift James Amadon Presented to Himself.

Written for the Tradesman.

Dennison was about ready to notify his creditors to come in and quarrel over what he had left in stock. Trade had been bad, and those who had asked favors of him in the way of credit didn't even speak to him on the streets any more. A few creditors were pushing for their money, and so Dennison was about ready to give up the battle.

When Amadon entered his store that night there were no customers in sight, the floor was disorderly, littered with scraps of wrapping paper and twine, and the lights were turned down. One clerk stood out by the door, and Dennison sat on a counter at the back of the gingham section.

"What's the matter," Amadon asked, striding back to the dejected merchant, "lights gone back on you?"

"Oh no," Dennison responded, with a sigh, "there's nothing doing, and I thought I'd save a little in gas bills."

"You're a foolish man," Amadon said in his hearty way. "When trade is dull you should try to make your store look doubly attractive. Let people once get the notion that a place of business is on its last legs, and they'll walk a mile to spend their money at some other place."

Amadon looked about critically, frowning as he turned back to Dennison, still sitting dejectedly on the counter.

"Where are your clerks?" he asked. "This is holiday week, and you ought to have a full force."

"I let them out," Dennison said. "There isn't really enough for one clerk, to say nothing of the seven I had drawing pay. I could do all the business alone."

"Yes," said Amadon, "and the six you dismissed are probably going about the city telling what a frost the store is. I have no doubt they are telling that your stock is old and your prices too high. You've made a mistake, Dennison, and you must begin to correct it—and you must begin right now."

"Look here, Mr. Amadon," said Dennison, "you're a good fellow, and a good business man. I owe you borrowed money, and you're on a note at the bank that won't be paid at maturity unless something in the way of a miracle takes place. But for all your kindness to me, I'm not going to permit you to come in here and give orders about the conduct of my business. As long as it runs, I'll run it."

"That's the idea," laughed Amadon. "That's exactly the idea. You have already made a beginning."

"Made a beginning? How have I made a beginning? I'm afraid I have offended you, but I want you to know that I am not down yet."

"Better yet," laughed Amadon. "Do you want to know where you have made a beginning?" he continued. "Well, I'll tell you. By getting up a little spunk! That's it. By

getting up a little spunk! If I could get you right down mad, perhaps I could induce you to save this business. You've lolled about here so long, not taking interest and not doing your best, and not keeping your affairs to yourself, that it may be a hard job to keep you out of the poor house, but it could be done if one could get you mad enough."

Dennison jumped off the counter with a bang, his hands clenched, his eyes flashing.

"You get out of here!" he shouted. "I've troubles enough of my own without being insulted by you. Get out of here, or I'll throw you out."

"Instead of getting out, Amadon dropped into a chair and laughed.

"Sit down, Dennison!" he said, when he had had his laugh out. "I'm doing better than I thought I could. There's hope for you yet. If I went out of your store and left you to pursue your own way, there'd be a failure reported in the morning. I'm not going to have anything of the sort. Understand?"

Dennison sat down, panting with excitement, glaring at his friend.

"I'd like to knock you over!" he said. "The idea of your coming in here to insult me at a time like this."

"Twenty years ago," Amadon said, nursing one knee with both hands. "I had a store over in Chicago. I was poor and ignorant—just about the fix you're in to-night. I thought everybody in the city knew just how I was fixed. When I got a note extended at the bank I thought every friend I met on the street and every customer who came to the store knew all about it.

"Day after day I was on the verge of failure, and I thought every person in the big town knew it. I think I must have gone sneaking through the streets, like a man just about to serve a term for robbery. I must have shown failure in my face, and I am certain that my clerks knew all about my prospects—or lack of prospects—for they became insubordinate and whispered behind my back to customers.

"Well, one New Year eve I took myself off into my little private den and sat myself down before myself and addressed myself about like this:

"Amadon, you're a fool, and a quitter, and an incompetent. You think you are the only merchant in the city who has debts that he couldn't pay if called upon to-morrow to do so. You think you're the only dry goods man in Chicago who can't look ahead to a straight line of prosperity in the new year. You think every man you know is as frank with his friends and patrons as you are. You think the people you are doing business with know all about your affairs.

"What you need, Amadon, is a New Year's present. I'll give you one. It will consist of one pound of keep your mouth shut about your private affairs and one pound of push. You'll mix these ingredients and get a new start to-morrow. There's many a man who is with his wife at a swell function to-night who has borrowed money for a carriage home. There is

many a man in Chicago right now who is keeping his business going just by pretending to make money. You don't know, Amadon, that the world is full of four-flushers, and that a man who means to be on the level must four-flush a little, too."

"I was sitting alone in a cold little den when I was giving myself this third degree conversation I'm telling you about. I was not as well dressed as I ought to have been, and I lived at a cheap little boarding house. I didn't know then that the people one knows are inclined to accept a fellow at his own estimate of himself. It is the four-flusher who generally gets to the front first. Then, when they have been tried in actual action and found wanting they drop back, and the really good men—the men who have ability back of the four-flush—get their chance.

"So I decided to take my own prescription and go ahead just as if I had all the money there was in all the banks back of me. I resolved to have confidence in myself, and to go ahead with the firm determination to make everybody believe I was rapidly acquiring a fortune. Look here, Denison, a cur dog can get just as hungry as a blooded dog, and just as cold, and just as sick for a kind word and corner by the fire, but you let one sneak into a store or a home and he'll be fired out quick because he is a cur.

"But you let a blooded dog stray into a place of business or a home and people will feed him, and pet him, and try to find his owner. Why? Why don't they do the same by the cur? Because there is no value in the cur—no future possibilities. No rich man will ever come along and hand out fifty dollars for caring for a cur. Now, that is just the way it is with a business man. If a merchant weakens and takes the kicks of outrageous fortune, and goes about like a sneak, people will quit him cold. But if the same man shows that he is a thoroughbred they will flock to his aid if he is in trouble. Why? Why do they treat the thoroughbred better than they do the cur business man? Because there is value in the thoroughbred. There is no knowing when the people who help him will get the reward. There is no knowing when he may be the

MUNICIPAL BONDS

To yield

From 4% to 5½%

E. B. CADWELL & COMPANY
BANKERS

Penobscot Bldg.

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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.

toad in the puddle—and not only a large toad but a grateful toad, looking for those who helped when he needed help in order that he may reward them.

“Human nature is selfish. The Down-and-Out Club has a large membership, and half of those who belong are better business men—save in one regard—than the men who are running the commerce of the city. That one thing is that they have not the grit to stand up and fight. They have not the pluck to go up against a game that looks like a losing one and fight it through. They have not their friends educated to the fact that they are winners because God made them so, and therefore will be in the beauty row of commerce in the near future. If you thought a man was sure to become a merchant prince, would you not help him? If you knew that a man was a cur who would die in the poor house, whatever might be done for him, would you not kick him out of your path? Yet, speaking from the point of education and humanity, the cur may be the better man of the two.

“Well, after that little lecture I gave myself I arranged for rooms—not a room, but rooms—at a swell hotel, and went to the best tailor I knew to order my clothes. I made little improvements about the store which convinced the clerks that I was in easy circumstances, and made a sensation by my advertising. Won out? You know whether I did or not! Now, you get up in the morning and run this business just as you said you meant to when I made you mad; run it yourself, for your own benefit. Make folks think you have a pondful of money and they will bring you more. Make up your mind that people do not know what is in your mind. If the minds of all business men were known there would be a more disastrous showing than your own could make. Make yourself a New Year's gift of the sort I gave myself and you will win.”

It is not yet time to tell whether Dennison will win or not, but he is trying. Anyhow, Amadon's story is worth printing. It may help others besides Dennison. Alfred B. Tozer.

The employe who thinks that the boss has a cinch because he is working for himself and can do as he pleases, does not know that the boss is working for the public, the most fickle of all masters.

Nobody ever yet accumulated any new ideas with his nose right on the grindstone. Do not stick so close to your job that you do not know anything else.

When you are selling goods to a man talk to him in terms of his own business. Make contrasts and comparisons that he will understand.

It is no use talking brotherhood when you are only courting men to have them boost your ecclesiastical burdens.

Faith is manifest not in resignation to fate but in fidelity to ideals.

WHAT DID YOU MAKE IN 1910?

Simple Question That Many Merchants Can Not Answer.

Written for the Tradesman.

Do you know just how much to the good you are on the business of 1910? There are lots of merchants who really can not answer that simple question. Their statement of the year's business maybe shows a figure representing the net profits on merchandise sold during the year; but how does the stock invoice? What has become of this money that you are supposed to have made during the year? Have you it? Do you know where it went?

Suppose you have \$30,000 invested in your stock, storeroom, furniture, fixtures, etc. Suppose you did a \$40,000 business during the year 1910. If you sold your goods at 25 per cent. gross profit (which I presume is about an average marking price), your gross profits on merchandise sold amounted to \$10,000. Suppose it cost you \$6,000 to do business during the year. That leaves you \$4,000 net profits, does it not? No, it does not. Right there is where you have another think coming. How about that \$30,000 you have invested in the business? Is not that money earning anything? “Certainly,” you say; “I could not have that \$4,000 profit if it had not been for this \$30,000 capital.” All right, then, give the money credit.

By investing your \$30,000 in some reasonably sane and safe enterprise it would have earned you, say, 6 per cent.; that is \$1,800. What you actually earned, then, by your own industry and business knowledge was \$4,000, less \$1,800, or \$3,200. Have you kept your living expenses within the latter figure and taken out of the business during the year as much as \$1,800 and put it in some good, safe investment?

“No,” you say. To my question. Why not? there may be a number of answers. One merchant says, “While my books show a \$40,000 business for the year—and I certainly have sold merchandise to that amount—I have not all the money yet. There is an item of accounts due me to the extent of \$1,500—most of it good, however.” (This is added by way of an after-thought.)

How good is it? What would you discount that \$1,500 item for? Honest now, no hedging! You say, “For \$1,200. I think I will get even more than that, but since you are asking for a cash proposition, I believe I would be willing to take \$1,200.” Y-e-s, I guess so. Thank you kindly, but I believe, since you sold the merchandise, I will let you bone for the money.

Then off with \$300 from the total net “profits” of the business. That cuts your original \$4,000 item down to \$3,700. Subtract the \$1,800 (6 per cent. interest on \$30,000, which you could have gotten without work) from \$3,700 and you have left \$1,900. That is all you have actually made thus far. “Oh!” you exclaim, “I made more than that!” No you have not. Thus far in the game (meas-

ure my words); thus far in the game you have made \$1,200 less than that. Of the \$1,500 outstanding in accounts due you, you tacitly admit at least \$300 will never be collected. So we have already counted that out. We can not count that \$1,200 until we actually get it. You can not buy things with money you have not collected. So all you have made thus far—I mean by your own personal efforts plus your business experience—is \$700. If you succeed during the next few months in collecting that \$1,200 that will bring your item up to \$1,900. Have you lived within that figure, or have your living expenses gone appreciably beyond it? If you do not take out of the business each year an amount equal to 6 per cent. on the money invested in the business you are not earning a living on your unaided personal efforts—your interest (which you ought to be saving) is coming to your rescue. It is a pretty nice little mathematical proposition for each one of us to

sit down and see (by figures that tell no yarns if you do not juggle with them) how much to the good he is on last year's business.

Chas. L. Garrison.

Advice To Others.

Smile—smile—smile all the while.
And soon you will daily wear it;
Grim—grim—whatever you are in
And then you'll the better bear it.
Hope—hope—to the end of your rope.
Then struggle that rope to sever;
Mope—mope—and you'll find good scope
To follow the trade forever.
Toil—toil—your share of the spoil
Will come, some way or other;
Maybe in wealth, and maybe in health,
And maybe the love of your brother.
Give—give—'tis the way to live,
If good sound sense can guide it;
Save—save—and not for the grave;
But what you may need this side it.
Fight—fight—with all your might,
Whenever the facts demand it;
Cease—cease—bring cargoes of peace
From victory, when you land it.
Think—think—like one on the brink
Of something too grave for laughter;
Well—well—of the heaven or hell
That follows us here and hereafter.
Trust—trust—as indeed you must,
God in His varied dealing;
Wounds He will give that your soul may
live
And then—attend to the healing.
—Will Carleton, in Everywhere.—

Long Distance Bell Telephone

Service is—

An Economy in Business
A Blessing in Social Life

The Telephone is Quicker Than a Letter
And More Satisfactory. Try it Today.

Bell Lines Reach

50,000 CITIES AND TOWNS

Every BELL TELEPHONE is a
Long Distance Station



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.



Settling Shoe Complaints.

A customer upon entering our store, says a prominent St. Louis shoe man, is met by one of our salesmen, to whom she proceeds to tell her troubles. He refers her to the man in charge of the department, she again tells him the same, and he, upon examining the shoes in question—if in his judgment the complaint is justifiable—immediately gives her a new pair without any further argument. If in his mind the customer has not had sufficient wear, he will charge her at the rate of \$1 a month for the wear she has given them, and in this case we stand the loss, and many cases are easily settled by giving a slight reduction on a new pair.

Now and then I get soaked good and hard but stand the loss and smile, and at the end of each year I find that we have had an even break.

Then occasionally we get hold of a customer who is an extra hard one and who does not see anything but a new pair, and rather than have any loud talking or argument in the store we proceed to settle this complaint by doing almost anything she wishes, and letting her out of the store smiling. We stand the loss, and you will find at the end of the season you have not lost much, and the customer may have placed a confidence in us that will make her stick to us and send us many of her friends, advertising us and our methods of doing business.

We had a man come in our store the other day with a pair of shoes, and the soles of the shoes were burned into a crisp. We told him they were burned but he claimed not and claimed that he was never near a fire. We told him that "right was right and wrong was wrong, and his case was so very wrong that no leather could be worked into a shoe that was burned to a crisp, and that all we could do for him was to sole and heel them at our regular price, \$1.25." He would not stand for this, so I immediately wrapped his shoes up, handed them to him and said, "If we had to lose every customer we had by giving them one cent off on such raw and unjust kicks, we would lose them all."

A customer often gets fitted too small and finds this out after wearing them a few times. In these cases—I always take them back, taking particular pains to fit them properly. The soiled ones are cleaned up and set aside until sale time, put in their respective lines and sold along with the lines at the sale price without any trouble, but at all times have a 15 cent p. m. on all clean-ups and we

have no trouble in getting rid of them.

We do not guarantee shoes for any length of time, we simply say, these shoes are guaranteed to give you good wear and absolute satisfaction, and if anything should happen to them, to let us know and we will take care of you. Of course this does not apply to velvets, satins or patents; these we positively do not guarantee to last any time. There are a great many things to talk about on these lines, but life is too short to stand up and scrap all day, and it does not pay.

In the smaller cities, where women know each other, they soon find a store out and boost them or give them a black eye. A customer came in the other day and said very bluntly, "I want my money returned on this pair of shoes. I saw something in another window that suits me better." So quickly we gave her her money that she was surprised. She left our store and in about one hour returned and took the same pair that she had selected. If we had argued with her and tried to turn her down and finally had refunded the money to her—do you think she would have come back? No.

There are other places to buy shoes besides ours and I believe refunding money places a confidence in our customers that cannot be bought. This kick question is a long one. I could talk all day on this subject, but I just go along every day trying to do what is right by everybody.

Leaving in the Lasting Tacks a Menace To Business.

The one possibly innocent, yet truly criminal, negligence of a great many shoe manufacturers of to-day is not paying strict enough attention to the "lasting tack" danger. Every retailer in the country has suffered from injury done to customers through the fact that lasting tacks are not withdrawn from the shoes by the manufacturer previous to his sending the footwear out of his factory. Every dealer in the land ought to protest against this evil. Every manufacturer ought to issue severe and rigid rules to eliminate this evil which menaces the public who come to purchase shoes.

There is scarcely a day passes that retailers are not confronted with the annoyance of finding small and large tacks jutting out of the innersole and forming a positive danger to salespeople who put their hands into shoes and cut and puncture their fingers. Then, again, shoes are often tried on without first examining the innersole, and where the tack has



Bear Brand Orders Coming Every Day

The only thing that concerns us at this time is the fear that some of our Bear Brand friends are under-estimating their Wales Goodyear Rubber requirements for this season.

Your rubber order goes out the same day it comes in, rain or shine, the dealer who wants quick action will get it here, but the trade gets away from the store that runs short on sizes, because the rubber customer cannot and will not wait while you are getting your goods in. Keep your stock filled up on the selling sizes—go through the rubber stock and make out and mail your order 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 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

caught the stocking and pricked the skin of the foot, it becomes a serious problem how to get the foot out of the shoe without doing greater harm. Cases have been known where it required a knife to cut down from the vamp to the toe in order to release the foot without drawing blood from the skin. These are certainly facts—the truth of which any retailer will testify to.

This evil is not confined to one class of manufacturers, but is general. In medium or high-grade shoes there is yet to be found a case where the evil does not exist.

There is no excuse for the manufacturer shipping shoes with the sharp lasting tacks left in the inner-sole as a menace to customers and salespeople. Every tack should be drawn out previous to the placing on of the bottom. Haste in production makes employes careless. If no other safeguard can be employed, the manufacturer should add another worker in the packing department whose sole duty should be the examination of the insides of the shoe. The same care used in the inspection of the outer shoe should be used in the inner.

Before placing cartons on the shelves retailers should have their clerks examine the innersole of every shoe. This should not be superficial, but should be a careful examination, and the clerk should run his hand up into the box to make the search thorough.

Every shoe that is found containing lasting tacks should be reported by letter or sent back to the manufacturer. A reject teaches a lesson every time. It may be a simple matter to cut off the tack, but let the manufacturer know about it. A few experiences of this kind and the manufacturers will see the wisdom of being more careful.

A Hopeful Tendency.

The vagaries of feminine buying of footwear have been so numerous that shoe dealers are inclined to throw up their hands and to adopt an attitude of being ready for anything, no matter how absurd.

The adoption of the pump some four or five years ago, as an all-day shoe, was a surprise. The pump was originally designed for both men and women as an evening shoe; but women calmly proceeded to put them on after breakfast and wore them all day long and thus established an entirely new use for them. The tendency to wear pumps together with gauze hosiery in winter has been noted. This peculiar combination of costume is usually accompanied by heavy furs piled about the shoulders.

On the whole, these eccentricities probably are more the exception than the rule, for there is now often discernible a strong underlying current of common sense after all. An example of this is to be found in the sharp falling off of sales of velvet boots noted in New York and other large cities immediately after the heavy general snowfall early in December. The velvet boots and pumps were neglected and calfskin and black Russia boots had the call. Sales of

the former dropped off sharply and calf and Russia came to the front.

This manifestation no doubt has been common all over the country. Black Russia and dull calfskin are eminently sane and seasonable materials for winter footwear and they have been selling heavily within the past few weeks.

Undoubtedly velvet will be called for strongly again in the spring, or upon the arrival of any extended period of fine, clear weather, and there is every reason to believe that this material will be much in demand everywhere during the spring and summer, in low cuts. But there is reason to feel encouraged over the possibility that the assertion of common sense on the part of women customers will help the dealer in selling velvet shoes understandingly.

Can You Hold Your Trade?

What kind of a hold have you on your trade? Did you ever ask yourself this question? Did you ever stop to think whether you could hold your trade if an enterprising competitor really started out after it? These are questions that you ought to ask yourself. The right answer means independence—*independence* of your competitors, *independence* of mail order houses and the power to disregard the prices asked by the merchants in your town and the profits made by them.

There is a firm in an Illinois town not many miles from St. Louis that gives this answer: "If 'Shears & Sawbuck' have a better hold on our trade than we have they are welcome to it." Independent? You bet they are independent! And simply because they are real merchants. What they say about mail-order houses can be applied as well to their other competitors.

These men are absolutely independent of all outside factors because they can "hold their trade." They hold it because they are enterprising; because they take advantage of every opportunity to better themselves—something that half the merchants of this country do not do.

Now, Mr. Retailer, what kind of a hold have you on your trade? Can you compete with the mail order houses? If you have the right kind of a hold on your customers you can; if you have not you can't. If you haven't it is time to analyze your business methods; it is time to find out what is wrong and it is time that you get a hold on your trade.

To those who are not confident of their ability to keep their customers year in and year out, this advice is given: Give your business a thorough overhauling and don't overlook a scrutiny of your qualifications as a business man at the same time. If you are prone to let the Lord run your business without a little assistance from yourself, remember that if you take hold and help yourself you will increase your profits. At all events weed out the unprofitable methods and start the New Year firmly determined to have such a hold on your trade that no one can take it away from you.

Our "H. B. Hard Pan" and "Bertsch" Shoe Lines

Will Be Bigger and Better
Than Ever This Year

Now is the time to clean out these old unsatisfactory shoes that are so troublesome and stock up on our "H B Hard Pan" and "Bertsch" lines. They have made good and will meet every demand of your trade. A card will bring our salesman or we will send samples on request.

They Wear Like Iron

Herold-Bertsch Shoe Co.
Grand Rapids, Mich.



The Story of The Profits

It's the shoes you have left at the close of your business year that tell you that. It's the shelf warmers that have not paid dividends. And it's Easago, Hard Pans, Rikalogs and other R. K. L. shoes that have.

Why?

Because the stock you now have of them on hand represents but a small proportion of the quantity of them you have bought during the year.

Rindge, Kalmbach, Logie & Co., Ltd.
Grand Rapids, Mich.

SELLING BY PHOTOGRAPH.

Plan Has Been Considered at Times by Shoe Manufactuerrrs.

At various time in past years there has been brought forward for discussion the idea of selling shoes by photograph. While this plan is one which has points in its favor, owing to the money saving ideas which it embodies, yet on the other hand it marks a radical departure from accepted methods and for that reason has not been seriously considered, so far as is known, by shoe manufacturing concerns here or elsewhere.

It has long been the desire of the men who make shoes and the men who sell them to reduce as much as possible the traveling men's expenses when on the road. Looming large in this outgo is the item of excess baggage. Constant friction exists between the salesman, his house, the railroads and other transportation companies regarding this matter. Many are the subterfuges resorted to by travelers for the purpose of getting the better of the railroads.

In Brockton, Mass., where practically the entire product consists of men's shoes in which a large amount of heavy stock is used, the excess baggage charges amount in the aggregate to large sums each year. Many of the salesmen, in fact most of those who represent Brockton houses, carry two trunks on their trips and pay out many dollars every week in payment for excess baggage charges above the regulation 150 pounds for each man. How great, therefore, would be the saving if the salesman, instead of taking out 200 or 300 pounds of shoe samples each season, could limit his baggage to 150 pounds or less.

Photography would surely come to his aid in this regard, for 50 paper representations of shoe styles could be carried in a hand grip all over the country. The idea of showing shoes by photograph is one which has been discussed more or less for many years past. Although several points are recommended in favor of it, nevertheless there are many serious objections to be overcome. Every traveling man who sells shoes by sample realizes the importance of showing the shoe to the wholesaler or retailer in the manner in which the latter has always been accustomed to seeing it.

With the shoe in hand, the dealer can note carefully its various features; the height of toe and heel, the "feel" of the stock and many other characteristics with which he desires to become familiar before ordering. With photographs, this would be impossible, and from the dealer's point of view he could obtain only the most superficial idea regarding the styles and materials of the line.

It is, therefore, not likely that an entire line of shoes could be successfully marketed in this way. A compromise, however, might be affected by showing the novelties in actual shoes and the more staple styles by photographs. This would give the dealer the opportunity which he desires to see the latest styles as they actually appear in the finished shoe. The lasts and patterns with

which he is familiar from the season or the years previous could be sufficiently realized from the photographic representation.

The foregoing is of interest to shoe manufacturers as well as to the salesmen and merchants. It is brought forward at this time not as a new idea but as one which has its good points and might be successfully worked out in a more or less modified form.

Turned Shoes For the Street.

One of the points for a retail dealer to guard against is a persistent tendency of selling too many turned shoes for street wear. The customer should be informed, if she does not know already, that the turned shoe is the lightest and most delicate of all shoes in construction, and that it can not stand the hard wear that may be given either a welt or a McKay sewed shoe. Furthermore, it is not easy to repair.

If a customer understands these things then she has no ground for dissatisfaction. But if she does not then the dealer who sells them is liable to have trouble. There are plenty of well-to-do women who do not consider wear as of prime importance in buying their shoes. They want style, grace and comfort, and when a shoe gets out of repair or out of shape or begins to show any mark of use it is thrown aside permanently. Such customers buy turned shoes knowingly and are aware of their qualities.

Nothing is likely to excel the turned shoe for lightness and flexibility, since the method of making, whereby the sole is stitched directly to the upper, interposes no thick or cumbersome material. Sole leather of good quality is used. In fact, the sole would have to be not only strong, but thin and light, or the shoe could not be turned in the process of manufacture without straining it and getting it out of shape. They have their place, and have a high value; but not every woman can wear a turned shoe on the street, and not every one will be satisfied with the amount of service received when thus worn.

Mammoth Ivory.

Siberia furnishes a large quantity of ivory to the markets of the world, but the production of it belongs to another age and to a species of animal that does not now exist. The ivory is cut from the tusks of mastodons whose skeletons are found frozen in masses of ice or buried in the mud of Siberian rivers and swamps. The Northern portion of the country abounds in extensive bogs which are called urmans. In these are found the tusks of the mastodon, from which it is inferred that these animals lost their lives by venturing upon a surface that would not bear their weight.

Even to wild animals these urmans are forbidden ground. The nimble reindeer can sometimes cross them safely in the summertime, but most other large animals attempting to do so would be engulfed.

In the Museum of Tobolsk are numerous specimens of mammoth, and

throughout this region they are by no means rare. When an ice-pack breaks down a river bank, or the summer thaw penetrates more deeply than usual into the ground, some of these antediluvian monsters are very likely to be exposed.

In many cases their remains are so fresh and well preserved, with their dark, shaggy hair and under-wool of reddish brown, their tufted ears and long curved tusks, that all the aborigines, and even some of the Russian settlers, persist in the belief that they are specimens of animals which still live, burrowing underground like moles, and die the instant they are admitted to the light.

The farther the traveler goes northward, it is said, the more abundant do these remains become. They are washed up with the tides upon the Arctic shores, and some extensive islands off the coast contain great quantities of fossil ivory and bones.

Tusks which have been long or repeatedly exposed to the air are brittle and unserviceable, but those which have remained buried in the ice retain the qualities of recent ivory and are a valuable article of merchandise.

There is a great market for these mammoth tusks at Yakutsk, on the Lena, whence they find their way to the workshops of European Russia and to the ivory-carvers of Canton.

Be sure your plan is right before you start it, then carry it out to a finish. The novelty will wear off and things will drag. Then is the time to show the stuff you are made of. Hang on. Do not be a quitter.

One of the greatest assets a merchant can have is the respect of his clerks, so they will work for his interest as well when he is away as they do when he is at the store.

To secure the best work from your clerks you must show your appreciation of their work and let them know that you are interested in their welfare as well as your own.

IT PAYS
TO
HANDLE
WORK SHOES



MICHIGAN SHOE COMPANY

146-148 Jefferson Ave. **DETROIT**
Selling Agents BOSTON RUBBER SHOE CO.

**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.

THE YEAR'S BUSINESS.

Bradstreet's Review of the Past and Forecast for the Future.

Nineteen hundred and ten was, on the whole, a disturbed and rather a disappointing period in American trade, finance and industry. It was a year of agitation, of attempts to work out politico-economic problems, of declines in quotations of securities, of inflation and, later, of unsettlement and finally of weakness in many commodity prices, of industrial unrest and curtailment, of repression in consumptive demand, of numerous strikes, of political overturn approaching the proportions of a landslide, and of changes in long established channels of domestic and foreign trade. Withal, and in spite of many drawbacks, but probably because of the momentum acquired in the previous year of tremendous activity, of upbuilding and of recuperation, it was a period of immense agricultural effort, crowned with notable success, in some instances, as regards quantity, and of record outputs in many lines of manufacture. It witnessed the floating of large new issues of securities, while at the same time it saw a volume of financial liquidation which in other years might have caused convulsion. It witnessed a vast expansion of banking transactions, record totals of loans and deposits and close to record bank clearings, and yet fewer failures than in either of the two preceding years, although the volume of failure damage was above the normal, being exceeded only in years of vital stress.

In assigning causes for the disturbed conditions which pervaded the body politic and economic throughout the year, first place will probably have to be accorded to prevailing high levels of all prices, whether of securities or of commodities. The first invited attack because of extravagant manipulation before the year began, while the height to which commodity prices rose in the opening months of the year constituted a burden which gave rise to bitter agitation and resulted ultimately in far-reaching effects, primarily upon consumption, thence upon output and finally upon profits. In the latter respect there will probably be little dissent from the statement that an immense business was done at a small, in some instances disappearing, margin. Of this the generally conceded small net results reported obtained by business men and by manufacturers and the lessened net earnings announced by the railways are striking examples.

Declining prices of securities, high prices of food, meat boycotts, demands for higher wages by railway and industrial employes, talk of corporation prosecutions, this in turn unsettling confidence and preventing the floating of new security issues for improvements, all made the earlier months of the year a veritable "winter of discontent." Excessively large expenditures for food naturally lessened margins of earnings available for purchases of other necessities and

increased the pressure upon public officials to embark upon prosecutions to which the term trust-baiting became applied. Spring brought some relief in the matter of lowered prices, but weather and crop uncertainties and manufacturing curtailment, forced by high raw material costs, caused conservatism in business. Continued governmental activity against certain corporations and threats of injunction suits against the railways, which were seeking to recoup themselves for increased costs of operation, due to granting of higher wages, by increasing rates, found the stock market vulnerable, while low crop conditions at the turn of the year favored bearish movements and induced liquidation. With larger agricultural yields more certain of attainment in the late summer and early autumn, a more cheerful outlook prevailed, but the political overturn in the fall, with the prospects of a reopening of the tariff question, made for slightly less optimistic views. Repression and conservatism and small and frequent, rather than large or confident, buying kept trade and industry within rather narrow channels, considering the country's vastly enlarged producing capacity, and apparently good holiday trade did not disguise the fact that the advent of an early winter had reduced outdoor activities and lessened demand, while industrial idleness was greater than for some years past.

Financial measures of the year's turnover showed only a slight shrinkage. Thus, clearings fell only 1.3 per cent. below the record of 1909. This loss was, however, mainly at New York, where the decrease was 6 per cent., while the rest of the country showed a gain of 6 per cent. Explanation of the loss at New York is partly furnishable by the decreases of 23 per cent. in stock transactions and 52 per cent. in bond sales as compared with 1909. Still, it might be noted that clearings as a whole were nearly 2 per cent. larger than the 1909 total and nearly double those of a decade ago. Failure returns were irregular. These were 1.3 per cent. fewer than in 1909 and 16 per cent. less than in 1908, although 13 per cent. more than in 1907. Liabilities, owing to the occurrence of some large suspensions, were 25 per cent. larger than in 1909, but 40 per cent. less than in 1908, and less than half those of 1907, the record year of failure damage.

High prices of most products, and especially foods and raw materials, have been a sort of endless-chain burden to labor, to manufacture and to trade generally, which free buying of some generally esteemed non-essentials has not entirely concealed. Perhaps the best evidence that American markets were out of line with the rest of the world was the reduction of our export trade in food products, which one time constituted our strength in foreign trade. Coincidentally, imports broke all records, this giving rise to the remark that the

United States was a good place to sell in but not so favorable a country to buy in. In this contingency it has undoubtedly been fortunate that our export trade in manufactured products and in raw cotton has more than made up for declines in breadstuffs and provisions.

It will hardly be confidently claimed that home demand for food products is sufficient to take up the surplus productions of the country in a year such as this just closing, and in view of foreign competition, bred of large crops in the rest of the world's surplus-producing countries, American participation in this trade is hardly possible at present price levels. The situation of affairs would seem, indeed, to point to liquidation being necessary in costs of production, and past liquidations in the stock market may perhaps find a counterpart in natural products, which seem to have advanced more largely than manufactured goods, having possibly been affected by the speculative spirit so much in evidence in securities markets in 1909, and which, perhaps, found its mainspring in the excessive supply of cheap money in that year. If any such movement toward cheaper costs continues it is hard to see how labor can avoid contributing thereto. In this connection a test may perhaps be made of the theory advanced by many, that the increased supply of gold in the world has made for a permanently higher range of all prices. Pending an approximately final settlement of the tariff question, for which one offered solution is the permanent commission plan, something like repression of the country's obviously large productive capacities to fit the comparatively narrow channels of small and frequent buying for actual needs, rather than large and confident anticipation of future wants, would seem in keeping with the conservatism manifest in so many lines.

A period of peaceful progress, and of genuine co-operation in the restoration of normal conditions of expansion in the country's activities, would seem necessary if the general community is to reap the benefits of the prosperity always present in a country possessing the magnificent advantages of this one, but which, like all comparatively new countries, experiences growing pains that to some unsettled minds pass for serious ills of the body itself. Quiet conservatism and level-headed treatment of the problems apparently pressing for solution are to be enjoined if the country is to reap the full benefits of the readjustments already in evidence and those to be met with, and, it is to be hoped, satisfactorily made in 1911.

The Fish Trade.

Before very long Lent will be here and the sale of fish can be largely increased. While perhaps the institution of Lent is not so closely observed in this country as it is in some foreign nations, there is still a considerably close following of the Lenten customs among certain classes of the population.

Every dealer can turn this to his advantage. It is well to prepare for it in advance and secure such a variety of supplies as will attract all classes of customers. As is well known, not all people care for all kinds of fish, while in some instances there will be many who will buy more liberally of one than another if they are able to procure what they want. The situation comes to this, then, that you shall be well prepared for the season and shall, as far as possible, cater to the wide variety of taste of those who buy from you.

All sorts of salt and canned fish should be provided. The quantity thus available is considerable and the dealer who is ready with them will naturally secure the largest volume of business.

A good display of fish later in the winter will have the best effect imaginable. Buyers will be ready for the season when it arrives and you will be in position to satisfy the requirements of your trade. Sometimes the sale is larger than it is at others, but usually this is due to the population. Buyers are all around you, and they are ready to buy. A suggestion of what you have will usually be a powerful influence in determining the action of the purchaser who wants goods of some sort.

Lent might be made more profitable in certain directions than it is now and dealers who will study their environment and attempt so far as possible to satisfy their trade will be the ones who will secure the largest business at these special seasons.

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.

1911 Motor Cars

Oakland Runabouts and Touring Cars, 30 and 40 H. P.—4 cylinders—\$1,000 to \$1,600.

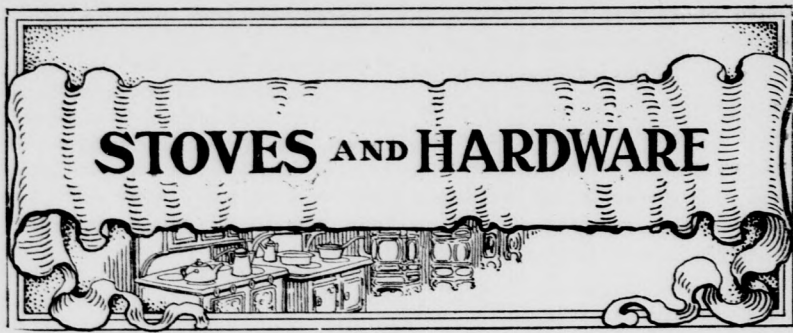
Franklin Runabouts, Touring Cars, Taxicabs. Closed Cars, Trucks, 18 to 48 H. P.—4 and 6 cylinders—\$1,950 to \$4,500.

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.



Hardware Merchants and the Sale of Paint.

Retail hardware merchants who handle paints are successful in proportion to the amount of energy and push that they put into this line. A well assorted stock, intelligent advertising both by personal solicitation and newspaper publicity, a knowledge of and faith in the goods carried, and prompt deliveries, are some of the requisites necessary to make the paint department pay.

An Illinois hardware firm writes that while they added paint to their stock only last year, they have found it a very profitable business. A good supply of free samples for distribution is always kept in the front part of the store, which is regarded as having brought business.

The most effective method, however, has been found in sending the names of prospective buyers to the manufacturer and have them write these prospects concerning their paints and referring them to the concern as their agent.

A personal acquaintance with every paint contractor in the town has resulted in a very satisfactory business by simply keeping after them until they agree to try the paint handled by the firm.

An Idaho merchant handles a full line of paint and advertises and pushes it in the same way as he does his other lines. He handles what he considers the best paint, getting \$2.50 per gallon, and guaranteeing every gallon sold.

An Indiana hardware company attributes its success with paints, of which it sells "lots," to two things: First, because first-class paint is handled by it, and second, the same make of paint is handled that has been sold from the store for over twenty-two years. The latter fact gives a strong talking point.

A firm in Ohio considers the paint business a profitable line to handle in connection with hardware, if the line is a good one and confined to the paints made by one manufacturer. The line should be as complete as the size of the town justifies. It is believed that little attention should be given to getting the business of the average painter, as collections will invariably be slow from this class of customers, but the firm conducts this branch of its business on the theory that it pays to keep the best line in town and finds that persons who are accustomed to dealing elsewhere drop in for articles not obtainable at their regular trading places and pay cash for their purchases. This firm attributes the increase in its

paint sales year after year to the fact that paint is displacing the use of wall paper in many cases and is being used to cover floors instead of carpets; also to the general tendency of house owners to brighten up their property. It is claimed by this concern that no class of merchants are in better position to handle this line and to get the business upon a profitable basis than hardwaremen.

The views of a Minnesota house are diametrically opposite those referred to, as will be seen from the following remarks: "While we have never kept a separate account of our paint business, we are satisfied that there is no money in it, except as it may draw other trade. The new finishes that are being brought out cause an increased investment constantly. Mixed paints are sold on too close a margin for the capital invested. Painters can buy from a class of manufacturers at wholesale prices. There are a few specialties sold at a restricted price that pay a profit. But they comprise a small part of the paint trade. The only relief to be had, to our mind, is twofold: restricted prices and a getting together of the manufacturers, with a view of confining trade in legitimate channels."

The paint creed of a successful house in Texas is briefly as follows:

Make a leader of staples at close margins and push fancy goods at a profit.

Do not buy in too large quantities. Watch your stock closely.

Keep what the trade requires.

A Pennsylvania hardware firm, which gives particular attention to the paint end of its business, writes interestingly as follows: "We find our paint business profitable all the year round, and especially so in the outdoor painting season. Possibly our method of handling it is somewhat different from that adopted by some others. We carry a well known and widely advertised line of ready prepared paint, the factory being in quick shipping distance. No attempt is made to stock the company's full line of paints, nor does the company think that such a course could be followed with profit except where the paint trade is very heavy. Our desire is to keep well stocked on the inside paints, varnishes, fillers, etc. Inside work is often done on the spur of the moment, and if we find the stock does not include just what the customer is looking for, he or she will almost invariably go elsewhere before waiting for us to order it. With outside work, however, the opposite holds good. Most people will

come in to pick their colors a week or so in advance of the time they intend to use the paint. Then the sale is made from the color card and ordered from the factory. Linseed oil is kept in stock and always enough lead for any fair sized job. A good line of brushes and colors in oil is carried to attract the professional painter. Their trade is valuable, for they help to sell paint. To repeat, we find a full line of inside paints, varnishes, etc., a small line of outside paints, with good facilities for ordering, with lead, oil and turpentine for those who prefer it, to be a winning combination."

Paper Minnows for Bait.

A new industry at Holland is the manufacture of paper minnows for bait by the Holland Rod and Bait Company. The minnow is made of waterproof parchment paper, has enough flexibility when in the water to closely simulate the action of a live minnow, and is very buoyant. It will ride over snags and weeds, it is said, without becoming entangled, as the hook is concealed inside.

In some respects it is like a trout fly, being very light and hiding a hook beneath its bright colors. The paper offers but the slightest resistance and the fish makes a close and quick connection with the hook, much the same as in striking a fly.

A dozen of the minnows may be carried in the vest pocket and the same bait used several times. The bait is not destroyed when struck, although the more bites the sooner it is used up. The action of the water alone does not affect the bait injuriously, and, it is asserted, it may be used repeatedly until torn by a fish.

It may be used on any ordinary hook and leader, or without snell, by simply winding the fine wire of the minnow around the leader. The minnow is made in four different colors, to resemble the natural food of larger fish, and from 3 to 6 inches in length.

Trade Conditions.

There are but very few changes in the price of hardware to record. The generally low prices of so many goods do not permit much further shrinkage so long as material and labor stay at their present level. In connection with the question as to the probable course of things in 1911, there is perhaps a disposition to underestimate the importance of the closely related facts that consumption on a great scale is going on steadily, and that the country generally is enjoying a splendid prosperity based in part, but not entirely on the magnificent crops which have rewarded the labors of the farmers, and will in due course stimulate all departments of industry and commercial activity.—Iron Age.

The only lonely people are those who can find no one to help.

Acorn Brass Mfg. Co.

Chicago

Makes Gasoline Lighting Systems and Everything of Metal

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.



A Good Investment

PEANUT ROASTERS and CORN POPPERS.

Great Variety, \$8.50 to \$350.00

EASY TERMS.
Catalog Free.

KINGERY MFG. CO., 106-108 E. Pearl St., Cincinnati, O.

Foster, Stevens & Co.

Wholesale Hardware



10 and 12 Monroe St.

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31-33-35-37 Louis 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

The Woman Trade.

It is a delusion to think that women are not interested in elementary mechanics just as it is an exploded idea that a woman can not drive a nail straight. She can and does—frequently it is she who does the little odd jobs around the house. The wife of a mechanic will, it is true, usually leave these duties to the man, but among the very large clerk class it will be found that the better half as often as not wields a hammer and saw with very good effect.

But, for reasons for which the dealer is very largely responsible, women as a general thing, shrink from going into the hardware store. In a city she has no tremors about entering the large department store—that has an atmosphere which is not repellant to her—it is her department just as much as it is a man's.

But in the smaller places she avoids the hardware store almost as much as she does the saloon, although, it is to be assumed, for different reasons. What is the consequence? Just this—jewelers and grocers and druggists can stock and sell lines that properly belong to the hardwareman.

It is a remarkable fact that when other dealers add an outside line to their stock, in nine cases out of ten it is one of the hardwareman's lines that they take. You do not find the furniture store adding a drug line, nor the grocer taking something away from the jeweler—no indeed—but you do find all four taking goods away from the hardwareman, and you do not find that very important merchant adding anybody's else line to his own.

The most progressive among hardware merchants are very much alive to this unwholesome state of affairs and are doing what they can to get women's trade and so hold the sale of goods that other merchants are taking away from them.

How are they doing it?

In the first place by telling their clerks that when a woman does venture into the store they should not treat her as a strange animal who has wandered in from some menagerie—but that they must treat her as though she were a welcome and usual sight in a hardware store—to be polite to her—not to be openly amused if she asks for "one of those flat things" when she means a screwdriver—to listen attentively and patiently when she gives a long description of her needs. A woman remembers these things and tells her friends about them—and that means trade well worth having and increasing.

Politeness—not greasy effusiveness, but manly, straightforward courtesy—is a priceless quality behind the counter for women's trade and for men's, too, although the latter may pretend they do not care a continental for it.

In this matter of catering to women's trade some hardware dealers have even gone the length of employing female help. It is extremely doubtful whether, in the hardware store of average size, this is wise, either as to economy or efficiency.

It must be borne in mind, too, that

women prefer to be waited upon by men wherever possible, just as female clerks would very much rather sell to men than to members of their own sex. Therefore, it will probably be found best to keep only men who can go from selling a package of tacks or a dozen curtain rings to a woman to selling sheet metal to a man.

But even if the clerks are competent to handle women's trade, they may have none of that valuable custom to attend to. Women must be educated to coming into the hardware store—to feel that it is as much theirs as is the hardware section in a city department store or the grocery shop anywhere else.

This can only be done by advertising, backed up by the goods and the service.

Women like a complete description and prices. That is what the catalogue houses are giving them.

Catalogue houses may be as evil as they are said to be, but nobody will deny that the best of them know how to get business—therefore, the local dealer will not waste time if he adopts such of their methods as are suited to his own trade.

Rules For the New Year.

If you intend to swear off doing certain things, or promise yourself that you will do some necessary things, be careful. Do not be rash.

There are a lot of things that most of us really ought to do. We ought to draft a set of business rules, however, instead of resolutions, and we should not only keep these rules ourselves, but make our clerks keep them.

First. We should make it a rule to weigh, count, measure and gauge everything we buy.

Second. We should make claims

for every shortage or overcharge and make it the day we discover them and discover them as soon as we receive the goods.

Third. We should be just as fair and square in our dealings with our customers and jobbers as we expect them to be with us and we should not cheat them in any way, any more than we would allow ourselves to be cheated.

Fourth. We should join an association—if we are not members—and work to make that association a result-producing organization.

Fifth. We ought to make it a business rule to keep our accounts straight all the time. We ought to figure up our expenses and know what per cent. of our gross profits is represented in "cost of doing business." We should also make it a business rule not to allow too many deadbeats to get on our books.

Sixth. We should make it a rule to help our fellow merchants because we never know when we will need some assistance. This can be done through the associations.

Seventh—We should make it a rule to be courteous to our customers and see that our clerks treat them with polite attention.

In short, we should do all things that we know will result in making our business grow and we should cut out all the useless expenses. How this is to be done depends entirely on each one of us. Our local conditions must govern our actions, but we should investigate those local conditions and see how they affect our business.

This is a duty that we owe to ourselves, to our families and to our customers. I know there are lots of you who, if you would cut out some of your useless expenses, could sell goods cheaper and still make an even

better profit than you have been doing.

While times are not what you might call hard, still they are not so easy as they could be and you can not add much more to the price of foods—the profit has to come from cutting down on the expenses. This can be done easier than you think.—Retailer.

Margin of Excellence.

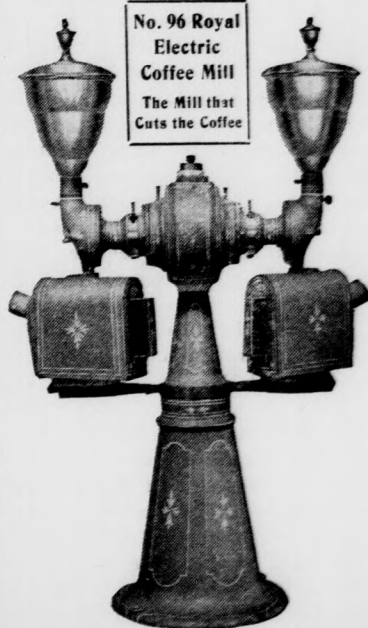
The thing that gives a man's life its uniqueness and its importance is its differentiation from every other life. A man to be influential and helpful must have some distinctive quality for good running through life which shall give it supremacy over the average life. It is not enough for you to be a moral mediocrity or "mollycoddle." You must be superior, supreme, uncommon. Your power lies in your margin of excellence above and beyond that of other men. Superiority of life in commercial, as in other departments of endeavor, is seen in unselfishness and sympathy. In this busy age the demands made upon you are many, but what a man is—character is the supreme demand—and giving this, its ennobling influence will be felt in your homes in pleasures, in business and in politics.—Rev. Arthur T. Fowler.

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.

A Royal System in Your Coffee Department

Means a larger and more profitable business for you than any other method you could adopt to increase your trade.

We can refer you to thousands of Grocers and Coffee Dealers throughout the country who are using our ROYAL machines and they will be glad to give you their experience.



No. 96 Royal Electric Coffee Mill
 The Mill that Cuts the Coffee

We can put you in the Coffee business right. We can furnish several different sizes and styles of machines and are in position to give you full advice in buying green coffee, roasting and blending it to suit the trade in any part of the country. We can also lay out a plan of aggressive advertising for you to use in conjunction with your coffee department.

No. 1 ROYAL Coffee Roaster
 Operated by Electricity



We have several experts along the above lines, connected with us, who devote their time to these features and their services are at the command, gratis, of all users of ROYAL systems. Write us for full information and our latest catalogue which tells the whole story. It costs you nothing to investigate. Do it now while it is fresh in your mind.

We also manufacture Electric Meat Choppers and Meat Slicing Machines.

The A. J. Deer Co.

1246 West St., Hornell, N. Y.

JUST PLAIN BUSINESS.

Why Merchants are Satisfied With Local Option.

Written for the Tradesman.

"I notice," said the man who had stock in the brewery, "that several people are getting a good living picking up empty whiskey bottles and selling them to dealers."

"Who told you that?" said the grocer.

"Why, I saw it in a newspaper."

"How much do they get for those pint and half pint bottles?" asked the merchant.

"Two cents, I think," was the reply.

"A good living, eh?" grinned the other. "Fifty for a dollar, and a hundred for two dollars! I saw that article, also, and observed the statement in it that half a dozen men were making from fifty to one hundred dollars a week in this town picking up whiskey bottles. Now, how many bottles would they have to pick up to get that sum?"

"Bottles are pretty thick," responded the man who had stock in the brewery.

"If half a dozen men made one hundred dollars a week each picking up bottles," said the grocer, "they would have to collect thirty thousand bottles a week. Now, that looks reasonable, doesn't it?"

"There's a good many bottles thrown out," insisted the man who had stock in the brewery.

"But thirty thousand!" laughed the grocer. "Why, thirty thousand whiskey bottles would pave a block of street from curb to curb. Do you think there are that many picked up? No, this is just another one of the cheap lies printed in the newspapers which have been bought up by the whiskey and beer trust. It is so cheap that it injures the cause it is supposed to help. The whiskey men ought to hire a new press agent."

"I guess you don't know how much whiskey and beer is drunk in local option counties," said the man who was mourning because he wasn't getting any dividends from his local brewery stock. "Why, there's just as much sold as there is in wet counties."

"That is another cheap falsehood," said the grocer, who was a bigger man than the brewer man. "If it were true, the big breweries in Chicago, Detroit and St. Louis, to say nothing of Milwaukee, would be quietly putting money into anti-saloon funds in order to shut out local breweries and their competition. This whiskey argument is all too cheap."

"I hope you're not getting to be a prohibition crank?" said the brewer man.

"I should say not," replied the grocer. "If you come up to my house you'll find something good in the cellar for special occasions, though I don't serve it to the little ones. No, sir! I'm anything but a prohibitionist! This local option matter with me is just plain business. I'm trying to fight the money away from the saloons, just as I'm trying to get the people of this city to bring their money to me instead of taking it to my competitors. Understand?"

"But you are not in the same line of business as the saloon man. There can be no competition between you."

"Oh, you think there can't be any competition between a man who sells provisions and a man who sells whiskey and beer? Let me show you. This town had forty saloons before the county went dry. These saloons must have taken in one hundred and twenty-five dollars a week, on an average, each one, I mean. That means five thousand dollars a week. This money was spent by working men, principally. The rich ones who drink whiskey and beer don't drink drugged slops over the bar. They get the pure goods and drink at home. More than half of this money was taken right out of the provision business. My share of it would be over \$100 a week. This is just business with me."

"I think you're figuring wrong," said the brewery man.

It was Saturday forenoon, and the grocer walked down to the heap of goods lying on the floor, ready for delivery.

"Look here," he said. This lot goes to a man down on Blank street. The amount of the bill is four dollars. In the days before local option he swept out saloons and spent his change for cheap whiskey. His wife earned what little they had to eat—doing washings for the neighbors. She did mine. Now her husband has a good job and they spend about five dollars a week here.

"And here is another case. He lives down on Shutter street. He was a drunkard and his wife earned what she could and the county did the rest. Now he spends six dollars a week here. There are dozens of cases just like these two. I am below the limit when I say that local option is worth a hundred dollars a week in trade to me, and probably to each of my competitors."

"But the saloon men spent money here, didn't they? Money you don't get now?"

"I have not heard of any saloon man going hungry," was the reply. "I guess the saloon men and the bar keepers are all eating regularly. The difference with them is they can't get their living as easily now as they used to when they were doing business with drunken men. And they are not sending three or four thousand dollars out of town every week for beer and whiskey."

"You're a crank, all right!"

"Am I? Then every business man who is plugging for trade is a crank. I don't want the earth, but I want to sell all the provisions I can, and there are hundreds of families in this town who are buying liberally now who would not be buying if the county should go wet again. I'm going to keep the trade of those families if I can."

"So you're not willing to give anyone else a chance?" growled the man who was missing his brewery dividends.

"Not to get my trade away from me," laughed the grocer.

"It looks to me as if you wanted state wide prohibition," snarled the other.

"Oh, I don't care how much stuff

the people of other towns drink," was the reply. "I wouldn't vote for state wide prohibition. I don't like the class of men who get into the saloon business, and I don't like the way the saloons are run, but I don't want to see the state go prohibition. I want to see officers elected who will enforce the laws against saloons, and see the number of saloons limited to about one for every two thousand population. Then the men who get liquor licenses can make money, and won't have to stand in with fakirs and sell goods made in the basement."

"You don't want any one else to make a living," complained the brewery man.

"I want every man to be an aid to the community," was the reply. "I want the saloons we have, if we ever have any more here, to be just as decent places of business as the groceries and meat markets. I want the pure food and drug laws enforced in the saloons, and the laws against drunkenness enforced there, also."

"It is the whiskey men who are making these counties local option. If the grocers should sell rotten goods, and cheat their customers in every possible way, and make their stores resorts for bums and lewd women they would be driven out of business, and it wouldn't be because the people believed it wrong to eat food either. Some other system of furnishing provisions would be in force until grocers got sense enough to obey the laws of their state as well as the laws of decency."

"If the grocers created a slum district where they were thickest the people of the city wouldn't tolerate them. If every grocery had a gang of cheap stiff hanging about its door, there would be a revolt against the business. It is the saloon the people are knocking out, and not spirituous, malt, brewed, fermented and vinous liquors. It is a cinch that half the people who will vote local option this spring will take a chance. It isn't the liquor they hate, but the dirty, indecent, robber saloon."

"Every trade has its own features," replied the brewer.

"That is very true," was the reply, "but there must be no indecent features. The breweries and wholesale whisky men got so they would put any low-browed loafer into business, and so the saloons grew to be just what they were when they were knocked out of so many counties in Michigan. The good men went with the bad. There were half a dozen saloons in this town which were all right. If there had been no worse ones local option would not have carried here."

"The whisky crowd got so they tried to control the city elections, and half the public officers became pluggers for the saloons. I don't understand how it can be so, but it is a fact that nearly all the criminal officials are in favor of the wet gang. If the police had arrested drunks as closely under the old laws as they do now there would have been a hundred arrests every day. But now they rake the streets to find a man whose breath smells of beer, and

hunt all night to find a man giving a friend a nip out of a bottle. And all the time there are clubs with regular bar keepers running in this town, and they know it."

"This shows that we must get a different class of men in office, as well as a different class of men in the saloon business. But I'm talking only what you'll hear on the streets every day, so you'll not care to hear any more of it. Just set me down as on the dry side for purely business reasons." Alfred B. Tozer.

Leaving By the Back Door.

"Uncle Sam is kept so busy welcoming new citizens at his front door that he seems to be overlooking the wholesale departure of native sons over the back yard fence," said Herman H. Boardman, of St. Louis, who is at the New Willard.

"The Philippines during the past ten years have lured away at least ten thousand Americans, and fully a third of them have settled down in the archipelago and will end their days there. Probably five times as many have moved over the border into Mexico, for in the City of Mexico alone there is a permanent colony of six thousand Americans. Thousands have settled in other Latin-American states. Finally, emigration from the United States to the north-western provinces of Canada is increasing every year."

"No doubt it will astonish most Americans to learn that almost one hundred thousand of their countrymen crossed the Canadian border in 1909," continued Mr. Boardman, "not to look at the scenery but to make new homes under the Union Jack. These pilgrims carried their all with them and bought land. According to the Canadian immigration returns, they were citizens of the most desirable type, for every one had ambition in him and a thirst for hard work, and each had in his inside pocket an average bank roll of \$1,000. That is to say, these emigrants withdrew in one year ninety million dollars from the wealth of the United States and invested it in Canadian farms. So far, Americans have bought nearly two and three-quarters million acres of land across the border and have added more than one-half million acres to the annual acreage of the Canadian wheat crop."

"And the end is not yet, for each succeeding month sees an increase in the emigration. Some of the states along the northern border—particularly Washington and the Dakotas—are already feeling the loss of farmers. The whole of the Canadian Northwest is becoming an American colony. Unluckily, their wealth 'batters no parsnips' for Uncle Sam. His tariff wall keeps out the products of their farms, and they gradually break their old ties. Many of them, I might say the great majority, indeed, take part in Canadian politics. It is not inconceivable that before many years an American born Canadian will be bossing the Parliament at Ottawa. And what then?"—Washington Herald.

DO SOMETHING DIFFERENT.

Originality Is Within Reach of All Who Will Work For It.

Written for the Tradesman.

"Originality is not plentiful. Perhaps the most original man in these times is the one who can adapt the ideas of some one else to his own situation in a new way." This quotation was taken from a recent issue of the Michigan Tradesman.

Every reader of the Tradesman ought to take this little bunch of words and make good use of them. Every merchant can be original if he will take an interest in being so, that is to say, he can find thoughts that will fit his case in everything he does and not use the same thoughts of other men.

Let us try to do something different and something better than we have done heretofore; do it in the new way, by and through new thoughts which are being born by our own actions.

Every time we act we are creating new forces. Take any man's thoughts and begin to use them and you will find your experience different from his. We mean that no two men can possibly do the same thing in the same way, but both may succeed. When you have seen or heard of successful men and think that you would be pleased to be able to succeed in the same way, try to accomplish the same deed, but do not be disappointed if your work is not just like that which you have seen accomplished by the other party. If your work were just like that of your teacher you would be an imitator—a sort of a mocking-bird instead of an original individual.

Our natural characteristics are unique, uncopied and unmatched by any other human being, but that does not prevent others from getting an idea—which is valuable—from our words or actions. We live and move and have our being by and through the power of suggestion. I may suggest something to you that will awaken thoughts in your mind that will do you a world of good. But I can not furnish you all of the thoughts necessary. You will have to originate—attract them yourself.

The brain is a piece of very fine mechanism. If we think we can not be original and allow our brain to be fed with no other thoughts than those that we merely pick up here and there we are not trying very hard to be governed by new thoughts.

The thought world lives by interchangeable principles which divide themselves into characters, types, qualities, habits, tempers, greatness, fulness and unlimited power if we know how to manage it. There is no reason why acroamatism should not be acquired by every mind. This will never be accomplished, however, by one who is afraid of work. The original individual is the fellow who never sleeps—as it were—his mind is active all the time and his work is done promptly. He never puts things off until to-morrow.

The mind that has developed its acroatic activities is one that can

foresee many things and can do many things that can not be done by those who do not like to work.

There is a reason for everything and there is no reason why every merchant should not be successful and original.

Too many of us are half-learned and illiterate, uninformed and uncultivated—too many of us are thousands of years behind the age.

Our brains are uninvestigated, unexplored; we are caught tripping along through life without any protection.

The original thinker has learned how to listen, how to listen to his own spontaneous thoughts. When he wants to know anything he goes off by himself and has a talk with his "Father within."

Our unconsciousness, our ignorance and inexperience of what we really and truly are—is the blindness that is leading us through life. Too many of us are in a sealed package and are carried around by Adam's Express Company.

If just one-half of the people would be as original as the fashion builders there would not be so many fashion plates.

There is little hope of over-estimating the amount of original thought one is capable of receiving. It all depends upon the amount of mental energy one uses. We can not receive original thought without thinking and acting—we all know this—then why do we refuse to think and work? Too many are depending upon the few. We are paying others to do our thinking.

The original mind is always on the lookout for setbacks; it knows what it is "up against." Original thoughts have had a mighty hard time getting expression through the mind of man. Many good men have been killed on account of original thoughts. When a man is willing to give up his life—if need be—for an original idea his mind is overworked. Take a good look at what Edison has done. He is not dead, but he has come through more than most of us would feel like undertaking. If you are willing to work hard and, if need be, give up soul and body for a successful life and business you will be an original merchant with successful environments. Edward Miller, Jr.

How Do You Keep Your Books?

At a recent meeting of the Portland (Oregon) Association of Credit Men, L. B. Smith, Secretary of the organization, gave an interesting and practical talk on the subject of "The Retail Merchant's Books as Viewed from the Credit Man's Desk." Mr. Smith called attention to the fact that much of the energy of the Association had been exerted, and justly, too, in blotting out and punishing fraud, but he also called attention to the fact that by far the greatest percentage of failures are due to incompetency, and the records show that while the subject of the retailers' books has been mentioned occasionally, nothing had ever been systematically and thoroughly tried to

improve accounting weaknesses in retail business.

Mr. Smith called attention to the fact that the credit man asks the retailers for property statements, he asks the salesmen to get reports, he goes to the mercantile agency for reports and statements, refers to banking and mercantile houses for references and consults the credit clearing house, which are all well in their way, but if a retailer does not keep an adequate record of his business, how can he make a fair statement? What is the use of the building, if it has no foundation, and the retailer's record is really the foundation of any statement which he might try to make.

In considering the necessity of retailers keeping accounts, Mr. Smith cited five different conditions, some of which are constantly coming up. First, the dishonest man who keeps books fraudulently. Second, the honest man who keeps books but incompetency renders his efforts nugatory. Third, the dishonest man who keeps no books or records purposely to commit fraudulent failure. Fourth, the honest man solvent with a good business, who neglects his books and renders the working of his capital largely ineffective, where cost systems and an orderly arrangement would add legitimate profit. Fifth, the honest, hard working country merchant who enjoys a small but busy trade, keeps long hours and from the very nature of his business neglects the important matter of rec-

ord keeping. Mr. Smith gave a true illustration of each of these conditions.

As a remedy for this condition of affairs Mr. Smith advised that credit men should be urged to include the question, "How do you keep your books?" in their list of systematic enquiries in the printed property statements, and to endeavor in their daily correspondence and by other means to impress upon customers the necessity of making proper records. Credit men should also be urged, he said, to include the same question in the printed blanks for the use of salesmen, and he said there was one member of the Portland Association who has now included in the salesman's report form the request, "Get some idea how he keeps his books and handles his collections."

He also recommended that the subject be submitted to the National Committee on Credit Department Methods, with the object of urging all members of local associations to include this question in all property statement blanks. Also recommended that the Committee on Mercantile Agency Service and Credit Cooperation submit the subject to the mercantile agencies, with the view that they should also ask this question when getting a statement, and include it in their reports. He also urged that this idea should be brought out in the different trade journals and the retailer impressed with the necessity and the benefit of keeping adequate records.

"SELLING"



That's what the grocer is pleased to learn about any item in his stock. All dealers who handle

White House Coffee

Find that IT sells very

FAST

Distributed at Wholesale by

JUDSON GROCER CO.

Grand Rapids, Mich.



Content To Smoke.

He traveled in a Pullman car
And sat in front and smoked all day;
He burned up many a good cigar,
Though a lady fair went all the way.

She had a captivating smile,
And she was traveling alone;
Her seat was just across the aisle
From where his overcoat was thrown.

He neither looked at her nor spoke,
Put took a novel from his grip;
And sat in front, content to smoke;
His wife was with him on the trip.
—Judge.

Indiana Traveling Men Will Oppose Hotel Bar-rooms.

The Little Red Button will be much in evidence about the Indiana Legislature the coming session. The Little Red Button is the badge of the Adult Bible class of the National Sunday School Association, to which 90 per cent. of the Indiana traveling men belong. Another religious organization of the traveling men is the Gideons, and these two organizations have a membership in Indiana of more than 16,000 "men of the road."

The traveling men will not take part in the local option contest. They will not fight for or against the proposed amendments. It is not likely that they will use their influence for any liquor legislation except that they will ask that no saloons be permitted in connection with the hotels where they stop. There are two proposals of the liquor question on which the traveling men will come before the Legislature. They feel that there should be no connection between the hotel lobby and the bar-room, and they insist that the whisky business is no part of the hotel business and that there is just as much reason for having a saloon attached to a department store or a hardware store, or any other kind of a commercial business, as there is for having one connected with a hotel.

Every traveling man knows that not 5 per cent. of the receipts of the bar in a hotel come from the traveling men, and a very small part of it from the guests of the house. In Indianapolis the large hotels get bar-room money from the hotel guests because the majority of those guests are politicians and office-seekers who come here for a day or two. But the traveling men at the Claypool, the Grand, the Denison, or the English, contribute a very small part of the bar returns. The hotel bar-room depends on local trade.

The office and lobby of the hotel are used as a pathway to the bar by the impeccable citizen who has not the courage to be seen going into a saloon, and the hotel bar is the most notorious of Sunday violators. The position of the traveling man is that while he is away from his own home

the hotel is his home and he does not wish to be annoyed by a lot of drunken rounders who hang around the lobby or prowl through the halls. The traveling man who is a rounder and a bummer is not on the road any more. These are some of the reasons the traveling men will ask that a clause be inserted in whatever liquor law is enacted separating the hotel and the saloon business.

That a hotel may be operated successfully without a saloon attached is proved by Al Busick, of the Commercial Hotel, at Tipton. He has all the business he can possibly do, sets a first class meal and has clean, comfortable beds, and he would not sell a drop of liquor under any consideration. Charley Micheals, of the Teegarden House, at Laporte, is another example, and the New Ross Hotel at Plymouth is another. There are dozens of successful hotels in Indiana that have no bars. Every traveling man will concede that the little frame hotel at Berne sets the best meal in Indiana, barring none, and has all the business it can do, and there is no possible chance to get a drink of intoxicating liquor there.

The traveling men know that a saloon is not needed to make a successful hotel, no matter what the hotel men say about it. The traveling men are not trying to keep the landlords whose hotels they support out of the whisky business, but they are demanding that the whisky business be conducted separately from the hotels. In this they have the backing of every firm, not in the liquor business or any of its side lines, that has men on the road.

The traveling men, too, will ask that the State Board of Health receive more money in order that the Board may make a better and more thorough inspection of the kitchens and sanitary conditions of the hotels in Indiana. Furthermore, the traveling men will demand better protection for life and limb in the hotels of the State. They will demand that the elevators be made safer and that a better system of fire escapes be adopted, and the Committee, representing 18,000 traveling men, that is meeting here to-day is going over bills that are to be introduced along the lines outlined in this article.

There is not a hotel in Indiana that could live a week if the commercial trade were taken away from it, and not 5 per cent. of the commercial men patronize a hotel bar-room, or any other kind of a bar-room for that matter. A saloon in a hotel, in the opinion of most traveling men, is

a nuisance that they are anxious to have abolished. If the Hotel Keepers' Association put back the kind of bar-rooms that were operated in many places before the county option law was passed, such hotels will lose the traveling men's trade if some one will start a barless hotel in the same locality.

All the traveling men are asking is a decent home when they are on the road, and they feel that they can not have that kind of a home if there is a bar-room attached to the place where they have to eat and sleep. They are asking that the health authorities protect them from inferior canned goods and rusty bacon fried in cottonseed oil, and that the State see to it that they have a chance for their lives in case of fire.

W. H. Blodgett.

Selling Talk.

I have observed that many salesmen after presenting the several claims regarding the quality, utility and economy of their line seem lost if a sale is not completed and drift into small talk—getting away from the subject apparently in trying to avoid repetition of what they have said before.

This is a mistake, for so long as you can sustain the prospective customer's interest, even although you can not close the sale, continue to go over the ground.

Keep talking the economy, the utility and the quality of the product. Clothe your talk in different words—approach your claims from different angles, but stick to the selling talk.

Do not drift to small talk or get away from the truth. Keep hammering at what you know are the logical reasons for the customer to warrant his buying your line.

Repetition is as good here as anywhere else. It is good in advertising—it is good in education. When you want to make an impression that is permanent it is necessary to repeat in different ways the same thought.

Now, this does not mean being a pest. It is as bad to talk too long as it is to stop prematurely.

Some salesmen act as though the introduction and the regular sales talk, if successfully concluded, demonstrate their ability and blame the customer if he still hesitates.

The mere fact that an interview is obtained and the sales claims made means nothing if a sale is not concluded or the opportunity for a future sale assured. The right kind of selling talk should accumulate force as you go along, repeating the different points and re-affirming or elaborating upon, with different forms and illustrations, the claims that you know are in favor of what you are endeavoring to sell.

Avoid small talk—if you are selling goods—it is live selling talk that will close the sale over the counter or on the road.

If you are short of selling talk—get busy—every good article in a line has an unlimited selling talk behind it and you can weave in enough per-

sonal appeal to satisfy the type of occasional customer who likes to talk about "outside topics."

Study and know each article from its history to its actual use. Most salesmen are weak when it comes to their sales talk after the first "rally"—you should have every claim and objection clearly in your mind in four or five combinations of words.

Geo. H. Eberhard.

The Traveling Man.

The hotel bus from the midnight train
Brought only one passenger through the
rain;
'Twas a traveling man, tired, weary and
sad.
He had toiled all day and biz was bad.

Not a single order was on his book,
The disgust he felt was in his look;
With a careless hand he scribbled his
name
On a page of the book unknown to fame.

The drowsy clerk the signature scanned,
Then a letter placed in the drummer's
hand;
See how he starts, while a smile of de-
light
Plays over his face at the welcome sight.

Thus clouds of despair that ever appear
To a traveling man sometimes in the
year
Are often dispelled by such simple means
As a friendly letter, how queer it seems.

So my dear little sweetheart, my own
little chum,
If you know where I'll be when Sunday
comes,
Write to me there if your time will
permit,
Draw at sight and I will remit.
My thanks.
—Troy Chief.

We need more of both head and heart in our business. There is little danger of getting too much of the combination. The trouble comes in not enough or with an unequal mixture.

The more times you ask people to buy from you the more likely they will be to buy. The secret of successful advertising is repetition.

A bargain which is a bargain for only one party of the transaction, while involving loss for the other, is a poor bargain.

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.

Like the Little Red School House in the poem

Hotel Livingston

Grand Rapids, Mich.

is "half way up the hill."
No more convenient location. Just high enough to catch the freshest, purest air.

TRAVELED PERILOUS TRAILS.

Oldest of Indiana Salesmen Recalls Early Days on the Road.

What it meant to be a traveling salesman in Indiana fifty years or more ago, when there were no means of rapid communication, and when sample cases were four-horse stock wagons that were on the road forty-five days at a time, fair weather and foul, is told by W. J. Woods, age 81, who has been transferred from the city hospital to the county infirmary destitute in pocket, but with a mind brimming with stores of the "drummer's," says the Indianapolis News.

Woods is one of the most philosophical old men who ever went under the county's care. Grateful for treatment at the city hospital, he is thankful also for the shelter now offered. For if his memory is not at fault he had worse times and more strenuous living in the years before the Civil War, when he was a notion jobber's salesman on a four-hundred-mile wagon run out of Indianapolis to settlements on both sides of the Wabash and in Illinois.

In 1856 Mr. Woods, then 26 years old, entered the employ of the J. H. Crossland wholesale house. He was one of four wagon salesmen. The salesmen were drivers, hostlers and book-keepers as well, except in very inclement weather, when a driver was provided. The equipment—the sample case—weighed 2,220 pounds, and the stock of notions, dry goods, and the like, brought the total up to 6,500 pounds, which the team had to drag through roads often hub deep and over in mud.

Woods' stock generally was valued at \$3,000 to \$4,000. Cash payments on delivery were rare, and credit was extended to the merchants in the settlements for thirty, sixty, ninety and even 130 days. So on each trip the "peddlers" made collections for goods previously delivered, and consequently returned to Indianapolis with wallets containing from \$3,000 to \$5,000.

In 1856, shortly after Woods went on the road, the weather was extremely bad. It was early in the spring. Thaws had made the roads impassable, and freighters were reported stalled all along the old National road. On account of the long periods of credit the jobbing houses sometimes were deeply embarrassed in their efforts to make payments in the East. The firm Mr. Woods worked for found itself in a tight place financially. Bills were overdue, and although about \$20,000 was outstanding on the wagon routes, the weather had been so unfavorable that collections could not be made. But it became a matter of necessity.

Woods was the first to go out, he having the most at stake. He rode horseback out the National road, then over the pike to Danville. He found it impossible to go on, even in the saddle, as the roadbed would not bear the combined weight of rider and horse.

At Danville, Woods put on a pair of legging boots, transferred papers

and revolver from saddle bags to pack and started out on foot.

Through all that rough, blustery weather and over four hundred miles of territory he tramped, collecting money. He made from ten to fifteen or twenty miles a day, according to the conditions of the paths. In one day he had to climb forty fences, even the foot trails being impassable, which made walking on unbroken ground necessary.

Among the places he went through were Ladoga, Crawfordsville, Rockville, several points in Illinois, then back on the Wabash to Lafayette, Wabash, Peru and Logansport, and finally, by a circuitous route, to Indianapolis.

It was lonesome traveling, but at

sorry, but he said Mr. Woods had better go on to Burlington. Burlington was ten miles distant. It was night, and the road extended, for a large part of the distance, through a swamp, being corduroyed and planked nearly its entire length. So Mr. Woods whistled to his leaders, and was off in the darkness. He had his cash bag, containing \$700 or \$800, close by his side, and his revolver was handy.

About three miles in the swamp he dimly discerned a man step into the road behind the wagon. Woods perked up the team. A rod or so farther another black form slipped in, ahead of the horses. Then Woods knew he was in for it. The man in front stepped near. The off leader was a

noe near Battle Ground. The current was so strong the team was swept fifty yards downstream. The weight of the wagon was set low and this fact saved it from being overturned.

Woods was on the road until '59. Then he entered the Federal secret service and served throughout the Civil War. He was never on the known payrolls of the Government, but worked directly under the command of the war Governor, Oliver P. Morton. He went out with the Indiana regiments, looking for spies, and served generally in the capacity of a secret service operative. He wore many disguises and his presence in the Indiana regiments was unknown even to his old friends, save those in direct command.

After the war Mr. Woods felt the call of the road again, and in handling claims traveled throughout the greater part of the United States and into Canada. He was present when Oklahoma was opened and witnessed "the greatest American horse race."

Then he came back to Indiana and entered business, prospered and lost, honestly, he says, which explains why he goes to the infirmary with never a thought of shame.

Indiana Travelers.

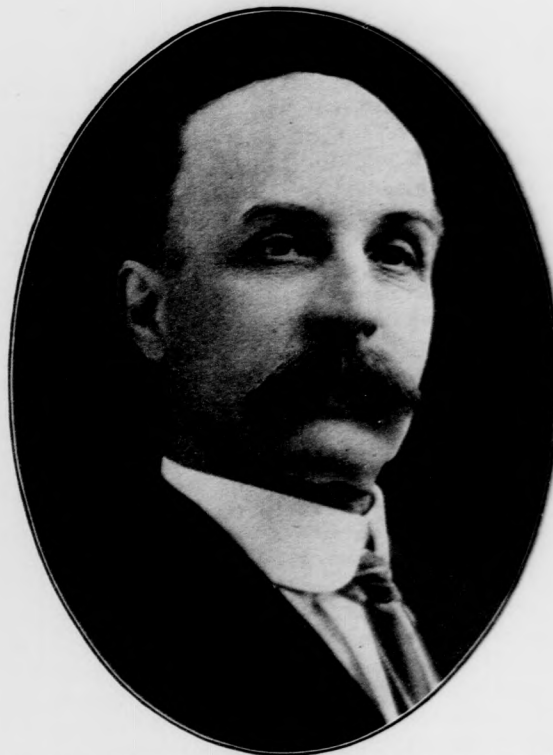
Indianapolis—A proposed amendment to the constitution of the Commercial Travelers' Association of Indiana, so as to enable the member who has reached the age of 60 years, and who is unable to pay dues and assessments, to continue to receive the benefits of the organization, the accrued dues to be deducted from the amount to be paid to his beneficiary after his death, failed to carry at the annual meeting last week, after a warm argument on the subject by the members.

The proposed amendment was presented by D. J. Reagan, F. M. Montgomery, George C. Webster and Bert A. Boyd, who felt that the old men of the organization should be entitled to this relief. It was opposed by a majority of the members on the ground that it might work out so as to give an unfair advantage to a member who joins late in life, and might discourage young men from joining the organization.

The Association voted to change the constitution so as to reduce the fee to be paid with each application for membership from \$5 to \$3, and another approved amendment provided that, in case of controversy as to the beneficiary at the time of a member's death, the Association could pay the money to the court, pending an adjustment of the claim.

J. C. Holmes was re-elected President of the organization, and all the old Vice-Presidents were re-elected except two, who resigned. The two new Vice-Presidents are J. H. Rosenberger, of Evansville, and W. S. Perry, of Ft. Wayne. The old members of the Board of Directors, whose terms close this year, were re-elected.

The Commercial Travelers of this city had their thirty-sixth annual ball New Year's Eve, with a large attendance.



F. M. Ackerman, Secretary Michigan Knights of the Grip.

Prairie, in the earliest part of the trip, he chanced to meet a mud-bdragged and well ribbed yellow dog. He whistled and the animal came up and ate crackers and cheese. The crumbs formed the covenant, and thenceforth that yellow dog went as mascot to the traveling salesman.

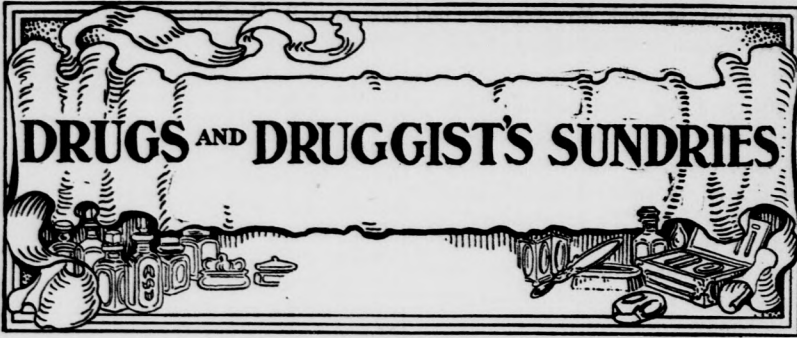
Woods did not have a prosaic existence in those days. The State police system was not perfect and peddlers' wagons, but especially the money bags, offered choice prey to bandits.

At sundown, late in the fall of 1857, Woods drew up at the tavern known as Ewing's store, now almost a forgotten point in Howard county. Cross-State traveling was heavy, and the place was full. The landlord was

wild animal, and reared at the stranger's approach. Disregarding the man's command to halt, and braving the peril of a leveled gun, Mr. Woods lammed the wheel horses. The leaders, frightened by the robber, did their part. In their lunge they nearly ran down the first bandit.

Then both highwaymen began firing. Bullets pierced the canvas hood of the wagon and whirred over the reins, but Woods did not stop until the swamp and the road agents were far to the rear.

The days of the wagon peddler were also the days when there were few bridges, and the Wabash River was forded many times. In the same year of the attempted holdup Mr. Woods started to ford the Tippeca-



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, Owasco; John D. Muir, Grand Rapids.
 Next Meeting—Grand Rapids, Nov. 15, 16 and 17.

Michigan Retail Druggists' Association.
 President—C. A. Bugbee, Traverse City.
 First Vice-President—Fred Brundage, Muskegon.
 Second Vice-President—C. H. Jongejan, Grand Rapids.
 Secretary—H. R. McDonald, Traverse City.
 Treasurer—Henry Riechel, Grand Rapids.
 Executive Committee—W. C. Kirchgessner, Grand Rapids; R. A. Abbott, Muskegon; D. D. Alton, Fremont; S. T. Collins, Hart; Geo. L. Davis, Hamilton.

Michigan State Pharmaceutical Association.
 President—E. E. Calkins, Ann Arbor.
 First Vice-President—F. C. Cahow, Reading.
 Second Vice-President—W. A. Hyslop, Boyne City.
 Secretary—M. H. Goodale, Battle Creek.
 Treasurer—Willis Leisenring, Pontiac.
 Next Meeting—Battle Creek.

Grand Rapids Drug Club.
 President—Wm. C. Kirchgessner.
 Vice-President—O. A. Fanckboner.
 Secretary—Wm. H. Tibbs.
 Treasurer—Roland Clark.
 Executive Committee—Wm. Quigley, Chairman; Henry Riechel, Theron Forbes.

Photography in Pharmacy.

The pharmacist not acquainted with secrets of photography will be especially fascinated with the simple method of shadow or contact photography. This branch of photography can be applied in many useful ways, by teacher, student and practitioner; extensive experience and knowledge of photography are not required for its practical execution. Close observation of directions or a single hour of rational instruction will suffice to transform the intelligent laymen to a successful photographer. Expensive apparatus, a camera and a dark-room are not needed, the time usually consumed with preparations of the negative plate, saved; and the absorbing attention, essential to a careful photographer, does not apply in the same strict sense to this branch of photography.

The teacher of natural history will be aided during demonstrations by photographs showing the outline, structure and image of plants, flowers, leaves and fibers of plants; butterflies, insects, parts of insects, wings, construction of tissue, etc., in its full detail. The student is thus aided in his studies and comprehension, his herbariums and collection, pertaining to the special branches of his studies, beautified and benefited by additional illustrations, attached to the specimens.

The preparation of various labels, signs, posters for decorative purposes and advertisements, copies of original prescriptions and manuscripts, will be of value to the practical pharmacist. Following are the appliances required:

Cost of 4x5 Size.
 Printing frame, suitable size \$0.25
 Glassplate to fit frame (free from defects)05
 Photographic paper (printing out paper, folio, albuma, etc.)20
 Combined toning and fixing solution, 8 oz. bottle25
 The object selected for duplication is placed on the clean glassplate, photopaper with sensitized side down, placed on top, and secured tightly with the frame cover.

Care should be taken not to displace the paper or object while printing is going on, to avoid double and blurred impression. The frame is exposed to full view of strong light, preferably sunlight, and left in position until necessary density and darkness are obtained. The time consumed by the printing varies from five to fifty minutes and longer and depends on density of the object or and on the strength of the light used to oxidize the silver paper. The printing should be a shade or two darker than the finished copy, as the toning bath reduces its density. Upon completion of the printing process the paper is removed from the frame, washed in two to three changes of water to dissolve the free silver on its surface and subjected to the action of the toning bath. The toning, under normal conditions, requires from five to ten minutes. As soon as the desired color is obtained the print is again washed in two changes of water and placed in a fixing bath to assure permanency, then washed in ten to twelve changes of water to remove all traces of the fixing solution. The combined toning and fixing bath is used according to directions found always on original bottles.

These formulas will serve well for ordinary grades of photo paper:

- Toning Bath.**
 Solution I.
 Gold chloride gm. 1.00
 Distilled water c. c. 150.00
 Fl. sol.
 Solution II.
 Potassium acetate gms. 30.09
 Distilled water c. c. 60.00
To Tone, Mix.
 Solution I..... 10.00
 Solution II..... 4.00
 Water 1,000.00
 Sodium bicarbonate sufficient quantity to render bath slightly alkaline.
 Bath should tone in five to ten minutes. In case of slow action, add gold solution; quick action, add water.
Fixing Bath.
 Sodium hyposulphite ... gms. 60.00

Water c. c. 1,000.00
 M. fl. sol.

To be used eight to ten minutes to assure permanency.

Labels are printed from a cliché (negative) made on transparent (glassine), or thin paper. India ink is best for the purpose. Manuscripts and prescriptions should be placed in frame with written characters down and secured smoothly. Heavy paper and pale inks will fail to print plainly. Pencil marks are reproduced faintly. The whole process, with its simplicity and ease of manipulation will never disappoint whenever used with proper care and in the extent of its limits.

Drug Sundries.

One of the most noticeable features of this year has been the idea of usefulness in all drug sundries. Not only have the productions been more artistically perfect than ever, but there have also been more of them.

One of the novelties of unusual interest which was recently placed upon the market is a popular-priced leatherette velvet-lined case containing a set of manicure instruments of good serviceable quality. Another manicure case which has sold extremely well is made expressly for the use of travelers as it may be folded into a very small space. A particularly handsome set is made of dull blue and gray, suede, lined with heavy moire silk and fitted with all the required instruments. It is made on the order of the familiar "housewife," which may be folded and tied with a cord.

A large line of suction mirrors are on the market, but these may hardly be classed as novelties. The high price of these mirrors has been the cause of their not becoming more popular. They are of either plain or French beveled glass, with or without leather cases and can be secured in a number of sizes. They are simple in construction, the only new feature being that they are connected with one another.

There is no section which is growing more rapidly in the department store than the toilet goods part. A bargain table in a busy aisle with a good selection of toilet goods attracts the attention of many and the results are most satisfactory.

More than the usual amount of interest has been paid to emergency medicine cases during this holiday season. Unusually liberal orders were placed for these goods; in fact, there seems every likelihood that the season, when finished, will have proved to be the most successful one in the history of the trade. In order to do a really successful business in this line a fairly representative line of all the latest novelties should be displayed. It is a fact that the more faith a buyer has in novelty lines and the larger the stock the bigger the business which may be secured.

From the present outlook the coming year will be one of great prosperity for the manufacturer and retailer of toilet goods, and judging from orders already received it would

appear to be wisdom on the part of buyers to place at least a portion of their orders early.

Country Soda Waters.

The resorters, especially the girls who spend their summers near some small town, never cease wondering at the quality and quantity of the sodas and sundaes that the town store puts up. In the city they are accustomed to what are supposed to be the highest achievements in the science of soft drink-making, and then to come over to a little one-man burg and find that the cooling liquids are not only larger and better, but also cheaper, is enough to make them wonder.

Perhaps the summer resort store works on the theory that people are used to good things in the city and to be really pleased must have good drinks in the country. He puts his efforts to the task of making sodas and sundaes that will equal those served in the city and succeeds better than his expectations.

In a majority of summer resort ice cream parlors in Michigan, Illinois and Wisconsin the fixed assessment on "ordinary" sodas and sundaes, including crushed fruit flavoring, is 5 cents; this is half the city confectioner's usual price.

The town store depends largely on his summer soft drink trade to tide over the long, dully country winter. This summer liquid trade must be designed to suit not only the summer visitors, but the town people as well. A steady diet of 10-cent drinks, while it might not bother the resorters, would never go with the townspeople.

It is true that the country store has an advantage over his city rival in the matter of supplies. Fresh cream from a farm a few miles out is cheaper; home-grown peaches and other fruits from an orchard a half mile away are lower; ice costs only a trifle; rents are 100 per cent. lower than those of the city.

And the trade that such an establishment does through the months of May to October! It is not an unusual thing to see four clerks in one small store working from 8 o'clock in the morning to midnight serving thirsts that seem to be insatiable. Holidays see the number doubled and sometimes as many as 2,000 drinks are sold in a country drug store in a single busy day.—Chicago Tribune.

Always use a good quality of paper. Should a package break between your store and the home of one of your best customers it may also break the tie that binds that customer to your store.

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.
 Citz. Phone 6238 42-44 South Ionia Street
 Bell Phone 3690 Grand Rapids, Mich.

WHOLESALE DRUG PRICE CURRENT

Table of wholesale drug prices. Columns include drug names (e.g., Aceticum, Benzoeum, Boracie, Carbolicum, Citricum, Hydrochlor, Nitrosum, Oxalium, Phosphorium, Salicylicum, Sulphuricum, Tannicum, Tartaricum) and their corresponding prices per unit.

Table of wholesale drug prices. Columns include drug names (e.g., Lupulin, Lycopodium, Macis, Magnesia, Mannia, Menthol, Morphia, Myrica, Myristica, Nux Vomica, Os Sepia, Pepsin, P D Co., Pils Liq, Piper, Plumbi, Pulvis, Pyrethrum, Quina, Quina S & W, Rubia, Saccharum, Salacin, Sanguis, Sapo, Seidlitz, Sinapis, Sinapis opt, Snuff, Soda, Soda et Pot's Tart, Soda Carb, Soda Bl-Carb, Soda Ash, Soda Sulphas, Spts, Spts Ether, Spts Myrcia, Spts Vini Rect, Spts Vini Rect 1/2 b, Spts Vini R't 10 gl, Spts Vini R't 5 gl, Strychnia, Sulphur, Sulphur Subl, Tamarinds, Terebenth Venice, Thebromae) and their corresponding prices per unit.

Advertisement for Hazeltine & Perkins Drug Co. featuring the text '1910---1911' and 'Peace Happiness Prosperity'. It includes a decorative flourish and the signature 'Sincerely yours, Hazeltine & Perkins Drug Co. Grand Rapids, Mich.'

Advertisement for LaBelle Moistener and Letter Sealer. It features the text 'LaBelle Moistener and Letter Sealer' and 'For Sealing Letters, Affixing Stamps and General Use'. It describes the product as the 'Simplest, cleanest and most convenient device of its kind on the market' and provides contact information for 'TRADESMAN COMPANY GRAND RAPIDS, MICH.'

GROCERY PRICE CURRENT

These quotations are carefully corrected weekly, within six hours of mailing and are intended to be correct at time of going to press. Prices, however, are liable to change at any time, and country merchants will have their orders filled at market prices at date of purchase.

ADVANCED

DECLINED

Index to Markets By Columns

Table listing various grocery items under letters A through Y, such as Ammonia, Axle Grease, Baked Beans, etc.

Table 1: ARCTIC AMMONIA, AXLE GREASE, BAKED BEANS, BATH BRICK, BLUING, BROOMS, BRUSHES, BUTTER COLOR, CANDLES, CANNED GOODS, CARBON OILS, CEREALS, CHEESE, etc.

Table 2: OYSTERS, PLUMS, PEAS, PEACHES, PINEAPPLE, PUMPKIN, RASPBERRIES, SHRIMPS, SUCCOTASH, STRAWBERRIES, TOMATOES, CARBON OILS, CEREALS, CATSUP, etc.

Table 3: CHEWING GUM, CHOCOLATE, CIDER, SWEET, COCOA, COCOANUT, COFFEE, CRACKERS, etc.

Table 4: Circle Honey Cookies, Currant Fruit Biscuits, Cracknels, Coconut Brittle Cake, etc.

Table 5: Champagne Wafer, Sorbetto, Nabisco, Festino, Cream Tartar, Dried Fruits, Farinaceous Goods, etc.

Table 6: Lemon & Wheeler Co. products including White Star flour, Worden Grocer Co. products, Spring Wheat Flour, and various oils and feeds.

Table 7: POTASH, PROVISIONS, Barreled Pork, Whitefish, and various meats and oils.

Table 8: Mackerel, Whitefish, SHOE BLACKING, SNUFF, SOAP, and various household goods.

Table 9: Tea, Young Hyson, English Breakfast, and various tobacco products.

Table 10: Splint, medium, Splint, small, Willow, Clothes, and various hardware and household items.

Table 11: Calfskin, Pelts, Tallow, Wool, and various specialty goods and candies.

NOW Let 5, 10 and 25c Goods Work for You

Your January problem is to get people into the store—is it not?

They feel poor, don't want to be tempted, are sick and tired of spending money, are sated with fancy goods and high priced goods in general.

Yet you've got goods to sell—lots of 'em—and the next thirty days *must* see most of them cleaned up.

One thing sure, you must do something "different." You'll not get the crowds by pressing the same old goods in the same old way. And without crowds you will not sell the goods you want to sell.

Let 5, 10 and 25 cent goods do the work for you. Such goods suggest *saving* not *spending*.

Put 5, 10 and 25 cent goods to the fore. Have a bargain counter just inside the door. Put home goods in the window. Take a loss on a few sensational leaders. Price-ticket everything.

If you are in dead earnest you can use 5, 10 and 25 cent goods to throng the store with customers.

Then it is merely a matter of salesmanship to see that they buy, not 5, 10 and 25 cent goods alone, but *all* the goods you want to sell.

Our January catalogue No. F. F. 850 lists over 12,000 items to retail at 5 and 10 cents, over 3,500 to retail at 25 cents, and an almost endless number of attractive 25 cent combinations.

You need this catalogue. Send for it today.

BUTLER BROTHERS

Exclusive Wholesalers of General Merchandise

New York Chicago St. Louis Minneapolis

Sample Houses: Baltimore, Cincinnati, Dallas, Kansas City, Milwaukee, Omaha
San Francisco, Seattle

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 85
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 25
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



J. C. W., 1,000 lots 31
El Portana 33
Evening Press 32
Exemplar 32
Worden Grocer Co. Brand

Ben Hur

Perfection 35
Perfection Extras 35
Londres Grand 35
Standard 35
Puritanos 35
Panatellas, Finas 35
Panatellas, Bock 35
Jockey Club 35

COCOANUT

Baker's Brazil Shredded



10 5c pkgs., per case 2 60
56 10c pkgs., per case 2 60
16 10c and 35 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.

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, 1 lb.
White House, 2 lb.
Excelsior, Blend, 1 lb.
Excelsior, Blend, 2 lb.
Tip Top, Blend, 1 lb.
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; Fleibach Co., Toledo.

FISHING TACKLE
1/2 to 1 in. 6
1 1/4 to 2 in. 7
1 1/2 to 2 in. 9
1 3/4 to 2 in. 11
2 in. 15
3 in. 20

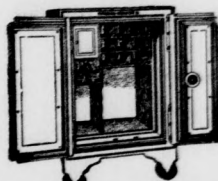
Cotton Lines
No. 1, 10 feet 5
No. 2, 15 feet 7
No. 3, 15 feet 9
No. 4, 15 feet 10
No. 5, 15 feet 11
No. 6, 15 feet 12
No. 7, 15 feet 15
No. 8, 15 feet 18
No. 9, 15 feet 20

Linen Lines
Small 20
Medium 25
Large 34

Poles
Bamboo, 14 ft., per doz. 55
Bamboo, 16 ft., per doz. 60
Bamboo, 18 ft., per doz. 90

GELATINE
Knox's, 1 doz. Large 1 00
Knox's, 1 doz. Small 1 00
Knox's Sparkling, doz. 1 25
Knox's Sparkling, gr. 14 00
Nelson's 1 50
Knox's Acidu'd. doz. 1 25
Oxford 75
Plymouth Rock 1 25

SAFES



Full line of fire and burglar proof safes kept in stock by the Tradesman Company. Thirty-five sizes and styles on hand at all times—twice as many safes as are carried by any other house in the State. If you are unable to visit Grand Rapids and inspect the line personally, write for quotations.

SOAP

Beaver Soap Co.'s Brand



100 cakes, large size. 50
50 cakes, large size. 25
100 cakes, small size. 35
50 cakes, small size. 15

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.

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.

Wanted—To purchase shoe store, doing good business in good Michigan town or city. Address No. 115, care Tradesman. 115

For Sale—Grocery and shoe stock in live town Central Michigan. One competitor. Address No. 111, care Tradesman. 111

For Sale—All dry goods stock. Must sell on account of other business. Address No. 110, care Tradesman. 110

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 Cheap—Cash \$2,000, a modest home with about 14 acres land excellently located for market gardening or poultry raising, the healthiest and most profitable safe business of the age, in one of Southern Michigan's best towns and richest farming centers. Suitable also for live stock feed yards or a money maker to sub-divide to sell off in town lots. Why struggle to make ends meet in trade when your capital invested here in poultry production, scientifically conducted, will easily return 100% net annually besides a family's good living? Address Owner, 224 Queen Ann Place, Milwaukee, Wis. 109

For Sale—Only variety store in city of 7,000. Will invoice about \$2,500. Stock in good shape. Good reason for selling. Address 408 Main St., Galena, Kas. 108

For Sale—50 ton Shay Standard gauge. Also 20 and 30 ton Climax standard gauge and many other of various types. Southern Iron & Equipment Co., Atlanta, Ga. 107

For Sale or Trade—A new desirable double flat building, cash value \$8,500. Mortgage \$2,000. Located on street car line, ten minutes from heart of city. City water, city gas, water connections, hard wood floors. Has always been and is now occupied. Will trade for stock of clothing or furnishing goods. J. E. Armstrong, Rockford, Ill. 103

For Sale—First-class stock, dry goods, notions, furnishings, shoes, etc. Doing cash business. Best location in town. Second door from post office, located in one of the best farming districts in Southern Michigan. Strictly cash proposition, none other need apply. Can reduce stock to \$2,500. Owner obliged to make change of climate. Address Lock Box 28, North Adams, Mich. 114

For Sale—New stock of general merchandise, invoicing about \$2,400. Located in a brick building. Rent \$12 per month. Doing good business. Will discount for cash. Reason for selling is son's poor health. For particulars call or write C. W. Barrow & Son, Clarksburg, Illinois. 112

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 Safe Specialist
1341 Warren Ave. West Detroit, Mich

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 whatever. 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

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—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—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—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. Kauffer, 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

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 E. N. Hanson, Gorham, N. H. 82

To Merchants Everywhere

Get in line for a rousing Jan. or Feb. special sale. Our wonderfully effective methods will crowd your store with satisfied customers. Our legitimate personally conducted sales leave no bad after effect, and turn your surplus goods into ready cash. Write us today.

COMSTOCK-GRISIER SALES CO.
907 Ohio Building Toledo, Ohio

Saw mill, twenty thousand capacity, Upson, Wis., for sale cheap. Enquire of N. Emerson, 302 Metropolitan Life Bldg., Minneapolis, Minn. 80

For Sale—Residence, store building and stock of general merchandise. Good location on two railroads and in center of dairy country, tributary to a new Van Camp condenser. Ill health, reason for selling. Enquire of C. L. Robertson, Adrian, Michigan, or Ryal P. Riggs, Sand Creek, Mich. 87

Wanted—Stock general merchandise, clothing or shoes. All correspondence confidential. O. G. Price, Macomb, Ill. 84

For Sale—\$1,500 stock groceries and hardware in Central Michigan farming country, produce business connected, doing good business, sell at invoice. Address No. 83, care Tradesman. 83

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, 1281 Adams Express Building, Chicago, Illinois. 84

For Sale—Stock of general merchandise in one of the best towns in Michigan, invoicing \$8000. Can reduce stock to suit purchaser. Reason for selling, poor health and my son leaving. One competitor. Address Box H, care Tradesman. 86

Safes Opened—W. L. Stocum, safe expert and locksmith. 82 Ottawa street, Grand Rapids, Mich. 104

For Sale—One 300 account McCaskey register cheap. Address A. E., care Michigan Tradesman. 84

SITUATIONS WANTED.

Position Wanted—In dry goods or general store as clerk, head clerk or manager; speak German and English; married; good reference. Lock Box 474, Highmore, S. D. 105

Want airt. continued on next page.

The Big Store's Produce Show.

Traverse City—The Produce Show held in the Big Store at Traverse City during the week of Dec. 12-17 proved successful even beyond expectations. The occasion for assembling in the middle of the winter season produce raised in the Grand Traverse Region was the meeting of the State Grange here the same week and it was deemed expedient to use such displays to inform our visitors better than might be done in any other way, the possibilities of the soil and climate hereabout. The event also proved to be most attractive advertising by bringing to the store people who had been trading elsewhere, getting them better acquainted with the establishment, its policy and the stocks of merchandise carried in the several departments.

Despite the fact that the "fair" was held in winter and that only one month of notice was given the entry books, which were kept in the same careful manner that should characterize a regular exposition, show that

"show" was through the daily and weekly papers and premium lists were mailed to the company's regular mailing list, the advertising being also an invitation to attend the exposition. There was an attendance of probably 15,000 people during the week, Wednesday being the largest day when 4,000 came in the afternoon and 2,000 more in the evening—this being the holiday season the store was kept open evening all the week.

Besides the exhibits and the attractive displays of goods and the seasonable decoration of the entire store the entertainment for the people consisted of band concerts afternoons and evenings and a number of the manufacturers and jobbers from whom the store buys goods had representatives here to demonstrate products, while others sent cards and literature as well as samples to be distributed, making the event as near like the district fairs held in the fall as possible, and the expressions of opinion heard since indicate that all efforts were appreciated.



Produce Exhibit at the Big Store during State Grange meeting.

nearly 1,000 items or articles that had been produced in the city and vicinity were brought in. These were divided into convenient classes and arranged in the aisles throughout the store, but if the tables on which they were shown were placed together in line (the alfalfa, grains, grass seeds, corn, vegetables, dairy products, fruits, canned goods, jellies, pickles, fancy work, etc.) the distance covered would be equal to about two city blocks. For these nearly \$200 in cash was paid in premiums by the Hannah & Lay Mercantile Co.

The preliminary advertising for the

From an advertising standpoint the produce show was certainly a splendid thing for the country at large, while the benefits to the store, direct and indirect, are considered ample for the expense thereof.

Just as long as you never call upon a clerk to do work that you would not do yourself, you will not be imposing upon him.

It is a wise salesman who knows when to talk and what to say and it is a wiser one who knows when to keep still.

With Those Who Sell.

Petoskey—Harry Shurtz, of Grand Rapids, has accepted a responsible position with the Northern Hardware Company.

Marquette — R. A. Williams has gone to Traverse City, where he will represent Straub Bros. & Amiotte, candy manufacturers. For the past year Mr. Williams has traveled for C. J. Markham, of Houghton.

Port Huron—Patrick Ryan, who has been traveling for the American Tobacco Co. for some time, has been made State Manager and will have charge of the sale of Hassan cigarettes.

chickens, 13@15c; old cocks, 10@11c; geese, 14@15c; ducks, 17@18c; turkeys, 20@22c.

Dressed Poultry — Chickens, 14@17c; fowls, 14@16c; old cocks, 10@11c; ducks, 18@20c; geese, 14@15c; turkeys, 20@25c.

Beans—Pea, \$2.15; medium, \$2.15; white kidney, \$2.75; red kidney, \$2.75; marrow, \$2.40@2.50.

Potatoes—45@50c per bu.
Rea & Witzig.

The saint who says he can not sin may be an earnest man, but it is wisest to trust some other man with the funds of the church.



Produce Exhibit at the Big Store during State Grange meeting.

Charlotte — Charles Hyman, for many years with the Peoples' Outfitting Company, will move to Chicago to take the management of one of the Albert Hoefield haberdashery stores.

Cassopolis — George D. Hilton, pharmacist at the C. A. Bishop & Co. drug store, has gone to Indianapolis to accept a position as traveling salesman for the Lilly Drug Co. He will have Northern Michigan and Wisconsin as his territory.

Kalamazoo—Marshall Mackey, of South Haven, has been engaged to manage the cutlery department in the Edwards & Chamberlin Hardware Co.'s store.

Butter, Eggs, Poultry, Beans and Potatoes at Buffalo.

Buffalo, Jan. 4—Creamery, 27@30c; dairy, fresh, 18@23c; roll, fresh, 20@25c; poor, all kinds, 16@18c.

Eggs—Strictly fresh candled, 32@33c; cold storage candled, 24@25c.

Live Poultry — Fowls, 13@15c;

BUSINESS CHANCES.

For Sale—Small stock bazaar goods in bustling Northern town. Box 34. Buckley Mich. 117

For Sale—Stock of dry goods, shoes and groceries, including fixtures, in Yale, Michigan. Stock \$6,000. Good trade cash system. Address Box 205, Yale, Mich. 116

HELP WANTED.

Wanted—First-class sausage maker. married. Reference required. Address No. 106, care Tradesman. 106

Wanted—Clerk for book, stationery and wall paper store. Must be sober, industrious and have some previous experience. Reference required. Address Lock Box 37, Ionia, Mich. 113

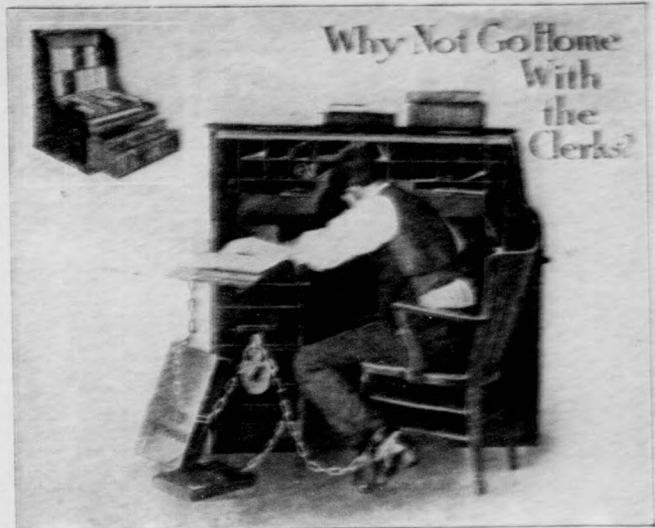
Active partner wanted to rebuild plant with 16 years established wholesale trade in hardwood trim and mouldings in New York city; business 1909 was \$75,000.00. Power, yards, warehouses, sheds, etc., intact. \$20,000.00 in stock and real estate. Located in good healthy town in mountains of West Virginia; 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

Wanted—Clerk for general store. Must be sober and industrious and have some previous experience. References required. Address Store, care Tradesman. 242

You Can Be Freed Of Your Bookkeeping Burdens

You can learn more about your business in five
minutes with



The McCaskey Gravity Account Register System

(First and Still the Best)

Than you can in a whole day from day books, journals and ledgers.

If it saves time, labor and money for the **sixty thousand merchants** who use it, it will
do the same for you. Ask any user or write

The McCaskey Register Co., Alliance, Ohio

Agencies in all Principal Cities

Manufacturers of Duplicating and Triplicating Sales Books in all varieties

Here's The Proof Kellogg's "Square Deal" Policy Protects Both GROCCER AND CONSUMER

*NO SQUARE DEAL POLICY

Some time ago I assisted in adjusting a fire loss for a grocer. Among the stuff set aside for adjustment of loss sustained was a lot of breakfast food supposed to be damaged by smoke. I opened several packages and found them not damaged by smoke—but decidedly stale, and refused to make any allowance whatever on these. We also found a lot of packages containing a biscuit—popular and well known. Upon examination I found these decidedly rancid and unfit for food. I learned later that all these goods had been bought in large quantities in order to get the price, and, as is often the case, the quantity could not be disposed of while fresh and saleable. Age does not improve anything edible. There is a limit even to ageing Limburger and Rocheford cheese—where loud smell gives some class in the nostril of the epicure, but I have yet to find the first cereal or package foods, or foods sold in any form, that improve by age, and the sooner manufacturers of food-stuffs change their system of quantity price and follow the "Square Deal" policy of a Battle Creek cereal the better for themselves, the reputation of their product, and the better for the grocer. I just want to add here that among the Cereals put out as damaged by smoke, none of which had the least trace of smoke, were "Kellogg's Toasted Corn Flakes," (and three other brands*) and others, not one of them crisp and fresh but Kellogg's Toasted Corn Flakes. Why? Kellogg's was the only cereal there not bought in quantity. Single case purchases kept it on the shelf fresh, crisp, wholesome and appetizing. From every standpoint, considering quality, capital or warehouse room, the square deal policy is the best and only policy for the Grocer.

*Names furnished on application.

*REPRINT FROM "UP-TO-DATE"

Edited by J. W. Rittenhouse, official organizer of the Retail Merchant's Association of Pennsylvania, is, according to its official title "Published in the Interest of the Retail Merchants of Pennsylvania for the purpose of Promoting Organization and Maintaining in Pennsylvania the largest Body of Organized Merchants in the United States."

IT PAYS EVERYONE TO STICK TO

Kellogg's

Price Protected—
Trade Profits
Assured

No "Free Deals"
to induce
Price-Cutting

No "Quantity
Price" to favor
big buyers

Nothing to
encourage over-
buying goods

No Coupon
or Premium
Schemes

Best advertised
and most popular
American Cereal



Quality and
Flavor always
the same

Goods never
Allowed to
Grow stale

Sold only in
the genuine
Kellogg package

Price the same
everywhere and
to everybody

Pays an honest
profit to the
grocer

Backed by the
Kellogg name
and reputation

Open Letter to the Merchants of Michigan

IN TRAVELING over the State our representatives occasionally find a busy merchant who has established himself in business through close application and economical figuring; who has equipped his store with many conveniences but has entirely overlooked one item of vital importance, the lack of which may put him back ten years, namely, a fire-proof safe.

We do not know whether you have a safe or not, but we want to talk to all those Michigan merchants who have none or may need a larger one.

A fire-proof safe protects against the loss of money by ordinary burglars and sneak thieves, but this is not its greatest value.

With most merchants the value of their accounts for goods sold on credit greatly exceeds the cash in hand. If you have no safe, just stop and think for a moment. How many of these accounts could you collect in full if your books were destroyed by fire? How many notes which you hold would ever be paid if the notes themselves were destroyed? How many times the cost of a safe would you lose? Where would you be, financially, if you lost these accounts? Only a very wealthy man can afford to take this chance and **he won't**. Ask the most successful merchants in your town, or any other town, if they have fire-proof safes.

Perhaps you say you carry your accounts home every night. Suppose your house should burn some night and you barely escape with your life. The loss of your accounts would be added to the loss of your home. Insurance may partly cover your home, but you can't buy fire insurance on your accounts any way in the world except by buying a fire-proof safe.

Perhaps you keep your books near the door or window and hope to get them out safely by breaking the glass after the midnight alarm has finally awakened you. Many have tried this, but few have succeeded. The fire does not wait while you jump into your clothes and run four blocks down town. It reaches out after you as well as your property.

Suppose you **are** successful in saving your accounts. Have you saved your inventory of stock on hand and your record of sales and purchases since the inventory was taken? If not, how are you going to show your insurance companies how much stock you had? The insurance contract requires that you furnish them a full statement of the sound value of your stock and the loss thereon, under oath. Can you do this after a fire?

If you were an insurance adjuster, would you pay your company's money out on a guess-so statement? A knowledge of human nature makes the insurance man guess that the other man would guess in his own favor. The insurance adjuster **must pay**, but he cuts off a large percentage for the uncertainty. And remember that, should you swell your statement to offset this apparent injustice, you are making a sworn statement and can be compelled to answer all questions about your stock under oath.

If you have kept and preserved the records of your business in a fire-proof safe, the adjustment of your insurance is an easy matter.

How much credit do you think a merchant is entitled to from the wholesale houses if he does not protect his creditors by protecting his own ability to pay?

We carry a large stock of safes here in Grand Rapids, which we would be glad to show you. We also ship direct from the factory with difference in freight allowed.

If a merchant has other uses for his ready money just now, we will furnish a safe for part cash and take small notes, payable monthly, with 6% per annum interest for the balance. If he has a safe and requires a larger one, we will take the old safe in part payment.

The above may not just fit your case, but if you have no safe, you don't need to have us tell you that you ought to have one. **You know it** but have probably been waiting for a more convenient time.

If you have no safe **tell us about the size** you need and **do it right now**. We will take great pleasure in mailing you illustrations and prices of several styles and sizes.

Kindly let us hear from you.

Grand Rapids Safe Co.