

## Is It Worth While?

Is it worth while that we jostle a brother,  
    Bearing his load on the rough road of life?  
Is it worth while that we jeer at each other,  
    In blackness of heart?—that we war to the knife?  
    God pity us all in our pitiful strife!

God pity us all as we jostle each other;  
    God pardon us all for the triumphs we feel  
When a fellow goes down; poor, heart-broken brother,  
    Pierced to the heart—words are keener than steel,  
    And mightier far for woe or for weal.

Were it not well in this brief little journey,  
    On over the isthmus down into the tide,  
We give him a fish instead of a serpent,  
    Ere folding the hands to be and abide,  
    For ever and aye, in dust at his side?

Look at the roses saluting each other;  
    Look at the herds all at peace on the plain;  
Man, and man only, makes war on his brother,  
    And dotes in his heart on his peril and pain,  
    Shamed by the brutes that go down on the plain.

Is it worth while that we battle to humble  
    Some poor fellow traveler down into the dust?  
God pity us all! Time too soon will us tumble,  
    All men together, like leaves in a gust;  
    All of us humbled down into the dust.

*Joaquin Miller.*



## Our Brands of Vinegar

Have Been Continuously on the Market  
For Over Forty Years

Is this not conclusive evidence of the consumers stamping their approval on our brands for **QUALITY**?

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.

### IF

You can save the salary of a bookkeeper, collection clerk, “Loads of Time,” eliminate all mistakes and disputes **WITH ONE WRITING**, in the American Account Register System, wouldn't you investigate its merits?

### IF

In addition it prevents any article from leaving your store without being charged, keeps each account posted right up to the last purchase and ready for immediate settlement?



### IF

Each year it saves you from losing hundreds of dollars, wouldn't it pay you to write us today and let us give you full particulars? Address

The American Case & Register Co.  
Salem, Ohio

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

## A Reliable Name

And the Yeast  
Is the Same

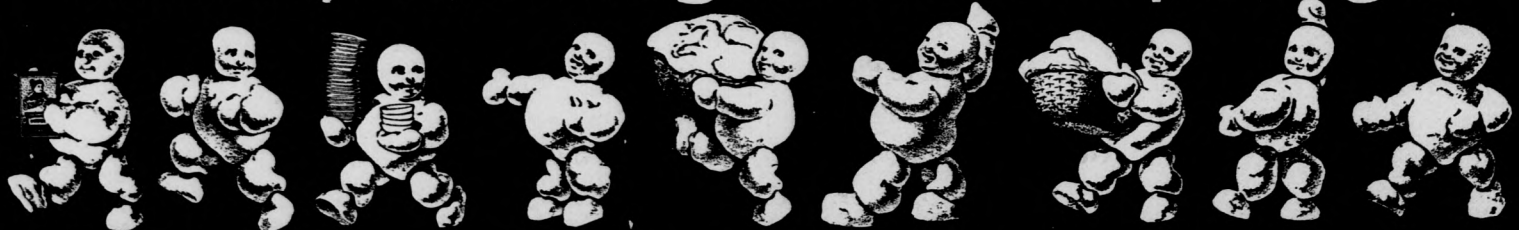
## Fleischmann's

## What Is the Good

Of good printing? You can probably answer that in a minute when you compare good printing with poor. You know the satisfaction of sending out printed matter that is neat, ship-shape and up-to-date in appearance. You know how it impresses you when you receive it from some one else. It has the same effect on your customers. Let us show you what we can do by a judicious admixture of brains and type. Let us help you with your printing.

Tradesman Company  
Grand Rapids

## 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 11, 1911

Number 1425

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## AN ACROSTIC.

Activity is the price paid for success.

Hearty greetings to all.

Apologies have no place in the advertising world.

Place your mark a notch higher than last year.

Patience and perseverance conquer when all other methods fail.

Your future depends upon yourself.

No one else can block your wheels, nor will they push your cart.

Experience is worthless if you neglect to weigh it.

Work is the "sesame" of opportunity.

Your place awaits you; pick it out and then climb into it.

Earnest effort tunnels through mountains of granite.

Afterthought is only valuable when it produces forethought.

Recompense does not always come in the form we expect.

## THE POOR YE HAVE ALWAYS.

In this zero weather, when it is hard to get away from the fire, remember that there are many in your midst who are having a still more serious time. This is the season when poverty gets in its hardest strokes; when even those whom the world considers comfortably provided for are having serious times to keep things afloat.

Talk with any poor commissioner, any relief corps, and they will admit to you confidentially that they have applications for relief which would surprise you. There are worthy people on their roll, normally self-supporting, who have for some unavoidable reason become actually needy. They do not want it known. Pride asserts itself, even in the midst of bodily deprivation; but when really forced to the wall they come for a little help to tide over the hard place. It is given in confidence and the home is saved and the suffering ceases.

Sometimes the deprivations are there and yet they are borne in silence. Do you note how a certain

youngster comes to you for the mere necessities of life when the family are accustomed to goodly fare; have you noticed his thin clothing, poor shoes and pinched face? Something is the matter. Perhaps one member of the family has been neglectful and produced this want; possibly there is lack of employment or sickness with which to contend.

When you see such a case do something to relieve it. This may not take the form of charity, and yet be such. Give the lad a pair of your warmest mittens and say, "Here, boy; can I get you to clean this walk for me?" The expression on his face will tell you whether or not your effort is in the wrong direction.

A small lift will often tide the tottering over the hard place and the kindness will be remembered. You will have retained the patronage of a home which without this help might have been dissolved. For your own good, if not for the cause of humanity, give the helping hand.

## VICTIMS OF ASPIRATION.

On one day we read of the glorious circling over Mount Wilson by Hoxsey; on the next of the fatal crash. The shattered parts of Moissont's monoplane will be reassembled and placed permanently in the Smithsonian Museum as an evidence of what men dare in the primitive stage of any enterprise. The air has already claimed thirty-four victims as a result of an aspiration based too much upon the theoretical. The man who does the daring deed of to-day is the one who becomes the victim of tomorrow.

The Wright brothers have worked hard to dissuade these brilliant soars from taking undue risk. They have themselves either been particularly fortunate or have profited by their own prudence. They have preferred to make flights only when the winds favored rather than tempted them. They have entered new currents with caution.

Thoreau says: "Did you ever hear of a man who had striven all his life faithfully and singly towards an object, and in no measure obtained it? If a man constantly aspires, is he not elevated? Did ever a man try heroism, magnanimity, truth and sincerity and find that there was no advantage in them—that it was a vain endeavor?"

There has been glory for the fallen aviators. They have been buoyed up by glorious achievements; but with this pride came the over-confidence which to the saner man seems akin to recklessness. "Too low they build," says Young, "who build beneath the stars." Yet until firm footing can be established in astral spheres it is best to be content with

earth. We may reach out to the heights so long as we can still keep our footing; but the dizziness caused by prolonged looking up may bring our downfall. The sky scraper must needs have a solid foundation. Aspiration not based on solid sense may prove our ruin.

## SORROW OF WRONG DOING.

Could we but make wrong right in the best sense, could we substitute good for evil this would no longer be a world of sorrow. Turn in which direction we may, trouble is in the majority of cases traced directly to the wrong doing of some one. The innocent must suffer because of the deeds of the erring.

The words of Marden come with full force: "To have done no man wrong; to have put your signature to no paper to which the purest angel in heaven might not have been an attesting witness; to walk and live, unswayed, within arm's length of what is not your own, with nothing between your desire and its gratification but the invisible law of rectitude—this is to be a man."

The test is not a hard one, and yet—How many are equal to it? The most discouraging feature is not that a person may go astray; but that in this act other are being enticed along the same lines. Every boy who smokes cigarettes and does other things along the same plane is bound to give the downward trend to the life of some other person. There may be in it nothing which excites admiration; no possible reason for praise; there may be absent even the desire for imitation. Yet the mere presence is degrading. It takes just a little from the height of the mark aimed at by others.

The world wants men who are alive to the best possibilities within themselves; who are willing to help drag others out from the pit; men who are striving for wealth for the good it will do; for the comforts it will give; for the reforms it will establish; men who are eager to add character to the wealth of the nation. They are the ones who mitigate suffering who leave their niche in better shape than they found it and who will be missed when it is vacant.

## COASTING.

Who can blame the boy for not resisting the temptations of this famous winter sport? Who does not wish that he were himself a boy, that he might again indulge in the swift slide down hill? Yet, as it is commonly practiced, it is little safer than jumping a train to gain free passage.

The farmer coming to town instinctively dreads passing certain streets, well knowing that he is liable to en-

counter a swift passing sled without the least warning. There may be guards, yet often there are not; and even these forget to flag at the proper time; a collision results in which boys and frightened horses are sadly intermingled, with perhaps injuries clinging to one or both through life.

Or the children catch on bobs in a way which is annoying to both team and driver. In many instances this sport can be legitimate, by gaining the consent of the driver, and behaving like "gentlemen;" but some well-meaning town boys are utterly ignorant of what is good decorum with horses, or at least forget it in the enthusiasm of the sport. High spirited horses resent the glee and drivers are irritated. Then there is bound to be trouble.

If there is a hill which does not lead down to a dangerous crossing, let the children enjoy the sport. If a field offering safe coasting can be rented in the vicinity, lead in making up the purse to obtain the privilege; but beware of the coasting where teams, cars, autos, pedestrians and coasters are liable to come to grief through too close communion.

## R. G. AND G. M. CONVENTION.

The annual convention of the Retail Grocers and General Merchants' Association of Michigan will be held at Port Huron Feb. 7-9, and every local association in the State should send delegates and as many individual retail grocers and general merchants as can should attend. A cordial welcome is assured the visitors. Port Huron promises the best of entertainment, and a splendid programme will be arranged for the meetings. Every merchant who attends will return home with new inspirations, new ambitions, new hopes and new ideas, and better than ever prepared to do business in the ways that spell success. The practical problems that every merchant meets will be discussed, experiences will be exchanged, new methods will be suggested, how to use old methods in new ways will be related, and fully as important as the educational features will be the chance to meet with merchants from other sections of the State and to become acquainted with them. The convention will represent a great opportunity, and an opportunity which no business man should want to miss.

Do not exact the last farthing from a clerk for the results of his mistake, but on the other hand do not exempt any employe from the results of his carelessness.

Don't be above taking a little advice now and then, no matter where it comes from, so long as it is good.



## NEW YORK MARKET.

## Special Features of the Grocery and Produce Trade.

Special Correspondence.

New York, Jan. 9—We have a continued strong spot coffee market, and indeed it is hard to see how it could be otherwise with decreasing supplies and increasing demand all over the world. At the close Rio No. 7 is quoted in an invoice way at 13½@13½c. In store and afloat there are 2,830,194 bags, against 4,379,138 bags at the same time last year. Mild coffees, too, are strong in sympathy with Brazilian grades and good Cutcuta is held at 15c.

Teas are firm. In the aggregate a pretty good quantity has changed hands. The statistical position is certainly in favor of holders and as a rule they express great confidence in the future, 2,000 packages of Formosas and 800 of Country Greens being reported sold.

The demand for rice has been moderate. Dealers seem to be pretty well stocked and no great improvement is likely to take place in the near future. Prices are firmly maintained. Prime to choice domestic, 47½@5½c.

Spices are steady and when sales are made full rates are obtained. Almost every day shows some improvement, slight although it may be. Pepper, ginger and cloves are especially "talked about."

Improvement is shown in the demand for molasses and sellers seem to have matters in their favor. Prices, especially for the better grades, are very firm. Good to prime centrifugal, 25@32c. Syrups are quiet. Fancy stock, 25@27c.

Canned goods dealers are taking a more hopeful view of the situation every day. Stocks are melting away, the demand being good for almost every article, and before another harvest we look for the best prices that have obtained for years. Buyers would take tomatoes, 3s, of standard quality at 77½c, but there seems to be very few, if any, sellers at that figure. Corn and peas are steady at about former rates. Future Maine corn, f. o. b. Portland, is said to be quoted at 92½c. String beans are scarce and firm.

Butter is pretty much unchanged. The movement last week was not large. Some decline took place and at the close creamery specials are quoted at 297½c; extras, 28c; firsts, 25½@27c; held stock, 28@28½c; imitation creamery firsts, 22@23c; factory, 21@22c.

Cheese is firm, with full cream New York State quoted at 15¼@17¼c. This is for top grades. Other grades are rather "wobbly," although quotations are higher than for years.

Best Western eggs are quoted at 38@40c. The supply of desirable stock has shown some increase owing to the comparatively open weather,

and the whole range is a little lower. Fancy refrigerator stock, 25½c.

## Making Life Worth the Living.

A business woman said the other day "My life seems so empty. I go to the store and do my day's work, and I try to do it as well as I possibly can. But that isn't enough to satisfy me. It doesn't seem worth while to live just to work, and eat, and sleep."

Many another woman feels just as this woman does. No thinking woman is content just to work, eat, and sleep. One might as well be a horse or a mule. In fact, to be a mule would perhaps be preferable, for then one could protest at times by kicking vigorously. Many of these women are patient and resigned.

But is there nothing such a woman can do to fill her life? Must it be a round of working and eating and sleeping?

It need not necessarily be this monotonous treadmill. The fact that she craves more shows that life holds more for her. Life is full of joy and beauty, but not every one has the appetite for it and so they pass it by. That this woman yearns for it shows she is on the road to its possession. What we make room for to come into our life will come. Supply is sufficient. We must make the place for it to flow to us.

She can fill her life with joy and beauty without great effort if she wishes. If she will give her sense of beauty freedom she will find delight in the sunset and joy in the florist's window. If she will give her mind free rein, she can let this beauty that comes into her life through nature lead her to dwell on the good that is back of the creation of this beauty. And if this sense of beauty and this sense of good grow, they will fill her life with a joy and a content too deep for words. Life will grow richer and fuller, and broaden out on all sides. They will bring happiness of many kinds to her of which she little dreams.

But if she desires more material ways in which to fill her life, and is willing to make the effort, many things offer. The first thought that arises in her mind and in the minds of many situated like her is that she is too tired at night to do much. The first thing to do then is to add to her physical vigor. She can do this and at the same time add to the interest of living. No woman is too old to join a gymnasium class, or to go in for some form of exercise—fencing, horse-back riding, dancing, whatever she may prefer. There are private classes in these, and there are classes with but little expense attached to them, connected with the Y. W. C. A. and with many churches. A winter's attendance at some one of these will benefit her physically, bring her many new friends, and new interests and give her quite a new outlook on life.

If a woman's physical vigor is up to par, she has many ways of filling her life. Classes and clubs and societies abound nowadays. Avenues either to relaxation or to serious study are open everywhere, and any

of these means the making of pleasant friendships and a fuller social life. She should form friendships slowly and carefully, and she can not expect to accomplish all this in a week or two.

But the woman who really wants to fill her life with something besides working, and eating, and sleeping, can do so. She can fill it by making it ready for the good and beauty all about to flow into it. Or she can deliberately plan for certain definite things to become a part of her daily existence.

## Reducing "Our Baggage of Cares."

Every one who has traveled knows the joy of traveling light. Baggage is one of the botherations of a trip and all sorts of plans are devised to reduce it to a minimum. If one could only get rid of trunks and suit cases travel would be pure joy for many. An author, so well known it would not do to tell his name, recounts with glee how he traveled through Europe with only a "nightie" and a toothbrush. Most of the time he wore his "nightie," so that the toothbrush was his only incumbrance. This probably is getting it down a little too fine for most of us. But still he was on the right road.

But although we study and plan to get our actual baggage down for some actual trip, do we ever think of trying to reduce the baggage we carry for the journey we are all making day by day? Life is a journey, as we all know, and what a fearful amount of impediments some of us carry! "Our baggage of cares," Emerson puts it; and he has named it truly.

Is it not possible for us to travel lighter through life than many of us are doing, and, instead of giving so much time and energy to seeing to our baggage, have more time and energy left to enjoy the scenery and our fellow travelers?

Can not we lighten our baggage in the matter of dress? How this baggage does pile up on many of us—worry in selecting and getting, work in running about to dressmakers for fitting, anxiety as to cost, disappointment as to results and closets and drawers full of clothes we never wear out. What a lot of baggage is here that might be lightened! Even, the little salesgirl on a few dollars a week could lighten this burden by omitting some of the trinkets and perishable neckwear and hair ornaments that run away with her money and soon look tawdry and untidy.

What baggage we pile up in the matter of our housekeeping—vases and pictures everywhere that mean nothing and leave the eye no place, no rest; elaborate meals that require hours of preparation and which are no more nourishing than simpler foods.

Social life piles up a heavy baggage of care—work and worry and often greater expense than we can afford; frequently futile ambition to enter doors which really have no more happiness behind them than our own.

Can we not lighten this baggage in many ways without making cur-

selves less happy in the doing of it? For, when it is lightened, we shall have such a sense of relief, of freedom, that a far greater happiness than we dream of now will be ours.

The matter of lightening it is largely in getting a new point of view. If we can climb up a bit where we can see over these piles of baggage we will see that there are things in life more worth while than lugging this baggage about. If we can get this point of view we will see the worthlessness of much of the baggage we are taking with us. We will joyfully drop it and travel light, and the joy of the road will enter into our hearts, for we will have time then to look at the blue sky and to listen to the birds and the little singing brooks and to converse with our fellow travelers. "Travel light" is a good motto for the journey of life as well as for the pleasure trip by sea or land.

Agnes Rush Bun.

## Beautiful Testimonials.

The employes of the Shredded Wheat Company for Christmas presented President Porter and General Manager Mason engrossed testimonials of their appreciation of the many things they have done for their betterment and advancement. The testimonial to President Porter was a graceful acknowledgment beautifully phrased, of the fact that the many concessions obtained and the many improvements made for their moral and physical betterment were only possible because of his cooperation or solicitation, and in this case the expression covered his many years of faithful service as the executive head of business. The testimonial for Mr. Mason was also individual in every way, and is unique in that it was evoked after only four months of his administration as General Manager; an expression of regard and appreciation which is certainly very rare in the history of industrial corporations. Each testimonial was not only delightful in sentiment but a beautiful specimen of the penman's skill, each being engrossed with pen and ink in old English text, completely surrounded by the signatures of nearly four hundred employes, filling a card about 22x30 inches, beautifully and tastefully framed.

Was it a wise man who said that if our country towns ever do perish in large numbers from the face of the earth, the prime cause will be the narrow-mindedness and unprogressiveness of the business men in those towns?

If business men's associations did no more than to help secure needed legislation and help block bad legislation, you could well afford to pay the cost even although it were twice as great.

A poor man has to spend money to prove that he has it; a rich man does not.

If goods are carelessly displayed they give the trade the idea that they are cheap.



### One of the Nine Who Fail.

All reporters who come to the city for work on the metropolitan press are not untried in the newspaper game.

There was a reporter who hit the big town as the storm strikes the forest. He had never been a cub. In his youth he scribbled for the home paper, and the monthly published by his mother's church. His next step was into the "sanctum" of the country editor. Of course he failed. But he had tasted blood. He went to the metropolis of his State and wrote specials for a daily. He frequently went to luncheon with the editor. The fuzz was yet on his face. He was no older in years than the average chap who goes from college to the city newspaper to learn the business.

Then he went to the second big city of the nation. Something he had done before preceded him. He was a move ahead of the ordinary. This was not his own estimate. To tell the truth he was surprised to find that he was expected. The city was such an awakening to him in its length and width and hurrying processions by day and far into the night, that he would have lost his identity in contemplating the new world, if his own profession had not proclaimed him. But he was not overcome by this.

In his heart he felt that he was not big enough to go against the game. He had yet to show his hand. The first weeks of commonplace news dragged. He rarely turned in anything more than a paragraph, and that was frequently "killed" by the night editor, whose reportorial spurs had long since grown rusty.

### When the Chance Came.

Some of the boys who had been around with him said to the unctuous religious and society reporters: "Wait and see. He'll come to his own in a heap."

There was a murder one night on the steps of a monastery that looked old to the reporter. A skulking female figure was in the shadow of the sanctuary. The church was holding a night service—something unusual at that time. A man came out of the big stone building ahead of the others. He was halfway down the steps when the "skulking figure" was upon him. The weapon she used was a stiletto. The scene was in a narrow, dark, unfrequented street.

It was bullhead luck that the reporter should be coming around the corner when he saw the attack. He rushed at the woman, took her firmly in his hold, and held her. A policeman chanced along at the opportune moment—"psychological" was not in business then. The victim was sent to the nearest hospital. He died an hour later. The reporter was present.

As soon as the hospital end of the story was out of the way the reporter went by jumps to the station where the woman was, and told her that her lover was dead. The woman fell upon her knees and dramatically

prayed for the repose of the victim's soul.

That much of the story was "a scoop"—the word "beat" was not in that city's newspaper parlance. The scene at the police station was the best situation in the write-up.

### Start of the Fall.

It was well done. For it the reporter got a laudatory letter from his city editor, who invited him to dinner the following Sunday. The chief editorial writer of the paper, who had traveled some, who was a correspondent in the Civil War, and was still a rounder, wrote the reporter fervid congratulations, and two weeks later invited the reporter to be his guest over Sunday. The account of that day off with the leader writer has never been printed, for it has never been written. It consumed the full Sunday and lapped over to the wane of the day following. Wherever the leader writer went he was king, and the reporter was his protege. Although the reporter had seen strange sights in a country where dimensions are not considered, he got glimpses of a new world in the two days' round with the "brains" of the paper.

Other journalistic feats followed the first success, and "I-told-you-sos" were so frequent that the victor forgot the greatness of the city which had overcome his personality on his arrival.

Then he began acting the fool. There were flashes of success between his excesses and near disgraces, but the color was never what it had been. Now and then he made efforts to surpass his former triumphs or at least to recoup. He never quite made it. The fires were cooled.

The time came when the city palled on the man who had played its gamut. He recalled that Sparticus was consoled with the thought that there were green valleys in Thrace. He had longed to go back, but he caught the distant echoes of the combat in a greater city.

"There," he said to himself, "is the fight in which I can come back."

### One of the Nine.

If ever a man was superbly equipped with experience, he was the individual.

"They say best men are molded out of faults,

And for the most, become much more the better

For being a little bad."

He wondered if Shakespeare were right. He regirthed himself and entered the new fight in the greater city.

No heralds preceded him. He burned his bridges. He began on the level, unknown. He had scars, but they were concealed on his new field. It was a standup struggle and blow for blow was the game. He fell in the first rounds. Sometimes unfair means made him a loser, but those who saw the contest never knew he was hurt.

In a play that has been a success, a newspaper man who was tattooed with the knocks of the profession, says that of ten reporters who come

to the big city to "make a killing," one gets his prize on a silver platter, and the others get notice to quit. This reporter was one of the nine.

His heralds who had proclaimed him when he came to his first field did not mean to do it, but they made his last battles all the harder to win.

If he had made his first fight single-handed as he made his last, he would have had more strength and courage in the knocks he got, and he would have made friendships that are not built upon ephemeral results. The afternoon of his life would have been more closely allied to solace.

Moral: Keep your friends from boasting until you have taken off your armor. Frank H. Brooks.

### Will Man Be Able To Build a Man?

The thought that one man will ever be able to take a few shapeless cells and build them into a man is grewsome and uncanny, yet in view of certain experiments carried out by Dr. Alexis Carrel, of the Rockefeller Institute, New York, it seems that such things are within the range of possibility. Dr. Carrel has been able to take tissue cells and grow them separately from the living organism, to alter the character of these cells and even to take cells from a body from which life had departed and cause them to grow and multiply as they did when a part of the body.

More than this, Dr. Carrel has found that by surgical operation it is possible to graft animals' organs on other beasts in such a fashion that the strangest creatures of ancient mythology can be created. He has made the kidneys of one cat grow in another, the legs of one dog grow on another, and there is a possibility that the legs of one animal could be grafted on the body of another, and so forth, until the weirdest combinations had been made.

In growing tissues taken from living organisms they are put into a plasma, or nutritive fluid, and sealed in hollow glass slides. These slides are kept at a temperature slightly higher than that of the blood. The tissue from an old animal will slowly develop new cells under these conditions, and then if the artificially grown cells are taken away and incubated under the same conditions they grow with remarkable rapidity like the tissue cells of a young animal. The fact that the experimenters have been able to take the flesh from a dead body and make the cells grow and assume all the properties which they would have when a part of the living body raises a baffling question as to the nature of life.

### Camphor Can Be Grown in South.

The agricultural department has been making numerous experiments in the growth of camphor trees, and has finally announced that these Oriental trees can be successfully grown in Florida, California and other Southern States. The importance of this will not be appreciated until it is understood that camphor is one of the important ingredients of smokeless powder and that Japan has

practically a monopoly on all the camphor used in the world. If the island empire were to be opposed to the whole world in war for any length of time the rest of the world would soon be using black powder.

A tract of land is about to be set with camphor trees in Florida, and if the soil and climate are as favorable to the growth of the trees as is generally reported, we should soon be independent of the Orient. In Japan, moreover, it takes whole forests of trees to supply the market, because until recently the only known method of extracting the medicinal gum was by cutting down the tree. Now it has been found by experiment that there is no necessity for this. By distilling the leaves and twigs, which can be gathered without injuring the tree, the same growth will supply many crops of camphor and much less soil is required to produce a given amount.

### Fumigating Fruit.

A few years ago the fruit growers of this country were threatened with general ruin by the pestiferous San Jose scale. People not entirely familiar with the commerce in fruits did not realize at the time the enormous loss and difficulties which this tree disease entailed. One of the great sources of loss was the fruit wasted and rejected at French and German ports which had been slightly tainted by the scale. The general impression has been that the scale not only affected the trees, but the Germans refused to admit a single apple showing traces of scale. In 1903 Hamburg alone received 300,000 cases of apples and the port inspectors discarded an appalling percentage of these shipments, which had either to be dumped into the sea or reshipped to England and sold at a loss.

While the scale seems to be pretty well in hand now, the fruit trade abroad has become so enormous that exporters are devising means to fumigate apples and otherwise sterilize the scale on their coats, so they may be admitted into continental ports. England, fortunately, will take anything; and as England and her colonies take about 85 per cent. of our exported fruit, it never has seemed a serious drawback to the trade to have a few hundred thousand crates of our product dumped into German and French waters annually.

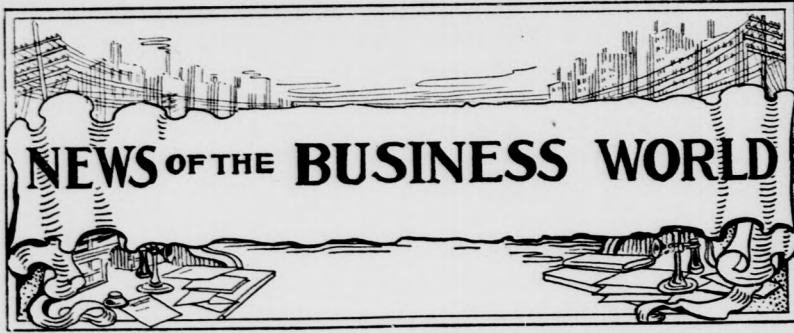
One process now in use is the fumigation with hydrocyanic gas. The process is to put the crates and barrels in an air tight cabinet where by a simple mechanism sulphuric acid is brought in contact with potassium cyanide—0.10 gram to a cubic foot of space—and the gas generated is allowed to permeate the compartment. The only apple that suffers from this process is the Rhode Island Greening, grown in Western New York.

### Wilmarth Show Case Co.

Show Cases  
And Store Fixtures

Grand Rapids . . . Michigan





### Movements of Merchants.

Dorr—Lewis Flesher succeeds L. W. Ehle, Jr., in the meat business.

Ishpeming—W. R. Ross has moved his tailoring establishment to Baraga.

Big Rapids—A. V. Young has purchased the shoe stock of C. Harvey Knapp.

Muskegon—Merchants on Pine street have formed a Booster Organization.

Traverse City—Joseph Johnson & Son succeed J. G. Booth in the meat business.

Charlevoix—Joseph Cooper has bought the hardware stock of Ward & Ward.

Ishpeming—Herbert Nelson will engage in the flour, feed and grain business Feb. 1st.

Detroit—The General Sales Co. has increased its capital stock from \$10,000 to \$25,000.

Petoskey—Capt. H. O. Rose, the first merchant of Petoskey, is dead at the age of eighty.

Elk Rapids—The Petoskey Crushed Stone Co. has changed its principal office to Petoskey.

Ithaca—Ralph DePaola, recently of Owosso, has opened a confectionery and cigar store here.

Allegan—The drug stocks of Herbert Baker and Herbert Menerey will be consolidated Jan. 15.

Traverse City—Joseph Kavan has sold his bakery to Frank Cervenka, of Cedar Rapids, Iowa.

Hillsdale—Vernon C. Eyer has purchased the drug stock of Daniel Altenburg, of North Star.

Hart—Ralph Dukes has purchased the meat stock of Garret VanAlsbury and taken immediate possession.

St. Johns—L. J. Calkins has purchased the grocery stock of W. D. Holmes and has taken possession.

Detroit—The Goudie Market Co. has purchased the retail meat business of Hammond, Standish & Co.

Boyer City—M. Dean has rented the store building of C. C. Schaub and will open a general store Jan. 15.

Otsego—Charles Perry has bought the interest of his partner and is now sole proprietor of the new meat market.

Manton—Chas. McGregor has sold his stock of meats to William Bradford, who will consolidate it with his own.

Dowagiac—Shaver & Bilderback, jewelers, have dissolved partnership, the business to be continued by Mr. Shaver.

Cadillac—The capital stock of the Drury & Kelley Hardware Co. has been increased from \$17,000 to \$25,000.

Manton—Axel Peterson, furniture dealer has filed a voluntary petition in bankruptcy. Liabilities \$2,000; assets \$600.

Northport—Charles Swatosh has sold his confectionery and cigar stock to Clarence Scott, who took immediate possession.

Lacota—Simpson Bros., druggists, have filed a voluntary petition in bankruptcy. Liabilities, \$9,655.21; assets, \$5,237.52.

Holland—John Trompen will build a large store in Grand Rapids in the spring and will put in a stock of dry goods and clothing.

Saugatuck—James A. and Ira Koning have each purchased a third interest in the hardware stock of their father, John Koning.

Pontiac—Boyd & Yestes, milliners, have sold their stock to Dahler & Morton, of Grand Rapids, immediate possession being given.

Alma—W. I. Amsbury has purchased the grocery stock of F. W. Chedister and will continue the business at the same location.

Dowagiac—The partnership of Martin & Tuttle, grocers, has been dissolved, and the business will be continued by T. H. Martin.

Manistee—Mrs. Gus Schmock has purchased the confectionery stock of Mrs. Spellman and will continue the business at the same location.

Beebe—George Duerr has sold his stock of general merchandise to Fred E. Smith, who will continue the business at the same location.

Battle Creek—Earl Billington and George Frye have opened a grocery store in the building formerly occupied by the Brown Grocery Co.

Cadillac—R. H. and William Lodewyk have formed a copartnership under the style of Lodewyk Bros., and engaged in the meat business here.

Lyons—George W. Young has acquired an interest in the grain and seed business of his father and the firm name will be G. S. Young & Son.

Reed City—Sandberg & Eldridge have sold a half interest in their laundry to J. H. Ward, of Paris, and the new firm will be known as Ward & Co.

Cobmoosa—Dukes & Thompson have purchased the meat market tools and cooler of Walter Sprague of Kent City, and have taken possession.

Bangor—Emery Randall has purchased the interest of his partner in the meat business of Randall & Parker, and will continue the business under his own name.

Detroit—The Kuehl-Butcher Lumber Co. has been incorporated with an

authorized capital stock of \$60,000, all of which has been subscribed and paid in in property.

Williamsburg—Hugo Will has purchased the Ennest & Ayers stock of general merchandise and will continue the business at the same location under his own name.

Sault Ste. Marie—The Crisp Laundry Co. has engaged in business with an authorized capital stock of \$25,000, of which \$12,500 has been subscribed and \$6,835.50 cash paid.

Wayland—F. P. Perkins will build a store building in the spring, the upper floor to be utilized as a photograph gallery. He will have a gun store at the rear of the building.

Detroit—The Gaudie Market Co. has been incorporated to buy and sell food products and conduct a general merchandise business, with an authorized paid in capital stock of \$50,000.

Flint—H. M. Sperry has disposed of his stock of Oriental goods, fixtures and lease to Ische Bros., who will sell the wares as quickly as possible to make way for their new stock of shoes.

Bellevue—A new company has been organized under the style of the Holmes-Davison Hardware Co., with an authorized capitalization of \$8,000, of which \$5,000 has been subscribed and paid in.

Lansing—The dry goods stock of Burnham & Co., has been purchased by F. E. Mills and merged into that of the Mills Dry Goods Co. The new concern will move to the quarters occupied by Burnham & Co.

Escanaba—The Delta Contracting Co. has merged its business into a stock company under the same style with an authorized capital stock of \$9,000, which has been subscribed, \$1,000 in cash and \$8,000 in property.

Homer—A new company has been organized under the style of Windy-acre Farms, Inc., to buy, sell and grow all kinds of live stock, with an authorized capital stock of \$10,000, of which \$5,000 has been subscribed and paid in in property.

Detroit—The Robinson's Department Store has been organized to carry on a retail general merchandise business with an authorized capital stock of \$1,750, which has been subscribed, \$250 being paid in in cash and \$1,500 in property.

Detroit—A new company has been organized under the style of McCrae & Company, for the purpose of caring, repairing and marketing automobiles, with an authorized capital stock of \$10,000, of which \$5,000 has been subscribed and \$2,500 paid in.

Kalamazoo—Benjamin Cleenewerck & Son, wholesale and retail dealers in cigars, tobaccos and cigar store sundries, have merged their business into a stock company under the same style, with an authorized capital stock of \$25,000, all of which has been subscribed and paid in in property.

### Manufacturing Matters.

Benton Harbor—The principal office of the Anderson Tully Co. manufacturer of fruit packages, has been changed to Memphis, Tenn.

Escanaba—The Escanaba Manufacturing Co. has acquired sole owner-

ship of the wooden ware factories at Richford, Vt., and Sutton, Que.

Battle Creek—The American Stamping Co. has engaged in business to manufacture and sell grease cups, oil cups and other metal goods, with an authorized capital stock of \$5,000, all of which has been subscribed and paid in in cash.

Bay City—The National Cycle Manufacturing Co. has merged its business into a stock company under the style of the National Cycle & Manufacturing Co., with an authorized capital stock of \$300,000, all of which has been subscribed and paid in in cash.

Saginaw—The Valley Brokerage Co. has engaged in business to manufacture, buy, sell and deal in cigars and tobacco, candies and notions, with an authorized capital stock of \$3,000, of which \$1,500 has been subscribed, \$700 being paid in in cash and \$200 in property.

Detroit—The capital stock of the Bauer Metal Body Co. has been increased from \$130,000 to \$150,000.

Bay City—The Campbell-Brown Lumber Co. has merged its business into a stock company under the style of the Campbell Lumber Co., with an authorized capital stock of \$25,000, all of which has been subscribed and paid in in cash.

Charlotte—The Fenn Manufacturing Co. has merged its business into a stock company under the same style to manufacture and deal in scythes, snaths, post-hole augers and tools of all kinds and to carry on a general manufacturing and merchandise business. The company has an authorized capital stock of \$60,000, all subscribed and paid in in property.

### Tuning a Bell.

"What a beautiful tone that bell has!" is often heard. There are few, however, who know how a bell receives its joyful or solemn tones. All bells after they are cast and finished must go through a process of tuning the same as any other musical instrument before they respond with a clear, true tone. Every bell sounds five notes, which must blend together in order to produce perfect harmony.

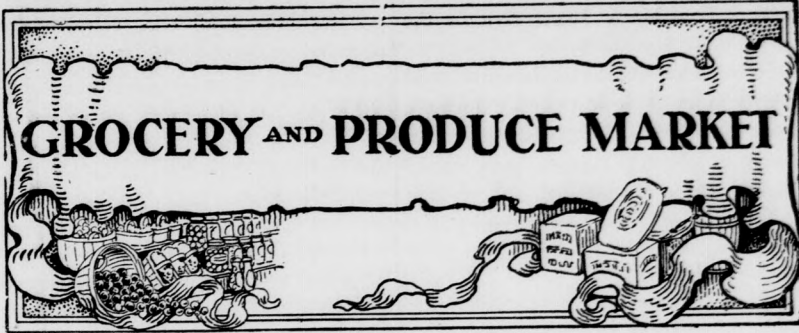
The tuning of a bell is done by means of shaving thin bits from various parts of the metal. At first thought it would seem that a bell would be ruined should the tuner shave off too much at the last tuning, or the fifth sound, but such is not the case. He would, however, be obliged to begin over again, starting with the first tone and shaving the bell until it gave forth its harmonious sound at the fifth tone.—Scientific American.

Poor Richard's Almanac says, "Keep flax from fire and youth from gambling." It might have added "and keep in your employ no youth who insists upon gambling."

What a get-rich-quick graft it would be if a man could buy himself for what he is worth and sell himself at his own valuation.

A man fears a woman's tears as much as he fears her tongue.





### The Produce Market.

The heavy snows throughout the Middle West this last week tied up the railroads to such an extent that there has been very few changes in the local markets. Poultry and eggs have gone up 1c and beans, cabbages, sweet potatoes and veal have advanced a little. The small demand for cranberries has driven that price down considerably. Dairy butter is the only other product that has dropped this 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—\$2 per bu. for hand-picked; \$2.75@3 for red kidney.

Beets—50c per bu.

Butter — Local handlers quote creamery at 31c for tubs and for prints; 22c for No. 1; packing stock, 16c.

Cabbage—60c 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 per bbl.

Cucumbers—\$1.50@2 per doz.

Eggs—Local dealers are paying 28c 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; 3/4@3 1/2c per lb. for shelled.

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

Poultry—Local dealers pay 12c for hens; 12c for springs; 8c for old roosters; 13c for ducks; 11c for geese and 19c for turkeys.

Radishes—40c per doz.

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

Veal—Dealers pay 6@11c.

### Business News From the Hoosier State.

Indianapolis — The Indiana Wool Growers' Association will appeal to the Legislature to save the flocks of this State from a scourge known as sheep scab, with which many are now

infected. An appropriation will be urged.

Bloomington—The Showers Bros' furniture factory will next Monday start a night force of 125 men.

Richmond—H. L. Outcastle, of Newcastle, has accepted a position in the wholesale house of Adam H. Bartel & Co.

South Bend—Gus A. Klinger has resigned his position at the Ellsworth store. He has not decided upon plans for the future as yet.

Terre Haute—The retail merchants this place have launched a boom to elect W. W. Adamson President of the Indiana Retail Merchants' Association at the annual convention to be held at Anderson Jan. 17-19.

Indianapolis—Charles B. Sherrill, Minister to Argentina, will address the Commercial Club and members of the Indianapolis Trade Association and the Indianapolis Manufacturers' Association at the Commercial Club Jan. 20. Mr. Sherrill will discuss the question of "American Trade in Foreign Markets."

South Bend—S. Harry Salinger has purchased the interests of his brothers, Nathan and Louis, in the Economy Department Store and the latter will retire.

Decatur—Herman Wefel is remodeling his store and will add a lunch room and grocery department.

Lynn—Walter Johnson and Hood Arvin have purchased a stock of groceries and meats in Indianapolis.

Columbia City—Wesley J. Magley is closing out his stock of groceries and will engage in the same business in Ft. Wayne on a larger scale.

Decatur—Al. Garard has moved his bazaar stock to Monroeville.

South Bend—Dan Pyle, receiver, has disposed of the plant of the bankrupt South Bend Baking Co. to a new corporation, which bears the name of the Federal Biscuit Co. Immediate possession was given.

The Rutka Hardware Company has incorporated to carry on the wholesale and retail hardware and metal goods business previously conducted by James J. Rutka. The company has an authorized capital stock of \$25,000 common and \$25,000 preferred, of which \$37,500 has been subscribed and paid in.

Get out of the store enough to keep well mentally and physically, but do not forget that the business does not go on the same when you are away that it does when you are there.

Humility looks good to us when it breaks out on our enemies—likewise a mule.

### The Grocery Market.

Sugar—There has been an unsettled market on sugars during the past two or three weeks. Prices were advanced on nearly all grades the last two weeks of December, but starting the first of January the market shows some weakness. The first shipments of new crop Cuba sugars are expected to arrive soon, which may cause the market to weaken some on refined sugars.

Tea—Japans remain firm and a steady demand continues. Nibs are practically out of the market having been all bought up and nothing left. Congous and Formosas are holding firm while Indias and Ceylons are unusually strong, showing an advance in good and medium Orange Pekoes of about four cents since September 1st, with no prospect of a decline in sight. The Lipton company has advanced their whole line 2c per pound and other packers will probably follow. The United States Board of Tea Experts meets this month and it is expected that the vexed question of artificial coloring will be settled.

Coffee—In sympathy with the excited conditions in Santos, coffee futures have advanced materially upon the New York Coffee Exchange. The market is also extremely irregular. One day trading amounted to 86,250 bags, of which 73,750 were sold outright and exchanges were made with the rest. The spot months have advanced materially and conditions point to still further advances in the near future. Recent cables from Brazil are to the effect that markets in the interior are bare of stocks and the present crop is seriously damaged. Production is considerably decreased, and a reasonable estimate is said to be about 10,000,000 bags. Bad conditions are reported from substantially all the important plantations. The spot market is unchanged, but movement is decidedly better. The sales for several days have aggregated nearly 10,000 bags a day for retailers' account. It is said that wholesalers have foreseen this and have bought with moderate freedom. Most of them are in comfortable position for the present, but the movement to retailers' hands will be fairly active from now forward and stocks are likely to be reduced. The statistical position scarcely warrants the supposition that business will improve in their direction at least, and prices are expected to hold firm at present quotations for the next few weeks, at any rate. They may even advance further as soon as the year turns and buying begins again. Retailers who have plenty of stock are in good position for the present, but the one who must buy now or within a short time will probably have to pay a higher price than the present figures. That is the outlook when the statistical position is examined.

Canned Fruits—The supply of California and Eastern fruits is very small for the opening of the year. The demand during the past week has been light, as most grocers take inventory the first of the year, and do not buy any more stock than is necessary to supply their trade until they

are through. The short deliveries in plums this year were a great surprise to many and there is very little stock left in packers' hands. Prices of peaches have been low and the demand has been so great that some grades are already sold up, and it is thought that before another pack arrives the market will be well cleaned up on all lines.

Canned Vegetables — The tomato pack was of a fair size in 1910, but prices have been much above those of 1909. Prices have advanced a little and the market is firm. The demand has been heavy during December compared with some years. Stocks of peas are small and prices firm. There is a demand for a pea to sell at 10 cents a can, but it is impossible to get anything to sell at that price. The demand for corn has been very satisfactory and prices have ruled higher during 1910 than in 1909.

Canned Fish—The demand for canned fish of all kinds is reported by the wholesalers to be good for the season of the year. The market continues firm even with the present high prices. The demand for domestic sardines is of a good size and as stocks are gradually growing smaller it is thought that prices will be higher before long. The packing season which closed some time ago was one of the smallest for years.

Dried Fruits—Grocers are coming into the market somewhat better and prices remain on the firm basis previously commented on. Raisins are firm, particularly the seeded varieties. Currants are steady, though very quiet now. Peaches and apricots are not in large supply, particularly apricots, and prices therefore are strong and demand showing an inclination to increase. Prunes will be wanted in goodly quantities this winter and in the spring, and there will undoubtedly be a very limited stock in existence, as already California supplies are far short of what that State ordinarily has for sale at this time of year. Evaporated apples are in smaller supply, too, than usual. Prices are very firm.

Cheese—Ordinary cream cheese is steady to firm in price and the demand is good. Consuming demand for cheese is larger than it was recently. On fancy kinds of cheese there is a free demand for consumption and prices hold strong. An especially good demand is coming in for Swiss.

Starch—Conditions remain unchanged, as demand for laundry starch is quite good, with a steady feeling ruling.

Pickles and Sauerkraut—A fairly good demand is being had for all kinds of pickles and as supplies are much below the average, the firm prices continue a feature of the market. Sauerkraut is in large demand and sells at unchanged prices as compared with the week before.

Provisions—The conditions in the provision market are somewhat unsettled. The prices tendered have been toward a lower level but the changes have been comparatively unimportant.



### SNAKE BITES.

#### Some Simple Backwoods Surgery That May Prove Effective.

Man is unreasonably afraid of snakes. It is rare, indeed, that a person concerns himself with the classification of the serpent that chances to cross his path. He immediately possesses himself of a stout club and proceeds to maul the unoffending reptile into the earth without troubling his mind to find out if the snake is harmless or otherwise. This is wrong too, for with a little study the ordinary man can familiarize himself with the characteristic markings of the venomous serpents and differentiate them from those that are nonvenomous.

All the deadly snakes with the exception of the little harlequin snake of the extreme south, are similarly marked and belong to the class of "pit" vipers, characterized by a depression or "pit" back of the nostril. The head is triangular, with massive muscular development of the jaw; the neck slender in proportion to the size of the head and body. The body itself is quite thick, the skin rough. The pupil of the eye is elliptical instead of being round as in the nonvenomous snakes.

The harmless varieties, on the other hand, are long and slender, the head oval or round. If in doubt after the above, the investigator can pin his subject to the ground with a forked stick placed just back of the head and examine the teeth. If he finds hanging from the upper jaw, or inclined forward from it, two fangs long and sharp as needles, he can be pretty safe in assuming that his subject is poisonous. The nonvenomous snakes have a dentition very much the same as some of the smaller rodents, the mice, for instance.

While rattlesnakes are dangerous, their bite is not nearly so fatal as is popularly supposed. This fact has at least two important reasons, viz., season and the habits of life of the snake. In the extreme South and in mid-summer the venom attains its highest state of virulence. Then the person fairly struck by a large rattler is in extreme danger, provided the second factor in the equation does not intrude, that is, the habits of life.

All venomous snakes, and more especially rattlesnakes, are sluggish. They do not move rapidly or over great distances. Their lethal power is given them as a means of procuring food, and when once the snake strikes he expends practically all the ammunition in his arsenal. It requires hours and perhaps days to renew the supply, during which time the serpent is defenseless. Should the human victim happen along at such time and be bitten it is quite probable that he would not receive a fatal dose of the poison.

The manner in which the rattlesnake inflicts his wound is worthy of some study. In the first place, it may be assumed as axiomatic that the snake can not strike farther than his own length, and seldom even that.

Stories of rattlesnakes lifting themselves from the ground bodily and hurling themselves through the air are purely imaginative. Nor can the snake strike unless coiled. It does not follow that he must be in complete coil, but he must have at least a few kinks in his spine before he can deliver a blow; then he can only strike the length of the kinks.

Still, people are bitten, and the location of the wound has much to do with the chances of recovery. About 60 per cent. of all persons wounded are struck on the lower limbs, 35 on the hand or arm and 5 on the trunk and face. Of these, wounds on the lower limbs are the least dangerous, and those on the trunk or face, being near large nerve and arterial vessels, most so. The more remote from the general circulation the less danger from the wound.

The treatment of a rattlesnake wound resolves itself into the application of a few very simple rules. In the first place, a person wounded by a snake usually does the very thing he should not do—that is, goes tearing off at top speed for the nearest human habitation, thereby increasing the circulation and disseminating the virus through the system more rapidly. The man should sit calmly down and bind his handkerchief around the limb (if it is a limb), break off a stout twig and insert beneath the handkerchief, producing a rude tourniquet, and twist until the circulation is effectually shut off.

With a sharp knife make an incision over the wound, taking care to penetrate deeper than the fangs have done. If he has good teeth and no canker in his mouth he may now suck vigorously upon the wound. It does no good to suck the original wound. It is quite difficult to get any virus back through an opening not greater in caliber than a fine needle.

If all this is done without delay, the chances are that the patient will suffer no great inconveniences from his experience. If he chances to have handy a stick of silver nitrate he can cauterize the wound thoroughly. Failing that, a brand from the fire will serve. After a time he may release his tourniquet somewhat and permit a portion of the retained blood to enter the circulation; the system is capable of taking care of a great deal of poison if it is allowed to flow into the blood gradually. — Dr. Charles Stuart Moody in *Outing*.

In getting a customer's name and address, get it right. There is no harm in asking a dozen times if necessary and a wrong address will in the end make trouble.

Above all things keep clerks from carrying on side, private conversations with one another while trying to serve customers.

There is everything to lose and absolutely nothing to gain by getting into an argument with a customer. The customer is always right.

One of the kinds of clerks that can best be spared is he who never does anything until he is told to do it.

### When Too Many Irons Are in the Fire.

It is to be wondered whether your whirlwinds of action and enterprise who boast of a good many irons in the fire get any farther than your passive little figureheads who could fall asleep in their own tracks and haven't a thing to do but yawn after business hours.

Is one extreme worse than the other when there is a sure penalty for all extremes?

The woman who is in business with the usual definite goal at the end of a steep road may and should have a number of outside interests, but as soon as these eat up her nerve force instead of feeding her mind and improving her spirit she must put on the brakes. If it is not brakes now it will be break later on.

I used to know a woman who lived up to her last ounce socially besides attending to business duties innumerable and then complained of insomnia and did not quite see the why of it.

A stenographer who did most of the family sewing and baking after office hours, and took flying jumps to a club once a week, and another little flying jump to the country, where her father was trying to run a dairy single handed, used to wonder why she had the "jumps" at the typewriter when the boss came slowly down the aisle and stopped at her desk.

Sometimes it is mere vanity that causes the clever girl of active temperament to slide into activities for the little drafts of glory and pleasure. Sometimes she is urged too much by others. Sometimes she clings to the mistaken notion that to live right one must participate in everything as much as possible!

But what is the good of the strenuous life when there are no adequate results ahead? And who could vouch for the good results of a delirious mixture of entertainments and extra duties each week?

Why dabble at everything when in the nature of things you can only be master of one thing?

One business woman summed up the matter thus:

"Nothing scatters one's forces like the feeling of having to do two things at a time. The fact that our greatest inventor separates himself from his family, friends and all outside distractions for weeks at a time when he is about to elaborate some new idea or prove a new discovery ought to demonstrate sufficiently, even to the office girl, that solid work requires concentration. When the brain is sapped by superficial interests it can only do superficial work."

The business woman needs recreation, both physical and mental, but when this entails too much strain and labor she blockades her own way to success. N. M.

### Will Raise Price of Tea.

Uncle Sam, through the Department of Agriculture Board of Food and Drug Inspection, has applied the clamps to raw tea adulteration and coloring.

After May 1 all teas, referring especially to those of Japan and China, which have been artificially colored, either by use of mineral or vegetable acids, must bear a label signifying the fact that they have been so treated. This applies not only to retailers but to wholesalers and importers. All branches of the tea distributing industry must now advertise to the consumer, both directly and indirectly, any adulteration or coloring of the product.

As is perhaps well known, the beef teas, according to demand and consumption, are produced in India and Ceylon, while the product of lesser quality is grown in China and Japan.

The Department of Agriculture holds that this is an adulteration under even a broad interpretation of the food and drug act and has therefore issued its ruling, to take effect May 1. Thereafter all teas so treated must bear a label, "artificially colored."

According to importers, all grades of teas are due for a further advance in price. At the present time consumers are paying from 50 cents to \$1.50 a pound for the product, according to the quality. India and Ceylon have experienced a bad season, the crop being unusually short, and under the law of supply and demand an increase of perhaps 20 per cent. is anticipated.

Dealers are of the opinion that the American consuming public fails to distinguish between good and bad tea as refers to quality and price, being attracted to an article of lesser value on account of its appearance. Costing approximately the same at first cost, the colored teas appeal to the housewife because of their light color. However, it is held that their commercial value is reduced to one-half as compared with the Indian teas, because of the difference in strength and flavor.

Importers and dealers in the high grade article are therefore preparing to launch a campaign of education among the tea consumers in favor of the better grade, with a view to destroying the demand for adulterated Japanese and Chinese goods.

### Do Not Neglect Inventories.

The time of the year is now at hand when all merchants should "take stock." So-called statements to jobbers and mercantile agencies based on "estimates" or "guess work" often have a tendency to injure the merchant's credit, otherwise good. Credit men appreciate exact figures at least once in a year and their opinion of a merchant is considerably affected by receiving authentic figures from one to whom credit is being extended. While it is not possible for the average grocer, shoe retailer or dry goods merchant to go into such comprehensive details as a large manufacturing concern, great care should be used to make statements correspond as to increase and decrease of each item each year.

How we dislike a man who asks questions merely for the sake of getting a chance to answer them!



### Fake Letter as Used by the Modern Salesman.

There was a time in the history of American business when the salesman's only opportunity for the exercise of his ingenuity was in the plying of his surpassingly glib tongue and the adaptation of his personal humors and interests to the personalities of his victims. The proprietor of a store could be found behind the counter; the head of a business firm was only too glad to see a stranger stroll into his single office which he shared with a demure stenographer and when the persistent seller called at the house the householder's wife opened the door or the game itself appeared in carpet slippers.

Since that time the advent of secretaries, assistants, bouncers, butlers, and all wise office boys has more than trebled the difficulties of the salesman and the big man in the inner office is a quarry hunted with the exercise of every species of enterprise, ingenuity, and brass that the versatile seller can bring into play.

Now the latest and the biggest nuisance to the busy man behind his milk glass door and his army of guards is the fake letter of introduction. It works like this. The firm which has an article to sell, be it life insurance or a new edition of the classics, goes through the directory of the city to be "armed" and picks out a few hundred of the names that stand out in black type.

Then the manager dictates a form letter of introduction as glibly as if he had known the prospective recipients in their school days. "This will introduce to you Mr. W. Jones, who will be glad to show you a line of socks, to which I hope you will give consideration. An order placed with Mr. Jones will be of peculiar advantage to you," he dictates. The stenographers get the letters ready, the manager signs them with a flourish that would do credit to an impresario, and the agents are armed with the bundle.

When the salesman reaches the suite of offices he is to attack he is stopped by the porter. "A personal letter of introduction to Mr. Wilks," he says, with assurance and is passed on. If the office boy or a Secretary does not stop him in his businesslike procedure through the line of offices an assistant does. "A personal matter, sir," he says, with a supercilious air. "I bear a letter of introduction to Mr. Wilks." The result is that he is hustled into Mr. Wilks' office, the busy man dismisses his stenographer, and prepares to banish his business air in the presence of the man who bears a personal letter of introduction—doubtless from an old friend.

"My name is Jones. I bear a letter from Mr. Sylvanus Jenkins, manager of the Peerless Knitting company, and Mr. Wilks, I have a line of goods which I am sure your firm is in need of and can not afford to overlook."

Game of Insurance Company.

At present one of the big New York life insurance companies is working this game and the company's representatives are armed with the following letter, couched in bewilderingly

clumsy English: "This letter will be presented by our Mr. —, to whom if you will give the necessary information to send to our home office and arrange for our doctor to make a physical examination, if everything is found to be satisfactory, we will be pleased to submit, for your consideration, a contract of insurance which may prove of some value to you." The condescension of this epistle would certainly be flattering to the man who had put up partitions, hired assistants, secretaries, and office boys with the single aim of escaping his enemy, the agent.

One of the great publishing houses of the East has adopted a similar scheme for getting the dread book agent with his so much per month proposition on the latest edition of Milton behind the partition, where the game takes to cover. It sends out letters to every one who could possibly read a book, announcing that as an old customer or as a man of the highest standing, they are willing to extend to you the special privilege of credit on their wares. This is to get you in a kindly attitude. Then the agent comes around with his little letter of introduction and tells you of that latest set of Milton at so much per month and you realize that you are up against the same old proposition, backed only by a fresher supply of brass, or enterprise, if you like to call it such.

Rodney Gilbert.

### Trade Evolution.

It goes steadily forward as it has been doing for the past thirty years. The world is not content to travel in a rut or put up with evils because hoary-headed and sanctified by custom. We see this in the wonderful changes wrought by the execution of the pure food laws. Because some trade custom may be a century old and is regarded an unwritten law, it is no reason why, if evil, it should not be overcome. Much of the trouble encountered in the execution of food laws is due to being wedded to established custom. The problem connected with honest quantity, honest quality, honest designation, will surely be worked out and all will be the gainer save such as seek to thrive by questionable methods.

Evolution is also working great changes in methods of distribution and this effects and concerns manufacturers, jobbers, buying exchanges, department stores, chain stores, and the rank of single shop keepers. It has created a conflict in which new policies of distribution are being worked and thus friction is developed and a war of interests fostered.

We find some of the largest dealers in the trade discriminated against and their profits cut down by reason of policies that are inelastic and do not take into consideration differences that naturally exist between the same class of dealers. There is a wide variation in rents, wages of helpers, business policy creating a service expense that varies from 8 to over 20 per cent. Quantity buying has been one way of equalizing part of this difference, restricting it to exclus-

ive (?) jobbers, and this breeds trouble. For instance, retailers selling millions are cut off the list of manufacturers for jobbers' quantity and terms, but ten or twenty retailers of small calibre may organize, incorporate and taking the designation of a wholesaler, are given the jobber's privilege. Then comes cut prices on trade-mark goods, forcing the larger retailers not direct buyers, under heavy service cost to sell such goods at a loss. The combined retailers, or buying exchanges, doing a trade in the aggregate only a fraction as large as done by large independent retailers, gain all the advantage of the biggest jobbers and are just so many units to work harm against other and more important retailers.

Human nature is such that the ones discriminated against are being forced to sell proprietary goods at cut prices or at absolute cost, losing service expense, hoping thereby to force cutters to sell trade-mark articles at a price affording a fair profit, or else suffer with the rest. The solution of this seems to be in establishing a minimum price on proprietary articles. This is up to manufacturers, whose action in establishing special terms of sale has been sustained by the courts. Evolution will work out this problem in spite of prejudice, arbitrary rulings, but in the meantime it means unfair competition and harder conditions of distribution.—American Grocer.

### The Herring Supply.

Much has been said during the past season about the probable exhaustion of the herring supply off the coast of Maine by seining; but E. M. Lawrence, an expert in such matters, declares that seining does not hurt the fish, at least to the point of reducing the supply to any perceptible extent. Conditions might vary the results to some extent, but in the main there is little danger in reducing the supply sufficiently to make a shortage through using the seine.

Supporting his contentions he goes back several hundred years and shows that the seine has long been the favorite method of taking the sardine herring, and he further shows that wherever herring have been taken, no matter whether with the seine or not, there have been years at irregular intervals when the fish has almost en-

tirely disappeared.

He points out that Maine is allowing an industry worth many thousands of dollars a year to the coast towns to go almost untouched because it fails to furnish any incentive for operators to go to work.

Statistics show that 198,000 barrels of herring were imported into this country last year from Holland alone, besides many thousand more brought from Norway, Portugal and other European countries. Meanwhile the Lubec people will be subjected to the hardest winter they have known for years because some foolish and hysterical people saw fit to pass unwise laws about something of which they knew absolutely nothing. There is not any question that if the Maine herring were caught with the same care which is exercised by foreign nations, and cured under proper restrictions, such as the State might easily discover and teach the people, there would be developed an industry worth many thousand dollars to the coast towns.

Too much unwise legislation has been passed during the past few years dealing with subjects of which the members of the Legislature know almost nothing and they seldom take the trouble to thoroughly investigate. They accept the testimony of a few without going to the bottom of the question involved and frequently hardship results, as will be the case in Maine this winter. It requires something beside the hypocritical and hysterical say-so of a few so-called humane or other interested parties to supply information of sufficient accuracy and value for the basis of legislation.

### Births and Marriages.

It is a good idea to watch the birth and marriage notices which appear in the papers. Every birth means business for the dry goods man, and every marriage means trade for dealers in almost every line. Some dealers give a special discount on the first order of the newly-weds amounting to a certain sum. Others make a regular mailing list of prospective marriages, as well as those who have just been married, and send them literature exploiting their line of goods. It pays to look after the birth and marriage announcements.

**WORDEN GROCER COMPANY**

**The Prompt Shippers**

**Grand Rapids, Mich.**



# MICHIGAN TRADESMAN

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E. A. STOWE, Editor.

January 11, 1911

## THE NEW ADMINISTRATION.

Governor Osborne's message, delivered to the Legislature last week, is a well written and very readable document, which, perhaps, is no more than should have been expected from a Governor who was once a first-class newspaper man. The message is full of ideas and suggestions, and this, too, is what might have been expected, for Governor Osborne has traveled extensively, observed closely and studied much. The ideas and suggestions he brings forward are for the most part commendable, which may be regarded as a compliment to Governor Osborne's good sense. But a very pertinent question at this time may be, Will Governor Osborne be able to deliver the goods?

A multiplicity of ideas, many of them radical, certainly makes good reading and affords topics for conversation during these long winter evenings, but when the ideas, even good ideas, are too numerous there is danger that the shot will scatter, and a scatter shot is not effective in hunting big game. Having delivered himself, and done it well, Governor Osborne should concentrate on a few measures, such as he may regard as the most important, and not try to cover the entire field at once. This course will insure something being accomplished.

The situation in State affairs is somewhat unusual and if Governor Osborne is wise he will not be in haste to adopt the advice of those around him, or even to follow his own impulses and inclinations. The change in administration does not involve a change in politics, but as a matter of fact the change is as radical as though the Democrats had come into possession of the State house. Governor Warner was in office six years and was on such friendly terms with the administration which preceded his that his election brought few changes in office. The Osborne following represents an entirely new element, an element which heretofore has not received much recognition, and which has been made hungry by long separation from the

flesh pots. If Governor Osborne is wise he will be conservative instead of hasty in changing methods and men in State affairs. This does not mean that there should be no changes, but that Governor Osborne should be sure before he goes ahead. This may make some of his immediate and most eager followers rage, but it will be to the best interest of the State.

Governor Osborne starts upon his administration under favorable auspices and with the well wishes of all good citizens. That he has ideas and many of them is a good thing, for this will invite discussion and thinking, and out of it will come progress and improvement. The Tradesman wishes Governor Osborne good luck and lots of it.

## THE TRADING STAMP EVIL.

The Grand Rapids Retail Grocers' Association has put itself on record as opposed to the so-called trading stamp scheme, and in so doing the retailers have showed their good sense. The promoters of the trading stamp plan can argue very plausibly that this is a great and good way to encourage cash or prompt payment business, that it is a trade puller, good advertising and all that sort of thing. But as a matter of fact it is a parasite on business, with the trading stamp company as the chief if not the only beneficiary. The merchant buys the stamps from the company, paying good cold cash for them, and then gives them away as premiums with the goods he sells. In effect this is, on the part of the merchant, the giving of a discount to his cash customers, and this discount amounts to 2 or 3 per cent. The margin of profit in the grocery business is not wide enough to allow any such discount, and the same is true of most other lines of business. The customer who receives the stamps exchanges them for a variety of goods at the trading stamp headquarters. The goods offered in exchange for stamps are held at regular retail prices—that is, it will take a dollar's worth of stamps to buy what would cost a dollar in cash at retail elsewhere. The company makes a profit on the goods handled, and if the goods are not up to quality not the trading stamp company but the merchant who hands out the stamps is blamed. Many of the stamps are no doubt lost or destroyed, and this means another and very considerable profit for the trading stamp company. The merchant pays cash for his supply, and his interest in them ceases when he gives them to his customers. If the stamps are not redeemed it is the company's profit, not that of the merchant.

If only one merchant in town used trading stamps his business might be increased through that very human desire on the part of the people to get something for nothing. If one merchant adopts this plan his neighbor feels impelled to do the same as a matter of self protection, and when they all give stamps how much better off will they be than before? How

much better off will be the trading stamp company need not be asked.

The trading stamp plan is not new. It has been tried many times before and in all parts of the country, and wherever it has been tried it has been proven to be thoroughly vicious. It is not a trade builder, but it is a profit destroyer. It creates nothing, but it does take money out of the till. Merchants should oppose the trading stamps in whatever form they may be presented as a demoralizing influence in business.

## PNEUMONIA EPIDEMIC.

The general prevalence of this disease in many of the Central States is sufficient cause for alarm, and a glance at some of the modern ideas of treatment and prevention is timely.

The old school methods were very rigid regarding the possible taking of cold with this disease, and the room was carefully kept free from outside air. To-day the patient is given fresh air in quantity and at all times. He is even wrapped in blankets and wheeled to the porch for an airing when one in health would find the position too cool for comfort unless wearing heavy wraps. Of course the skilled attendant is ready to take charge if the treatment causes a variation in temperature or heart-beat that is not desirable; but, in any event, fresh air is a part of the curative treatment.

It is much easier to prevent than to cure any disease. The more completely we can maintain a strong physique the more surely will we be able to ward off such disease. Germs are in the air and the closed room containing several people is almost sure to have them. Fresh air is the only air we can hope to find pure. It ceases to be fresh as soon as it has been breathed once. Ventilation is a necessity in any room where there are human beings; it is emphatically a necessity when this room is open to the public, with everybody coming and going.

Coal is cheaper than doctor's bills. Keep your fires going and then ventilate properly. Get out into the open air at every possible opportunity. Dress warm but not immoderately so. There is such a thing as protecting the throat so much that the removal of the furs will produce injurious reaction. A newspaper folded for a chest protector will keep out the wind and may prove more healthful than the overuse of furs. Breathe pure air and take it in quantity. Deep breathing is one of the best methods of warding off colds and all forms of lung and bronchial troubles.

## MAN AND THE SITUATION.

Portland, Oregon, enjoys the unique position of having a campus, a \$3,000,000 endowment and a college President, although faculty and students, buildings and apparatus are still lacking. The liberal foundation bespeaks prosperity; but it is to the man elected President and accepting the position under such peculiar conditions that the friends of the institution look for real power.

The President-elect, William T.

Foster, although only 32 years old, is by no means a youth unappreciative of the responsibilities he is about to assume. Neither is he out of employment, for the excellent work during the past few years at Bowdoin College assures to him a continuation in the old place if desired.

President Hyde, in a character sketch, declares that he "combines three qualities which, taken together, insure the success of any man in anything he reasonably undertakes: First, perfectly clear vision of the end at which he aims and the means essential to bring it to pass; second, enormous industry in doing his part in supplying those means; third, infinite tact in inducing other persons to supply such of the means as he can not contribute himself."

A less stunch heart would be reluctant to leave a well known and cultivated plot for the untried, unprepared field. It is to the man who has shown a willingness to work that the call goes. In numerous instances he has proved himself an organizer and an enthusiastic leader in all good work. It is ever the same story: The man who has been tested and found efficient has not far to go to seek his reward. While he goes after duty, recompense comes to him. The three qualities named in the analysis of his character may well be termed leaders to success in any path of life: Clear vision, industry, tact. With these what obstacles may not be overcome?

## PARCELS POST LEGISLATION.

The dispatches from Washington indicate that parcels post legislation will receive early attention in Congress and that those who are promoting it are hopeful that a bill will be enacted before the close of the present session in early March. This, no doubt, will be pleasing news for the catalogue houses. But how will the retail merchants of the country like it? One catalogue house in Chicago last year made sales aggregating \$63,000,000. To what extent will these sales be increased if the Government undertakes the delivery of the goods at cheap postage rates? What proportion of the sales of this single Chicago house last year came from Michigan; what proportion of the increase would come from this State? How many Michigan merchants have felt the mail order competition? How many Michigan merchants want this competition made harder to meet?

The parcels post will be a great help to the mail order houses. It will be an important factor in the concentration of trade in a few big centers. But it will be tough on the local merchant and hard on the small town, and eventually the people themselves will suffer.

Senator William Alden Smith has not yet indicated how or where he stands on this question that is of such vital importance to the merchants of Michigan. Is his continued silence due to the lack of an opinion on the subject, or is it because he is afraid to let the public know? It might be suggested to Senator Smith that gum shoeing is not the way to win favor in Michigan.



**PROFIT-SHARING PENSIONS.**

Pensions for superannuated employes became an established principle of American industrialism when the United States steel relief fund went into effect at Pittsburg at the beginning of this year, with \$12,000,000 available for pensions for the employes of the Carnegie company and its subsidiary interests. About 10,000 persons who have been in the employ of this company for twenty years in the Pittsburg district are entitled to receive for each year of service 1 per cent. of the average monthly pay received during the period of service, provided no pension shall exceed \$100 a month or be less than \$12.

The principle of old age pensions is well understood in Germany and other European countries where it has become the established policy of the large industrial firms, and in some of these principalities—in fact, in the whole German empire—the Socialist party has forced the consideration of the idea upon the government. Here in America the plan so far has reached the stage of resolutions by labor unions and planks in Socialist platforms although many large firms and corporations have voluntarily introduced its equivalent in the form of profit-sharing schedules and other kinds of policies resembling the participating policies of the great life insurance companies. Nearly all are based on the length of the payment period or the expectancy of the pensioner. However, this practical forward step of the huge steel concern is bound to act as a stimulating example to other industries, large and small, which will ultimately make the plan an accomplished fact in the industrial world in this country. There is no doubt that the plan, worked out on conservative lines of long and faithful service, will inure to the benefit of the employer and employe alike. It will operate as a check upon strikes and trade disturbances and at the same time will offer a premium to loyal service in the certainty of a competency in the employe's declining years.

**MEXICO IN A FERMENT.**

Much as Americans could wish it otherwise, the fact must be now conceded that the neighboring republic of Mexico is facing a much more serious insurrection than has so far been admitted. Although the insurgents are not operating in large bands, they have been sufficiently numerous to have several very stiff fights with the regular Mexican troops. The latest intelligence points to unrest being widespread and to the appearance of insurrectionary bands in many different parts of the country.

Our Latin-American friends are adepts in guerrilla warfare, and the rugged character of the country throughout Mexico makes such operations formidable and hard to deal with. The "insurrectos," as they are called, having the sympathy of the masses, are able to maintain themselves in small bands in very many sections, and as they are all well mounted and familiar with the topography of the country, these bands

are able to strike sudden blows at the government and escape into the mountains with very little loss.

Unless the Diaz government succeeds in crushing this insurrection promptly it is certain to spread, as there can be no denying that widespread unrest and discontent exist in Mexico. Although the Diaz regime has been beneficial to Mexico, the autocratic manner in which the country is governed and the extra legal means by which the President and his leading followers have succeeded so long in keeping themselves in power have aroused the ill will of many influential men who are now combining to bring the reign of the dictator to an end.

As far as foreign interests in Mexico are concerned, the fall of Diaz would be a calamity. Whatever else he may have done, he certainly has protected foreign investments in his country, and has encouraged foreigners to reside there and invest their money in developing Mexican resources. There is some reason to doubt that the success of any of the numerous opponents of Diaz would leave foreign interests undisturbed, and for that reason the present trend of events is being regarded with uneasiness, both in this country and in Europe.

Americans are extensively interested in the neighboring republic, not merely because many Americans live there, but because also great sums of American capital are invested in Mexican enterprises, most of which will be temporarily damaged by insurrection and may be even worse injured by the success of the revolt. The administration at Washington would do well to watch the progress of events carefully and be prepared to look after American interests energetically, should the occasion arise.

**THE POLITICAL CRIMINAL.**

The American people get precisely the sort of public officials, the sort of representatives and lawmakers and the sort of laws that they want and no other sort.

If the officials are corrupt, if the government they administer is filled with profligacy and graft, if the laws that are enacted are badly drawn, of doubtful meaning and of still more doubtful efficiency, we may be sure that all is just as the people wanted and took measures to get.

These measures are simply that great numbers of the people refused to qualify themselves to vote and often when qualified refused to vote and left the all-important business of choosing public officials and lawmakers to others, and these others were usually individually and personally interested in getting into office or putting therein those subservient to them.

It ought to make Americans sick of their countrymen to see the newspapers filled with stories of political corruption and official crimes and know that it was the people's own fault that such men got into office and were able to commit such acts.

The simple fact in such cases is that the outcry about crime, corrup-

tion and political dishonesty is mostly nonsense.

The greatest crime, and the almost universal crime, of which the American people are guilty is their flagrant neglect of their public duties. They fail to register as voters, they fail to pay their poll tax, they fail to go to the polls and cast their ballots, leaving the most important public interests often to a minority of the possible voters and that in a country where all public affairs should be settled by a majority.

To contemplate such a state of affairs among free citizens, who are charged with the duty of taking their part in a government of the people, for the people, by the people, is truly discouraging.

**THE "MEDICINE HABIT."**

The falling off in the "medicine habit" is one of the noticeable things which prove the steady advance toward ultimate conquest of disease. The constantly rising standard of the medical profession and of the public health is seen when people are no longer running to the corner drug store for patent medicines or to the family physician for treatment for every little ailment. The most encouraging fact is that there has been such a general dissemination of information, emanating largely from medical societies, among the masses that the father and mother of average intelligence are fairly well qualified to administer "first aid to the ailing."

Physicians are often accused of playing upon fear and ignorance for their own profit. The truth is that the physicians are working in behalf of the general health. From a strictly mercenary standpoint this is against their professional interest, but the code of medical ethics, despite many survivals of customs not consonant with the present day, is high minded and creditable to the members of the profession. In the nature of things it is the physician who has achieved the wonderful victories of medical science and has robbed so many diseases of their terrors.

So long as there are human ills there must be those who are qualified to cure them and the physician is in no immediate danger of extinction. But it is eminently gratifying that people are buying drugs in decreasing quantities, for that means that they are changing their purchases from a "habit" to the sensible dependence upon those reliable and necessary articles for which there should be a market so long as people get sick. When they fail to get sick, a new order of things will have been ushered in, and that is too far in the future to have present relevancy.

**TIME STANDARDS.**

The recent action of France in adopting Greenwich time as the standard of time in that country serves to call attention to the gradual adoption of time standards and the abandonment of the old custom of observing local time in every separate locality. The exigencies of modern business, the necessity for

standardizing railroad time tables and general convenience in communication long ago led to the adoption of time standards in this country. Every traveler is acquainted with the practice by which at given points central time changes to Eastern time, to mountain time or to Western time, as the case may be, but over the large zones embraced within the time standards the clock time is identically the same. Thus the clocks in Chicago and in all the territory south and north show the same time, or, in other words, "central time"—that is, six hours slower than Greenwich or London time.

Europe has been slower to adopt time standards, but nearly all the nations of Continental Europe now have such standards, all based on Greenwich time. A few small countries, like Portugal, still stick to local time, and Russia has been as stubborn about changing her methods of regulating her clocks as she has been about revising the calendar. All over Central Europe, however, time standards are now the rule, and it is reasonable to expect that sooner or later Russia and Portugal will be compelled by the necessities of commerce to adopt some standard of time.

**PULLMAN RATES REDUCED.**

The New York Up-State Public Service Commission has granted permission to the Pullman Company to revise its tariff of sleeping car charges within the State of New York, the new schedule to be put into operation Feb. 1. A reduction of from 16 to 20 per cent. in different berths is noted.

That the company will receive less for transportation by the change is not to be inferred. Every privilege of this sort carries with it a patronage more generous, making the net proceeds as much, if not more.

It has been this way ever since the history of railroading began. A reduction in fare always induces many who once thought it a thing beyond their reach to invest in the railroad ticket. As a means of business exchange it has made many advances, broadened various fields and given renewed enthusiasm. As a means of renewing old friendships and family ties it is entitled to all the patronage received. As a medium of culture in the truest sense, any plan which will further the interests of travel appeals forcibly to the progressive citizen.

The American people are appreciative of all facilities for transportation. This is proved by the liberal patronage of excursions. We may not like to be classed as "gad-about," and yet we like to be on the go. The novelty, the variety and the activity are all suited to our nervous temperament.

It is well that this is so. Every visit to a neighboring city should bring to us new ideas for execution and new plans to further our own work. The man who isolates himself from the world is not the one to lead in progressiveness. This is a world in which co-operation is necessary, and every move which tends to bring the working world into closer communication must be heralded as a benefaction.



## CANAL STREET.

## The Buildings and Grade of Roadway Raised in 1870.

Written for the Tradesman.

Previous to 1870 the annual overflow of the river did much more damage to property on Canal and parallel streets than the merchants and manufacturers now located in that region are subjected to by the occasional filling of their basements with water backed up from the canal or the main body of the stream. At such times the whole surface of the streets, as well as the lots adjoining, north of Michigan avenue and west of Ottawa street would be covered with water from four inches to several feet in depth. On North Canal street business would be entirely suspended, and to reach the Grand Trunk depot, near Plainfield avenue, the drivers of vehicles would cross the river at Bridge street, drive up Front street and recross the stream at Leonard street. Travel by street railway would be suspended and the factories on the canal shut down, sometimes for a week or ten days. In 1870 it was determined by the city officials to raise the grade of Canal street above the high water line. At this time Hollingsworth & Coughlin, who had lifted many buildings out of their muddy beds in Chicago in 1859 and the following years, appeared in Grand Rapids and submitted a proposition to Martin L. Sweet to raise Sweet's Hotel, which he owned, four feet, bodily. A contract was entered into and the enterprise was carried through successfully. Apertures were cut in the walls of the building in close order, through which heavy timbers were placed, and under the ends of these jackscrews were adjusted to the number of four hundred. When all details had been perfected the men at the screws lifted the building by turning the screws in unison to the sound of a whistle. The buildings adjoining the hotel on the north and on Lyon street west to the river were lifted to the level of the newly established grade of the street by the same means. A considerable frontage on the street was vacant in the year 1870, and the work of raising all the buildings affected by the change of the grade was easily accomplished in one year.

Only a comparatively small number of the buildings fronting on Canal street in 1870, however, are now in existence. Many were destroyed by fire in the years following the changing of the grade of the street. On the west side of Canal street every building north of Lyon street has been erected within the past thirty-five years. On the east side of Canal street the buildings between Lyon and Pearl streets (with the exception of the store occupied by Ben West), the Carsten jewelry store, the red front John F. Godfroy building (near Crescent avenue), the Allen and Sinclair buildings on the southeast corner of Crescent avenue and Canal streets, the Carroll buildings (small two-story structures near Michigan avenue) and the building on the southeast corner of Canal street and

Michigan avenue, owned by George W. Thayer, also the buildings between Lyon street and the Pantlind Hotel, are all that remain of those that were elevated by Hollingsworth & Coughlin. On account of the overflows of the river there were but few residences in the district north of Michigan avenue, but among those who settled on the high spots were a goodly number of poor Irishmen. All that part of the city north of Lyon street was embraced in the fourth ward, and it contained many local politicians. C. C. Comstock was the most prominent. Among the others were Ichabod L. Quimby and his son, George A., James E. McBride, "Tom" Nester, Peter Granger, John Dale, Burton C. Saunders, Tanner Taylor, Maurice Shanahan, Patrick Finn and S. Augustus Hogeboom. When the ward was divided, some twenty-two years ago, the Fifth, on account of the activity of its Irish politicians, assumed prominence on the map of the city. Political caucuses of both parties were held at the old Sherman House, and without a party enrollment and primary election laws to govern, the caucuses were conducted upon the free and easy plan. Anyone could vote without challenge and the test between the many factions of the two parties was one of numbers. On one occasion the writer personally witnessed the casting of one hundred and sixty votes by forty voters. The men formed in line and passed and repressed the hat until the chairman called a halt, saying the hat was full. The gravel train crew always voted the Democratic ticket and elected the candidates of that party for ward officers and occasionally those for city officers. On one occasion the gravel train was delayed in arriving in the city and on that account the Republicans elected Ichabod L. Quimby as Alderman.

"Gus" Hogeboom was an educated man of more than ordinary ability, reminding one of "Sidney Carton," one of Dickens' characters in the "Tale of Two Cities." A lawyer by profession, independent as to means, shiftless and dissipated, but keen as a needle's point, with a command of irony and sarcasm that his opponents dreaded, and his friends admired, he was a recognized power in the Common Council, in which he served a number of terms.

Burton C. Saunders served both the Fourth and Fifth wards as an Alderman and was known as one who never failed to get what he wanted for his section of the city.

Patrick Finn, who owned the Parnell House, was a "stanch Democrat," with political ambitions that were never gratified. When, later in life, he realized that he would never receive the recognition he craved at the hands of the Democrats, he joined the Republican party and soon afterward died. The change was so great that it could not be borne by poor old "Pat."

"Tom" Nester served the city several terms as City Marshal and Alderman and was known as the wasp of the Common Council. Possessed of a ready tongue and a fund of wit and

satire, he delighted to "sting" the dignified and self-composed members of the Council at every opportunity. After a time Dominic Hulst established a little church on Coldbrook Creek and the Hollanders began settling in the region, increasing the Republican vote so greatly that the Democrats were driven out of power in the ward. The old ward captains of politics have either died or left the city and the affairs of the ward are now in the hands of younger men.

During the overflow of the river in the olden days access to the buildings of the Grand Rapids Chair Company and the mills of L. H. Withey & Co., Solomon, Robinson & Co., Quimby & Son and the Michigan Barrel Works was gained by the use of row boats. The loss to the owners of the mills and factories on account of the shut-downs was great. A long wooden building, erected on the river bank just south of Leonard street, known as Smoky Row, occupied by colored families, was rendered uninhabitable at such periods.

Not until recent years has the territory lying between Hastings, Ottawa and Leonard streets and Michigan avenue been considered of much value. It was not desirable for either business or residence purposes and the buildings erected were cheaply and poorly constructed. Although the district was close to the business center, land was cheaper than in other sections of the city two or three miles distant. It was not available for manufacturing purposes on account of its remoteness from the railroad depots. Every pound of freight had to be handled and rehandled, going or coming, by wagon, and the delays and expense occasioned by the lack of shipping facilities were too great to be borne in many lines of industry. These unfavorable conditions were changed in a day when the Grand Trunk Railroad decided to extend its tracks down the river bank and erected a passenger station at Bridge street and a large freight warehouse just below Newberry street. Land values have more than doubled and the district bids fair to become of great importance as a manufacturing and jobbing center when, in the future, the river shall be confined to its bed.

Arthur S. White.

## She Knew a Bargain.

"You'd better subscribe for McSwat's Magazine, madam," said the agent as he slipped his toe inside the door so "madam" could not close it. "Costs you only 50 cents per year, and every new subscriber gets a life insurance policy, a bicycle, a mushroom hat and a bottle of Finnegan's Oil of Joy, and a copy of Nicholson Meredith's 'House of a Thousand Cradles.'"

"Not me," said the madam. "I have subscribed for McSquirt's Monthly and they gave me a God Bless Our Home motto, a kitchen range, some fly paper, a rainy day skirt, an ice pick, a picture of Edward Bok crossing the Delaware in a gilt frame, and sent me to the next exhibition thrown in."—Furniture World.

## Taking Our Pleasures Sadly.

It has often been stated by foreigners that Americans take their pleasures sadly. Some Americans deny this impeachment and claim that we enjoy our pleasures with all the bubbling gayety of the Frenchman in his cafe or the simple but hearty gemutlichkeit of the German in his sommergarten. Perhaps cold figures may have some bearing upon the solution of the problem. They are for the whole year just closing.

Fourth of July being the national holiday, all good Americans enjoy its pleasure. One hundred and forty-six of us will never celebrate it again, and 2,833 probably wish it had never been heard of.

Football has its regular season, or with us an unofficial season. During the year twenty-two have been killed and 501 maimed in every conceivable method of fracture, breakage and concussion. Thousands of us play baseball, more or less, the year round in every city, town and village, pros, semi-pros, amateurs and infants. Forty-two of us have been killed and 254 injured. Even the innocent game of basketball has killed three and injured five. Polo has killed three and injured four. Golf is comparatively innocuous. Four only have been injured.

Automobiles have been greatly improved, but chauffeurs have not. Even allowing for the large increase of their numbers, it is somewhat discouraging to note that they have killed 917 persons and maimed 3,293 others. There is a closed season for hunting, but really hunting goes on the year round, with the result that 232 hunters have been killed and 219 injured. Thirteen of them have been mistaken for deer. It is difficult to understand how one of them could have been mistaken for a squirrel, one for a raccoon and one for a rabbit. It must be humiliating to be mistaken for a rabbit. Bicycles and that chugging pest, the motorcycle, together have killed 58 and maimed 277.

In prize fights sixteen have been killed. No one is injured in a prize fight. The gentlemen engaged in the manly art are either killed or accept unimportant bruises. In boxing matches seven have been killed and two in wrestling. The White Cities of the land have killed eleven and injured thirty-two others. Some of us who "did not know it was loaded" have gaily killed thirty-two persons, and the criminal idiots who rock the boat have drowned fifteen.

In other words, 1,315 persons have been killed and 7,409 injured, most of them crippled for life, in pursuing our pleasures. It seems as if we look on pleasures with sadness and tumultuous fierceness. As little is done to reduce casualties, it also looks as if we took our sadness with pleasure.—Chicago Tribune.

If business men's associations did no more than to warn members regarding deadbeats and doubtful credit risks, the membership fee would represent a very profitable investment.



### Our Greatest Enemy Is Dirt.

When a celebrated Paris physician was asked how the city could prevent the coming of a plague then ravaging other European places, he answered: "Boil your ice!" That tersely called attention to the necessity of utter cleanliness and that even ice made from impure water carried disease.

"Yellow fever," said Henry Ward Beecher, "is God Almighty's opinion of dirt." The chief contributing cause toward modern efficiency in surgery is that surgeons have learned to keep clean. Nothing is so spotless as a good hospital. Everything is boiled and sterilized — beds, instruments, clothing, washrags, floors, hands and finger nails. That is why they save lives there. Nobody would die if he could keep perfectly clean. Death is the final triumph of dirt.

The enemies of savage men are the big beasts, lions, tigers, elephants and alligators. The enemies of civilized men are the little beasts, with much longer names than those of the big fellows. For instance, there is the bacillus family. They can only be seen with a microscope. They attack in the dark. Big beasts are called "game," for it is fun to hunt them; but there is no fun about these diabolical little ones. There is the bacterium tuberculosis, causing consumption; Koch's comma bacillus for cholera; bacillus diphtheriae, the secret of diphtheria; the icteroid bacillus, which gives yellow fever; bacillus pestis, producing the bubonic plague; Boas-Oppler bacillus, which hits you in the stomach and causes cancer there; the bacillus botulinus, which lurks in sausage, and the bacillus bovi moribificans, whose home is in beef.

All these have one common, every day name, which is dirt. There are a thousand ways for an unclean person to die. The only way a clean person can die is by accident. If dirt could speak and were asked its name, it would reply, like the devils Jesus drove out of the swine, "My name is legion."

There are two mortal enemies of dirt. One is health and the other is soap. The most remarkable difference between Cleopatra and a modern American beauty is that the former had ten kinds of perfumes and the latter ten kinds of soap. There was no soap in the good old days. That which is termed soap in the Bible was a preparation of ashes. The Romans in their baths used ashes. During the middle ages people did not wash, to speak of. For that reason plagues came along every once in a while and wiped out whole cities.

Flies, mosquitoes and bugs of all kinds are the favorite messengers and carriers of the deadly microbe. The greatest of these are flies, the dirtiest creatures God ever made. It might be questioned if God made them; for one of the devil's names is Beelzebub, which means "The lord of flies." Those who are fond of investigating may discuss why flies were ever made at all; but for us the answer is plain as a pikestaff: they were made to be

killed. Whoever destroys one is a friend of his race.

Nero is said to have been fond of murdering flies when he was a boy. If he ever is let out of purgatory it will be by grace of that sin. If I were king of Chicago I would throw every man in jail that allowed on his premises a manure heap or an open garbage can, where flies are bred. That would do more good than forty hospitals.

Next comes the mosquito. If the fly is the most unclean, the mosquito is the meanest of created things. We can not object to his drinking our blood, for we must all live, even grafters. But the queer thing is that he pays for the food he gets by the poison he leaves. Without any pretext of self-defense, as in the case of the spider or snake, when he finishes his feast he must needs let out a drop of poison and a few fever microbes. It looks as if he did it for malicious pleasure. There is but one humane thing to do with him: to destroy him, bills, eggs and puddle. Pests have been absolutely wiped out in tropical cities by this method.

While we battle against our small enemies by soap, screen, petroleum and carbolic acid, there is another means of overcoming them that must not be neglected. It is health. Of the two health is even better than soap. A sturdy boy can thrive in the slums if it has exuberant vitality; and a sickly darling will wink out even in ivory palaces and antiseptic cradles.

The average healthy man carries a whole menagerie of fatal microbes in his mouth, breathes them into his nasal passages with common air and eats them with his daily bread. That they do not hurt him is due to the fact that there is an inherent force of health in him. The white corpuscles in his blood are particularly active, ferocious and Rooseveltian watch dogs. They pounce upon and chew the heads off any stray fever microbe with bloodthirsty vigor.

The main allies of health are sun, air and exercise. The best doctor in the world is Dr. Vis Medicatrix Naturae (the medicinal force of nature). Several quadrillion tons of health are stored up in the atmosphere, in Lake Michigan and in the old sun.

In spite of all the power of bacilli and bugs, health is more catching than disease, else we would not be here to discuss it. Every pest runs its course and finally peters out. Health never fades. Every new generation of humans comes on with boilers full of it. School playgrounds shriek and swarm as violently to-day with health-charged youngsters as did the streets of Athens or Nineveh.

While, therefore, we are to keep as clean as we can, no perfection of neatness, no superlative old maidishness will keep off disease, unless we encourage bodily energy at the same time. Activity is a wondrous antiseptic in itself. The nice little boy who is going barefooted for the first time in the spring always runs things into his foot; the tough little street Arab who goes bare-footed all the

time and never looks when he steps never gets hurt. "He that saveth his life shall lose it."

Nothing more curative could happen to mother's precious pet who is "not very strong" than to get out in the street, where he would have to fight or get his nose punched and his head ducked in the gutter. The internal energy must be aroused to cooperate with external hygienic conditions.

When we reflect deeply, however, we come to the conclusion that there is no such thing as dirt, in itself. Dirt is nothing but matter in the wrong place. Jam is slightly in a little china dish on the breakfast table; it is unsightly when it is smeared on Mabel's face. It is the same jam; it becomes dirt when it is improperly located. Mud is fine for a corn field, it is dirt on one's boots. What are weeds in Ceylon are rare flowers in the Washington Park hothouse.

At bottom dirt means disorder. As order is heaven's first law, so it is nature's only law, first, last and all the time. Everything has its place. So long as it finds it and stays there it is useful and beautiful. When it gets somewhere else it is to be destroyed.

This is as true of men as of mud. Criminals are misplaced beings. Sensualists are people who are morally upside down. The law of self-preservation compels society to repress the disturbers. Dr. Frank Crane.

### Easier To Lead Than Drive.

Once upon a time a manager had some pet ideas and ideals about office government—and he liked to experiment on human nature.

As a member of the school board he had made the remark that the teacher who will discipline first and teach afterwards is a failure. That, by the law of suggestion, as soon as the need of discipline is made evident to those among whom it is enforced it becomes more and more a necessity.

"The same is true of an office," he told his assistant, and submitted these pointers:

The average mortal is sooner led than driven.

Sarcasms and hot headed criticisms will endear you to no one, for it is human nature to strike back.

The end of tyranny is rebellion of some kind.

With these strong ethical and practical convictions he set about to learn "how not to boss" his brand new office force of divers femininity.

First of all he posted a list of plain and comprehensive rules in black and white under the time clock. And if the following three were typical none could have savored of despotism or crankiness.

Outside of office hours free use of the telephone extended to all as long as this privilege is not abused.

No "docking" for tardiness in stormy weather, unless the time exceeds one hour or the habit becomes chronic and general.

The nine girls who composed his office force winked delightedly at each other. They wondered if the sweet tempered chief could get the

sudden tantrums like the rest of them.

But early in the day he proved to them that he was an exception.

Something went awry—an important letter was addressed to the wrong customer, and the girl who was to blame was one of your well trained ones who had done herself proud under his predecessor.

There was neither a general temper nor killjoy wrathiness, nor even a shade of displeasure—only a two minute conclave with the careless one after quitting time. Later on both went home with a smile.

"The trick of holding your temper is one method of learning "how not to boss."

The manager always worked hard and made no noise or jumped about fussily.

In the course of time his help all did likewise. They patterned after him because they couldn't help it—because they respected him for his composure and self-control.

Although the whole force worked conscientiously every day and he criticised no one openly nor added more stringent rules, he did not forget that no one can work hard for any length of time without added inducements.

The third week he announced that the person who had worked most efficiently for four weeks in succession would be raised 50 cents and that the energetic newcomer would have as good a chance as the older help. One person would be raised every month and the selection would depend entirely on merit and obvious progress.

This arrangement became a source of much enthusiasm and competition and was another good method of learning "how not to boss."

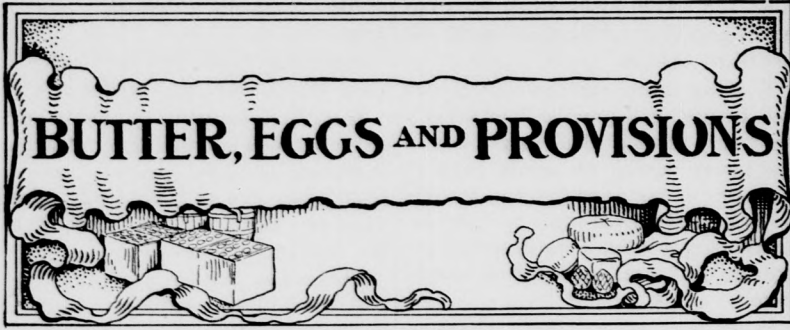
### Landing a Job.

A young man still in the early 30s, although a power in the business world, got his first position, one of office boy, in the following manner: He entered a business man's office in the afternoon of the day he quit school. "I'm in a hurry, if you please," he said to the man who paid no attention to him, although he had been in the room a minute.

"What do you want?" asked the man deliberately, looking up from his paper. "I want a job as office boy," he answered. "Well, what are you in such a hurry about?" queried the man, astonished. "Because I have been out of school two hours now and haven't a job yet. If you haven't a job for me, why, say so, and I'll move along, as I haven't any time to lose." "I guess I need one of your kind," said the man. "You can stay." —Farm Machinery.

One of the things which every grocer should do is to study the tastes of his tea customers. He will then be able to win and hold them with comparative ease. The grocer who lets his customers see that he studies teas and is anxious to please accomplishes his object.

The go-as-you-please store is sure to make that kind of a statement at the end of the year.



### How To Preserve Eggs Is Still a Great Problem.

The preservation of eggs has for centuries been a problem, since they, probably more than any other food staple, are dependent upon seasons and conditions for production. In the temperate zone the sequence of seasons results in the production of a large proportion of the whole year's lay during the spring months. In the winter months the production, as compared with consumption or demand, is extremely small. Hence the necessity of preserving eggs from April until December in a wholesome condition, retaining as much as possible of their freshness of flavor.

Of all the various methods for the preservation of eggs, cold is, so far, the best. Its application to the keeping of eggs, however, must be along definite lines. Cold does not make them better, whether of low or of high grade, and when deterioration has already begun cold does not retard the process to the extent that it does when the eggs are fresh. The

use of cold, therefore, as a preservative of eggs depends very largely for its success upon the condition of the goods. The range of temperatures used in the handling of eggs, however, is very small by comparison with that commonly used in handling poultry, and temperatures low enough to freeze the egg, even superficially, are disastrous.

Industrial practices in handling poultry have so progressed that artificial refrigeration is of wider application and of greater importance to both the consumer and the trade when used to preserve freshness during the routine of marketing than when used to carry goods for long periods in a frozen condition. As applied to eggs, however, the reverse is true from the viewpoint of industrial practice. Artificial refrigeration is more extensively used when eggs are to be kept for the season of shortage than for the preservation of high quality and the prevention of deterioration during routine marketing. Happily for the consumer, however,

the industry is beginning to recognize the value and importance of keeping eggs cold throughout their entire journey from the hen to the table; happily, too, for the industry, since the application of practical chilling methods will in a large measure wipe out the losses which are now so prevalent.

The condensation of moisture on the shell of an egg, due to its passage from a lower to a higher temperature, is quite as disastrous to its good keeping as it is to that of dressed poultry. Hence, until the egg reaches the cold storage warehouse, it is advisable to maintain a temperature of 40 degrees Fahrenheit, since this is more readily approximated in refrigerator cars, commission houses, refrigerators, etc., than is a lower temperature.

Large egg dealers are now providing not only chill rooms for short holdings, but a room as near 40 degrees Fahrenheit as possible for the candling and sorting of eggs. The more progressive men at the receiving points are transferring eggs from the freight stations to their establishments with all the expedition and care that is given dressed poultry, especially during the latter part of the season of excess production, when prices are suitable for storage, but quality is apt to be low because of warm weather.

Already the packers who have installed refrigeration for eggs, who are grading carefully in refrigerated rooms, shipping in refrigerated cars to jobbers with refrigerated receiving

rooms, are setting a new standard in the markets. Formerly eggs were graded very largely by the locality from which they came, those nearest to the market being generally accepted as freshest, while eggs from the South were graded lower merely from the name on the end of the box. Receivers are learning, however, that a flock of good hens supplemented by good handling, in Virginia or Tennessee, means just as good eggs in New York as when they are sent from Northern Illinois or from Michigan; and careless handling in Pennsylvania or New Jersey results in just as many rots, spots and bad flavored stocks as come from more distant points where care and refrigeration preserve quality.

The problem of getting eggs to the consumer in the hot season in good condition is a proposition which can not be solved by refrigeration alone, yet it is one in which refrigeration plays a part second only to the education of the farmer and that of the country storekeeper in determining the quality of eggs. Every packer who installs refrigeration becomes a center of improvement in his community, since he urges better handling prior to his receipt of the eggs, knowing that his chilling system will take care of them afterwards until they reach the market. Such tendencies are already launched in the egg industry.

The length of time that eggs can be kept in cold storage depends very largely upon their condition when they enter it. As has been stated, eggs

# Save Money on Egg Delivery

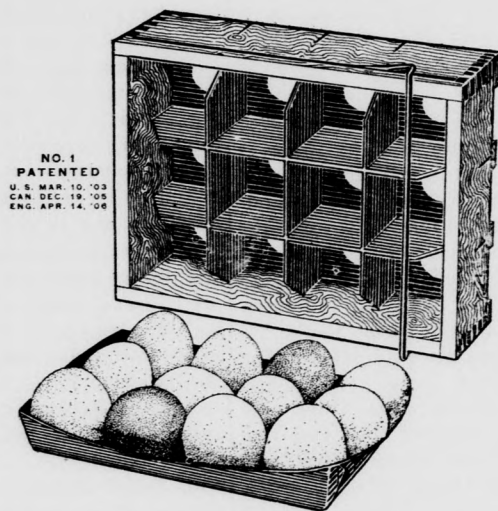
You can make money on every dozen eggs  
you handle if you use

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Cheaper to use than paper bags or boxes because they absolutely stop breakage. Also save clerk's time and stop miscount. On the Star Egg Tray, which is left on the table with the eggs, there is a place for your advertisement. Ask your jobber. Write for our booklet "No Broken Eggs."

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laid early in the season during cool weather keep best. Carefully graded, packed and transported, such eggs are good food at the end of nine months. It is likely that they will not soft boil or poach with entire satisfaction at the expiration of that period, but for all the other methods of cooking they are available. If the eggs are of strictly first quality when they enter storage they will soft boil after six or seven months and compare satisfactorily with the "strictly fresh" eggs of the market. Indeed, when the lay falls off in the late summer and autumn, and farmers begin to hold eggs for high prices, good stored eggs from early lots are to be preferred to the average market offerings. This is also true of shipments to market in very hot weather, when incubation is observed in almost every egg.

**The Cream Separator.**

Probably no other machine has done so much for the advancement of the dairy industry as the cream separator, and especially the hand separator used in small dairies and on the farm. Not all farmers and dairymen can live close to town, the creamery, or the shipping station. With a separator to quickly and economically separate the cream from the whole milk, those living far out in the country from stations are enabled to market their cream at the highest price, where it would be impossible to market whole milk either to the retail trade or to creameries.

Many farmers keep only five or six cows, not enough to pay for hauling milk any great distance, but with the separator the cream is extracted from the milk and can be held for two or three days until enough is gathered to pay for delivery. Where several neighboring farmers have separators each in turn on different days drive to town, the creamery, or the shipping station, and in this way the cream is marketed with a minimum expense. Also, a large number of farmers keeping a limited number of cows are not in a position to make butter and market it to compete with the highest grade product. But with a separator they can market their cream for almost, if not quite, as much as they would secure for the butter made from it, and thus save the women folks on the farm the trouble of bothering with the ripening of the cream and churning the butter. Most creameries will pay almost as much for butterfat as can be secured for high-grade butter, and not every farmer can economically make butter of the highest quality. If he sells his cream he is securing as much for the butterfat as he would if it were made into butter and sold at the local stores. In very many cases the cream will actually bring more than the butter made from it with farm conditions for buttermaking. It is more economical in most cases to market the cream than to make butter from it.

There is an ever-increasing demand for sweet cream in towns and cities. This sweet cream is used for cooking, table purposes, and by ice cream factories. The amount of ice cream now

made and sold at all seasons of the year in hundreds and thousands of cities and towns all over the country is simply enormous. In former years ice cream was made and used only in the warm months. Now ice cream has become a common article of food and is served on the best tables every month of the year. This new food demand of the masses has called for large amounts of cream for which there was no call during the colder months only a few years ago.

The farmer or dairyman living reasonably near a good shipping station, or near a town or city where ice cream is manufactured, and who uses a cream separator, is able to make even more from sweet cream than from the same product sold to the local creamery or made into butter at home. In some cases the extra price secured for sweet cream supplied to the sweet cream trade amounts to about 20 per cent. more than can be secured for it in any other way.

The advantage in separating the cream from the milk and selling the cream instead of the whole milk is that less storage room and fewer utensils are required for holding the product for marketing. Also, where the cream is to be held for a day or two, less ice will be required to keep it cool and sweet.

It is a well known fact among all farmers and stock growers that skim milk is one of the very best feeds for pigs and breeding swine. Where a separator is used and the skim milk is used on the farm for feeding pigs extra large profits from the dairy can thus be secured. A small bunch of pigs grown on skim milk and pasture will pay for a good cream separator.

The best thing about a cream separator is that it "skims clean," and will soon save enough cream to pay for itself.

**Glut of Butter in New York.**

A New York despatch says that the butter trade in that city is confronted with the largest holdings in the history of the trade and the new year will see an excess of held of at least 20,000,000 pounds, compared with a year ago. Just what is to be done with the butter is a puzzle to the trade and every owner is using all of his best efforts to push these out. Losses are being taken every day and those who sold previous to now are the most fortunate. In this market it is impossible to get over 29 cents for held specials and buyers are not taking any in a speculative way. They are simply taking what they are forced to have for their trade from day to day. With such conditions with the finest held butter, what is to become of the great volume of undergrades? True, prices are 6@7c lower than one year ago at this time, but the holdings are much larger. It is claimed that the meat combine has the greatest volume of held butter of any single interest and it can afford to lose because of its immense profits on meat. Chicago dealers are using every possible effort to push out their butter even at

prices which were refused a month ago.

It is not difficult to get fine, fresh butter. The demand is fair and receipts are normal. While specials are quoted at 30 cents they can be bought for 29½ cents, and after specials and extras are out of the way then it becomes a question of what can you get for the butter. Buyers have everything their way and they believe that prices must come down so they are taking as little as possible to meet their demands. What is true of creamery is also true of undergrades, even down to packing stock. Process has been extremely dull for weeks and it does not improve. Packing stock is lower, in fact, much lower than anybody thought three months ago that it would be.

All this trouble goes back to the cost of butter from original hands. When June comes buyers seem to forget the losses of the previous year and the possible losses if high prices and big premiums are paid. Whether there will be sufficient losses to teach buyers a lesson remains to be seen. It now looks as though the only chance for the undergrades of fresh and held is to have them put into the hands of the renovators or sent abroad at prices which will run the losses into the millions.

Glass eyes are now made with such perfection that even the wearers are unable to see through the deception.

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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.  
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## REVERSING THE BUYING.

## The Men Got Full Value for Their Wages.

Written for the Tradesman.

Griscom, the grocer, sat down on the apple barrel at the rear of the store and laughed until the tears ran down his face. It was 11 o'clock on a stormy Saturday night, and the store ought to have been closed, but Griscom was in no hurry to go home. He wanted to figure up the receipts of the day first and rejoice over the profit he had made.

While the grocer laughed Deacon Jones entered the store and stood looking at him, with suspicion in his faded old eyes.

"You hain't been drinkin' anythin' strong, have ye?" he asked, as the grocer broke out into another roar.

"Sure not!" was the reply. I have not had time."

Deacon Jones sniffed and regarded Griscom apprehensively.

"Ain't goin' crazy, be ye?" he asked, taking hold of a chair. "Sittin' here all alone near midnight, laughin' fit to kill."

"It is funny!" roared the grocer. "Sit down and I'll tell you all about it. See if you don't think as I do about it?"

The Deacon edged around the chair he was holding by the back and sat down.

"Must be funny," he said.

"You know Sawyer, the saloon-keeper?" asked Griscom, then.

"Yes, I know him."

"Well, the joke is on him."

"Hope the boys didn't break any winders," observed the Deacon.

"No, they didn't break any windows," replied Griscom. "They broke Sawyer."

"Broke Sawyer!" repeated the Deacon, springing to his feet.

"Sure!" replied the grocer.

The Deacon shook his head, felt of his withered old chin with one hand and sat down again.

"That ain't funny!" he said.

"Wait!" said Griscom. "You see, there are about twenty boys who work over in the mill who have been Sawyer's principal customers. They get their drinks on credit through the week and pay on Saturday night, when they get their pay."

"They are all married men, and I'm afraid the families didn't get a fair share of the pay; not always, for the boys are hard drinkers, and the wages are not large in the mill."

"Not large enough by half!" exclaimed the Deacon.

"Well," continued the grocer, "I've been keeping open Saturday nights so the boys could order their groceries for Sunday. Somehow, I got in the habit of it, and they seem to expect it."

"Nothin' funny about that!" exclaimed the Deacon.

"Well," the grocer went on, "last Saturday night the boys all came in here after paying Sawyer and sitting in the saloon all the evening, to buy provisions for the house. Some of them have credit here and bought as usual, but most of them bought just a little bread and tinned goods, and

cheap potatoes, and butterine at two pounds for a quarter. I could see that the money had gone to the saloon, and was disgusted. What was the use of my keeping open until near midnight if the boys were going to leave all their wages in Sawyer's pocket?"

"Huh!" snorted the Deacon.

"I guess the families had pretty poor picking this last week," Griscom continued, "although I gave the boys a little extra weight and trusted some who had never asked for credit before. When a saloon man gets the first crack at a workman's pay envelope, you can imagine how much the grocer, or the shoe man, or the clothier will get out of it. You know it!"

"But temperance in all things—"

"All right, Deacon," said the grocer, "I'll hear that some other time. What I'm saying now is that when whisky gets into a man's head the fact that the family may be cold and hungry doesn't mix with it very well. Anyway, the boys were crowded around the stove, all feeling pretty blue, when Sawyer came in. Now, if Sawyer had had any sense—"

"He's a good business man," the Deacon put in.

"Is he? Well, you wait and see. While the boys were sitting here, feeling like fools, in comes Sawyer, strutting along with all their money in his pockets. Why, he didn't have the sense to say, 'Hello, boys!' or anything like that. He just strutted up to the counter rattling the money—their money—in his pockets and let out an order that made their mouths water."

"Some of that forty-cent coffee," he said. "And some of that dairy butter at 38, and a fat turkey, and some figs, and oranges, and candy for the kids." Say, but he gave an order that made the boys look hungry."

"Well, wasn't it his money?" demanded the Deacon. "Hain't they given it to him for the goods he had to sell? Don't tell me!"

"That's all right," replied the grocer. "It was his money all right. He acted as if it was, anyway, and the boys looked as if they'd like to smash him."

"They didn't think that when he was a trustin' of 'em," said the Deacon. "They never do."

"Well, Sawyer made a slosh with his money, bought a basket to put his purchases in and asked me to deliver it. It was nery, at that hour, but I got one of the boys to carry it over after he went out. When the man came back he got the boys together in a corner and talked to them for a long time."

"Hope he ain't an anarchist," said the Deacon.

"No, he's just a mechanic," was the reply. "I saw that the boys were having a good time and waited for them to get through with their business. I reckon it was after 12 when they thanked me for keeping open for them and went away, encouraging each other about something and laughing fit to beat the band."

"Probably half full!" roared the Deacon.

"They were pretty sober by that time," replied Griscom. "Well, during the past week I've seen mighty little of the boys. They used to stop at Sawyer's on the way to dinner and get a drink, and stop on the way back and get a cigar, and do the same thing at night, but they did not show themselves this week."

"They didn't?" demanded the Deacon, excitedly.

"They did not!"

"Did Sawyer say anything about it?"

"Not to me, but I could see him standing in the doorway saying good morning, and good noon, and good night to the boys. They were friendly enough, but they didn't go into his place. Finally he began giving them cigars, but that made no difference. When the boys got out of the mill at noon and at night they went straight hme."

The Deacon frowned and scratched his head.

"They never kep' it up, did they?" he asked.

"Sure they did."

"Hum—hum—hum!" said the Deacon.

"This kept on all through the week," said Griscom, "and to-night the boys went to the saloon just like old times, although they had no account there to pay. I saw Sawyer standing at the door welcoming them! My, but he was as smooth as Connor hill after a sleet storm. The boys went in, I have been told since, and sat down around the tables, filled their pipes instead of buying cigars and sat there and told stories until almost 11—the usual hour on Saturday night."

"An' drinkin'?" suggested the Deacon. "Drinkin', I'll be bound!"

"Each one bought and paid for one glass of beer," replied the grocer. "Each one spent just five cents in there to-night!"

"Hum—hum—hum—hum!" said the Deacon.

"And at the usual hour the boys came in here and paid up their accounts. Then they began to order, just as Sawyer got his joint closed and came in to buy his Sunday dinner. He looked on while they bought."

"I want a crock of that fine dairy butter," said one.

"I want a couple of pounds of that forty-cent coffee," said another.

"I want a bushel of Northern Spy apples," said a third.

"Be sure and put up a lot of apples, and oranges, and candy for the kids," said a man whose bill for the night was six dollars.

"And now," said one of the men, "how are we going to get this stuff all home? Most of the boys have chickens and tinned goods to carry! I wonder," he went on, with a look at the back of the store where Sawyer stood, looking mighty glum, "if we couldn't get Sawyer to deliver this stuff?"

"Ha, ha!" croaked the Deacon, but there was no smile on his face.

"When the boys got done ordering and went home Sawyer came out of his hole and bought hog potatoes, and butterine at two for a quarter, and I had to give him candy for the



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The Original Fly Paper

For 25 years the Standard  
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All Others Are Imitations

## Dandelion Vegetable Butter Color

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

Manufactured by Wells & Richardson Co.  
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## Hart Brand Canned Goods

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

Michigan People Want Michigan Products

# CRYSTAL DOMINO SUGAR

**BEST SUGAR FOR  
TEA AND COFFEE!**

**5<sup>lb</sup> BOXES - FULL SIZE PIECES - 24 IN CASE**

**2<sup>lb</sup> BOXES - FULL SIZE PIECES - 60 IN CASE**

**2<sup>lb</sup> BOXES - HALF SIZE PIECES - 60 IN CASE**

HERSHEY'S & ELDER BRAND  
**CRYSTAL**  
**DOMINO**  
**SUGAR**  
 THE AMERICAN SUGAR REFINING COMPANY



kids! The boys spent \$100 in here to-night, and they say they will keep it up. I guess the folks will be glad! Isn't that better than having Sawyer spend \$10 here and send the rest out of town for beer, whisky and cigars? What?"

"But how can Sawyer pay me my rent?" asked the Deacon.

"Ah, I thought so," grinned the grocer. "You're plugging for the Deacon!" Alfred B. Tozer.

**National Corn Exposition.**

The programme for the fourth annual National Corn Exposition, to be held Jan. 30 to Feb. 11, in the eight immense buildings on the Ohio State Exposition grounds at Columbus, has just been completed, and provides for one of the greatest National agricultural expositions ever held.

The buildings are connected by enclosed walks, comfortably heated and brilliantly illuminated, in all resembling a great summer garden with palms and tender growing crops.

This National Corn Exposition will be a grand round-up of all state agricultural shows and agricultural meetings. The name, "Corn Exposition," does not mean that only corn will be shown, for all grains and grasses, the prize winners only, at the various state shows will be in competition for the valuable National trophies.

More than thirty-five states will have competitive exhibits. Twenty-five state agricultural colleges and experiment stations will have scientific exhibits, each demonstrating its most advanced experimental work. These exhibits, which will be in charge of expert demonstrators, will deal, in a practical way, with nearly every phase of the science of agriculture. For instance: North Carolina will emphasize the cotton industry—from the growing plant to the manufactured article—with cotton gin and loom in actual operation, while Illinois will especially emphasize its soil work. Never before has there been such a showing of results in agriculture, based on scientific investigation.

The Federal department of agriculture will be represented with its famous exhibit, which fills two large furniture cars and which has just been returned from the International Exposition at Buenos Ayres.

Important among the many meetings, exhibits and other special features of this agricultural exposition may be mentioned the meetings of the American Breeders' Association, the Ohio Conservation Association, the Ohio Corn Improvement Association and numerous live stock associations. There will be special features of vital interest to the Y. M. C. A., churches, colleges, schools, the farmer and the city man and their families alike.

Special entertainment features will include a two-ring winter circus, band concerts with vocal soloists and moving pictures.

Speakers of nation-wide reputation will deliver addresses daily on the National Corn Exposition programme. Lou E. Parsons.

**Lobster Rarebit.**

A new food product, called lobster rarebit, has been put on the market in Prince Edward Island by a lobster packer and expert in sea food, writes Consul Frank Deedmeyer, from Charlottetown, Canada. This product is a compound of certain parts of the lobster which up to this time have been thrown away as waste by the canners of this crustacean.

Canned lobster, as known to the trade, consists of the meat taken from the claws and the tail. The whole of the body proper is now rejected by the packers, and it has heretofore been used in the maritime Provinces of Canada as a fertilizer. In the rejected portion is found a crescent-shaped meaty layer to which the tail is attached and the liver. Lobster rarebit is a compound of this meaty layer, of the liver, and of the roe, to which some spice is added. The first named of the components used is the fattest part of the crustacean; the liver, glandular, is large and retains a high percentage of bile. The number of eggs found in a lobster is estimated from 5,000 to 40,000 according to the size. The three ingredients are mixed in these proportions: Six-tenths meat, three-tenths liver and one-tenth roe.

The process of canning is as follows: The whole of the lobster is boiled as soon as it is taken out of salt water; the boiling process takes place in water through which steam pipes are run. While the meat of the claws and of the tail is at once put into cans by packers of lobster, the fatty layer found in the body and used in putting up lobster rarebit is allowed to stand for about twenty-four hours. The liver, black in the live lobster turns green through boiling, while the roe retains throughout its peculiar coral red. The meat and the roe are run through an ordinary meat chopper and are then mixed, in the proportions given above, with the liver and with some spice. The compound, put into cans of commercially convenient sizes, is steamed two and one-half to three hours, when the can is punctured and the air allowed to escape. The can is then resealed and the product, in a state of firm consistency, keeps while the can remains airtight.

Local physicians who have for some time used lobster rarebit in the treatment of certain ailments claim that this food is palatable, easily digested and assimilated and highly nourishing. The nourishing properties are ascribed to the roe and to the meat, while digestion is aided by the presence of large quantities of bile retained in the primary cells of the liver. The bile of salt-water fishes contains potash in place of soda. This mingles with the food and acts as a dissolvent of the fatty substances in the digestive organs. It appears to be especially helpful in cases of dyspepsia which are accompanied with excessive acidity of the stomach, such, for example, as often occur in habitual spirit drinkers. It tends to render urine alkaline, or diminishing its acidity in cases where that secretion is too acid. Iodine is

found in the liver of the lobster in a percentage almost as high as in the cod liver.

The annual output of canned lobsters by the Eastern Provinces of Canada now amounts to about 10,000,000 cans, of a money value of \$3,000,000. Lobster rarebit, which is said to be a great and highly appetizing delicacy that will appeal strongly to the epicurean tastes of connoisseurs of rare foods, may in time equal or surpass the money value of canned lobsters.

**Frog Legs.**

Louisiana is now preparing to conserve her bull frogs. Thousands of these creatures are caught in Louisiana each year and marketed all throughout the country. Some kindly people who would never dream of eating his legs are great lovers of his song.

A number of such have appealed to the conservation commission of Louisiana to save the frog from ruthless slaughter. Their plea has been heard, with the result that remedial laws will soon undoubtedly be passed.

The frog's legs that are served to patrons of cafes and restaurants come, for the most part, from Minnesota; that is to say, the finest do, for from the point of view of the epicure there are no frogs' legs to be compared with those from the northwest, says the Youth's Companion. The principal competition met by the Minnesota variety is the "bull" species of the south; but this product is not so gratifying to the discriminating palate, for the meat of the southern variety is not as sweet and delicate as the product of the northern swamps. The cost in the east of the Minnesota frogs' legs is, of course, greater than the price in St. Paul, where from 35 to 40 cents a dozen is the average.

St. Paul is generally accounted the chief shipping point for frogs' legs, and employment is given to many persons who make it their business to gather the legs throughout the state. The heaviest catches are made in the spring and autumn. Frogs emerge from their "nests" in great numbers in the spring, and at that time their capture is most easily effected. At the approach of cool weather the frogs return to the water.

The frog is a rapid breeder, and as it attains its full size in a comparatively short period the demand for the legs is readily met. The breeding pools in Minnesota number many thousands.

Andrew J. McConnico, the United States Consul at St. Johns, Quebec, writes concerning frog culture in Canada: "According to estimates which are reliable though not official, the frog-leg industry is worth to the province of Quebec at least \$100,000 annually. During 1909 the Montreal markets disposed of over \$200,000 worth of frogs' legs, of which probably more than 50 per cent. were purchased in this Province. The local market prices averaged 40 cents per pound. There are numerous rivulets and marshes in this Province in which frogs abound, and during the proper season many boys and men earn a fair livelihood catching frogs. Most

of the shipments from this consular district go to Boston and New York, usually in small quantities."

**Study the Records.**

The records of last year's business are made use of by several butchers as guides for the building of a better and larger business in the coming year. A study of the business done in the month of January of last year will suggest the lines along which the butcher is to work for the corresponding month this year. The mistakes made in the past will be carefully noted and avoided. Seasonable demands will be better appreciated, and will be looked after in a more thorough manner by the butcher who is applying the knowledge gained from past experience. This is a simple suggestion which can be put into practice by every market proprietor in the country and the planning for the new year when carried out on a systematic and definite basis is sure to bring good results. New Year's is a time for taking new resolutions and for making a fresh start. A butcher can not gain a better start than by resolving to study his business more attentively, and to adopt those measures which seem best calculated to bring success.

People who try to impress you with their wealth usually find it difficult to make both ends meet.

The Popular Flavor




**MAPLEINE**

Better Than Maple

Order from your jobber or  
The Louis Hilfer Co  
Chicago, Ill.

THE CRESCENT MANUFACTURING CO.  
SEATTLE, WASH.

There is no risk or speculation in handling



**Baker's Cocoa and Chocolate**

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

52 Highest Awards in Europe and America

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



### THE EXPORTS.

#### Character Study of Those Who Go Up to the City.

The cruel city saps the rural communities of their youth and vigor and new blood. That is right. Also, sometimes the city saps a country town of its principal saps, thereby making the whole deal a stand-off.

Checking over the bunch that moved up to the big boiling metropolis within the last twenty years, the debits about equal the credits.

Of course, some of those who went up to the city and succeeded, and are now riding in taxis, would never have gone beyond sixty dollars per month if they had lingered in our midst. We wouldn't have gained much by keeping them. In our town they would have continued to be the ordinary six-and-seven-eighths type of mortal. They needed the exhilarating influence of rushing traffic and the courage that comes from falling in with a moving throng. Some persons, as, for instance, politicians and pickpockets, always seem to work more effectively when there is a large crowd present.

As for the failures, probably they would have failed to a slower tempo and with a background less brilliantly illuminated if they had remained right here at home. The fact is that a good many of our local products who packed their telescopes and hied away to the modern Babel, did not go for the purpose of making their fortunes, as commonly suggested by 10 cent magazines, but with the intention of making an analytical study of rathskellers.

The city is called a bright light, toward which the winged insects speed from the far away darkneses in order to get properly scorched. The metaphor is not bad and the figure may be improved if we add that some of these winged insects are gnats and others are bats.

You know a good many people think of the city as a kind of perpetual street carnival and state fair, where one may go to a different show every night and where it is not necessary to put on gum shoes and a mask and go up an ally in order to take a drink. What's more, in the city you can hear all the latest comic and sentimental songs as soon as they come out. Therefore, let us away to the big town!

James K. Wellaby is Vice-President and all around head man with the B. L. & K. Railway because he went up to the city for business and not for pleasure.

We can not get over the Jim Wellaby case. You know in every small town where boys are running at large and exhibiting themselves, it is a favorite diversion to pick out this or that boy and note the budding evidences of greatness and map out a destiny for him.

If a boy plants all his coppers in the tin bank and rustles through backyards looking for bottles to sell to the druggist and skins the other boys on trades, people naturally say, "He'll do a nice mortgage and loan

business some day and be appointed trustee of a university."

Ed Noyes was a Friday afternoon declaimer in his youth and thereby gave promise of his future career as an actor with a repertoire show.

Ferd Billings kept hanging around the livery stable most of the time and we might have known that he would turn out to be a horse trader.

Eugene Ellis was pale and well-behaved, with translucent ears, so it did not take much of a clairvoyant to predict that the ministry would get him.

Baz Finkley would flip all the trains and help unload the freight and we knew he would be a brakeman unless somebody enjoined him. He is now shy a few fingers, but you can tell by the coal dust on his neck that he is a sure-enough railroad man.

As a rule, the forecasting is fairly accurate, but there have been exceptions. One was Jim Wellaby and the other was Chester Livermore.

The Committee on Public Safety and Court of Last Resort that held down the arm chairs around the Commercial Hotel freely predicted a glorious future for Chester, commonly known as "Chet."

When he was 4 years old he called his father "Bill" and his mother "Liz-zie," never failing to score a comedy hit with either performance. At the age of 8 he could play a snare drum and talk back to the oldest inhabitant—came out in long trousers years ahead of the other boys. Just naturally smart as a whip, that is all you could say for him.

Jim Frisby often said that if "Chet" escaped Congress he would get to be a lecturer in front of a side-show. He could do "anything that he turned his hand to." At 12 he wore a man's derby hat and could tear off the "Spanish Fandango" on Steve Gardner's guitar in a way that made all the other youngsters sit back and hang their heads and sigh with envy. Smartest boy that ever grew up in our town—that was the verdict. Sharp as a hawk and keener than chain lightning; could letter a sign, whittle a chain out of a stick of wood, kill more rabbits and trap more muskrats—well, he simply was in a class by himself. The other tikes were content to follow his leadership and shine in the reflected glory.

We knew that our town could not hold Chester. His ambition demanded elbow room. Across the waving fields of grain came the siren call of the city, and "Chet" went away from us, one day twenty years ago, in a new suit of store clothes, with a silk handkerchief peeping from the breast pocket and a long cigar tucked in the side of his mouth which was not being used for conversation.

We expected to hear of him as President of a trust company, but instead we learned that he was taking tickets at a nickelodeon, and after that he became thoroughly acquainted with the by-ways of the metropolis by driving a night hack, and once, when he came home with a temporary bank-roll and a new line of slang, he told us that he was a "sheet-writer." You may know what

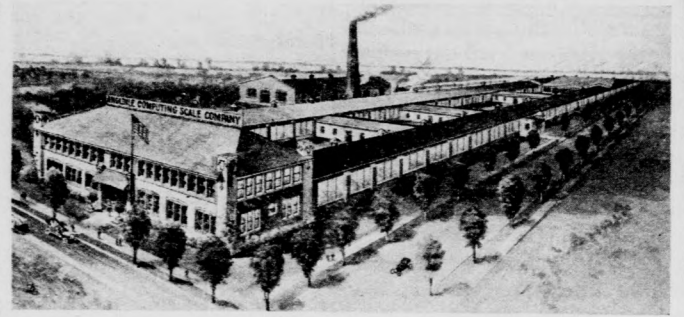


## IT PAYS

**SHREDDED WHEAT** is one of the best paying food products you can handle, not only because you make a good profit on every sale, but because it's a steady, all-year-round seller. Our extensive magazine, newspaper and street car advertising, demonstration and sampling, have made **SHREDDED WHEAT** better known and easier to sell than any other cereal food. Thousands of visitors to Niagara Falls pass through our \$2,000,000 sunlit factory, to see **SHREDDED WHEAT** being made and tell friends and neighbors of its cleanliness and wholesomeness. **SHREDDED WHEAT** is flavorful, nourishing and satisfying—people who eat it once eat it always. Because it is widely advertised and easy to sell, sure to please and profitable to handle, it will pay you to push.

*Shredded  
Wheat*  
IT'S ALL IN THE SHREDS

### The New Home of The Scale that buys itself



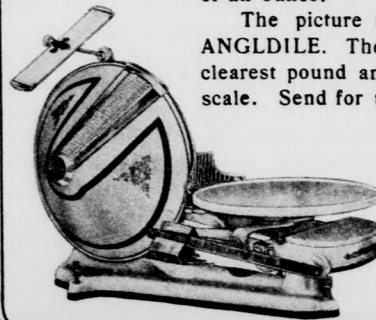
The construction of this handsome building eloquently proves the extraordinary demand for *Angldile Computing Scales*. Our present plant outgrown in thirty-three months, we are now erecting the largest and most modern computing scale factory in all the world.

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

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

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

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



**Angldile Computing Scale  
Company**

110 Franklin St. Elkhart, Ind.



that means. When we heard later on that he was a "tout," although he called himself a "betting commissioner," the resident astrologers began to revise the horoscope and cut out the clause about Congress.

Well, the race-tracks have sprouted with timothy hay and "Chet" is assistant pastry cook at a junction hotel somewhere in Illinois. He can look right out of the kitchen window and see Jim Wellaby go by in the private car.

Jim and "Chet" grew up together, but we were so busy watching "Chet" cut up didoes, and repeating his brilliant observations on men and affairs, that we did not pay much attention to Jim. He was a quiet boy with steady gray eyes and a wide steel-trap kind of a jaw. His mania for attending to his own business made him practically a social outcast. He did not trail in with the Livermore gang. While the game of "two-old-cat" raged on the common, he tinkered away in the woodshed and rigged up a telegraph instrument. He went to work in the depot so as to learn operating and then he got to be agent, but we never thought much of him as an agent.

An agent who expects to be popular and make the depot a temple of good cheer must yell at the trainmen when they slide by, and josh the drayman, and throw in a couple of jokes with every ticket. Jim simply attended to his knitting and did his work and never let anyone get very thick with him and, honestly, it was a relief to the whole community

when he was transferred to the general offices.

Some of the business men had complained to the company that Jim was very short in his talk and bull-headed in his ideas of collecting bills right on time, so when he was removed they took the credit for it and said it would teach Jim a lesson.

Just before Jim left, Jennie Hinkle had turned him down cold and everybody knew it, so between getting the mitten and being transferred Jim left under a kind of a cloud.

We did not know at the time that the company ordered him up to the city because it was looking for men who were short on humorous conversation and long on systematic methods. We know it now, because Jim has been going like a scared antelope ever since he escaped from us and got out into the fair running.

You heard about his coming through on the private car? He had not been back to the town from the day he took the noon train, with his sister, and nobody else, to tell him good-bye. Talk about retribution with a large R! Talk about the whirligig of Fate here in the land of Opportunity!

Some of the very business men who had demanded his discharge, because he was not sufficiently "genial" and "accommodating," wre down at the station in their Sunday suits to give him an address of welcome and tell him how gratified they were that he had disappointed them so keenly.

And, say, when Jim walked out on that observation platform and turned

those cold metallic eyes on the flustered "Reception Committee" with just a wrinkle of a smile at each side of that steel-trap jaw, and said in his most official tone, "Gentlemen, thank you"—I wish a good mind-reader could have been right there to let us know what Jim really thinks of our town.

Some people say he is going to build an opera house here and call it "The Wellaby;" also a new hotel to be called "The Wellaby." We certainly need the hotel. And several of us can tell him where to get an assistant pastry cook, who is a good man when he is not drinking.

George Ade.

#### Success.

The thing which most men call success is the result of sacrifice. Prodigality and the needless gratification of pleasurable desires weaken the will and render the making of success impossible. Men who win have been wedded to their avocation and have never given the latter grounds for divorce.

The successful man in a legitimate calling is a great man, so give him credit; it is his just due. He has fought a good fight, shown strength of will and strength of mind and has practised rigid rules of self-abnegation. The successful man builds not only for himself, but for others as well. To censure a successful man without cause is to confess one's own weakness and failure.

Robert Francis Nattan.

#### Port Huron Will Care for Grocers and General Merchants.

The Port Huron Grocers' Association is making extensive preparations to entertain the delegates of the State Retail Grocers and General Merchants' Association at their convention in Port Huron on Feb. 7, 8 and 9. There will be a smoker on the first evening and a grand ball at the Masonic Temple on the second evening. The local Association will have a country store running during the three days' session, which will be something out of the usual way of entertainment. The Diamond Crystal Salt Co. of St. Clair will entertain the delegates with a luncheon at their factory on one of the convention days.

The Hotel Committee has made arrangements for the delegates at the following rates: Hotel Harrington, \$2.50 to \$3.50 per day; South Hotel, \$1.50; North West Hotel, \$1.25; Metropole Hotel, \$1.50; Union Hotel, \$1.25 to \$1.50; American Hotel, \$1.25.

The Hotel Harrington will be the official headquarters. The business sessions of the convention will be held in the Masonic Temple.

Fred Mason, Ex-Secretary of the National Grocers' Association, and John A. Green, present Secretary of the Association, will be in attendance at the convention.

J. T. Percival, Sec'y.

Do not let boxes and barrels become smashed and broken up. Handle them carefully and sell them. They bring good prices.

# Satisfaction!

Success Means More Than "Goods Sold"  
It Means Customers Satisfied

Thousands have quit coffee because it injured their health, and now use

# POSTUM

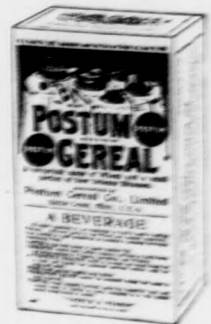
With perfect satisfaction

A Delicious, Healthful Table Beverage

The price of coffee advances but the price of Postum remains the same. Good profits for grocers in Postum, and a steady, growing demand.

"There's a Reason"

Postum Cereal Company, Ltd., Battle Creek, Michigan







### January Should Be Busy Month For Window Trimmers.

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

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

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

Good luck advertising for the store will often prove a good drawing card and for the January sales an innovation of this character will prove excellent publicity as well as a direct business getter. It has great possibilities for arousing the curiosity of the public, an item alone which is sure to bring extra business to the store.

For sales of this character bargains of unusually good values are selected from various lines and for a few days only a horseshoe or a four leaf clover sign bearing an exceptionally low price is put on them.

In the newspaper advertising only a few of the best values are men-

tioned, but the announcements bid strongly for a visit to the store. They speak of the many horseshoes that abound in the store and wherever you find one you find a bargain.

This scheme is seasonable at almost any time of the year, but until the sale is well started it would be well to give a brief description of the merchandise. In a short time, if you give the right kind of values, the mere announcement of the horseshoe sale will draw people to your store.

In placing this sale the interior of the store and the show windows should be trimmed in harmony with the scheme; this will leave the favorable and necessary idea that there is "something doing" at the store. All show cards and price tickets used in exploiting the sale should have a horseshoe border. Horseshoe cuts must be used in the newspaper advertisements. Real horseshoes can no doubt be borrowed in quantities from your local blacksmith. These can be used very effectively in decorating the store by bronzing them with gold or silver paint. In fact, every item that can be installed in harmony with the idea should not be overlooked in your general advertising.

#### Value of Timely Displays.

One of the most significant features in the art of the window dresser is that of having timely displays. The window has often been referred to as the "Index" of the store and its aim should therefore be to suggest to the passer-by the need of some particular article and to induce him, by its attractiveness to enter the store and make the desired purchase. In many stores the background of the windows are permanent ones of paneled hard wood with polished floor. Such fixtures as are needed are floor fixtures and are therefore easily placed in position. In many establishments a regular system of window displays is arranged in which the trims are changed at certain regular intervals. One window, however, usually near the main entrance to the store, is reserved for "immediate changes;" for instance, should the day be a dark and rainy one, the first duty of the window dresser would be to see that a suitable display of shoes and rubbers is made in that particular window and that cards, calling attention to the need of such articles on that particular day, are ready for instant use. Such a display takes but a few minutes' time to arrange and its value is apparent. It is such decorations as this that are numbered among the innumerable details which go to make a store "up to date" and win for it

the most coveted reputation of being successful.

Where a store has but one or two windows the displays should all be "special displays," and the work of installing new goods, every day if necessary, will be many times repaid by the extra business which will result. If the business is too small to employ a regular window trimmer the

window trims should be put in charge of a clerk who has some talent in this line. Ready-to-use window cards can be obtained at a very reasonable cost. In this way the windows can be given the needed attention, and this very essential feature will not be neglected, as it is in so many establishments at present.

## Klingman's Sample Furniture Co.

The Largest Exclusive Retailers of Furniture in America

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

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

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



We Manufacture  
**Public Seating**  
Exclusively



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

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

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

Write Dept. Y.

**American Seating Company**

215 Wabash Ave.



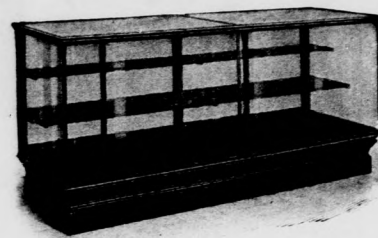
CHICAGO, ILL.

GRAND RAPIDS

NEW YORK

BOSTON

PHILADELPHIA



**We Want Your Business**

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

**Grand Rapids Show Case Co.**

Coldbrook and Ottawa Sts.

Grand Rapids, Michigan

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

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

**The Largest Manufacturers of Store Fixtures in the World**



**The Annual Inventory.**

There are several things to be gained by inventorying. It will cause the grocer to find goods that he did not know he had and perhaps would not have found out for months. If the inventory is properly taken, it is easy for the retailer to ascertain what lines of goods he is overstocked on. This is done by invoicing each line separately.

The principal thing gained by the inventory is in seeing whether you have made as much net profit as you should have on the amount of business done during the year. If not, there must have been a leak somewhere that has been overlooked and probably would not be discovered for another year if the inventory had not been taken.

The carelessly taken invoice is not worth taking. If you inventory, do so painstakingly, with full regard for small matters and the details. In other words, inventory thoroughly. Do not invoice store fixtures for more than they are worth. Do not do anything in inventory calculated to deceive yourself. Remember that an inventory is taken to enlighten the merchant, not to put goggles on him.

Many merchants discount store fixtures 10 per cent. a year. For example, if you have \$100 worth this year and do not buy any more before next year, you invoice them at \$90. This is a very good way, as fixtures that have seen five years' service can not be sold for more than 50 cents on the dollar.—Grocers' Criterion.

This is the regulation time of year for measuring business success, and it is done by means of the inventory. The inventory is an important part of the business of a well operated store. It is the measuring rod of the year's success or failure.

Yet there are a great many people who are content to run a business without measuring their success each year, to find out exactly what progress they have made. They are willing to run by guesswork. A store which is run by guesswork is likely to meet about the same fate as a railway train run by guesswork. It may, if it has good luck and a clear track, run along pretty well for a while, but sooner or later there will be a wreck.

No merchant can tell how much his year's work has netted him unless he knows how valuable his stock was a year ago, and how valuable it is now.

What may seem like success may be shown, by an inventory, to have been a process of eating the heart out of the business. The merchant ought to know whether his success is real or fictitious.

If the inventory shows that your profits have been maintained at the expense of the stock, it is time for you to study carefully the question of your profits.

Divide your annual expenses by your annual sales, and you will get, as a result, your cost of doing business. If your inventory makes you feel sick, the antidote is to see what is wrong with your profits.

Is your expense running too high? If so, reduce it.

Is the system of marking your goods right? Have you placed the correct per cent. of profit on different classes of goods?

These are problems which it is much easier to solve if they are revealed to you by your inventory than if they are revealed to you by a call of the sheriff.—The Merchants' Journal.

**Displaying Wall Paper.**

Selling wall paper after it has once been stocked is a difficult thing with many dealers simply because they neither know how it ought to be displayed nor how to display enough of it in the space available to make a fair representation.

The most progressive dealers are waking up to the fact that with a number of satisfactory wall paper display devices now on the market it is not true economy to persist in the use of inefficient home-made or makeshift affairs. Many of them also have discarded the sample books.

Some of the new fixtures show 200 or more samples in a floor space not exceeding 3x5 feet. The samples are constantly in sight of all who enter the store or department, and several customers can examine them simultaneously. It is easy to make comparisons and selections, and the customers can even wait on themselves, thus saving more than half the time of the salesman. In some cases, indeed, the salesman's part in effecting the sale consists of nothing more strenuous than making out the saleslip.

These fixtures are of real service in every wall paper store, and will soon pay for themselves several times over.

**Begin the New Year Right.**

Most of us can look back over the records and events of the past year and see many things which might have been done to increase business and profits. But now that the year is past, do not spend time worrying about what you might have done, but rather look ahead into the coming year and prepare your business system so that the things which you did not do last year will be a guide post in helping to improve all opportunities that appear during 1911.

In order that you may begin the new year right make a few resolutions which, if carried out, will increase not only your business but your profits as well during 1911. Here are a few:

First—That you will be more careful in granting credits during 1911 than you were in the past. That you will not only get the name and address of the person who wants credit but you will find out with whom he has traded before coming to you, whether he paid his account promptly, if employed, and how often he draws his pay, all of which should be ascertained by any merchant who does a credit business.

Second—That you will have better window displays, more and better displays of goods in the store and will also use price cards with all goods displayed.

Third—That you will take an inventory at least once a year and will invoice everything at its actual value.

Fourth—That you will do better advertising and more of it during 1911 than you did in 1910.

Fifth—That you will improve the delivery system, so that fewer goods are lost and damaged in delivery and so that goods will be delivered at the time promised.

Sixth—That you or your clerks will not misrepresent goods or make any promises that are not fulfilled.

There are many more resolutions that might be mentioned, but if these six are fully carried out, there is little doubt as to the success they will bring.

**Window Planning.**

Few persons have any idea of how far in advance of the season the window decorator has to work. For example, large branches of holly with many bright red berries seen several months ago hanging conspicuously on the wall of the window dresser's workshop led to the enquiry as to its utility in the Indian summer weather prevailing at that time.

"Oh, that was left over from Christmas," was the casual remark, followed by the explanation that the Christmas display was completed weeks ago. In fact, this proved to be the case in all the big stores; the designs had been made, mechanical accessories built and decorations applied way back in October, everything being in readiness for the final installation at the proper moment. To-day the decorator is working on designs for Lincoln's and Washington's birthday settings.

**"Jim, Be a Man."**

When a prominent man was asked to name the thing which had contributed most to his success in life, he replied that it was this admonition from his father when, as a boy, he started to the country school for the first time: "Jim, be a man." And then, again, when I graduated from college, father said, "Jim, be a man." This simple sentence had more influence over the man's career than any other one thing.

Orison Swett Marden.

You have had calls for

# HAND SAPOLIO

If you filled them, all's well; if you didn't, your rival got the order, and may get the customer's entire trade.

**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.



## PROVINCE OF TRADE PAPER.

It Is the Medium Between Retailer, Jobber and Manufacturer.  
Written for the Tradesman.

## II.

The continuance and growth of a thing proves its worth. If it is useless it is dropped. Why the rapid increase both in the numbers and in the influence of our trade periodicals? Undoubtedly because they have been found to be serviceable—indispensable. When any printed medium fails to minister to a given constituency it is all off with that medium. It dies. The great law of service is firm as adamant and as certain as death and taxes. During the last fifty years five hundred churches in the down-town section of New York City moved out to the suburbs, or closed their doors and quit business. Why? They were not delivering the goods. They had to move on. They blocked the way. That is not an argument against Christianity; it is merely a sad commentary on a local situation.

Live trade publications prove that the trade paper is doing an important service in this commercial age. What is that service? In a previous article the writer attempted to show that the trade paper's function is: First, to publish trade news; to educate the merchant by bringing to his attention each week the very newest and freshest developments in the commercial world; to exploit successful schemes and selling methods; to give style-tendencies, advertising helps and a thousand and one timely suggestions that the storekeeper can apply with infinite profit to his business—if he will. Second, it was shown that the trade paper stands now, and always has stood, for the heartiest co-operation between the retailer, the jobber and the manufacturer. The claim was made—and it can be buttressed by substantial facts—that the trade paper has done more than any other single agency—and, indeed, more than all other agencies combined—to bring about that feeling of confidence and co-operation which now obtains in modern business life.

But, strange to say, there used to be, in the not very remote past, intelligent manufacturers who had an idea they could ignore the trade paper and go directly to the consumer through general advertising mediums. Consumer-advertising was a talismanic word—for a while. The philosophy of it was beautifully simple. Everybody uses toilet soap. Very good. Here is a toilet soap manufacturer. He proposes to make the name of his particular soap synonymous with excellence in that line. He proposes to make people say the name of his commodity when they call for toilet soap. He is not thinking of the problems of distribution. He is depending upon the call to solve, in due time, all problems of distribution. The call will compel the dealer to provide himself with the commodity called for and the demands of retailers will compel the jobbers to get busy, and the jobbers will keep the plant running.

That is the force-idea of building

a business. The amount of money required to advertise any commodity generally is an enormous thing—more especially as competition becomes stronger in the commodity advertised. Moreover, since the retailer was not at all consulted in this scheme of distribution, he naturally did not take to it kindly. He had handled toilet soaps, had read advertisements about toilet soaps in his trade papers and he knew toilet soaps. Being a good merchant, it occurred to him that it was better to sell the toilet soaps that he had rather than to buy new soaps that he knew not of save from the advertisements in literary mediums. The new commodity would cost him just as much—and frequently more than the price he had been paying. The asking price had already been fixed by the manufacturer. Must he, therefore, discontinue the brands he had always been selling and take up this new commodity at a price which appreciably reduced the margin of his legitimate profit? The proposition did not look good to the merchant. There was a brutality and cold-bloodedness about it that irked him. What did he do? Precisely the inevitable thing: He continued the lines that gave him the better profits—and held his trade in spite of the general advertising agency and its costly publicity.

By and by the advertising solons got wise to the obvious fact that they were up against something good and hard. What was it? At first they could not see. They went over the whole general publicity scheme. Copy all right? Yep; tip-top. Mediums O. K.? Certainly; could not beat them. Billboards, booklets, hangers, calendars and souvenirs right? Undoubtedly. What, then, is the trouble? Why are we not getting results? Then it suddenly dawned on them that the rock their proud ship of publicity had struck in the commercial waters was the retailer. They had not figured on him. Then they began to analyze the situation. They found that Mr. Retailer was much more important than they had thought him to be. He controlled trade. Each in his field was cock of the walk. Between the retailer and his trade there existed a bond of confidence and good will; a spirit of goodfellowship, trust and often friendship of old standing. Was the entente cordiale, as between the dealer and his trade, to be broken off instantaneously by printed announcements? Hardly. The only way to make the thing go is to take the retailer into the game.

How take the retailer into the game? First, by convincing him that we have the product. Have we not done that through our general publicity? No. When it comes to toilet soap he looks to his trade paper rather than to the Saturday Evening Post as a source of instruction. If we want to get Mr. Retailer to take us seriously in our soap advertising we will have to get into the medium that he prizes most highly, namely, his trade paper.

Another thing, we will have to make it worth his while to carry our particular brand of soap. It must al-

low him as large a margin of profit as any other toilet soap of equal grade. We must remember that he is an independent somebody, and that he is not in the business for his health's sake. He is entitled to his legitimate profits as much as we are to ours. We begin to suspect that we have not been playing this game quite on the square.

So the whole scheme of consumer-advertising was overhauled and the defects in it patched up. The dealer was given a fair deal. Now the most approved method of popularizing a commodity generally is to begin by advertising it fully in the influential trade papers first and educating the retailers. Let them know what is pending. Convince them that it is a good thing; not by popular catch-words and phrases and foxy pictures of charming maidens, but by solid argument. Inaugurate a comprehensive follow-up, and make it clear to the retailer that this new thing is going to be attractive to him on the score of substantial profits. This is the logical method of procedure. Having fixed it all up with the retailer, then you can proceed with your consumer-advertising.

Consumer-advertising without co-operation and the trade paper is now discredited by the best advertising authorities. They are now explaining to their clients that any general publicity programme which does not include the trade periodicals which are devoted specifically to the class in which that commodity belongs can not be made to go. The logical order is first the trade papers, then the general mediums.

I have the highest regard for first class advertising agencies. They have done—and are doing—a great work in their specific field. They are counselors, business-builders and resultful producers. The record of their achievements reads like a romance; but I will say this: The advertising agency needs to revise its attitude towards the trade press. Just now the attitude of the average advertising man or agency with respect to trade publications is either mildly indifferent or openly hostile. Why is this? Let me answer this by a suggestive quotation from R. R. Shuman, in an article entitled, The Place of the Trade Paper. He says:

"The strong trade papers will not allow commissions to agencies, and they will not do so because they have learned by experience that agencies create no business for them but rather use commissions as a means of cutting the publishers' rate on business that the publisher himself has created." Then this writer goes on to show that agencies would much prefer placing their clients' advertising in magazines for two reasons: First, the average advertising rate per page is \$300, as against (approximately) \$40 a page in the trade periodical. Second, "one setting of an advertisement is enough for a long list of monthlies," while trade papers are not standardized as to page size. This means more work for the "copy" department.

It seems to be perfectly natural

with the cogitative biped to pursue the path of least resistance, especially when it seems to be the more remunerative. But is the agency treating its clients on the square by assuming this attitude towards the trade press? If what we have said thus far shows that the trade paper is not merely a legitimate but an absolutely essential factor in this business-building series, then the agency must use it. Suppose the commissions are appreciably less to the agency, and suppose the work of preparing the copy for a string of trade papers is correspondingly greater than that required for an equal number of standard magazines? Is the agency not morally obligated to use the most effective and economical means for developing his client's business? When the manufacturer gets wise to the graft on the part of his trusted advertising counselor, think you he will stand for it? And he is beginning, in some quarters, to get wise. Here, as everywhere, it is conscientious service that will pay best in the long run.

Chas. L. Phillips.

We all talk about saving money—but most of us let it go at that.

## G. J. Johnson Cigar Co.

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

## Grand Rapids Electrotype Co.

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

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

## Sales Books SPECIAL OFFER FOR \$4.00

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

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

GRAND RAPIDS  
FIRE INSURANCE AGENCY

THE McBAIN AGENCY

Grand Rapids, Mich. The Leading Agency

**TRACE** YOUR DELAYED  
FREIGHT Easily  
and Quickly. We can tell you  
how. **BARLOW BROS.,**

Grand Rapids, Mich



### Tom Tanner's Theory as to Mail Order Competition.

Written for the Tradesman.

"This spending so much away from home beats me," said the grocer.

"Sure it beats you, and everyone who is in trade," said old Tom, with a laugh. "This country is getting into the way of sending its money abroad for almost everything; in some respects it's a shame too."

"In every respect it is shameful," declared the grocer. "Almost every failure of recent years is to be laid at the door of the mail order houses."

"Why the mail order houses do you think, Dave?"

"Oh, because—"

"You hesitate. Shall I tell you?"

"If you can—"

"To be sure I can," asserted old Tom. "There was a time when the home dealer neglected his opportunities; at such a time the keen fellow in the big city struck out after the trade of the dissatisfied. Let me tell you of some of my experiences, Dave—just a few of them."

"Go ahead. There's nobody in town this beastly day anyhow. Trade is absolutely rotten."

"Yes, I know. Bad weather serves as a damper; but you know the farmer can sit at home, no matter how blustery the weather, make out his order for goods, drop it into the mail box and laugh at the storm. He does it too far more than is good for the home merchant and for perhaps his own good in the long run."

"I never yet advised a brother farmer to go back on his home dealer. In the main it is bad policy. Despite this fact, however, I have a few times gone to the out of town house for what I wanted. This was because I could not get it at home."

"Of course, in that case, you were perhaps justified, although no doubt your home dealer would have ordered it for you."

"He offered to do this, but dear experience led me to decline his offer."

"How was that?"

"I once ordered a suit of union underwear for my wife; or rather she ordered it through the local dealer. When the suit came it was not a fit, nor was it anything like what was ordered, but my wife kept it rather than put the dealer to the trouble of sending it back or holding it himself to sell at a loss later on. Dealers can order things, but it is never a satisfactory way of doing business."

"Now, I once needed a small article in the way of wearing apparel. I visited every local store—there were some half dozen—not one of which had the article. This was disappointing, as I was going away on a journey and wanted the goods on short notice. It is surprising how few things one can find in a small town store, with slender assortments and variety. Staple groceries, some common sorts of prints, a little sheeting, cotton overalls and coarse goods—nothing nice or presentable for women's wear."

"In order to get a fairly decent outfit one must send off for it or go to the city on purpose. Now, the mail

order fellows cater to this desire and win out every time."

"But you can't expect a small country store to keep everything."

"Perhaps not, nor can you expect a man to patronize a store that refuses to keep what he wants. Once he has to send off for articles of the better kind he finds that he can get other things equally as well and there you have the trouble in a nutshell."

"But how can the small dealer keep all these things? His capital would not permit of it."

"I'll tell you what I think," proceeded old Tom, "and I know I shall go contrary to established belief when I say it, the department store is more to blame than anything else for this mail order problem. As you say, the small dealer hasn't sufficient capital to stock his store with everything and that is where the country dealer, the dealer in the small town, falls down."

"I agree with you there, and understand what you would advocate—less number of stores, a concentration of the capital now spread among, say five or six stores, into one, which by such combination could keep in stock almost everything. But that you see would make of these little villages one man towns—"

"Such would be the effect," quickly agreed old Tom, smiling. "I had no thought of that, however. One man towns are non-progressive, I do not believe in them at all. My plan would be a return to the antiquated method of specialists. Let one man sell the shoes and all that appertains thereto; one sell everything in the grocery line; one the drygoods, another the hardware and so forth, no matter if the burg has a dozen stores."

"It is not so much one store keeping everything as it is the town doing it through different dealers. Once the farmer was assured that he could find anything he wanted in Homeburg he would soon get into the habit of doing his trading there thus enhancing the amount of trade done by the village. Every dealer would get his share, and by cutting off the mail order man, win out very much more satisfactorily than you fellows are now doing."

"I should hope so at any rate."

"And my plan is altogether feasible."

"It would be hard to fetch it about," dissented the grocer, "although I must confess that there is logic in what you say. Like the mail order fellows, the department stores have come to stay. The big fish eat the little ones, and the day of small things is passing away never more to return."

"Divided up as I have indicated, the small town could successfully compete with all outsiders," declared the schoolmaster. "A fair amount of capital would stock a store with one line of goods, whereas, scattered over a dozen, it weakens the effectiveness of the small dealer. When next you business fellows get together suppose you fetch this up, Dave?"

"I will do so, but without faith in accomplishing anything."

The grocer got up to wait on a man who had just come in, his nose blue with the cold. Old Tom buttoned his great coat to his ears and sallied forth, aiming for the drygoods and grocery emporium, expecting no doubt to air one more of his theories to an interested listener.

Old Timer.

### Watch Your Insurance.

Scan your insurance policies is the warning sounded by the Fort Smith Merchants' Association Bulletin, which adds:

"With the beginning of the new year many merchants will renew their insurance policies. Do you know the requirements of your policy? This is a matter of importance and one sadly neglected, and we have often called your attention to various causes that demand 'living up to' and which, if violated, will simply mean a total loss as you can not hope to recover on your policy."

"If you use gasoline for fuel or lighting purposes you should have a

permit attached to the policy. This is also true of gas.

"There are many losses from light products of petroleum, such as benzene, benzole, gasoline and naphtha. If you are handling any of these your policy should show permit, and it will tell you how these must be kept and that they must be sold only in the daytime. Gun powder is also governed by a clause.

"Do you keep your books in a safe? This is a clause commonly broken, and if your policy demands that they be kept in a safe or in some place not exposed to fire that would destroy the building why not obey?"

"Before you renew your policy read it carefully, and it would be well to go over it with the agent. If you live up to the agreement and if you keep a complete set of books you will have no trouble with the insurance company in case of fire."

A laugh is a good thing—if it isn't on you.

## 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.





**Each Merchant Should Strive For More Business in 1911.**

Every merchant should now turn his thoughts to a "bigger and better" business for 1911. The question is how to accomplish this. Will the same amount of energy and the same amount of money spent last year for advertising do it? We think not. Each year you are in business needs greater energy and greater concentration to accomplish greater ambitions, and, of course, your one great ambition is the upbuilding of your business.

Look back for a moment over your efforts of 1910. You should know just where your mistakes have been made and therefore can correct them during the ensuing year. No man who does things fails to make mistakes. There is an excuse for making a mistake once, but not the second time.

System is the greatest thing ever invented for business. The man who conducts his business without it does not last long. Now, the point we are driving at it is this: If you are going to increase your sales in 1911, you must follow some systematic plan and stick to it long enough to prove its efficiency or weakness. This applies particularly to advertising.

Your plans for 1911 should embrace a systematic schedule for advertising for every month in the year. There is not a month in which it will not pay to advertise.

January has become a particularly good month in the larger places for clearing sales, white goods sales, etc. February can be made a fair sales month by means of sensational advertising. Clean Up or Clean Sweep Sales are appropriate names. March, during its early days, is usually quiet and then is a good time to prepare for the spring campaign; after the 15th or 20th start in with your early spring announcements, for Easter comes late this year and you will have a long season. April will be a good month in 1911 because Easter does not come until the third Sunday (April 16) so there should be some heavy advance advertising. May is always a good month for sales both in wearing apparel and household goods. June is a month for exploiting white goods and light weight apparel. July and August are similar to January and February and sensational advertising will usually produce extra trade. September starts the initial buying of fall goods and the opening of schools can be used to good advantage by retailers; children's goods particularly should be featured strongly. October sees the fall business start in earnest; this

should be a big month. November is very much a repetition of October only it is larger in the volume of business when strong efforts are made. With December comes a concerted movement by every merchant: there are some who never advertise at any other time of the year.

The foregoing is only a bare skeleton of the year's calendar. In this every merchant will find special events for extra publicity. There are annual sales, anniversary sales, etc., which should be taken care of. Each merchant must work out his own plans and take advantage of every opportunity if he would achieve success in business.

It is surprising what advertising has done for business and yet a large percentage of the advertising of this country is wasted. If every dollar spent for advertising were spent judiciously what would be the result? It is difficult to conceive.

Advertising does not necessarily mean money spent for printers' ink; there are many forms of advertising that are effective. Many merchants in the past few years have successfully adopted plans that have increased their trade. These plans embrace the giving of premiums with specified amount of purchases. If the article is of value this is almost sure to interest a large number of women, and it is the women's trade that is worth while. Such plans should be put on for long periods to bring the best results.

**Retailing of Carpets.**

The old axiom, "Goods well bought are half sold," has been partially displaced by a more modern one: "Goods well displayed are more than half sold," for the prospective carpet buyer is never favorably impressed if the department is unkempt and poorly laid out. Keep your floor neat and clean, for it is your counter. No customer wants to sit among a lot of dirt when looking at goods, and the presence of this one factor will often drive the customer away to another store where "cleanliness is next to godliness." In shopkeeping cleanliness is always an indication of the store's character, and many buyers "lose out" because of their carelessness in not strictly adhering to this one important principle.

In all well-regulated carpet departments the goods are displayed with rhyme and reason, although the display itself often depends upon the amount of floor space which the firm designates to the buyer. In small spaces goods are often "jumbled" up, making it doubly hard for the

salesman to show the goods properly and intelligently. A well-regulated store does not do this, but, instead, gives space liberally and leaves to the buyer's judgment the task of attractive display.

Goods must be arranged with system and with intelligent conception as to how they will look most attractive. Carpets should be arranged in shelves or on platforms with systematic care.

High-grade fabrics should never be shown alongside the cheap ones. The one spoils the sale of the other. Therefore goods should be graded, from the lordly Wilton down to its cheaper companion, the ingrain.

In displaying carpets many a false step has been made by a careless salesman failing to harmonize colors

and grades and putting conflicting ones together.

To bring out forcefully the beauty of design and color in your carpet when displayed show its opposite in color. Lay your goods out neatly

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.



STYLE      PATT.  
 Yds.

**Wash Goods**

Now Ready  
 Ask to See Them

Ironclad Galatea, the best cloth in the market at the price, 10½ cents per yard.

**P. Steketee & Sons**  
 Wholesale Dry Goods  
 Grand Rapids, Michigan



**Leggings and Overgaiters**

We are in position to give prompt attention to duplicate orders. We have the following grades and will be pleased to have merchants compare values:

Men's Canvas Leggings to retail at.....	50
Men's Covert Leggings to retail at.....	50
Boys' Canvas Leggings to retail at.....	40
Boys' Covert Leggings to retail at.....	50
Child's Jersey (with buttons) Leggings to retail at.....	30 and 40
Misses' Jersey (with buttons) Leggings to retail at.....	40 and 50
Women's Jersey (with buttons) Leggings to retail at.....	50 and 60
Child's Knit Leggings to retail at.....	25
Misses' Knit Leggings to retail at.....	35
Women's Knit Leggings to retail at.....	50
Women's Overgaiters to retail at.....	25 and 50
Men's Overgaiters to retail at.....	25 and 50

Above are all packed one dozen of a kind, a-sorted sizes, in each box or package.

**Grand Rapids Dry Goods Co.**  
 Wholesale Only      Grand Rapids, Mich.

and, while doing so, gain the confidence of your customer and learn her tastes and desires.

The sample section of the modern carpet department comes in for a large share of attention and careful thought. Many stores have a special space provided, with a carpet of a neutral tint laid on the floor and easy, comfortable chairs for the customer to sit on. This gives ease and elegance to the department and is the great factor in making many a sale.

But strict rules must be laid out for the sample room. Samples must be kept immaculately clean; they should be of uniform length and arranged according to grade.

Bad management will keep reds and greens together; but this is bad taste—the colors of each kind should be kept by themselves.

If it is your policy to put tickets on the goods see that these are uniform and clean. Do not allow the ends to become frayed out, or permit salesmen to cut off small samples to give to customers. Other means should be provided in case customers want to take a small piece with them in order to harmonize with some other furnishings. Showing carpet by this method can be made productive or non-productive, according to its management.

Another essential feature, although a small one, is to have a supply of yardsticks in your department, with a stated place, or places, where they are to be kept, and where salesmen and stockmen can find them at a moment's notice. This apparently small matter has saved more than one sale and has relieved the salesman from embarrassment in the presence of the customer.

The policy of the buyer is always to build up. He builds up a lucrative business by energy and honest dealing; he keeps faith with his customers, never resorting to petty tricks in order to "boost" his sales; he sells the goods as they are and does not call a cotton chain ingrain carpet with a wool filling an "all-wool" carpet. Neither does he advertise a three-shoot worsted Wilton velvet worth \$1.50 per yard for \$1 and then substitute a two-shoot wool velvet in its place. If he does he is only deceiving himself and not the public.

The carpet business, like every other legitimate kind, is constructive, and can be made so only by honest methods, attractive display, carefully selected goods and prices within reason. System is another essential feature, but this point is an almost inexhaustible subject.

To sum up, a few important methods to inject in your business are: Display goods intelligently; keep your floor clean; classify your lines; have a place for everything and everything in its place.

**Pleasant Memories.**

Not infrequently do we come across a man who is convinced in his own mind that he is unable to do business at the present time as readily, as safely and as satisfactorily as he did thirty years, or such a matter,

ago when he first began to make money. A little questioning will develop the admission that he has steadily made a good net profit during all the years and probably that the last ten years have afforded a little more profit than preceding decades. He will explain, however, that he has worked so very much harder and run so many more risks in the last ten years than ever before.

It is the same old story of the contempt of familiarity. Some of us can remember the pumpkin pies and fried cakes of tender youth—how infinitely more delicious were they than anything that can be made nowadays. We can also remember, perhaps, that the height of delicacy was reached when we could get a chunk of black licorice to hold in the mouth and suck on. The deliciousness of that experience is a memory, for the most of us would now gag at the thought of sucking black licorice and declare that the licorice of the present day is nothing like that we purchased thirty or forty years ago.

The man who finds fault with his business that it is not as it once was has lost the sense of taste he possessed in his vigorous youth and is unable to get the enjoyment of buying and selling and risking that he once obtained; therefore, he is certain that things are not as they were then and it is impossible to do business in so satisfactory a manner. Like Ponce de Leon, we all would fain seek the fountain of everlasting youth, but since we can not find it, the man who knows his business is not so juicy, so delicious nor so appetizing as in the days of the long ago. He might reckon that the fault is not in the business, or the possibility of business, but is decidedly in his inability to appreciate the features of his work that were so pleasant and satisfactory and exciting to him a generation ago.

There are more goods to sell, more people with higher-priced tastes, more opportunities of calling attention to goods, better values to offer, less chances of loss and fairer chances of success than was the case thirty years ago. The reason we do not get the enjoyment out of the work is not that the work does not afford the opportunity but that we have lost the faculty of squeezing out of the doings of every day all that every day offers as possible. The dissatisfied retailer who is able to so understand the actual conditions is still able to pull himself together and see something good in the present day business; the retailer who is bound to remain pessimistic may well turn his business over to his clerks and take a much needed long vacation. Nothing can cause business to look so good as to leave it for a while and return to get acquainted with it anew.—The Dry Goodsman.

**Selling "At Cost."**

Unless you are going out of business permanently, never advertise goods "at cost." Advertising should be written in good faith, and that phrase "at cost" is a definite term. It gives your customers a basis upon

which to figure out just what profit you are making on your goods.

Knowing the cost, the customer will find out the regular selling price. With these two figures it's an easy matter to figure out your profits. If that happens to be a liberal one, the customer will conclude that you are a robber. Not having any knowledge of the cost of doing business the customer is likely to conclude that your profit is altogether too great.

Talks about "cost" are of no special value in an advertisement, but a good many merchants evidently believe the contrary. At any rate, they are always advertising that they are selling goods "at or below cost."

For several reasons we believe it to be poor policy. In the first place, a great many people are suspicious. It is a bad thing to print no matter how true it may be.

The writer knew of a merchant in Central Illinois who had a penchant for advertising goods "below cost." He did it honestly enough. Almost daily he would look over his stock and find broken lots of shop-worn goods and these would be given a big display at the top of his advertisement as selling way below cost. The most prominent feature of his advertisement was the phrase, "Way below cost."

Now it stands to reason that no store can sell its goods day after day below cost and elude the sheriff's sale.

The people realizing this fact, and also noting that the store still continued to do business arrived at the conclusion that the merchant was a falsifier, and consequently he lost their confidence.

At any rate, his advertisements ceased to draw.

He soon saw something was wrong and a friend pointed out to him the cause of the trouble. Since then that merchant has ceased advertising his goods "below cost."

C. T. Hunt, Woodstock, Ill.

**Sweaters as Staples.**

The position occupied by the sweater in merchandising lines is no longer a matter of doubt. The medium-priced sweater of conventional style for both men and women is well up in the list of staples.

The best colors for the winter trade have been grays, navys, browns and dark cardinals. Whites have been good and will be increasingly in demand for spring selling, particularly in the high-grade numbers.

No sweater stock is complete which does not include the style buttoning to the neck and finished by a broad collar, and the V-neck which has been the stand-by since sweaters were invented.

Buyers would do well to order their stocks early as the jobbers have no very large quantity on hand and man-

ufacturers are oversold and find it impossible to make immediate deliveries. Some firms are working a night shift in an effort to overtake their orders. Accumulations in this merchandise are a thing of the past.

Juvenile lines are particularly scarce, but there is a little more stringency than usual this year owing to the increased demand for knitted goods of all sorts. The most popular color in children's sweaters is red, although there is a strong demand for white, particularly in the complete sets of knickers, coat, cap and gloves. These sets have sold well, and in fact all knitted novelties have been in demand.

**In the District Court of the United States for the Western District of Michigan, Southern Division, in Bankruptcy.**

In the matter of Miles E. Strickland, bankrupt, notice is hereby given that the assets of said bankrupt will be offered by me for sale at public auction to the highest bidder, according to the order of said court, on Tuesday, January 17, 1911, at 11 o'clock, a. m., at the store of said bankrupt in the village of Mendon, St. Joseph county, Michigan. Said assets consist of and are inventoried as follows: Stock of clothing and gentlemen's furnishing goods, \$2,004.40; furniture and fixtures, \$130.00; book account, \$790.65. Said sale will be for cash and subject to confirmation by the court. An itemized inventory of said assets may be seen at the office of Hon. Henry C. Briggs, Referee in Bankruptcy, Kalamazoo, Mich., at the office of Peter Doran, 307-8 Fourth National Bank building, Grand Rapids, Mich., and at the office of A. H. Estes, Mendon, Mich.

Dated January 7, 1911

John Snitseler, Trustee.

Peter Doran,

Grand Rapids, Mich.,

Attorney for Trustee.

We can not help liking the man who does not say what he thinks when his hat blows off and rolls in the mud.

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

Made in Chicago by

**BECKER, MAYER & CO.**

**The Man Who Knows Wears "Miller-Made" Clothes**

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

Miller, Watt & Company

Fine Clothes for Men Chicago

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

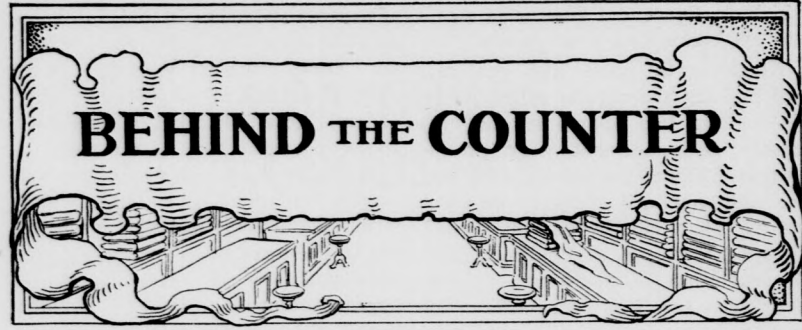
**H. A. SEINSHEIMER & CO. CINCINNATI MANUFACTURERS OF**

*Perfection*

**BOYS' CLOTHES**



## BEHIND THE COUNTER



### Some Things That Make or Mar a Business.\*

Speaking solely from the standpoint of a business life, my observation has caused me to particularly note that those who have accomplished results really worth while are men who learned early in the game to do the common things uncommonly well. Such men are the real leaders, the creators of opportunities.

Their genius is woven into the fabric of the business, of which they are a part, by the infinite pains they give to the little things. They catch and turn to their good the fragments of opportunities that the average man lets pass without seeing.

Admitting as a basis of argument that all of the happenings, all of the conditions that surround us, are opportunities in one form or another, generally speaking, the power is within ourselves to decide as to how these happenings or conditions will finally be labeled so as to show the class, good or evil, to which they belong, as affecting us in a personal or a business way.

For instance, there is no law that says what we shall eat or how much of it we will eat for breakfast, and yet few of us hardwaremen stop to think that this breakfast plays a most important part in the character of the service we give to our business in the forenoon of the day, and if we add to the loss of the morning an underfed or overfed or injudiciously fed body by the noonday meal we will subtract from our afternoon efforts much of that keenness of perception, eagerness for work and feeling of buoyancy so necessary to keep us in the front rank as business men in this keen competitive business age.

Shall we call our failure to give attention to these things a missed opportunity or pass it over as not worthy of consideration?

Did it ever occur to you that the business of which you are a part as employer or clerk has a right to expect perfect physical condition for the daily service that you are to give—that a night of dissipation or sleepless rest as a result of excess or indiscretion is evidence of a missed opportunity to be in the pink of condition for the coming day?

In the game of business in which the retail man takes the brunt of the fray, if we are to reap the fullness of success, mind and body should be ever ready, the one to grasp the opportunities as they pass and the other to stand the strain of the fight. Certainly there is no contest that re-

quires more energy and more thinking than the hardware business, if it is to show the results of more than a living for the owner and his clerks.

Speaking of young men in business brings to my mind another fragment that seems to have been generally overlooked—a missed opportunity if you will permit me to so class it—the lack of appreciation of the average merchant of the responsibility which is his and he should not try to shirk it, of earnest thought to the proper training of the clerks that work in his store and the responsibility of setting them the example of giving to the business of which they are a part the fullness of complete and satisfactory service.

This clerk behind the counter, whenever he comes in contact with your customers, has in his keeping the good reputation of your business. How many of them by carelessness and ignorance betray that trust because the owner of the store has shirked his responsibility? How many of these clerks are simply clock watchers and payday lookers, because the boss has inspired them with no higher aspiration?

The first impression that man or woman receives on entering your store is almost indelible, and if the continued going to a particular store by the average man or woman to trade is a matter of habit—and this is generally admitted to be a fact—how exceedingly important it is to always have your lights trimmed and burning, ready at all times to make these first impressions lastingly for good.

I recall a case that is always before me when I think of a prominent hardware dealer. I have tried to forget it, but do not. His store is a model of neatness and arrangement; his clerks are above the average. This man is an example of refinement and courtesy—the world is better because he lives. The first time I went into his store I noted one of his clerks sitting on the counter smoking a cigar and talking to a traveling man. There were two customers in the store, one being waited on by another clerk and the other waiting to be waited on when somebody would seemingly by accident discover that he was there.

Now, that sort of thing perhaps is all right for a general store in a crossroads settlement, but how many of us would feel complimented if our hardware store were regarded in that class by the public in the towns and cities where we do business.

It seems almost elementary for me to remind you of the difference be-

tween reputation and character. The one is what we would have the public think and the other is what we are, that God knows us to be; and so it is with the store character, just as tangible and just as important as personal character.

Now, this merchant, by the neatness of his store and the general appearance of it shows that he appreciates the power of public opinion, but it is evident he has missed the opportunity of inoculating his clerks with the feeling that the name over the front door—his name—must stand as a guarantee, not alone for the quality and character of the merchandise sold, but the quality and character of the service rendered.

Perhaps it would be argued that these customers were old friends, men who traded every day and often, and for that reason indifferent attention was paid to their coming and going. That is equivalent to the mother who teaches the child one set of manners for company and another set for home and then when this child grows up he gets this dual life mixed, and has reputation, but little character, to command our respect, our confidence and our love.

Let me submit this proposition: If a man or woman likes you — likes your store—they will find a way to trade with you, to give you the order they otherwise would send away to some larger city. You know this to be true, because 75 per cent. of the goods the average merchant buys is on the basis of his like or dislike to the salesman who visits him.

How, then, can we increase the influence of our business—the sales, if you please—and the consequent increase of profit by the increased business done? This is a live question and I believe one that will interest you, for my observations in the last few years lead me to believe that very few hardware dealers cover the field of opportunity which is theirs, being too often satisfied with a partial success.

You allow some outside dealer to come in and sell the builders' hardware for the new home of the druggist and the dry goods man, and take orders from the blacksmith for his hammers, files and nails. You allow the carpenter and the farmer to ponder over some mail order catalogue and send their money away for what they want, when they could serve their best interest by buying from your store.

If you could carefully tabulate the thoughts of yourself and your clerks during any working day, you would find in the average store about 75 per cent. of the thinking done was on things other than selling, and only 25 per cent., perhaps less, devoted to the purpose of the store, which is for selling and enlarging the field of your opportunities in this all-important part of the business.

Suppose you should divide the territory you are entitled to cover into sections and assign a certain section to each clerk, not forgetting to let the boss have his share. Hold each man responsible for results from his field of operation, fix his compensa-

tion on profits made and you will find an awakening to ways and means to sell goods not thought of before. Every farmer, every carpenter, every household would become a prospect and would be worked intelligently and continuously, so that no outside competition at least could get a foothold in your territory.

Put no man on guard who is not worthy to carry your good name and the reputation into the fold of your fair dealing. A failure to bring into the fold of your business the men and women who do not now trade with you will be evidence of bad management.

Remember, salesmen can not be driven; they will follow a leader who is worthy; they will quickly respond to the genius of encouragement. Cultivate that as a great asset. Refrain, of course, from expecting unreasonable things; be slow to expect others to do what you yourself under the same circumstances could not accomplish.

You should know positively the reason why any certain man does not trade at your store, and if it is within the limits of good business, remove the reason or prejudice. In nine cases out of ten you will find the reason for your failure to enjoy the business from some particular source because of your failure to properly think about and plan ways to get it.

Banish from your mind the idea that price sells goods; it plays a minor part in the harmony of business. Impressions, likes and dislikes are the controlling factors, and when you find that one clerk can not get the business of some particular farmer or carpenter or family, try another clerk. Never lose sight of the fact that any man or woman feels complimented in being asked directly to give their trade to a store, and if they are asked in the right way they will do it.

Do not for a moment construe my statement about price to mean that you should rob or overcharge your customer. Such is not my purpose, but you must remember that you can not run a business without a profit, and it must be a healthy one. There is a price in each locality for any article in the hardware store, at which price more of that article can be sold and more net profit made than at any other price, either higher or lower, that you may ask for it, and the merchant who during his working day gives 75 per cent. of his thoughts, as he should, to the selling end of his business, will soon find out what that price is.

I came here to-day intending to talk principally on the retail hardware clerk and his power for good or evil in and out of the store. It seems to me this is the one subject overlooked by the big guns, the big talkers and orators. Why, I do not know, because every retail hardware store is just what the clerk makes it: just that and nothing more, and it is the custom, universally so, to let the clerks dig out their knowledge, form opinions and adopt principles, rules of conduct for their business life to be spent in your store and at your

\*Address by John Hall, before the Alabama Retail Hardware Association.



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

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

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

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

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

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

### This Is The Detail Strip

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

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

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

Actual Size

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

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

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

183 SEP 30

### This Is The Printed Check

★ B - 1.75

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

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

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

Actual Size

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

## The National Cash Register Company, Dayton, Ohio

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



expense, with no guiding hand or wise counsel from the owner whose success or failure is in their keeping.

Happy is that merchant who can truthfully say that he loves his employes, and fortunate beyond measure is that young man, starting on a business career, who can look up to, honor, respect and trust the head of the business in which he is employed. These clerks are your mouth-piece; be sure they are properly trained, know the game and are in every way competent to interpret the high character of the business that bears your name or for which you are responsible.

My theory in trade building is to perfect yourself in the game of selling and then multiply yourself by teaching those around you. The time spent in selling is an investment the same as the money paid for your goods, and should be so reckoned in the theory of selling. In fact, if we could gather up the fragments of time, the wasted moments, hours, the lost motion, the doing of things that do not count in the average retail hardware store, and apply this force intelligently, what a difference it would make in the profits at the end of the year!

The one fragment which I commend to you is to religiously cultivate the habit of giving, at least, one hour each day to thinking of how to sell more goods. Do not try to cover your goods as a whole; think in lines. Take, for instance, cutlery first, then paint, if you keep it, then builders' hardware and on through the whole list of your stock. When you have reached the end of the list go back and think it all over again; and keep on turning the pages, as you can never exhaust the subject.

Give another hour each day in earnest thought to the people who do not trade with you; do not think of them collectively, but individually; get a list of their names, check them off as you bring each into the fold.

Call your clerks into counsel once each week and put these kind of problems before them. We are not selling enough pocket knives or enough locks, what is the reason? Ask them to suggest a plan to change this condition. Take your list of non-buying names, select individual cases. Here is John Brown, he has not bought from us in a year. We want his business and ask for a plan to get it.

After selling comes collecting the money for what you have sold—a most important part of the business. Every transaction in the hardware store is in the nature of a contract; you deliver the goods and receive immediately the money. We call it a cash sale and the contract is closed. But if you deliver the goods and the payment is deferred, there has been a definite date of the performance on your part of the contract by this delivery, and there should be equally a definite time of payment by the other party—the purchaser.

Promptness in payment is a matter of habit, and unless the merchant propagates and cultivates that good habit among the people to whom he

sells, it is only human for those customers of yours to drift into the bad habit of ignoring the respectability of promptness, and that is the beginning of friction, which eventually loses the trade to your store.

Certainly it is a wise business policy to create as little friction as possible, and the way to do it in handling collections is to ask for your money promptly when it is due. The customer expects you to do it then and no irritation is probable, but each day you delay not only weakens your standard of promptness but lessens the customer's respect for your business methods and makes friction a certainty.

#### Cultivating the Clerks.

The most successful business men are those who are able to bring out the best in their employes.

The merchant who can inspire his clerks to do their best, to feel his enthusiasm, to actually like their work for the game itself, and know it, works at a tremendous advantage.

All merchants do not have this power, but most can develop it to a profitable extent.

We give a few suggestions which actual tests have proved of merit. We recommend them for every store from one clerk up.

1. Post your clerks on the talking points of new goods.

Just use the common sense method of explaining the merits of the article. Technical knowledge is not necessary, but you can sum up in a few words your reason for buying and why you think others would care for it. To an inexperienced clerk this will mean a very great deal.

2. Be frank with your clerks.

It is a splendid idea to have a little meeting occasionally at which time you can solicit their suggestions, tell them of your plans for the next week or month and what you would like to accomplish. You would be greatly surprised at the excellence of the ideas brought out. They come to believe that they really have a big part in your store, which is true. So big a part, in reality, that your success depends largely upon it.

3. Be fair to your clerks.

Listen to them kindly when they have a complaint and keep your temper. Do not be unreasonable. There are always two sides to a question, but, of course, respectfully maintain your dignity as head of the business.

4. Do not openly show favors.

Nothing can be gained by creating antagonism or jealousy; but honest competition should, of course, be encouraged. Some clerks have too good material in them for you to allow it to waste. Encourage that clerk who bids fair to be a burden saver for you.

5. Study your clerks.

Learn their strong as well as more noticeable weak points, encourage them, show them you are of the same kind of flesh and blood they are and have a sincere interest in their interests.

6. Use your clerks.

The average merchant, for fear that no one can do a thing quite as well

ads he, is losing a good chance. Set a clerk in spare time to checking up prices, comparing catalogue prices, keeping want books, trimming windows, planning a sale. If you have a bright young man it is more than likely he can develop into a writer of good advertisements for you.

It is altogether true, though, that you can not inspire your clerks unless you are inspired. You yourself create the atmosphere in your own store; let it be one of cheer and optimism, a good place to trade.

You will save time by taking time to cultivate your clerks.—Butler Bros. "Drummer."

#### Make the Store Cheerful.

Make it a point to have your salespeople impress on the customers that they want to show them the stock and give prices and assist them in any way possible in making purchases, no matter whether they buy that day or not. Treat your customers so well they can not help but come back next day. Make the store a nice, cheerful, good natured, courteous place to trade. This will have its effect.—Boot and Shoe Recorder.

After taking a chance many a man wishes he could put it back where he got it.

#### 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.



## 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.



# FANCHON FLOUR

Has a State Wide  
Reputation



## JUDSON GROCER CO.

Are Distributors

Grand Rapids, Mich.

### Proper Respect For Bread.

Conditions in the handling of bread are not so bad generally as they used to be; but there is plenty of room for betterment. It is little wonder the average consumer has had a low estimate of bakers' bread, when bakers themselves have been so guilty in this respect. The public is not likely to think more of a man's wares than he does. People generally have a right to gauge the estimate the baker puts on his bread by the care he gives it. Judged by that standard, the baker's opinion of it has been very low. Here is a matter in which the baking trade as a whole has been at fault seriously; and the fault is still so general and so serious that attention needs to be called to it again and again, and in different ways. A great improvement has been made by some bakers; but the improvement is not yet so common as it should be.

The way their bread is treated by thousands of bakers says to the public in plain terms—

Our bread is not much good; we do not think it is worth much.

It does not deserve to be treated with any special care; and we handle it in any old way, so it gets to the customer.

We cart it about the streets without protection from dirt.

We turn it over to grocers who care for it even less than we do.

We let them do anything they please with it.

We do not care if it lies exposed on their counters.

It does not matter to us if it is mauled over by customers.

It is nothing to us if a dozen dirty hands finger it.

It does not concern us if it rides in a basket next an oil can.

There has been, and there still is, altogether too much of this sort of thing. A change for the better has come; but a great deal more remains to be done to make conditions as they should be, and to give bakers' bread the high place it deserves in public esteem.

The work of putting it where it belongs must be done by bakers. Grocers will not do it. Consumers will not do it. If it is ever done, bakers must do it. Bread deserves far better treatment than it is getting. It is making calls for skill and character of the highest type. Properly made, it is the finest kind of human food. Its production demands the very best there is in the heart and brain and hands of man. Because of these things and because it has so much to do with the highest welfare of the most progressive people on the earth, the finished product deserves and demands a high order of treatment, and those concerned in its production should be the foremost in treating it with proper respect, and teaching others to do so.

A number of most desirable things would follow if bakers were to treat their bread with the consideration it deserves. Bakers' bread would rise at once in popular esteem. It would be much more generally used—(not 25 per cent. but 75 per cent. would

be the bakers' share of the bread-making). Better prices would be easily obtained for it. Bakers would occupy a larger place in the mercantile world. Bakers and the baking business would be given a higher rating—commercially and in every other way.

The game is worth the candle.—  
The Bakers' Helper.

### Business and the Bakery.

Every large bakery, in common with other leading business enterprises, sets aside regularly sums sufficient to cover deterioration in the plant and the cost of renewing fixtures, etc., but how many of the small bakers do that? Not many. Most of them live right up to their income, never thinking of the requirements of the future. Young bakers generally take the few hundred dollars more or less that they have saved and fix up their plants, and then they look around and think how nice it looks, and then they go ahead and spend all they earn, thinking that they are all right if they do not spend more than they take in, and they do not see any farther than this until the things wear out or the old horse dies, and they find they have not the money to buy anything new.

The baking business is a happy business, but it is the happiest when the business end of it is conducted on business principles. Just as soon as you start a bakery, my boy, start a sinking fund and keep it up rigidly. If you find you have to deny yourself something to save the amount, deny yourself and save the money. You are absolutely sure to need it. You know how long it takes pans and things to wear out, or if you do not your helper can tell you. Have the money ready for whatever you may want when you need it. Do not be compelled to go into debt for these things. Debt means distress for any baker.

The baker who does not provide for deterioration and renewals is booked for bankruptcy. Start a sinking fund, my boy, right away, and keep it up rigidly. Whatever else you do, do that. Have the money ready when there is something you want to buy, and then lay aside a little more that you can save. In other words, besides keeping up your sinking fund you want to start accumulating.—The Bakers' Helper.

### Wood Bread in Germany.

"Holz-brot"—in English "wood bread"—is a German invention of which a good deal has been talked and written. In one factory alone no fewer than 44,000 pounds of it are already being turned out per day. Into its composition, to be sure, there enters a quantity of barley meal, but this portion is only a third of the entire ingredients, and the rest are wood shavings which have been first subjected to various chemical manipulations. Again, although at present it is employed only as a fodder for horses, the manufacturers declare that "in the event of a scarcity of other bread" it would be found to constitute an excellent food for man, and this is a view which is also expressed by many doctors and chem-

ists who are in no way financially interested in the article, which, at any rate, would be a very superior substitute for the "earth" bread that in former times was a common article of diet among the very poor in some German districts.

### Two Stories of Two Clerks.

These two stories from real life are given without comment. A clerk in a retail store proved himself a most faithful and conscientious employe. He obeyed the familiar rules for success as a salesman in a shoe store. His employers failed and the clerk lost his position, and he has been for several months unable to find another position, although he is a good and faithful clerk.

The second story is of a traveling salesman, who proved himself a good salesman. He kept his personal reputation quite strongly before his customers. One day there was a dispute between the partners of the firm that employed the salesman. They split. One partner said to the salesman, "I expect you will continue with me."

"No, thanks," replied the clerk, "I am going into business for myself." This he did.—Boot and Shoe Reporter.

## 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.

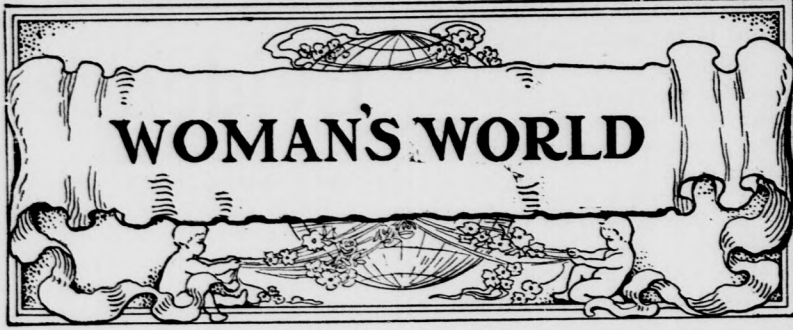
## Better Business

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

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

NATIONAL BISCUIT COMPANY





### A Little Allegory For Brides and Bridegrooms.

Written for the Tradesman.

In a beautiful leafy dale there stands a rose-embowered chapel. It is so romantic and delightful a place that many couples come here to be married. All through the long summer days, wedding parties are coming and going, dainty brides and handsome bridegrooms with their attendants and friends can be seen either entering or leaving, and the merry wedding bells are pealing constantly.

Near by, at the side of the driveway, leading from the chapel, is a small stone building called the "Lodge of Wisdom." Within lives an aged woman with white hair and keen, far-seeing eyes. On the door is a tablet bearing this inscription: "All are welcome to come in and learn how to attain happiness."

Very few stop at the "Lodge of Wisdom," or even so much as pause to read the inscription on the door. The automobiles and carriages roll gaily along, the bonny brides and glad bridegrooms little dreaming that the white-haired woman has any message for them.

But one bright morning she heard a knock on her door and opened it to admit a young man with a fine, strong face, and a girl with thoughtful forehead and beautiful, enquiring eyes. The girl spoke:

"We have stopped to try to learn what you have to teach, for we know that we are starting out over a road that is strange to us, and which so often seems to be set with pitfalls of grief and misery. We have just come from the chapel and we are very anxious to make each other happy."

"We were almost afraid to take this step, Harry and I, because so many of our friends have started out confident of wedded bliss and have found only disappointment, bickerings, quarrels and heartbreak. The wedding ring which they thought of finest gold turned out to be only common brass. The way of life to them has proved not even a pleasant, enjoyable journey, but, instead, a dreary tramp over stones and rocks and through endless stretches of mud and mire."

"My children," spoke the old woman, "it is much that you realize your need of knowledge and guidance. Most are not so but pass my door without so much as glancing at my little sign. Or, if they do chance to see it, they say as did a sprightly young lady yesterday: 'Why, happi-

ness is not something that you have to make such a desperate effort to obtain. It just comes. We are married and we will be happy ever afterward, won't we, Jack?' Here she glanced up roguishly into the smiling face of her husband. 'So what is the use of making hard work of it?'

"Right here is the mistake," continued the old woman. "So fair and fine a thing as the happy home made by the harmonious blending of two lives in one, does not just happen any more than a successful career, a profitable business, or a perfect musical composition just happens."

"Do you want happiness? Then you must be ready to pay the price of it in such homely, old-fashioned coin as patience, forbearance, consideration, unselfishness and wise, sensible conduct."

"Sometimes, through the open windows, I hear them repeating their marriage vows over there in the chapel, hear the blessing of the minister and the congratulations of the friends. The solemn words have been spoken; for lifelong joy, or bitter, carking sorrow, who can tell?"

"An old woman must have her fancies, so often I speculate upon the future of the people who come and go over there. I see the gallant bridegroom and I say to myself, 'Is this handsome fellow, the seeming embodiment of all manly spirit and courage, really a man, ready to make a sturdy fight in the battle of life, and to cherish tenderly and protect faithfully this woman whom he has so blithely chosen? Or is he merely a selfish, overgrown boy, who will soon find irksome the loss of his pre-nuptial freedom, and become sullen and ill-tempered when his every whim cannot be indulged?'

"And the lovely blushing bride; duties as well as pleasures await her. Indeed, henceforth, pleasures must be conditional upon duties well performed. Will she rise to the dignity of administering her household with judgment and capability? Will her husband find, in her sympathy and companionship, strength for every struggle and solace for every grief? Or, upon her first encounter with the responsibilities of life, will she weakly yield in the conflict and speedily degenerate into a pouter, a whiner and a cry-baby?"

"It is a gruesome thing to say, but sometimes, almost before the sweet tones of the wedding bells have died out, I am pained to hear the sound—harsh, discordant and sadder far than any funeral dirge—of domestic altercation and wrangling; and I am re-

mind how brief a span may separate the altar from the divorce court!

"Few, very few, are destined to find great happiness, because very few are willing to pay what it costs in mutual devotion and self-sacrifice. I have lived to be an old woman, and have studied life profoundly, and I know of no other way by which the happiness which you seek may be obtained."

She had finished speaking. The young husband and wife, having let her words sink deeply into their hearts, thanked her and went to join their waiting friends. Quillo.

### Why Many Women Fail.

There are a great many girls in business, both professing and unprofessing Christians, who would feel grievously pained and shocked if one were to tell them that they were dishonorable in their attitude toward their employers, yet the fact remains; and these same girls continue to work year in and year out, receiving small remuneration for their services and continually complaining because they do not receive as high salaries as some of the other girls whom they know. Whose fault is it? Invariably their own, if they but realized it, for if a girl does good, conscientious work her employer is usually cognizant of the fact and she will be paid according to her ability.

Strange as it may seem, it is almost impossible to convince some girls that they are not absolutely conscientious in all their actions. Yet often these are the girls who take ad-

vantage of their employer's absence, laughing and talking and killing time generally, but being particularly careful to appear busy the moment they see him enter the office or hear his step coming along the hall. It is wonderful how acutely their ears are trained to the sound of his step!

How apt is the old adage, "When the cat's away the mice will play." It is certainly a question for conjecture in an honorable person's mind how any one possessing one atom of honor can continue to try to deceive a man who is paying her for services she professes but fails to give. To call such girls thieves sounds dreadfully harsh, and while perhaps they would not think deliberately of putting their hands in their employer's pocket and stealing his money, yet they are just as guilty when they steal time which belongs to him as if they stole money right out of his pocket, for while not literally doing so it amounts to the same thing in the end.

The really successful girl is the one who works at all times in the interest of her employer, whether late or early; who does her work conscientiously and well whether he be in the office or out of it; in short, the girl who faithfully keeps the Golden Rule, and who does not fail to remember that whether her employer knows what she is doing or not, there is One who always sees everything we do and judges us accordingly.

Ella Lounsbury.

Smiles cost less than electric lights and they make the home brighter.

## Putnam's Menthol Cough Drops

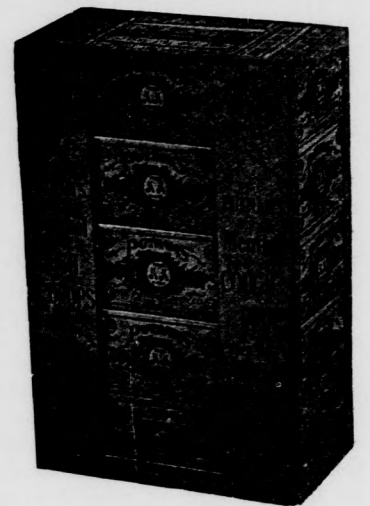
Packed 40 five cent packages in carton. Price \$1.00.

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.





**Fabrics of Human Hair.**

"The market in human hair is a subject that has recently been engaging the attention of textile journals in Great Britain," writes the United States Consul at Bradford, England.

"The supply of this article is undoubtedly much larger than is generally supposed; indeed, one textile manufacturer in Bradford stated that he could purchase forty tons of it whenever he wished. It therefore becomes of interest to ascertain the uses to which this article is now being put.

"Wigmakers and women's hairdressers are apparently the principal users, especially at the present time, when the prevailing fashion is for ladies to wear extensive coiffures. The bulk of the human hair used for this purpose probably comes from the Continent, Bohemia being on especially productive district, but large quantities are also received from China. The Chinese hair is usually intensely black, and as its color detracts from the value, it is bleached with hydrogen peroxide. The hair is then sorted according to its length and grade, and dyed and finished in whatever shade desired.

"A British textile journal recently stated that as human hair was not of so rank and stout a growth as to lend itself for use like horsehair in haircloth weaving, it is possible that makers of interlining fabrics and of oil-press cloths, or perhaps of carpets, might find employment for the substance, but that there are no fabrics professedly made of it solely, its use being confined to a blend with other materials.

"It is therefore of interest to note a manufacturer in Bradford—possibly the only one as yet in this country—is now weaving a cloth made entirely (warp and weft) of human hair. The hair, which is usually of a staple length of from 10 to 12 inches after being thoroughly disinfected, is spun into a yard of the required thickness, and is then woven into a fabric, either 20 or 30 inches in width and in lengths up to ninety yards. No dyeing is performed, the fabric being of the natural color of the blended hair. The fabric is intended for interlinings for men's wear and possesses the advantages of being absolutely unbreakable, unshrinkable and uncreasable. This fabric may therefore supersede the coat canvas made of linen, formerly used for interlinings, or the more modern hair canvas made of cotton warp and hair weft."

The British Consul at Swatow, China, in his annual report, says: "The export of human hair has nearly doubled in value this year, amounting now to \$139,000. This sudden development of the business has provoked some enquiring comment among the Chinese, who, however, whatever they may think, have not been slow to take advantage of it. All classes of natives, more especially in the Kia Ying Chow region,—gentry, students, tradesmen and working people—have, it is said, invested their money in the business, even to the

extent of borrowing money for the purpose at 4 to 5 per cent. per month, while the poorer classes have found a new and paying occupation in collecting combs and preparing them for the market. The business has, however, been considerably overdone, and it is reported that there are several tens of thousands of caddies (one and one-third pounds) now lying in the Hongkong godowns, foreign importers having telegraphed to stop all further shipments. The article appears to be exported to Europe to meet the new fashions' requirements for women's 'transformations,' switches, bandeaux, hair nets, foundations, etc., as well as for theatrical wigs."

**Age of Saleswomen.**

In reply to Mrs. Richard Croker, who in an interview in Paris said that the New York department stores would not employ women who were more than 32 years old, Henry Siegel, of the Fourteenth Street Store in New York, is quoted:

"A woman can not be a competent saleswoman until she has reached the age of 25 years. The best saleswomen in my employ are much over 30. The girl of 16 or 18 is incapable of earnestness. Her mind is never on her business. She flirts with many of the young men who come into the store and as a result many good sales are lost. But after a few years of service she becomes more matured, ceases to be frivolous and attends strictly to business. When she has reached the age of 25 or over her one thought is advancement, because she needs more money. Nearly every girl I have in my employ, who occupies a position of trust, has reached that settled age. I employ many thousands of girls and, of course, many of them are very young, as there is a scarcity of older women. The young girls are generally put in the wrapping rooms and employed at some position where responsibility is not heavy. This talk about a woman over 30 years of age being refused employment is ridiculous. It is the effort of the members of our company to secure such women. I prefer to employ them because I consider them more competent, reliable and trustworthy."

J. D. Greenhut, head of the Siegel Cooper Co. and Greenhut & Co., was quoted:

"We prefer women between the ages of 25 and 35 years. They are more attractive to business, more attentive and have bigger responsibilities than the girl of 16 or 18. The scarcity of middle-aged women is noticeable because few at that age are compelled to work. We employ about 4,000 women and girls. Many of them are very young, but the average girl—the girl we place in a responsible position—is well past the age of indiscretion."

The grocer who waits for trade, instead of going after it, will open the store just as a necessary part of the day's drudgery, instead of with enthusiasm and in an optimistic frame of mind as regards what the day will bring forth.

**The Man's Woman.**

A well-known essayist who usually falls upon immortal truths not by strenuous effort, but by a certain childlike faith in God or man or life, says:

"The most important of woman's rights is the right to have children of her own and to raise them. Too large a proportion of our women," he says, "for one reason and another do not marry and go to their graves an honorable and useful but pathetic procession of women deprived of their birthright."

This is what he says, and then with the inconsistency usually attributed to the other sex, he insists that the present regime must continue, that, fortunately for humanity, a great conservative force will hold any progressive movement in check, and with the cheerful acquiescence which is his distinguishing feature and one of his charms, he gazes smilingly at "the honorable and useful but pathetic procession" marching to their graves.

No good woman will question Mr. Martin's first statement. There are only two classes of women who set other ideals ahead of that of having children, training them well, making them healthy and honorable, able-bodied and high-minded, and giving them hope enough to meet life with. There are only two classes willing to set any other ambition ahead of this: the pampered and the prostituted.

There has always been a certain divergence between the man's ideal of woman and the woman's ideal of herself, and it would be unwise to lose sight of the fact that if the woman in making herself the woman she believes she ought to be, is about to lose the respect or the honor or the love of man, the purposes of the race are being thwarted again. It is impossible to make a canvass of middle-aged couples to find out which kind of married woman has held her husband's allegiance—the class that for lack of a better term we may call the ornamental dolls, or the class who looked upon themselves as responsible beings.—Harper's Weekly.

**Size Versus Flavor.**

A paragraph about strawberries makes pleasant reading for these cold and snowy January days. It awakens dear memories of the strawberries and cream of the past and provokes happy anticipations of similar studies in red and white in the future. Those would be the agreeable sensations excited by the statement that Luther Burbank has invented or produced a new strawberry, if it were not that there is a fly in the ointment. The improved berry is to be of mammoth proportions. It may even weigh an ounce.

One can understand how that would

please the grower; it would not take so many berries to fill the box. The consumer would be the one to object, because the flavor does not increase proportionately with the size. The flavor is on the surface in the little pits and not in the pulp. Thus it is that of all strawberries the most highly flavored and delicious are the small wild ones. Quantity does not make quality. Take one of the huge strawberries, such as grow in some parts of South America, pare it and eat it. There is nothing but tasteless pulp.

These abnormally enlarged strawberries which Mr. Burbank promises may answer for the strawberry shortcake of the restaurant.

There is room for strawberry reform. The boxes they are retailed in should be bigger. The retail conscience should be purified and uplifted so that the fruit might not be good on the top and poor the rest of the way. The growers should not ship so much green or spoiled fruit to market. We want no monstrous berries. They may look well at a horticultural show, but they do not tickle the palate.

**The Keystone.**

There is a structure which every institution builds for itself. It is called character, and every act is a stone in this structure. An institution, in order to have a good character, must think honestly, act honestly and breathe honestly. The people soon determine between the genuine and the counterfeit. They know the ring of the true metal and the base.

L. M. Jones.

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

**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.**



**CUSTOMERS AND DOLLARS.**

**Seemingly Trivial Things Reveal a Man's Calibre.**

Written for the Tradesman.

There are two ways in which a successful business may be acquired. One is to draw people to you by attractive goods and prices. This is the first step, and leads to the second trade-winner, which is to treat your customers so that they will form the habit of coming to you for whatever they want in your line. A group of satisfied buyers is about the best possible proof of the ability of a merchant.

If the merchant who brings a thousand people to his store during a sale manages to bring most of them back when ordinary prices prevail, it goes without saying that he is on the road to success. One satisfied customer brings a dozen buyers. There is a quality of human nature which seeks imitation, which, after all, is the real thing in flattery.

If a woman wears a certain kind of gown she likes to have that variety become the popular one in the town where she lives. She wants to have people think that she sets the pace. If a man takes charcoal for the rheumatism, or kerosene for la grippe, he wants all his friends to do the same thing. He wants to let folks know that he is a wise man and knows just what to do under any set of circumstances. If a lady joins the Baptist church after being a Presbyterian for years, she wants all her friends to follow her. She wants her associates to understand that she has the only pure brand of salvation there is on the market.

Perhaps you have heard something like this before. Very well; it is the repetition of truisms that fixes the mind on a principle. If you understand now how and why people like to point the way to others, in anything, from corns to eternal life, just stop and think what a fine thing it would be if you could utilize this human vanity in the direction of extending your business.

You can take advantage of this human weakness if you want to—and if you know how. See that Mrs. Jenkins goes away with a dress pattern that she will exhibit as a model in style, quality and price. She will show it to every friend she has. She will explain that she bought it of you, after going to every other store in the city. She will offer to visit your store with any friend she has and present her to the clerk who sold the wonderful bargain.

When you get people to talking for you in this way you have something coming. If they talk the other way, after spending their money with you, you have also something coming. Something you won't like, perhaps. Of course you can not please every one, for there are knockers born every second, but if the consensus of opinion in the 'Stent ward is that you are a punk dealer, you will lose by it, whatever alluring copy you make for your advertising space, and if the consensus of opinion there is that your store is the best place in

town to trade, why, you have a good pull down there.

A merchant once told me that he regarded customers as he did dollars. He said it was not the ones he got that made him rich; it was the ones he kept. Competition is too strong for any mistakes with customers. Many buyers are unreasonable, but if you become acquainted with them you will enjoy their society. The out and out cranks are usually the best associates when you get to know them. Well, competition being so strong, buyers leave a store at the first cross word, at the first show of inattention. Their trade may be small, but the money they lay down on the counter cost them a lot of figuring, many sacrifices, and they think they are doing a mighty favor to the man they hand it over to. So they refuse to be bluffed, or treated insincerely, or cheated in their purchases.

But if a little thing will turn buyers away from a store a little thing will also bring customers. One little touch of human sympathy will often do more than a formal expression of interest. There was Farley. He was a real human man—made out of flesh, just like all men, and it was natural for him to take the troubles of the world much to heart. He ought to have been selling books instead of beef, but he sold beef, all the same, being a square man in a round hole, as the saying is.

One day a lady passing his market with her arms full of bundles fell down on the sloppy walk. It was one of those days when the snow would block the walks if it were not for the mud, and when the mud would block the walks if it were not for the snow. Anyway, there was a mixture on the walk warranted to increase the business of the Troy Steam Laundry across the way.

The lady went down in this mess with her nice suit and her bundles. When she arose she came up smiling but dirty, and her purchases were getting divorces from their wrappings, and the mud and snow dripped down and made puddles where she stood. Farley stood in the door of his shop and saw the calamity. He went out to the lady and picked up her bundles, and took her into the store, and got a broom-brush and extracted some of the slush from her clothing and rewrapped her bundles. The woman thanked him and went her way.

Later, when I talked with her about it, what do you think she said? What was the feature of the incident that remained longest in her mind? She did not say that he kept the slush from soaking into her clothing, or that he preserved the integrity of her bundles. She remembered all this, of course, but what she said was:

"Why, he acted as if he felt sorry for me!"

There you have the human demand for sympathy sticking out. This lady is now a patron of that market, although she never had been before. You could not pull her away from Farley with a sixteen-span of mules.

Now, you need not think that a merchant must brush off all the people who fall down in the streets and make a bootblack of himself in order to get business. In a thousand ways there are opportunities to show that you are human and take a personal interest in your customers. Farley never thought of that lady as a possible customer when he rushed to her assistance. He saw a woman in trouble and that was sufficient.

By the way, Farley is quite a phi-

**Grand Rapids National City Bank**

Capital \$1,000,000

Surplus and Undivided Profits \$350,000

Solicits Your Business

**Kent State Bank**

Main Office Fountain St. Facing Monroe

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

Deposits  
6 Million Dollars

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

3½ %  
Paid on Certificates

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

**Child, Hulswit & Company BANKERS**

**Municipal and Corporation Bonds**

City, County, Township, School and Irrigation Issues

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

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

Michigan Trust Building  
Grand Rapids

**BOND OFFERINGS**

**Tax Exempt**

Yield About

\$33,000	PHILIPPINE GOVERNMENT Public Works and Improvement 4's	3.70%
17,000	CITY OF MANILA, P. I., 4's Registered Gold Bonds	3.70%
2,000	St. Charles, Mich., Elec. Light, 4½'s Serial	4.10%
4,000	Munising, Mich., Sewers, 5's, Serial	4.10%

**Municipal Bonds**

9,500	Garden City, Kansas, R. R. Aid, 5's	5%
10,000	City of Galveston, Texas, 5's	5%
11,000	St. Joseph Township, Berrien Co., Mich., 4½'s	4.25%
21,000	Searcy, Arkansas, Water Works, 5½%, Serial	5.50%
18,000	Elgin, Ill., Sewer District, 5's	5%
27,000	Logan County, Col., Schools, 5%	4.50%
15,000	Frederick, Okla., Schools, 5%	4.85%
25,000	Okmulgee County, Okla., Funding, 6's	5%
27,875	McClain County, Okla., 5½'s	5%
7,500	Caddo County, Okla., Schools, Funding, 6's	5.25%
25,000	LaFlore County, Okla., 6's	5%
15,000	City of Sapulpa, Okla., Funding Schools, 5's	4.75%
5,500	City of Purcell, Okla., Funding Schools, 5's	4.75%

**Corporation Bonds**

4,000	Detroit, Ypsi, Ann Arbor & Jackson Ry., 5's, 1926	7%
10,000	Wilkinson Transportation Co., 5's, 1918	5%
10,000	La Porte Gas Light Co., La Porte, Ind., 5's, 1925	6%
16,000	Michigan-Pacific Lumber Co., 6's, Serial	6%
60,000	Pacific Traction Co., 5's, 1927	5.50%

Special Descriptive Circulars on Request

**E. B. CADWELL & CO.**

BANKERS

BOND DEPARTMENT

PENOBSCOT BLDG.

DETROIT, MICH.



losopher. In that same town there was another market, and the friends of both owners often suggested a consolidation, this being the day of combinations. As a matter of fact, there was only enough trade there for one good market, and both men were willing to join in a partnership—that is, they both were willing until Farley investigated.

Now, if you want to see what there is in a merchant or a clerk, you go to him with some order out of the ordinary, some request that will get him out of the usual routine. It is like coming upon a horse on his blind side. If he shies and runs away, you know that horse is not thoroughly city broke, and is not safe for a family driving horse. Farley knew this, and sent a lady to the other man's store to buy something.

"I want two pounds of round steak," said the lady.

The meat merchant picked a cut off the block and weighed it.

"Two and a half," he said.

"That will answer," said the customer. "Now, I want it ground into hamburger."

"Oh," said the meat man, with a scowl, "we have plenty of hamburger all ready. I'll get you some of that."

He threw the steak back on the slab and turned to the ice box.

"No," said the lady, "I want that steak ground up. I want real meat in my hamburger and not sinew and scraps. I want that ground."

"We do not do business in that way," said the meat man. "If you want hamburger I will sell it to you, but I won't grind this for you."

"You don't seem to be very busy just now," observed the lady.

"We don't do business in that way," said the butcher.

"You won't be doing business in any way very long," said the customer, "if you treat people as you have me," and she walked out.

If the butcher had not realized that it was a lady who was going out he would have thrown something at her—a hard word if nothing else.

"I suspected something of the kind," said Farley, when the affair was reported to him. "That man can not get his name on any sign with mine. He would burst up the best business in the world. I will just let him alone and he will go to pieces by the time I get ready to enlarge my business."

That was Farley's way of choosing a partner. It seems almost unnecessary to add that the fresh butcher did go to pieces and that Farley now has the only market in the town.

There surely is something in the saying quoted above. A customer is like a dollar. It is not the customers you get that make you rich. It is the customers you keep. Farley knew that the man who wanted to go into business with him would not be able to keep his customers and so rejected his offer. The hamburger steak incident showed the character of the man. He was a spendthrift in the most valued asset of the live merchant—customers. Alfred B. Tozer.

**Cultivate Your Neighbors.**

The contented man is he who lives at peace with his neighbors. The successful man is he who makes the best use of his neighbors.

The successful merchant needs all the help he can get from everybody who will help him, and his business neighbors ought to be given every opportunity to do their share.

There are storekeepers, you know some of them, who make their store a shell into which they crawl every morning and stay until they have to go home at night to sleep. If these fellows come out long enough to go to the bank or to lunch, they come out only in a physical sense. Mentally, they are still in the store.

They eat, drink, sleep, think nothing but store, store, store.

Such men may make some money. They may even be accounted successful in the sense of having reached a point where they do business enough to enable them to save a little money every year. They may be successful storekeepers in the technical sense, but they are not successful men.

They have succeeded in getting up on their financial feet in spite of their nose-to-the-grindstone methods, rather than on account of them.

The merchant who wants to succeed in the larger sense of the word must be something of a mixer. He must get acquainted with his fellow merchants and he must take time to talk with them about business conditions. He must crawl out of his shell as often as he can make opportunity. He will do more business for it and he will live longer and better. He will be happier.

The man who starts in business in a strange town and does nothing to get acquainted with the rest of the business men there will find that he is a long time getting to where he is regarded as one of them. He will be "the man from Punkville" for years, instead of becoming, in a few weeks, "our esteemed fellow citizen," as he might if he started right in to get acquainted.

The newcomer needs to go right down the line as he gets time, calling on every merchant in the town and explaining who he is, where he is located and, in some cases, telling what he intends to do. He should call on competitors among the rest, and get on a friendly footing with them right away. Even a man's competitors do him less harm if they are friendly.

The more friends you have personally, the more your store will have and that means dollars and cents to you. The more friends among your business neighbors, the more of them will refer to you enquiries that they receive for goods you have and they do not have in stock.

Every store in your vicinity has visitors almost every day who ask for goods that you have and that that store does not have. Those enquiries are going to be referred to the man whom the people in that store like and if you never go in there, if you do not know the clerks to speak to them, and only know the proprietor to nod to him on the

street, you need not draw on your imagination very much to know where they will not send such an enquirer. He will be sent to some merchant whom they do like.


When you go to meals, stop in once and a while and talk business over with some merchant on your route. Make plenty of these little calls and make them in a casual way and you will soon find that you are getting better acquainted and more friendly with your fellow merchants in all lines when you fall in with

people in the street and have a chance to walk along with them for a block or two, do it and make it count. Go out of your way to get a chance to increase your acquaintanceship by means of these casual visits.

It is all right to work hard and long and waste no time but no man can work all the time and not get so deep into a rut that he can not see over the sides.

How silly the things a man wanted at the age of 20 look to him at 50!

**Capital**  
**\$800,000**



**Surplus**  
**\$500,000**

**Our Savings Certificates**

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

## 53 DIVIDENDS

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

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

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

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

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

## Long Distance Telephone Service

Is the Modern Method of Communication

**Prompt Service**



**Reasonable Rates**

Every BELL TELEPHONE is a Long Distance Station







### "Little Things" Well Pushed Will Yield Good Profit.

Select a certain grade of shoes in both men's and women's lines, and in each pair of shoes on your shelf place shoe trees. Before fitting a pair of shoes on your customer's feet you will have to take out the shoe trees. This will arouse the customer's interest. He or she will ask what you have placed them in the shoes for, and your answer to the question will be your selling argument on a pair of shoe trees. Progressive merchants who have operated this plan state that they averaged a sale of a pair of shoe trees three times out of five.

You probably have space in your findings' case and in other parts of the store where you can arrange findings outfits. These outfits should be composed of shoe trees, shoe polish, shoe polishers, button hooks, shoe laces, arch supports, etc.

The fact that you are selling shoes means that you should also show articles connected with shoes or articles connected with the comfort of the feet. The display of these findings articles will force home the fact to your customers that they need to purchase other articles as well as shoes.

Many retailers are sending out a series of postal cards. These postal cards may either show prominent views in your local towns or they may illustrate different views in your store. Use one of these cards every month and on each card advertise some article of findings. Take arch supports for one month, shoe trees for another month, heel adjusters, corn plasters, shoe polish, shoe polishing outfits, shoe repair advertisements in order.

You should average a repair job on the sale of every pair of shoes. Make it a point to make your repair department show as big profits as possible. Give your salesmen a special commission on all repair jobs which they secure, and you will find that they will secure almost as many repair jobs as they effect sales of new pairs of shoes. You will also find that your profit on the repair of an old pair of shoes is equal, in most instances, to your profit on the pair of new shoes.

Place your findings case where it can be seen by every one entering your store. Devote some of your newspaper advertising space to different articles of findings as well as to your shoe repair department. The large shoe merchants in many prominent cities are now devoting almost as much space to the advertising of

findings and shoe repair departments as they are to the exploiting of the shoes which they carry.

Make it a point to display "before and after" shoes in your windows. Take a pair of old shoes which have come to you for repair. Repair only one of these shoes and then place it alongside of the shoe you have not repaired and mark it "before and after."

Many retailers have quadrupled their sales of findings articles by the installation of an outside findings case. These cases can be purchased to fit any curve or hole in the wall. They take up little room and yet they are seen by every passer-by.

Little reception rooms are a great attraction and they can be installed at a very small expense. Many women like to have a place to rest and to wait for their friends, and many of these women would make your store their headquarters in case you had a little reception room, containing some rugs, easy chairs, telephone, magazines, etc.

Be the first in your town to install one of these reception rooms, and make it a point to have lots of literature on the table exploiting different articles of findings. You could place a findings case in your reception room and if you do so, you will find that your sales will jump immediately.

Many people come to your store and purchase a pair of new shoes and then go straight to a drug store for their arch supports, shoe polish, heel rests, etc. You should have a series of cards advertising different articles to be had in the findings department. Place these cards in your windows, one at a time, and change them each day or so.

#### Children's Lasts.

Lasts for the little folk run to nature shapes. The most successful manufacturers of children's shoes are the ones who get the best natural fitting lasts and keep them season after season.

No other class of footwear is designed with as much thought or care for the natural ease and comfort of the foot as are shoes for children.

Mothers, who will cram their own feet into extremely narrow toed shoes will insist on the widest toes for the shoes of their little ones.

Parents who will sacrifice their own foot comfort to the dictates of fashion will put themselves to considerable inconvenience to obtain nature-shaped, easy fitting shoes for their children.

Breadth of toe is not the only requisite in a good children's last, al-

though it must be broad enough to allow the toes to lie straight and easy in the shoe, nor is it necessary to have the toe broad enough to look ugly, for the good fitting children's last may be graceful as well as comfortable.

The broad toe last combined with a low heel, low arch, and a straight tread, with standard measurements, comes near being the combination that gives both comfort and graceful and proportionate appearance.

Wide swings in the shank, ball and forepart tend to throw the foot out of line, and give an ugly appearance to a toe that under proper conditions might be graceful.

Any attempt to narrow the forepart or toe tends to cramp the toes and to bring pressure across the ball of the foot, paving the way for corns and bunions.

Parents who suffer from the latter themselves seek to avoid such trouble for their children. This accounts for the success of the popular makers of children's shoes.

We are not speaking of soft shoes for infants, nor of party shoes for young people, but of the shoes that

are worn for every day use by children from 3 to 15 years of age, who are constantly on their feet at play, getting the exercise that lays the foundation for their future health, and to whom any foot torture is a permanent injury to their future life.

The same rules of good sense should also apply to party shoes for the young. Children who attend dancing classes need foot comfort just as much as they do at play, and party shoes should be designed on the same type of lasts, finding their expression in the choice of leathers and patterns, without seeking to destroy comfort by altering the shape of the foot.

It is a fact worthy of notice that children's shoes made by the best known makers are simple in design as to patterns, being calculated to give the maximum of service and value, as well as comfort.

HONORBILT

Fine Shoes  
For Men

A SNAPPY LINE

## MICHIGAN SHOE COMPANY

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

### Once a Customer Has Bought High Grade Goods

#### A Poor Quality Will Never Again Satisfy

Once a man has tried out his first pair of our Pentagon Welt fine shoes or knows by experience the joy of foot comfort and good wear in a pair of our Rikalog every day shoes your business is the gainer by one more permanent customer.

Think what this means

**Rindge Kalmbach  
Logie & Co., Ltd.**

Grand Rapids  
Mich.



**A Letter That Pays.**

A large shoe store, situated in a large city in Southern Michigan, selling on the credit system, sends out the following letter to all customers that have made the final payment on their accounts and have shown themselves worthy of credit. The letter is sent to a customer about a week after the account has been closed, and it is a letter that will inspire good feeling toward the house:

"In looking over our accounts we find your name among those who have paid promptly and whose business we appreciate. We hope that the pleasant business relations of the past will be resumed whenever you need anything in our line.

"We wish to feel that in your case, as in so many of our customers or friends, 'Once a customer is always a customer.' Our stock of goods is more complete than ever, and we urgently request that you make a call on us, go through our establishment and see our varied lines.

"We assure you of our hearty appreciation of your trade. We desire your kind recommendation among your friends, and hope when you next intend purchasing you will kindly give us the preference.

"We shall continue giving our liberal credit accommodations to those who are worthy and who endeavor to carry out the conditions agreed upon. Should you desire to again avail yourself of our convenient credit system, we will be highly pleased to have you again deal with us. Assuring you of courteous treatment, whether you purchase or not, and thanking you for past patronage, we remain—"

Note that this letter is one only of appreciation. Unlike the smaller concern they do not argue that because they were kind enough to extend you the courtesy of credit it is "up to you" to show your appreciation of this kindness. The small dealer insists that you show your appreciation of his kindness; the large and successful firm conveys to you its appreciation of your patronage. Which, to simmer it down, is the difference between failure and success.

**Keeping Your Grit.**

This is just a little talk on discouragement," a retailer said the other day, "and I feel that it is timely because of a variety of things. In the first place, up to within a short time ago, there were a whole lot of us who seemed to feel as though we never would have any weather that would create a call for fall footwear. Besides this there was a big demand for certain goods that we had no supply of, and practically no call for goods that we were prepared to sell in quantities.

"Take things like these, and a dozen others that serve to cause anxiety for pretty nearly every retail man, and it is not surprising that some of us feel as though it is scarcely worth while, and that no matter how completely we plan and how hard we try to carry out the plans after they are made we are pretty sure to get the worst of it in the long run.

"Yet the whole trouble with us when we feel like this is that we have lost some of our grit. The common point with all difficulties is that they are never so great as they at first appear, if they are faced squarely and fought to a finish. In a word the man who simply refuses to lie down, no matter how much things may seem to be going against him, will win every time, and inversely the man who fails to make good is always the man who gives up too soon."

**Business is Good.**

Business is good, thank you, and it is growing better all the time. To be sure, business is not running wild on the main line with a speed-crazed engineer at the throttle. It isn't like a runaway horse which has taken the bit between his teeth and is dashing blindly into the numerous dangers ahead. It hasn't all the workmen busily employed in a hectic fever of hustle and hurry. Even all the belts are not on fast pulleys; and we are willing to admit that some factories are running on short time, and that here and there a mill is idle.

Your business may be dull, and you may hear discouraging news, and from that may draw the incorrect conclusion that the country is dull. And then you may perhaps relax your efforts and settle down into a dogged spirit of resignation.

This is what many are doing, thinking they are doing the right thing, but they are dreadfully mistaken. They are simply getting into the rut, and the rut is growing deeper and pointing straight to the chute.

The fact is, that while business is not here with a rush, and a whooping, we are glad it is not—yet it is far above the normal, and prosperity is very much abroad in all the wide land. A hundred million people are getting hungry three times a day and paying good prices for the best things they can get to eat.

The same number are singing, "Man wants but little here below," and are then buying all sorts of things as fast as they can get the money to spend. Railroads, trolleys, telephones, steamboats, automobiles, are employing millions of people and paying out vast sums for supplies which give profitable employment to millions of others.

Twenty million horses are neighing loudly for harness, wagons, halters, blankets and feed. Three thousand immigrants are coming every day and the stork is bringing a thousand little folks daily who begin to yell for things the first hour of their arrival.

Yes, business is good; it is slowly improving and will continue the process many years. The energetic, the up-to-date, the optimistic, the hustlers are pushing their business, developing it, making money, getting rich, smiling all the day. Join the merry throng.—Harness World.

Two million dollars' worth of buggy whips were manufactured in this country during the last year, even if the automobile is here to stay.

# ARCTICS

For the heavy snows and cold weather which we shall no doubt have during the next two months, warm footwear will be in great demand. You should have a good stock of

Women's, Misses' and Children's  
**2-Buckle Arctics**

We carry all sizes in both  
**Glove and Rhode Island Brands**

and your orders will be promptly taken care of. If in need of any other warmer rubber, write us. We can supply you.

**Hirth-Krause Company**  
Grand Rapids, Mich.



No. 977  
A Bertsch Goodyear  
Blucher

Every Pair  
of Our  
**"H. B. Hard Pan"**  
and  
**"Bertsch" Shoes**  
Carry  
Our Trade Mark

It is a sure guarantee as to quality, style and workmanship.

If your present line is a top notcher all the way through you should investigate our line now. A card will bring our salesman or we will send samples on request.

**They Wear Like Iron**

**Herold-Bertsch Shoe Co.**  
Grand Rapids, Mich.



**MAIL ORDER COMPETITION.****Local Merchants Should Do Things as Well as Talk.**

Ten or fifteen years ago a great wail went up from the small retail merchants throughout the country because of the impending department store competition which was then beginning to reach out and make itself felt in the smaller communities. The subject was one of absorbing interest among the local merchants and was discussed with much of the same awe and reverence that these same men displayed in their boyhood days, when they sat under the willows on the bank of the creek at nightfall and told ghost stories.

It is not to be presumed that the department store was in any way a myth. It was a real, live, growing institution. It not only settled itself in the large cities and reached out to the smaller ones for business, but it established itself even in the smaller communities and reached out into the rural districts for trade. It is not even to be presumed that it did not get a portion of the rural specialty merchants' trade. It probably did.

The point to be made is that much of the early talk about its blighting influence was exaggerated. The calamity howling about its blocking commercial progress and eliminating the smaller retailer was groundless. The department store is here and flourishing. The small retailer is still here and succeeding according to his ability, as he always did. Meanwhile, the earth is still revolving.

The secret of it all is that the smaller retailers ceased talking and began to act. They studied the new competition and the changed conditions that it created, and adapted themselves to both. It was the old question of a man's adaptability and the survival of the fittest. This question did not begin with department store competition. It began where the human race began and will continue through its existence.

The local retailer is now confronted with a new perplexity in the shape of the mail order house.

This new problem can be solved in many ways, exactly as the question of department store competition has been solved. It is almost a parallel case.

First, a study of the methods employed is absolutely necessary, just as a careful study of the methods of local competitors has always been essential to business success. Some of the methods of the catalogue houses can be used with profit by the local merchant. Others he can not afford to use.

Above all things, be progressive. Have a clean, orderly store and an attractive stock. Keep complete assortments, but avoid carrying more lines than can be conveniently handled with the amount of capital available.

Reach your customers frequently with the printed word, and have that word a real message every time it reaches them. If the local papers do not cover your territory thoroughly,

use the mails and send your trade news out regularly. Have it clean, well written, illustrated and publish prices.

This is the vital point of the present situation. It is the point that requires the most careful thought and preparation, although it often gets the least. Local merchants are making their most serious mistakes in this direction. They do not reach their prospective and regular customers effectively. The mail order houses do.

The mail order houses are studying your field. If they are doing this with more care and precision than you are, it is your own fault. There is a lesson for every merchant in the experience told by a representative of a Chicago mail order house to a gathering of newspaper men up in Iowa. He said that the mail order business depended entirely upon advertising. He made one remark that merchants should heed. He said they took the local papers and directed their special efforts to communities where the merchants were not up-to-date advertisers. If the mail order man finds that any line of business in any town or city is not well advertised, he said that they flood that territory with their literature and always with satisfactory results. He said that country merchants could greatly cripple the mail order houses if they would advertise freely and in the right manner. He said that every advertisement should describe the articles to be sold and state the prices. Here is food for thought by merchants who fear the effect of mail order houses.

The local merchant has to-day more means at his command to enable him to meet this competition than he had years ago when he was studying a way of combating the department stores. Manufacturers and jobbers are spending thousands and thousands of dollars for booklets, circulars, price lists, show cards and general advertising, all of which the local merchant can use to extremely great advantage. With all of these things at his command he can get enough printed matter and cuts to keep his business continually before all the people within his territory. He himself will have to pay for the postage and the local newspaper space only, whereas if he had to pay for the cuts and printed matter in addition he might find the total cost prohibitive. Clarfield.

**Marks of a Weak and Strong Mind.**

No two things differ more than hurry and dispatch. Hurry is the mark of a weak mind, dispatch of a strong one. A weak man in office, like a squirrel in a cage, is laboring eternally but to no purpose; in constant motion without getting on; talks a great deal but says very little; has a hundred irons in the fire but few of them are hot, and with these he burns his fingers. Colten.

When you get hold of an employe who does things do not discharge him because he sometimes does them wrong.

**Change in Methods.**

When meat was much cheaper than it is to-day we did not know how to conduct the meat market business as we do now. In fact we did not have to look after waste then as closely as we do now, simply because cost was not such an important matter.

With pork loins at eight cents a pound, it did not matter so much if there were here and there a waste of two ounces. But with pork loins at double the old price the little waste in ounces soon ran into a serious item of loss.

The new way of saving much that was formerly wasted has been forced on the meat market man. He must needs save or go out of business.

The necessity for economy in handling meat has been indeed the mother of a number of inventions, calculated to make waste unnecessary.

The modern ice box and refrigerator are saving machines as compared with what our grandfathers were compelled to use.

Weighing machines, so carefully made and adjusted as to weigh always alike, have taken the place of the scales of other days—scales which sometimes gave the customer fourteen ounces for a pound; sometimes seventeen.

Slicing machines cut meat just as the retail market man would have it cut. There are no chunks of waste such as there were when the market man had to do all of his slicing with a butcher knife.

What the market man makes to-day is largely what he saves of what the man of other days threw into the scrap barrel, and what he is able to save by the free use of the most modern tools.

The up-to-date market man has learned how to keep and display his goods in an attractive manner. That is an economy the old-time butcher did not think worth while. The man of to-day wants to make his goods look their best, and he finds it pays to do so.

There is another very important difference in the conduct of the retail meat business of to-day as compared with this business as it was carried on a few years ago.

The old-time retailer of meat was in most instances a butcher. If he did not actually kill his own beef, pork and mutton, he bought it from the slaughter house by the carcass.

That meant that there was a lot of odds and ends to take care of that are not now handled by the market man.

This old time retailer of meat made his own sausage, cut and cured his own hams and bacon, made his own dried beef and corned beef. At times he would have a great surplus of one kind of meat and a shortage of another. In fact there was always an undesirable unevenness in his stock. All that is a thing of the past. The market man may now buy any class of meats he may need, and he can get them in quantities to suit his business.

He buys his hams, bacon, sausage, dried beef, etc., and gets the kind he

wants. It is easier to-day for him to keep an even and profitable stock.

This changed condition in the retail meat business has made it possible for the retail grocer to add a meat market to his store. He does not need to be an expert butcher to be able to run it. He can hire a man who knows how to cut meat, and carry on the business in connection with his grocery business at little extra cost in money or energy. He does not have to worry about side issues like sausage and smoked meats, etc.

All this is made possible by the new methods of doing the meat business.—Retailers' Journal.

**The Retail Grocer.**

The most numerous of all the various divisions of the retail trade is that of the retail grocer.

There are two hundred and fifty thousand retail grocers in America. We can not eat a meal without first interviewing a grocer. You can omit the preacher, waive the lawyer, but you will have to send for the doctor unless you deal with the right grocer.

Our lives are literally in his hands. He supplies the fuel that keeps our vital processes in motion. Just a little of the wrong kind of food and our outlook on the world is disturbed and the young men carry us out.

"Of all the men in my employ the only one with whom I dare not break friendship is the cook," said Frederick the Great. He would better have said "my grocer," for the cook cooks what the grocer provides. Of all men, the retail grocer should be a man of integrity and intelligence.

The grocer has often stood to us as a glib and oily party who sold us sand for sugar, chicory for coffee, alum for cream of tartar, and axle grease for butter. Then another reason why we have despised him is the ease with which the sheriff has sold him out. He has not made enough money to be really respectable, and we all recognize that a man hopelessly in debt is dishonest. No man on half rations can ever tell the truth.

A clergyman does not necessarily minister to society as much as does the grocer, and should not be granted any more privileges or honors.—The Retail Grocer.

**Make Your Own Outlook.**

Many retail butchers are asking the question, What is the outlook for the present year? It is an old question, and has been asked by merchants in various lines almost as regularly as the coming of each year. The term "outlook" is variable, and has a different meaning for each individual, for after all the outlook is not something outside the business, but consists rather in the butcher and his method of doing business. This is shown by the fact that conditions of the trade in general are the same for all, yet there is a wide divergence in the success of the individuals. The most sensible answer then to the above question seems to be that the outlook is just what each one makes it.

**Knowledge Is Power.**

Written for the Tradesman.

When we fail to fully understand things we think they are controlled by Fate. When we fully understand them by and through our personal experience we say it is the simplicity of Nature.

Too many of us believe in the game of chance, a blind bargain, the chapter of accidents, good or bad luck, when in fact the predetermination of the mind knows nothing about accidental affairs.

We are always looking from the unseen into the reality of things and often say, "I never thought of that," and each day we are speculating and gambling as to what we ought to do next.

These things that we are doing with ease to-day looked as big as mountains to us when the idea first entered our minds, and some of us thought about them many months before we would undertake to execute them, but just as soon as we learned them perfectly they appeared very simple.

In our daily work we should learn to meditate and discriminate, venture out a little on the faith we have established according to our experience and attempt to accomplish these things we call impossible—that we think are controlled by Fate.

Too many young men are believing in Fate—yes, too many older ones, also. The business world needs more men of courage, men who have learned the simplicity of Nature. Everything in Nature is ours to use, each one can have all he wants—but he must not be afraid to venture to obtain it. Nature never did anything in a haphazard way. It is we poor foolish and ignorant people who do things in an unintentional way. We want to do things right, but do not know how, and when we fail we say, "We are subject to Fate and can not do any better."

Too many are sitting around waiting for "something to turn up." We should not be afraid to go fox chasing; we ought to make hunting a hobby—hunting for ideas, I mean. It is true there are all sorts of ideas, but it is the productive ideas that we should hunt for. When Fate seems to be against us nine times out of ten our minds are filled with thoughts of how to spend our money instead of how to produce more business, hence more money.

Ambition is a wonderful influence. When it is afire with thoughts that build things it is more wonderful than when the mind is ambitious to have a good time—with a big sick head the next morning.

It is the reaction that hurts us—not Fate. Our lives are not purposely designed by Fate. We make Fate if there is such a thing. We make everything out of the things Nature places here—even our own lives. You would not have us say that you are a mean man and will not treat yourself right—but that is what all of us are doing. We let to many golden moments fly past our doors—thoughts that are overloaded with opportunities.

We go to the theater and see our lives reproduced and we laugh until our eyes overflow, but we never think sharply about curtailing the unsightly things in our daily work.

We see the disfigurement of our minds in the play, see how ugly and ghastly it really and truly is—and look at the fellow next to us and say, silently, "That is just like him." At the same time we are running over with the same disease—and after many years of this kind of reasoning we try to satisfy ourselves by blaming Fate for all of our misfortune. Surely we do not know very much or we would not treat ourselves so badly. Something is wrong with man.

Do something different and better each day and Nature will bless you. If you fail to do these things Nature goes right on and does not pay any attention to you whatever. She knows if you and I work we will get along all right. If we don't work we die and that is not Nature's fault. When we are gone Nature in her great system keeps on creating others to finish her work, which will never be completed. We don't amount to much. All that is placed to our credit is what we do and have done—that is all. Too many of us think we are "it" when, in fact we are something else. We are "it" as long as we work at useful and productive labor. Let us make our work beautiful. We can if we will get the idea out of our minds that there is something holding us down. Our business will grow according to the amount of mental energy behind us and it will be grand and successful if we keep rectitude alive.

Edward Miller, Jr.

**What Other Michigan Cities Are Doing.**

Written for the Tradesman.

The Commercial Club of Kalamazoo will meet this week to nominate officers for the ensuing year. Secretary Clement plans on an extended trip to California and has resigned.

The State Railroad Commission has promised Owosso people that another order will go forth at once, asking the Michigan Central and the Grand Trunk roads to get together and build a union station in that city as soon as possible.

Kalamazoo has fourteen State conventions already booked for this year and has its lines out for others.

South Frankfort has long been dissatisfied with its name and at a mass meeting of citizens the name of Elberta was chosen by ballot, which will be formally adopted after the Legislature has authorized the change.

Otsego has made a fine industrial record for 1910. Sixty-one houses have been built, also a \$35,000 school building and a new shoe factory, while there have been big additions to the paper mills.

The Common Council of Owosso has voted to vacate portions of two streets, permitting the Woodard Furniture Co. to build large additions to its plant.

Almond Griffen.

Frequently the way of the transgressor is hard on the police.

# Michigan Ohio and Indiana Merchants

have money to pay for what they want.

They have customers with as great a purchasing power per capita as any other state.

Are you getting all the business you want?

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## Have the Money

and they are willing to spend it.

If you want it, put your advertisement in the Tradesman and tell your story.

If it is a good one and your goods have merit, our subscribers are ready to buy.

We cannot sell your goods, but we can introduce you to our people, then it is up to you.

We can help you.

Use the Tradesman, and use it right, and you can't fall down on results.

Give us a chance.

**The Tradesman**  
Grand Rapids





### How the Roofing Business May Be Increased.

An increase in the amount of business and a corresponding increase in profit may be realized by any roofer by the simple use of intelligent enterprise. As a test to see if he is doing all that he can he might consider that he is being asked the following questions:

Are you making it a point wherever a new building is to be erected to see the owner and explain to him the advantages in having good work done and with good roofing material? Have you pointed out to an owner, where complaints have come up, that the reasons are poor workmanship and poor material? Have you explained that a good base plate with a heavy coating is qualified to render a service that will be satisfactory both as to its duration and its weather-proofing? Have you explained the advance that has been made in the character of roofing plates and metal shingle which have come into use in the past half dozen years? Have you made an investigation of this matter, so that you are in possession of the facts and can enthusiastically present them to the man who is to be a customer?

Just because a tin roof can be soldered so tight that it will not leak is no reason why it should be made so nearly flat that pools of water will lie on it after a rainstorm to evaporate or lie a day or two, so that if there is any possibility of the moisture getting down to the tin plate it will bring the strain and wear upon the material instead of rolling off to the gutters. Have you explained that paint will afford a better protection to the roof material if there is a sufficient pitch for the water to pass rapidly over to the gutter, so that as soon as the storm is over there will be no water lying on the paint to cause it to rot, or to find any crack in the paint that may be due to imperfect application?

There is an advantage in bringing to the attention of the owner, as well as to the architect and builder, the detail of the construction of the tin roof of both the flat seam and the standing seam type. The roofer may know all about this himself, but his patrons are not aware of the difference in workmanship between what is a first-class job and one that looks exactly the same, but open to all manner of criticisms from the roofing expert. There is an impression made for good and for his own advantage where the roofer gives a careful explanation in detail where the opportunity is offered. Where it

is not offered he should seek a fit time to impress upon his customers that only the best material and workmanship will be economical to them and satisfactory in its service. Too little attention is paid to bringing the merits of the various important details in roofing to the attention of those who should know it. In consequence they look only on the price that is quoted to them and they can not see that there is a vast difference between a good roof and a poor roof, although the general appearance may be the same. The buyer is likely to assume that one man's guarantee is as good as another's, and possibly there may be some truth in this, but one man's intelligence is likely to be different from that of another, and the man who has the most information about his business and who lays it before prospective customers is very likely to be remembered favorably by them.

Too little attention is paid to salesmanship by this class of tradesmen. They are likely to assume that the building has to be built and has to have a roof on it, and that they have to bid for it in competition with others, and that there is little opportunity to influence the owner or the builder in favor of the better class of work which they are seeking the chance of doing. There is an advantage in knowing the age of every metal roof in the community, so that when anything is said about tin roofing it can be pointed out that some have been in service ten, fifteen, twenty-five or more years, as the case may be.

If there is any case where a tin roof is unsatisfactory and has to be replaced, it is well worth the time of the roofer to investigate the cause of the trouble to see if it were a cheap plate, if it were thinly coated, if it were improperly laid, if the sheathing were not dry, if the pitch were not sufficient or which one of the many reasons why the work should never have been done as it was. It affords the opportunity to make the positive statement that the roof could have been guaranteed if the conditions had been as they should. It affords the opportunity for the roofer to say: "I will not put the roof on the building under the conditions which you name, because it would hurt my reputation and hurt the reputation of tin roofs after I am out of business."

When a man is building up his reputation by good work he is building up something that is not only of value to himself but to every person in the community, who some time may

be called upon to make a selection of the mechanic to do something for him.

### Initiative and Integrity.

Initiative is the most valuable asset in business. It is the secret of progress—this power of constructive thinking. It is thought, when crystallized into action, that brings results. The man who uses his head and mixes brains with his work is the man who forges ahead. "Brains influence brains." He has the spirit of initiative. It is hidden constructive power that lies in the creative part of the brain.

The difference between the man who digs the ditch and the man who bosses the job lies in the power of initiative. The banker who uses initiative usually gets more and better deposits than the one who allows the faculty to lie dormant. The business man—either the manufacturer or the merchant—will do a bigger business with it than without it. The salesman—the "business getter"—"the man who furnishes the steam that pushes the piston" will sell more goods with initiative than his companion without it.

Initiative combined with integrity is business capital. The story of truth is never too old to be told. There is no vocation of man where the quality of truth is so important as in business. The minister, the orator, the statesman may preach the gospel of truth, the poet may write about it—but the business man must practice it. It is his daily food. Business is defined as a system of trade with a principle and a method. The principle is truth—the method honesty in every detail. If a salesman misrepresents the "goods of the house," he not only gives the house "a black eye," but he weakens his own selling power. Truth and trade are synonymous. Where there is one—there is the other. Confidence is an attribute of

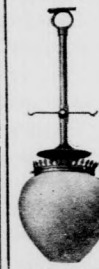
truth. Destroy the confidence one man has in another and you cripple business. Honesty or integrity is a cleanser which purifies business.

Dr. R. G. Arnold.

Politeness begins at the telephone. The store whose telephone service is gruff and discourteous can not expect people thus rebuffed to be very anxious to come to the store in person—unless to kick.

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or Store—from cellar to garret—with 100 to 700  
Candle-Power brilliancy—at less than 1/2 cost of  
kerosene (and ten times the light)—giving you  
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**Census Bureau Bulletin Indicates a Normal Increase.**

Frequent assertions that the fertility of the soils is washing into the streams and that the productivity of cultivated land is diminishing are misleading the public into the belief that the agriculture of this country is decadent and that there is life in the old formula that population must tend to increase at a greater rate than subsistence. So states the Chief of the Bureau of Statistics of the Department of Agriculture in his annual report for 1910 at the beginning of a discussion of the ability of agriculture to maintain population in this country.

The situation can not be understood, he says, until it is examined historically. This is a country in which millions upon millions of acres of fresh land have been coming into production faster than the domestic consumption has required, and at times beyond the takings of importing foreign countries. As eminent a man as Gen. Francis A. Walker expressed the belief that under such circumstances farmers on the fresher soil were economically justified in robbing the land.

All of the historical phases of agriculture now exist in this country. First, the "soil robber;" next the diminishing production per acre on "inexhaustible land," which surprises the farmer; next the agricultural scientist, who points the way to a better agriculture and larger production per acre, with poor responses from the farmers.

In the course of time, especially when the next and perhaps the third generation takes the farm, important advances are made, at first irregularly and mostly on farms of the leading class and subsequently with increasing diffusion and accelerated speed.

For many years there have been fresh lands with rather high but stationary production, older lands with declining production, old lands beginning to improve and some lands well advanced in improvement. As the proportions of these classes of lands have varied in relations to the entire cultivated area of each crop the national average production per acre has varied.

In the meantime the competition of new land consuming some of its capital in the production of crops has retarded, if not prevented, the improvement of old land needing conservation and a gain in fertility. The improvement of the older land is not an academic question of conservation of national resources, but it is to be worked out in the endeavors of farmers to get a living, and a better one, an end that can not be attained by a sudden high production per-acre large enough in the aggregate to be overproduction, with unprofitable if not losing prices for the farmer.

A marked change in the production per acre of all crops appeared in the decade 1896-1905 in comparison with the mean of the preceding ten years. The production per acre of corn increased 7.7 per cent.; of wheat, 6.3 per cent.; of oats, 15.6 per cent.; of

barley, 11.1 per cent.; of rye, 21.3 per cent.; of buckwheat, 23.1 per cent.; of hay, 22 per cent.; of potatoes, 15.3 per cent.; of cotton, 3.8 per cent., and of tobacco, 5.2 per cent.

The weather and other crop conditions of the four years, 1906-1909, were not as favorable for crop production as they were in the preceding ten years, so that the production of oats per acre declined, that of hay remained stationary and that of cotton and barley barely increased. In the case of other crops the mean production per acre continued to show large increases, the mean of these four years over that of the preceding ten years being an increase of 7.1 per cent. for corn, 9.6 per cent. for wheat, 6.5 per cent. for rye, 6.6 per cent. for buckwheat, 15.5 per cent. for potatoes and 9.7 per cent. for tobacco.

Corn production per acre increased from 1886-1895 to 1896-1905 at a rate which quite or very nearly equaled the actual increase of population in ten states. The list for wheat contains 22 states distributed in all parts of the United States. In the list for oats are 16 states; for barley, 15 states; for rye, 21 states; for buckwheat, 18 states; for cotton, only 1 state, Oklahoma, containing new land; for tobacco, only Wisconsin; for potatoes, 15 states, all in the potato belt, and for hay, 25 states. The average for the four years following 1905 is not based on a number of years large enough for comparison.

There is a prevalent misunderstanding with regard to the nature of the increase of population in this country. It seems to be assumed that the net immigration is to continue indefinitely at the rate of one-half to three-fourths of a million people annually. How quickly immigration can be reduced was shown by the industrial depression of 1908. No one who would take a far sight into the future would reckon upon an indefinite continuance of a considerable immigration.

A prevalent oversight in a consideration of this subject concerns the birth rate. The census of 1900 points to the conclusion that the birth rate of this country, after eliminating the influence of the foreign born, is about 1 1/4 per cent. a year, or 12 1/2 per cent. for a decade.

A comparison of production per acre with the normal increase of population, that is to say, with the increase unaffected by immigration and the high birth rate of the immigrants, is the form of the problem as it will present itself more and more closely as the years elapse.

From 1886-1895 to 1896-1905 the mean production per acre of wheat increased in a greater degree than the normal increase of population in 23 states. Two other states are very near inclusion.

In the case of corn production, increased production per acre has exceeded the normal increase of population in 14 states, and very nearly the required increased production was made by 5 other states.

A long list of states gained in production of oats per acre in a greater degree than the normal increase in population. They are found in New

England and along the Atlantic coast to Georgia; in important states of the Ohio Valley, north and south; in the mountain states and in Washington.

With regard to barley, 21 states are found in a similar list; for rye the list of states numbers 30, buckwheat 19 and 3 other states are near the requirement for admission to the list. Wisconsin is the only state that has produced tobacco with an increase during the time under consideration which is larger than the normal increase of population, but the increase of tobacco production per acre is very nearly equal to this population increase in the case of 5 other states. Increase of cotton production per acre above the normal increase of population is found in 3 states, with a supplementary list of 4 states almost able to enter the list.

The list of states that produced potatoes with an increase per acre above the normal increase of population contains many of the states in the potato belt, and the number is 24, with 4 states almost eligible for admission.

The largest list of states in the consideration of the various crops in which production per acre during the period under consideration exceeded normal increase of population is found in the case of hay; 35 states are in this list with 5 more states having increases nearly sufficient for their entry, so that the hay crop of nearly the entire United States has increased in production per acre faster than the normal rate of increase of the population.

The ability of the soil and the agricultural arts and sciences, concludes the Chief of the Bureau of Statistics, to produce crops at a rate of increase greater than either the normal rate of increase of population, or the normal as temporarily influenced by immigration, has been demonstrated times innumerable by the Department of Agriculture, by the experiment stations and by the intelligent farmers all over the country.

**Why Don't We Keep It?**

When a man comes into your store and asks for a certain article and you let him go out with the bald statement, "We do not keep it," what sort of an impression does he get of the store? Does he ask himself, "Why don't they keep it," and then if he proceeds to answer it, do you suppose the reply will be especially favorable or complimentary to you? Will he wonder if your failure to have that article is due to want of enterprise on your part? Will he wonder why you did not offer to get it for him? Will he wonder why you did not tell him your reasons for not having it in stock? Have you done something which will again draw him to your store when he wants something else?

Another thought.

The real merchant does more than simply supply the needs of his trade. He educates them. He does not go along in the same old rut year after year carrying only the same old lines of staple merchandise that have

been called for year after year. He introduces new things into the community which he serves. The real merchant is an actual force for progress and improvement in his community. The man who simply fills the wants of his customers is not a merchant. If it did not sound a trifle rough we would say that he is a huckster.

It is an axiom of merchandising that the merchant must buy only what is calculated to supply the needs and suit the tastes of his trade, and the good merchant must learn just what his trade wants, and must become expert in judging what is likely to appeal to them. That does not mean that because he has never had a call for some new and improved article it may not prove popular with his trade. They certainly can never call for an article which they have never seen nor heard about, and if the merchant never shows it to his customers they will have to wait to learn about it from some mail order house catalogue, perhaps, or when they take a trip to the city. Here is one of the most important reasons why many people in smaller towns do a good deal of their buying, trading as they call it, when they go to the city. They see there in the big department stores the new and attractive novelties that many merchants in small towns have not the enterprise to carry in stock. It will not do for the merchant to be reckless or careless in his buying, but he must be careful not to be too conservative and run along in the same old rut with the same old goods year after year. He should use his imagination a little once in a while and show his trade something new and novel.—*New England Grocer.*

**This is What the Royal System Is Doing for Retailers**

The A. J. Deer Co., Jacksonville, Ill.  
Hornell, N. Y., Oct. 4, 1910.  
Gentlemen:—The No. 1 ROYAL Roaster you sold us is certainly worth its weight in gold.  
It is a pleasure for us to roast coffee with it as well as the JUMBO peanuts we are roasting. The advertising alone is a great drawing card. Whenever you place a ROYAL Roaster you will make a friend. Believe us. We are your friends.  
(Signed) J. F. Claus Tea Company.

**The A. J. Deer Co.**  
1246 West St. Hornell, N. Y.

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.



## FIRING LINE.

## Real Heroes of Everyday Life in Peace and War.

The "firing line" means much when there is war. Do we realize how much it means in peace?

In war time society may be divided into several classes, according to nearness or remoteness from the guns. First, there is a great body of citizens to whom battles are mere news. They read in the morning papers of engagements and sieges and gossip at the grocery or the club over the conduct of the campaign.

Then come those who feel the increased taxation caused by war's expense; they are a little nearer. Then the relatives and dependent families, eagerly scanning the list of dead and missing. Then there are the members of the administration who shape the policy of the nation and its armies. The hordes of carriers, purveyors and other intermediaries may also be mentioned.

And at last we come to the men who have sailed, and marched, and camped and toiled until they find themselves face to face with the enemy and his bullets.

In war the firing line is a post of honor. The brave hearted seek it. Officers are proud to take their stand with their men in "the doubtful ridges of the battle." When all is over we laud the men who went to the front as heroes. All through this nation, in many a city and village, you may see in the public square a soldiers' monument and on it carved the names of those who sought the points of danger for their country.

## Conflict Always Going On.

But there is also a firing line in times of peace. Then also a continuous conflict is going on between humanity and its enemies. For the race exists only by struggle.

Our enemies, in peace, are the forces of nature, and those elements of human nature that tend to destroy us. By the forces of nature I mean cold, heat, gravity and all chemical and physical laws. If we did not wrestle with them these forces would attack and devastate us.

Outside my window, across the street, is an army of workmen handling brick and steel and wood in the building of a new apartment house; in other words, they are putting up a fort against the artillery of cold and rain. Even so bakers and butchers fight against hunger; farmers charge against the weedy soil and drain and plow and harrow and hoe it until they wrest the corn from it; steel workers, engineers and their fellows make the roads and bridges for the mobilization of the grand army of industry and the cloth workers help defend us against the inclement seasons.

Not only the hand workers but also the brain workers are meeting the enemy. The teachers wage war on ignorance the scientists join them in their battle for truth against superstition, the printers fight for democ-

racy and physicians and preachers against disease, doubt and despair.

## More Unjust in Peace.

Back of these that are on the firing line are many who only indirectly participate in the conflict as well as others who take no part at all in it. I shall leave you to enumerate them.

Strangely enough however we are more unjust in peace than in war. In war we honor the man at the front, in peace we honor the men at the rear. The farther one is from the firing line in the industrial conflict the greater his prizes. Few people become rich by doing useful direct work. Immense wealth seems to go to those who exploit the workers. Iron workers and sheep herders scientists and school teachers and all the great horde of the world's workers must live modestly; brokers and bankers, promoters and capitalists live in palaces.

Abraham Lincoln felt this. "It's in war as in life," he said; "a whole raft of men work day and night, and sweat and die to get in the crops and mine the ore and build the towns and sail the seas. They make the wealth, and they get mighty little of it. We fellows at the top are only using what they make."

Now, nobody can accuse Lincoln of being any sort of a revolutionist or dangerous agitator. He simply saw the truth that the world has not waked up to see, the essential nobility and honor of being on the firing line.

The best and bravest of mankind will always want to go to the front. Our state is still imperfectly organized when we do not make provision for them, for their comfort, and for their glory.

## One Aim For All.

One thing at least we could do, and toward it we should all work, and that is that the government should devote more and more money to public improvements and less and less to war. How much better would it have been for England to devote to the enriching of her farms and the adornment of her cities the two hundred and fifty millions she expended in the South African war!

America is yet strikingly undeveloped. Vast desert areas in the west await the aid of the general government to become teeming gardens. The soil of Nevada is said to be as rich as that of Egypt, and Egypt was once the granary of the world; all Nevada needs is water. Our cities are huge, ugly straggling villages. The price of one battleship would make Chicago more beautiful than Paris. In St. Louis, Pittsburg, New York, Omaha, Minneapolis, and in all our great cities, vast sums are needed to extend parks, to adorn water fronts, rebuild tenements, and change these ragged centers into images of the New Jerusalem.

The little country of Denmark has shown how a state by careful attention to agriculture and the arts can be raised from a position among the poorest to a place among the richest in Europe.

## What We Need Most.

But most of all we need a change of heart toward human values. We should give the crown to the worker. The man who is on the firing line, grappling at first hand with the opposing forces of nature, making bread and shelter and knowledge and hope for his fellows should be revered and looked up to.

The only good of money is to make more money work. Hoarded, it is useless, dissipated, it becomes weak if not wicked. The wealth of the United States of America is increasing as that of no other country has ever increased in history. Let us use it! Let us learn the saving quality of public works, by which we push the firing line of our civilization farther against barbarism.

In every state should be a state university, overshadowing every private university even as the whole people overshadow any one man; here the buildings should be splendid, royal, magnificent, befitting democracy triumphant.

Dr. Frank Crane.

## From the Cities.

There are a lot of clerks and business men of small means who are taking the advice of the land agents nowadays and are trying to "get back to nature."

In almost every town, more especially in the large Eastern cities, you find land agents urging the clerk and the dissatisfied business man to pack up his family and move to Florida, or Utah, or New Mexico, or some other foreign clime, where he can buy three or four acres of land and go in for "intensive farming."

It strikes us that this intensive farming business is going to be overdone before long, and a lot of hopeful young clerks who have no money to speak of are going to be left in a really deplorable condition.

Of course a real hustler will make good even out on the farm under adverse conditions, but the real hustlers are not always the ones who want to leave the cities.

Getting back to nature is not such an easy process, after all, for the average city man. In the first place, to get back to nature a city man must have some knowledge of how to make nature get busy and work as a hired man. Otherwise nature is likely to slip up behind the unsuspecting one and slug him with a club. In other words, the business of farming has to be learned, the same as any other business. But it can be learned by a man who has judgment and good health and is not afraid to work.

The money from the farms, however, is going to be found largely in those regions which produce the staple crops, unless we miss our guess. Oranges and figs and sugar-cane and peaches and apples are all right, but the "intensive farmer" is not so sure of finding a market for his goods as is the man who raises wheat and corn.

It is impossible for everybody to be "intensive farmers" and do their life work in the beautiful blooming

orange fields of Southern California. Somebody must be willing to stand in a header box and get the burrs down the back of his neck.

The city man who is planning to move to the farm should go slowly. It is a good move, but it requires caution and preparation, the same as any other radical move. One of the things to beware of is the land agent who wants to ship you off to Florida or New Mexico under the promise of an assured income from "intensive farming" and a minimum amount of labor.—The Merchants' Journal.

## Railroads in a New Country.

A writer in the National Irrigation Journal says that one of the greatest features of the United States Land and Irrigation Exposition of 1910, recently held in Chicago, was the remarkable showing made by the railroads, which have done, and are doing, more than any other agency toward the development of the Northwest, the West and the Southwest. Approximately one-third of the space used for exhibits was occupied by various railroads. The displays of farm and orchard products were the most gorgeous ever seen in this country. Varieties on display included every product of the soil grown in this country. The Land Show, therefore, if it does nothing else, has demonstrated that to the railroads belong much of the credit for the development of the barren lands west of the Mississippi. Millions of acres of land which years ago were nothing but forest or desert have been transformed into the most modern farms through the help of the railroads. Lands in Texas, Arizona, New Mexico, Colorado, Nevada, Idaho and all through the Northwest, which a few years ago were regarded almost as worthless and non-productive, have been taken up, and with the aid and money of the railroads, placed in the hands of experienced farmers; have been properly cultivated and are now among the greatest producing sections of the world. Lands of a quarter of a century ago that could have been bought for less than a dollar an acre are selling at from \$100 to \$3,000 per acre. This marvelous transformation of lands shows to what great extent railroads have aided in developing farm land and making the farms of the United States more productive than the lands of all other nations. The railroads have expended billions of dollars in the construction of roads through the roughest regions of the country, for the purpose of opening rich agricultural lands.

## St. Louis Shoe Market.

The St. Louis shoe manufacturers report an increased business for the year 1910. The Brown Shoe Company's shipments show the large gain of \$613,980.83 over the year 1909, and from reports received from salesmen in their various territories this company confidently expects similar large gains for the year 1911 over 1910.

Sentimental charity often flies out of the window when practical ability comes in at the door.

**Michigan Crop Report.**

Lansing—In answer to the question, "Has wheat during December suffered injury from any cause?" seven correspondents in the State answer "yes" and 558 "no," and in answer to the question, "Has the ground been well covered with snow during December?" 570 correspondents answer "yes" and nine "no."

The total number of bushels of wheat marketed by farmers in December at 106 flouring mills was 266,303 and at 114 elevators and to grain dealers 253,933, or a total of 520,236 bushels. Of this amount 348,768 bushels were marketed in the southern four tiers of counties, 129,575 in the central counties and 41,893 in the northern counties and the Upper Peninsula.

The estimated total number of bushels of wheat marketed in the five months, August-December, was 5,750,000.

Fifty-four mills, elevators and grain dealers report no wheat marketed in December.

The average condition of live stock in the State is reported as follows, comparison being with stock in good, healthy and thrifty condition: Horses, sheep and swine, 97, cattle, 96. The average prices January 1 of some of the principal farm products in the markets where farmers usually market such products were as follows:

The average price of wheat per bushel was 89 cents; rye, 72 cents; shelled corn, 54 cents, and oats, 34 cents. The average price of hay per ton was \$13.54. The average price of fat cattle was \$4.54 per cwt.; of fat hogs \$7.39 per cwt., and of dressed pork \$9.29 per cwt.

The average price of each class of horses was as follows: Under one year old, \$52.51; between one and two years old, \$85.40; between two and three years old, \$123.26, and three years old and over, \$162.01.

Milch cows were worth \$43.90 per head. Cattle other than milch cows, under one year old, \$12.77; between one and two years old, \$21.41; between two and three years old, \$32.50, and three years old and over, \$41.41.

Sheep under one year, \$3.90, and one year and over, \$4.78. Hogs not fattened were worth \$6.44 per cwt.

The prices given are for the State.

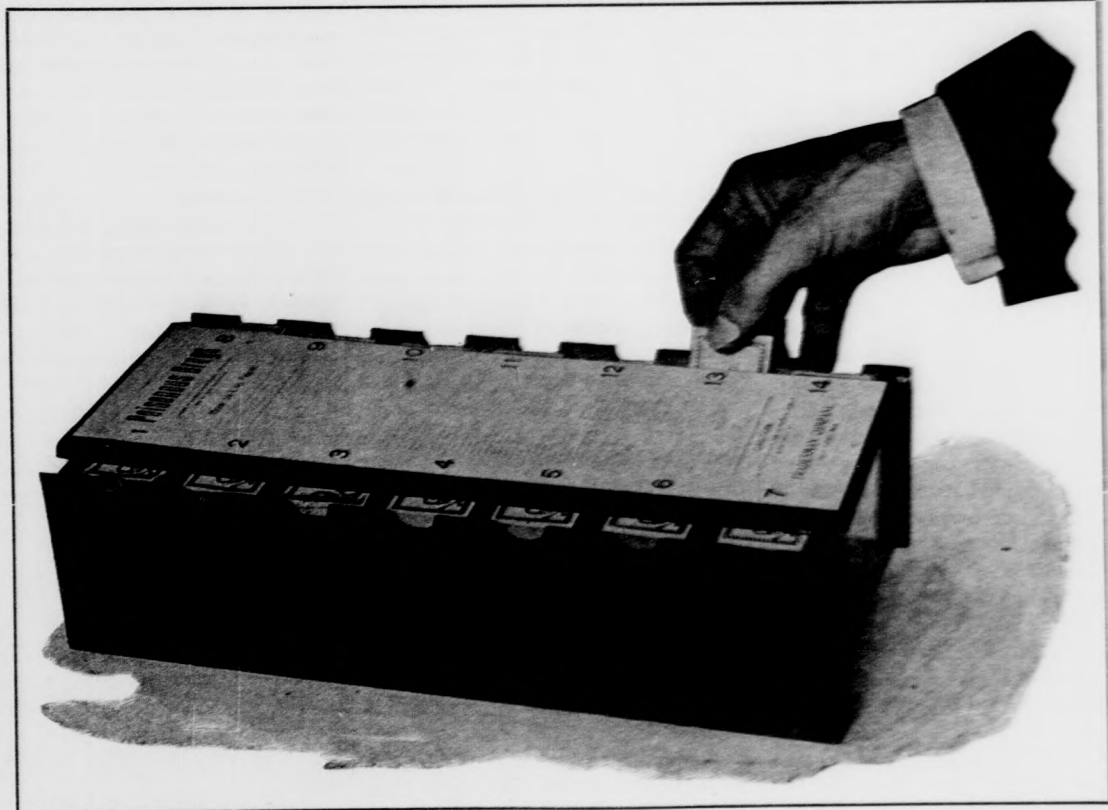
The price of wheat is 26 cents; corn, 10, and oats 9 cents lower than one year ago and rye 2 cents and hay \$1.68 higher.

The average prices of horses, etc., one year ago was as follows: Under one year old, \$50.24; between one and two years old, \$82.15; between two and three years old, \$118.58, and three years old and over, \$154.16.

Milch cows, \$41.55; cattle other than milch cows, under one year old, \$12.11; between one and two years old, \$20.28; between two and three years old, \$31.28 and three years old and over, \$40.34.

Sheep under one year, \$4.19 and one year old and over, \$5.20; fat cattle, \$4.83 per cwt.; fat hogs, \$7.73 per cwt.; dressed pork, \$9.91 per cwt., and hogs not fattened, \$6.89 per cwt.

# Tradesman Company's Classified List of Poisonous Drugs



## THE LAW

H. S. Sec. 9320. Every apothecary, druggist or other person who shall sell and deliver at retail any arsenic, corrosive sublimate, prussic acid or any other substance or liquid usually denominated poisonous, without having the word "poison" and the true name thereof, and the name of some simple antidote, if any is known, written or printed upon a label attached to the vial, box or parcel containing the same, shall be punished by a fine not exceeding \$100.

To enable druggists and country merchants to meet the requirements of the above statute without going to the expense of putting in a large assortment of labels, we have compiled and classified a list of drugs which are poisonous or become so in overdoses.

They are arranged in *fourteen groups*, with an *antidote* for each group; that is, an antidote for any of these poisons will be found in some one of these fourteen antidotes.

This arrangement will save you money, as it does away with the need of the large variety of antidote labels usually necessary, as with a quantity of each of the fourteen forms you are equipped for the entire list.

There are 113 poisonous drugs which must all be labeled as such, with the proper antidote attached. Any label house will charge you but 14 cents for 250 labels, the smallest amount sold. Cheap enough, at a glance, but did you ever figure it out—113 kinds at 14 cents—\$15.82? With our system you get the same results with less detail and for less than one-third the money.

By keeping the labels in a handsome oak case they never get mixed up and they do not curl.

Price, complete, \$4.00. Order direct or through any wholesale house.

**Tradesman Company** GRAND RAPIDS,  
MICHIGAN





### Gideons, the Bible and the Hotel Room.

The shoe salesman whistled merrily as he walked across the hotel lobby and deposited his bulky sample case on the floor in front of the clerk's desk.

"Howdy, Boots," smiled the clerk, putting a package of mail in a pigeon-hole and extending his right hand.

"Right back at you—a happy New Year!" was the reply. The shoe salesman inscribed his name on the register, jabbed the pen into the potato penholder and turned to the head bell boy:

"Sammy," he said, "take my luggage up to 409 and slip two pitchers of ice water under the door; I'll be strong on water along about morning."

When the bell boy, sample case in hand, stepped into the elevator the salesman again turned to the register and scanned the page for familiar names. Then he closed the book with a bang.

"Say, Hank," he called to the clerk, "how are you going to spend the gay and festive evening?"

"Expect to stay here until 11 o'clock, then I am going home to the wife and kiddies," said the clerk.

The purveyor of shoes placed his elbows on the marble counter and rested his chin in his hands: "Home—home to wife and kids," he repeated thoughtfully.

"That is the schedule," said the clerk. "Hotel's not just the place to bring up children, you know, so I have a nice little flat twenty minutes' ride from here, and, believe me, that is where I head for every night just as soon as my relief shows up."

The salesman nodded, but he made no reply. He was thinking—thinking of a white frame house on a hill overlooking a small town in Western Iowa. As he stood there beside the marble counter, his chin resting in his hands, he saw a snow-covered lawn reflecting the light of a fire that burned brightly in the big sitting-room within. And beside that fire, curled up in an arm chair, he saw a figure with big blue eyes and brown hair. She was the girl he had married less than a year ago and yet to-night—New Year's Eve—she sat alone.

The shoe drummer sighed and moved farther down the counter as the clerk handed the register to a new arrival.

"Well," he mused, "I can not help it; the old man insists that I be in Chicago to-night, and I guess he is boss, so what's the use?"

The salesman drew himself up, took a long breath and shrugged his shoulders as though ridding himself of something unpleasant.

"Hank," he said, "I am going up to my room to scrape off this soot and dust. I am expected to sit in at a convivial 'tea party,' so if any one calls tell them I am preparing to get on the job."

"All right, Boots," replied the clerk, "but do not take too much 'tea!'"

When the salesman stepped from the elevator into the carpeted corridor on the fourth floor he was not smiling. He opened the door of 409, walked into the room and switched on the light. Flinging his hat and overcoat on a chair he looked about him. Over at the other side was the regulation hotel bed and there were the dresser and table to match.

The shoe salesman smiled ironically as, loosening his tie, he prepared to remove his collar.

"I'll be out of here in a minute," he mused, "and then—well, there is going to be some big doings to-night and I will forget it all."

The shoe drummer selected a collar from his traveling bag and tossed it over on the table at the foot of the bed. The collar, striking a little black object, bounded back and rolled on the floor. Stepping to the table the salesman took the object and held it up before him.

"For the love of Mike," he exclaimed, "what is this?"

It did not take a lengthy examination to relieve him of his curiosity. It was a book—a Bible—and opening the volume he found pasted within the cover this legend:

"This holy book, whose leaves display the life, the light, the truth and the way, is placed in this room by the Gideons, the Christian Commercial Travelers' Association of America, aided by the churches and the Young Men's Christian Association of this city, with the hope that by means of this book many may be brought to know the love of Christ, which passeth knowledge."

The salesman replaced the book on the table. "Humph!" he said. "Well, I've got to hurry or the fellows won't wait."

He picked up the collar that had fallen on the floor and took from his traveling bag a tie. It was one of a pretty pattern, a tie that his wife had given him Christmas day. But as he adjusted the neckwear he could not enjoy the prospect of the evening he had planned. Then, somehow, it seemed a desecration to wear that tie. He must take it off and get

another—one that he had bought himself. He stooped over the suitcase, his hand resting on the table for support, and as he did so the tips of his fingers came into contact with the black-covered Bible. Slowly, almost mechanically, he raised himself, and, taking the book, he opened it and seated himself in the big chair on top of his overcoat.

Although his eyes rested on the printed page spread out before him he did not read. His thoughts again had reverted to the little home up on the hill and to the figure sitting there alone by the fire. Then there passed before his mind the home coming of Hank, the hotel clerk, who soon would leave his post behind the desk to join the "wife and kiddies." On the flyleaf of the book in his lap there ran the legend of the leaves that display "the life, the light, the truth and the way."

The salesman's eyes were moist. He arose, and taking off his collar and tie he flung them into a corner; then with the book in hand he threw himself across the bed. An hour later the telephone rang. The salesman closed the book and took the receiver from the hook.

"This is Hank," said a voice at the other end. "There are three gentlemen down here waiting for you; they are in an awful stew; said you promised to meet them up at Riley's. What shall I tell 'em?"

"Tell them," said the salesman, "that I'm not in—that is, tell them I'm not going out to-night. I'm going to stay right here in my room, for I have other things to attend to. By the way, Hank, also tell that bell hop he needn't mind slipping any ice water up here to-night. Do you get me?"

"All right, Boots," replied the clerk, "I'll tell 'em; then I'm going to beat it to the wife and kiddies."

"The Bible for me," exclaimed the salesman, earnestly, if irreverently, as he turned away from the telephone. But before he opened the book again he wrote a long letter which he addressed to a little blue-eyed woman in a small town in Western Iowa.

The shoe salesman was not the only hotel guest in Chicago last night who found on the table in his room a copy of the Bible. During the year just closed 50,000 Bibles have been placed by the Gideons in hotels of most of the big cities of the country, and last night 6,000 of these books were distributed among Chicago hotels, some of them as follows: LaSalle Hotel, 1,000; Great Northern, 400; Stratford, 210; Auditorium, 365; Grand Pacific, 200; Lexington, 300; Saratoga, 265; Majestic, 200; Kaiserhof, 200, and Windsor-Clifton, 157.

If there be those who are opposed to the plan they so far have failed to make known their objections, according to representatives of the Gideons who have the work in charge. Reports from every direction indorse the idea and as a result of the movement Bible reading is said to have received a tremendous impetus.

The possibilities for good in the placing of the Holy Book upon the

table of a hotel bedroom are almost unlimited, say those who have assisted in working out the plan.

"The hotel room, however luxuriously it may be furnished, is a cheerless place at best," explains one of the workers. "It is a particularly cheerless place to the man whose business compels him to remain much of the time away from home. Finding a Bible on the table, he may read it. If he does not the occupant who succeeds him may, and so might the next."

They tell a story of a girl in a big city in one of the Western States. She had been induced to stray from the narrow path, but on entering a room in a hotel that had been visited by the Gideons the girl found upon the table a copy of the little cloth-bound volume. She opened the book and read the inscription. Then, as she afterward related in an anonymous letter, there came to her

The American in London starts for Hotel Cecil, the Englishman in America hunts for St. Regia.

The tide of popular favor in Grand Rapids is turned toward

## Hotel Livingston

Grand Rapids, Mich.

## Hotel Cody

Grand Rapids, Mich.  
A. B. GARDNER, Mgr.

Many improvements have been made in this popular hotel. Hot and cold water have been put in all the rooms.

Twenty new rooms have been added, many with private bath.

The lobby has been enlarged and beautified, and the dining room moved to the ground floor.

The rates remain the same—\$2.00, \$2.50 and \$3.00. American plan.  
All meals 50c.

## The Breslin

Absolutely Fireproof

Broadway, Corner of 29th Street

Most convenient hotel to all Subways and Depots. Rooms \$1.50 per day and upwards with use of baths Rooms \$2.50 per day and upwards with private bath. Best Restaurant in New York City with Club Breakfast and the world famous

"CAFE ELYSEE"

NEW YORK



for the first time a realization of her peril. The Bible had saved her, for she fled.

W. E. Henderson, National Secretary of the Gideons, has in his possession a letter from the proprietor of a little hotel west of the Mississippi River, which he received in response to an enquiry as to the effect of the Bibles placed there. In part the letter reads:

"The change I noticed after the Bibles were placed in the bedrooms of my hotel was that my electric light bill doubled. My guests for the most part are traveling men. They get hold of the Bible, read the references you cite, and then are not satisfied. They go on reading and my light bill goes on getting bigger. But I do not care in the least. I would just as soon pay the difference if the Bible reading makes the increase."

A representative of the Gideons several months ago was sent to Denver for the purpose of placing Bibles in hotels there. On his arrival the representative was told that if he wished to interest the business men he must see a certain manufacturer.

"But," added his informant, "I doubt whether you will be able to get his co-operation at this time, for this is his busy season and he is tremendously overworked."

"I'll get him," said the Gideon, and he did. Calling at the manufacturer's place of business he found that it was, indeed, the busy season. Stenographers, clerks, shop hands and office boys, all were laboring under high pressure.

The representative of the traveling men entered the President's office and forthwith began an explanation of the Bible plan. The business man, although apparently impatient, heard him through, but when the other had finished he shook his head.

"Can't do it—can't do it now," he said. "Why, man, I'm rushed to death; haven't a minute to spare."

The Gideon bowed himself out and returned to his hotel. But he did not give up. He had for years been a traveling salesman and therefore in addition to his enthusiasm over the Bible project he still was a keen student of human nature. Whether or not that manufacturer was aware of it, the Gideon knew that the seed he had planted had taken root. That was why he was so confident when he appeared again the next morning at the business man's office.

The manufacturer, pushing aside a pile of correspondence, greeted his caller warmly:

"Sit down," he said, "I am glad to see you. To tell you the truth I was afraid you might not come back. I have been thinking over that Bible scheme of yours and I want to tell you that it is one of the best things I ever heard. I may be busy, but I am never too busy to give a little attention to anything like that."

An hour later the Gideon and the manufacturer called on the pastors of half a dozen leading churches. The following Sunday sermons were preached, the necessary funds raised

and to-day every big hotel in Denver is equipped with Bibles.

Up in Minneapolis recently Bibles were placed in the rooms of one of the principal hotels by a wealthy real estate dealer who when first approached had not taken kindly to the plan.

The Gideon thereupon withdrew, but one morning a week later he received in his mail a note from the real estate man.

"I'm afraid I was a trifle hasty the other day," said the dealer in property, "but the fact is at the time I meant just what I said. Since then, however, I have been doing a good deal of thinking. I have been thinking about myself, my boyhood days and about my mother. To-day I am well-to-do—wealthy, I might say—and I owe everything I have, every single dollar, to my mother. It was she who made my success possible; it was she who by digging, scrubbing and working kept our little family together, brought us up properly and gave us advantages enjoyed by few children. That is why I sent for you. When I said I didn't want to subscribe for Bibles I was wrong. I do, and I want to subscribe in the name of the dearest woman in the world—my mother."—Chicago Record-Herald.

#### Death of Wm. D. Barnard.

William D. Barnard, who died last week at his home in Manistee, was one of the best known Michigan traveling men. He covered a route from Petoskey to St. Joseph for the Milwaukee Drug Co. (formerly Jerman, Pfeuger & Kuehmsted) for sixteen years. Three weeks before he died he began travelling for Fuller and Fuller of Chicago, one of the largest drug houses in the west.

He was born in Williamsburg, Vermont, December 22, 1865. His father and his grandfather were both Congregational ministers. He came to Michigan at the age of twenty-one and had since made his home in Manistee. In his home State he had received a high school and academical education and after coming to Manistee in 1886 he returned East and took a full course in the Philadelphia College of Pharmacy.

During the lifetime of his brother-in-law, A. H. Lyman, Mr. Barnard was for a number of years connected with the A. H. Lyman Co. of Manistee.

Some fourteen years ago Mr. Barnard took a four months' trip through Great Britain and parts of the Continent in company with his old chum and college mate, Harold Stowe of New York City.

He was married August 17, 1898, to Bertha L. Falge of Manitowoc, Wisconsin, who is now left a widow. He leaves three children, William H., Marie, and Harold.

Mr. Barnard belonged to several orders. He was a Mason, a Knight of Pythias, a Knight of the Grip, and a member of the United Commercial Travellers.

He was taken sick at Grand Haven on his forty-fifth birthday. It was

two days before he could be brought home. He died of meningitis.

His Christmas mail, greetings from his sisters and friends, he was too sick to have read to him and it was buried with him.

Mr. Barnard was a distinctly likeable man. While he was highly esteemed for his integrity and sterling worth, perhaps the keynote of his individuality was the cordial friendliness for all those with whom he came in contact. This will not soon be forgotten. His customers looked forward to his visits with pleasant anticipation. He made friends wherever he went and always regarded his customers as personal friends. His relations with every member of the Milwaukee Drug Co. were most cordial and it was with keen regret that he left them.

Floral offerings, very profuse and beautiful, came from all over Michigan on the news of his death. Letters in appreciation of his character are now pouring in to his widow.

Interment took place at Oak Grove Cemetery in Manistee beside his brother-in-law, A. H. Lyman.

#### A Step Too Far.

The story is told of a man who was always professing to "sell below cost." Some one finally asked him how he could afford to do this; and in reply he stated with much evident pride that "he could not afford to if it were not that he was doing such a big business."

The hyperbole may have a place in literature but not in business. The man who exhausts his adjectives on the commonplace has no words left for that which is beyond the ordinary. The man who steps from the pinnacle of such a castle into space comes down with the inevitable crash. There must be a foundation for the statement, or its absurdity is patent to all. The folly of multiplying indefinitely a minus gain appeals to the humor of even the child.

"The more honesty a man has," says Lavater, "the less he affects the air of a saint." You have all seen men who were continually parading their conscience before you; who had the most profound respect for other people's rights; who would not even pick up a cast-off cigar stub without first hunting up the owner and getting his permission. Yet you have learned that things in the path of this same conscience-burdened mortal—and out of it, too, possibly—have a mysterious habit of being appropriated. You have learned to look with distrust upon the one who is continually making professions of honesty.

If you care to run an eleemosynary institution upon your own resources, good; but do not strive to palm off a purely mercenary affair for it. This kind of charity will soon be detected. You will be sized up for what you are; or, if possible, for a little less. You may unload goods in an emergency far below cost; but not under the plea of your "enormous business."

#### Parent of Wheat.

The parent of all the wheat in the world has recently been found. At least the finder, Dr. Aaron Aaronsohn, a distinguished botanist claims that it is the patriarch of wheats, and he is a good authority. It grows in Palestine, in the Upper Galilee district, and is of good quality and an exceptionally adaptable and hardy nature. It reproduces itself vigorously on Mount Hermon, 6,300 feet above sea level, and also along the shores of the Dead Sea, which is absolutely arid and lies 500 feet below the level of the Mediterranean. An effort will be made to transplant this species to the wheat country in the extreme north of Canada, where it is hard to find a crop that is coldproof. The same plant also has been sent to Algiers, Tunis and Egypt, to be sown in waste and desert lands where no other profit bearing plant will thrive.

#### Butter, Eggs, Poultry, Beans and Potatoes at Buffalo.

Buffalo, Jan. 11—Creamery, 26@29c; dairy, fresh, 18@23c; rolls, 20@23c; poor, 15@18c.

Eggs—Strictly fresh candled, 32@33c; cold storage candled, 25c.

Live Poultry—Fowls, 14@15c; chickens, 14@16c; ducks, 17@18c; old' cox, 10@11c; geese, 15@16c; turks, 20@23c.

Dressed Poultry—Old cox, 10@11c; fowls, 14@15½c; chicks, 14@16c; turkeys, 24@26c; ducks, 19@21c; geese, 13@15c.

Beans—Pea, \$2.15; red kidney, \$2.75; white kidney, \$2.75; marrow, \$2.50; medium, \$2.15.

Potatoes—New, bu., 45@50c.

Rea & Witzig.

#### His Best Order.

It had been a dull season, and the two young traveling salesmen were comparing notes. "I had just five good orders in the month of November," said one.

"You beat me, anyway," said his friend. "I got only three orders, and the third one was from the firm, telling me to come home."—Commercial News.

If you have a clerk who is always complaining that he is not suited to the kind of work he has to do; that he could do better somewhere else, let him try it.

#### BUSINESS CHANCES.

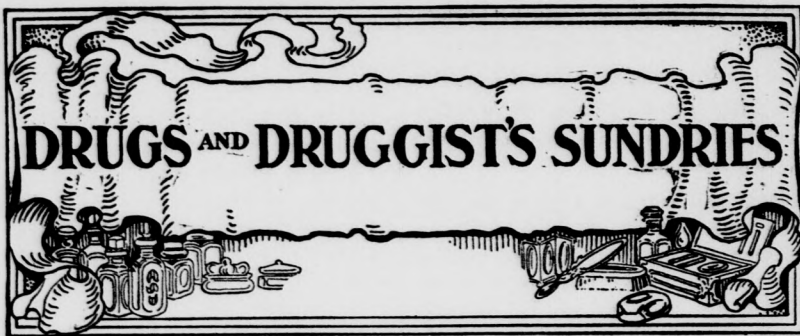
Typewriters—New, second-hand, and factory rebuilds. All makes; lowest prices. Fully guaranteed. Cash or installments. Expert repairing. Call or write. U. S. Typewriter Exchange, 67 Powers Theater Bldg. 132

For Sale—Good clean stock general merchandise in one of best towns in the Thumb of Michigan. Invoiced about \$12,000. Good reason for selling. Cash proposition. Address No. 132, care Tradesman. 132

For Sale—Old-established shoe store in one of the choicest locations in city of Lansing; has long lease on building; stock first-class; reason, poor health. Holmes Realty Co., Lansing, Michigan. 131

**The McCaskey Register Co.**  
Alliance, Ohio  
Manufacturers of  
**The McCaskey Gravity Account Register System**  
First and Still the Best





**Michigan Board of Pharmacy.**  
 President—Wm. A. Dohany, Detroit.  
 Secretary—Ed. J. Rodgers, Port Huron.  
 Treasurer—John J. Campbell, Pigeon.  
 Other Members—Will E. Collins, Owosso; John D. Muir, Grand Rapids.  
 Next Meeting—Grand Rapids, Nov. 15, 16 and 17.

**Michigan Retail Druggists' Association.**  
 President—C. A. Bugbee, Traverse City.  
 First Vice-President—Fred Brundage, Muskegon.  
 Second Vice-President—C. H. Jongejan, Grand Rapids.  
 Secretary—H. R. McDonald, Traverse City.  
 Treasurer—Henry Riechel, Grand Rapids.

**Executive Committee—W. C. Kirchgessner, Grand Rapids; R. A. Abbott, Muskegon; D. D. Alton, Fremont; S. T. Collins, Hart; Geo. L. Davis, Hamilton.**

**Michigan State Pharmaceutical Association.**  
 President—E. E. Calkins, Ann Arbor.  
 First Vice-President—F. C. Cahow, Reading.  
 Second Vice-President—W. A. Hyslop, Boyne City.  
 Secretary—M. H. Goodale, Battle Creek.  
 Treasurer—Willis Lelsenring, Pontiac.  
 Next Meeting—Battle Creek.

**Grand Rapids Drug Club.**  
 President—Wm. C. Kirchgessner.  
 Vice-President—O. A. Fanckboner.  
 Secretary—Wm. H. Tibbs.  
 Treasurer—Rolland Clark.  
 Executive Committee—Wm. Quigley, Chairman; Henry Riechel, Theron Forbes.

#### Cough Syrup, a Formula and Suggestions For Its Sale.

The season for this product is at hand, and it is quite probable that it is the most commonly sold under the druggist's own label of the entire pharmaceutical or non-secret list. While the remark is true so far as the label is concerned, it is not by any means true as to the product. Nine out of ten, or even a greater proportion, use the compound syrup of white pine, or some of the numerous modifications of it, until it has become almost a joke with the public, and I have personally met more than one person who thought that all the druggist's own cough syrups were this product and therefore all alike. There is no doubt of the great value of this syrup from a therapeutical point of view, and for the man who has a good trade established on it, it would not be wise to change, but lacking this, and more especially where a new one is contemplated, it is a point of prime importance to recognize the above facts and to strive to introduce some originality, not only in the package and label, but in the product as well. For this reason I herewith present the following formula. It is not original with me, but it was originated by a retailer in this State, a competent pharmacist and a scientist of no mean ability, and he gave it his unqualified endorsement. I have myself tested it and vouch for its efficacy, and also as to its being very palatable. It will prove a trade winner and reputation maker wherever it is introduced and pushed conscientiously. The proportion of opiates is very much smaller

than with the white pine, or indeed almost any other remedy of the class, but still there is enough to do the work and do it well. A wider and more extended use of codein or heroin in this class of preparations should be an improvement in all directions. The formula is as follows:

Codein .....	100 grs.
Benzoic acid .....	120 grs.
Chloroform .....	5 drs.
Oil peppermint .....	1 dr.
F. E. ipecac .....	6½ drs.
F. E. Tolu, soluble, N. F. ....	3 ozs.
F. E. licorice .....	1½ ozs.
F. E. wild cherry .....	2½ ozs.
Glycerin .....	2 ozs.
Tar water saturated .....	15 ozs.
Alcohol .....	20 ozs.
Water distilled .....	40 ozs.
Sugar .....	64 ozs.

Dissolve the acid and oil in the alcohol, then add the remaining ingredients in the order written, but leaving out the sugar, chloroform and codein. Let the mixture stand for a week or so, then filter. Then percolate the sugar with the filtrate, add the chloroform and the codein, dissolving the latter in a little water, finally adding sufficient water to make the finished product measure one gallon. It will be much lighter in color than the usual run of cough syrups and may be colored as desired with caramel, but since distinctiveness is the one thing sought, it is best to let it remain in the natural state. This makes an effective talking point, as showing the high grade materials employed, the public having the common idea that crude materials make dark colored products, said idea not being so far wrong either.

In preparing the package for this remedy it is again advisable to get away from the usual panel bottle, cheap carton style which is affected by the great majority. The tendency, especially in certain quarters, has been to give an abnormally large package, judged by the usual proprietary article. This is all a mistake. To give six or more, or even four ounces of a remedy for twenty-five cents is the height of folly. It lessens sales, and also lessens the respect of the customer for the quality of the goods. Three ounces for 25 cents is a generous quantity, and even two and a half would seem to be enough. However, as we wish to make our package different from the others, and still preserve a proper size, it would seem that the best course would be to make it four ounces, and charge 35 cents. By this means the size of each sale is in-

creased 10 cents, which is one item of advantage; the package is not like any other, and, lastly, a four ounce bottle lends itself much better to the style of dressing contemplated than the smaller ones. This style, briefly, is to use a lithographed label to cover three sides of the bottle, and divided into a front and two side panels, the bottle itself being the tall blake, which is the best adapted to this of any style known to the writer. The cork should be of first class quality and left long, with a neat cap, and the whole should be wrapped in parchment paper, much as fluid extracts and other pharmaceuticals. Such a package will stand out in the ruck of ordinary preparations "like a sore thumb," and can not fail to catch the eye of the prospective customer, while its dignified and neat appearance will be a powerful factor in its favor. This, coupled with the genuine merit of the remedy, will readily build up a business of paying proportions.—H. C. Bradford in Myer Brothers' Druggist.

#### The Druggist and the Children.

No druggist can afford to ignore the children. We trust we are safe in saying no druggist does ignore them. Perhaps a better way to put the thought is to say no druggist can afford not to cultivate the children.

Talk about advertising—what is the cold, dead printed page in comparison with the talk of the bright eyed, rosy cheeked, nimble footed boy or girl who comes bounding into the home to show father and mother the pretty card, the inexpensive toy or the "cutest little bottle of cologne," a present from Dr. Blank, the druggist, who has "a smile that never wears off?"

What if the news of this bit of generosity does spread, and a host of school children do come to the drug store each expecting a little token of recognition? What if it does take a little more time than the druggist or his clerks have to spare? What if these little gifts do cost a few dollars? In the long run, and often in the short run, such liberality, yea, such seeming prodigality will be found consistent with business policy, and will prove to be the investment that pays.

The old Scotch woman was not far wrong when she said, "Talk weel of my son; talk eel of my son, but talk of my son," and it is safe to say, it is the druggist who is talked about who is the druggist that succeeds—who "gets there Eli with both feet," and we know of no better way to be talked about than to make friends of the children, and as nearly as possible with all the children, whether rich or poor.

We believe that the druggist who will occasionally give a lawn party to the children, furnishing cream and cake in abundance and giving a little souvenir to each child will find the sale of many goods increased, even if he does not unhappily increase the sale of the peptonoids and tablets for indigestion and gastric disturbances in general.

It is not the purpose of the writer to discuss the ways and means by which the druggist may interest the little people, but the point we make and would enforce is that it is worth while to recognize in childhood a by-product that when judiciously employed, is certain to bring adequate returns. In business as well as in the realm of ethics it may truly be said: "A little child shall lead them."

R. O. Smith.

#### Practical Suggestions.

Large bottles and demijohns, which are not already covered with wicker, can be nicely covered with burlap, which is sewed on. While this does not make so safe a covering as the wicker, the amount of liquid within, can easily be seen.

In selling powdered orris root for tooth powder and other uses, if you will call the customer's attention to the fact that a good sized piece of the root placed in the boiler when boiling clothes will give the latter a delicate perfume of violets, it will make you many sales for this rhizome.

The rubber corks, or stoppers rather, from ammonia bottles, make good erasers for the school children. In selling ammonia it would prove profitable to paste a small stick label on the bottle, calling attention to this fact. The school children would be the first to notice it.

What label is out of here? This is a very frequent question asked in the drug store when a label compartment becomes empty and no one knows with which labels to fill the compartment. To determine where each label belongs paste or glue at the bottom of each compartment one of the labels which belongs there, and when the supply is gone the last one can not be removed, and the wrong label can not be put in this place.

Dr. D. W. Cathell, of Baltimore, suggests that all bottles in the household containing poisons should be so indicated by tying a piece of string around the neck of the bottle. Every member of the family being informed of this mark of identification will come to recognize it instantly.

"The unintelligent opposition of rural retailers" to parcels post extension is a really good phrase, coming as it does from a publication issued in little old New York, which is the breeding place of more dense ignorance than any other spot on America's map.

Perseverance was thus defined by a colored preacher: "It means, fustly, to take hold; secondly, to hold on, and thirdly, to never let go."

## 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.

Citiz. Phone 6238  
 Bell Phone 3690

42-44 South Ionia Street  
 Grand Rapids, Mich.



WHOLESALE DRUG PRICE CURRENT

Table listing various drugs and their prices, including categories like Acidum, Ammonia, Aniline, Baccae, Balsamum, Cortex, Scillae, and others.

Table listing various drugs and their prices, including categories like Lupulin, Lycopodium, Macis, Magnesia, and others.

Watch This Space

For a picture of our new home and an announcement of the date upon which we will occupy the same. It is located at the corner of Oaks and Commerce streets only 300 feet from the front entrance of Union Depot.

Yours respectfully,

Hazeltine & Perkins Drug Co.

Grand Rapids, Mich.

LaBelle Moistener and Letter Sealer

For Sealing Letters, Affixing Stamps and General Use

Simplest, cleanest and most convenient device of its kind on the market.

You can seal 2,000 letters an hour. Filled with water it will last several days and is always ready.

Price, 75c Postpaid to Your Address

TRADESMAN COMPANY GRAND RAPIDS, MICH.



GROCERY PRICE CURRENT

These quotations are carefully corrected weekly, within six hours of mailing, and are intended to be correct at time of going to press. Prices, however, are liable to change at any time, and country merchants will have their orders filled at market prices at date of purchase.

Main table of grocery prices categorized by sections: ADVANCED, DECLINED, Index to Markets, and columns 1-5. Includes various items like Ammonia, Baked Beans, Canned Goods, Dried Fruits, etc.

Column 3: Limburger @16, Pineapple @40, Sap Sago @20, Swiss domestic @13. CHEWING GUM: American Flag Spruce 55, Beeman's Pepsin 55, Adams' Pepsin 55, Best Pepsin 45, Best Pepsin 5 boxes 2 00, Black Jack 55, Largest Gum Made 55, Sen Sen 55, Sen Sen Breath Perf 1 00, Yucatan 55, Spearmint 55.

Column 4: Bulk 5, Red 7, Eagle 7, Franck's 7, Schener's 6. CHOCOLATE: Walter Baker & Co.'s German's Sweet 22, Premium 31, Caracac 31, Walter M. Lowney Co. Premium, 1/4s 30, Premium, 1/2s 30.

Column 5: Circle Honey Cookies 12, Currant Fruit Biscuits 12, Cracknels 16, Cocoanut Brittle Cake 12, Cocoanut Sugar Cake 11, Cocoanut Taffy Bar .12, Cocoanut Bar .10, Cocoanut Drops .13, Cocoanut Macaroons .18, Cocoanut Hon. Fingers 12, Cocoanut Hon Jumbles 12, Coffee Cake .10, Coffee Cake, iced .11, Crumpets .10, Dinner Biscuit .25, Dixie Sugar Cookie .9, Family Cookie .9, Fig Cake Assorted .12, Fig Newtons .12, Gibraltar Cake .12 1/2, Fluted Cocoanut Bar 10, Frosted Creams .8, Frosted Ginger Cookie 8, Fruit Lunch Iced .10, Ginger Gems .8, Ginger Gems, Iced .9, Graham Crackers .8, Ginger Snaps Family 8, Ginger Snaps N. B. C. 7 1/2, Ginger Snaps N. B. C. Square .8, Hippodrome Bar .12, Honey Cake, N. B. C. 12, Honey Fingers As. Ice 12, Honey Jumbles, Iced 12, Honey Flake .12 1/2, Household Cookies .8, Household Cookies Iced 9, Jersey Lunch .9, Jubilee Mixed .10, Kream Klips .25, Laddie .9, Lemon Gems .10, Lemon Biscuit Square 8, Lemon Wafer .17, Lemona .9, Mary Ann .9, Marshmallow Walnuts 17, Molasses Cakes .8, Molasses Cakes, Iced 9, Molasses Fruit Cookies .11, Mollated Sandwich .12, Mottled Square .10, Oatmeal Crackers .8, Orange Gems .9, Omit Cake .14, Penny Assorted .9, Peanut Gems .9, Pretzels, Hand Md. .9, Pretzelites, Hand Md. .9, Pretzelites, Mac. Md. 8, Raisin Cookies .10, Raisin Gems .11, Rye, Assorted .14, Rittenhouse Fruit Biscuit .9, Rube .9, Scalloped Gems .10, Scotch Cookies .10, Spiced Currant Cake .10, Sugar Fingers .12, Sultana Fruit Biscuit 16, Spiced Ginger Cake .9, Spiced Ginger Cake Icd 10, Sugar Cakes .9, Sugar Squares, large or small .9, Sunnyside Jumbles .10, Superba .8, Sponge Lady Fingers 25, Sugar Crimp .9, Vanilla Wafers .17, Waverly .10.

Column 3: Bulk 5, Red 7, Eagle 7, Franck's 7, Schener's 6. CHOCOLATE: Walter Baker & Co.'s German's Sweet 22, Premium 31, Caracac 31, Walter M. Lowney Co. Premium, 1/4s 30, Premium, 1/2s 30.

Column 4: CIDER, SWEET "Morgan's": Regualr barrel 50 gals 7 50, Trade barrel, 28 gals. 4 50, 1/2 Trade barrel, 14 gals 2 75, Boiled, per gal. 50, Hard, per gal. 20.

Column 5: COCOA: Baker's 37, Levehand 41, Colonial, 1/4s 35, Colonial, 1/2s 33, Epps 42, Huyler 45, Lowney, 1/4s 36, Lowney, 1/2s 36, Lowney, 1s 36, Lowney, 1s 40, Van Houten, 1/4s 20, Van Houten, 1/2s 12, Van Houten, 1s 41, Van Houten, 1s 72, Webb 33, Wilber, 1/2s 32, Wilbur, 1/4s 32.

Column 3: COCOANUT: Dunham's per lb. 1/4s, 5lb. case 29, 1/4s, 5lb. case 28, 1/2s, 15lb. case 27, 1/2s, 15lb. case 26, 1s, 15lb. case 25, 1/4s & 1/2s, 15lb. case 26 1/2, Scalloped Gems 10.

Column 4: COFFEE: Rio: Common 10@13 1/2, Fair 14 1/2, Choice 16 1/2, Fancy 20. Santos: Common 12@13 1/2, Fair 14 1/2, Choice 16 1/2, Fancy 19. Peaberry.

Column 5: Maracalbo: Fair 16, Choice 19. Mexican: Choice 16 1/2, Fancy 19. Guatemala: Choice 15. Java: African 12, Franc African 17, O. G. 25, P. G. 31. Mocha: Arabian 21. Package: New York Basis: Arbuckle 21 50, Lion 20 25. McLaughlin's XXXX: McLaughlin's XXXX sold to retailers only. Mail all orders direct to W. F. McLaughlin & Co., Chicago.

Column 4: Extract: Holland, 1/2 gro boxes 95, Felix, 1/2 gross .15, Hummel's foil, 1/2 gro. 85, Hummel's tin, 1/2 gro. 1 43.

Column 5: CRACKERS: National Biscuit Company Brand Butter: N. B. C. Sq. bbl. 6 1/2 bx 6, Seymour, Rd. bbl. 6 1/2 bx 6. Soda: N. B. C., boxes 6. Select 9, Saratoga Flakes 13, Zephyrette 13. Oyster: N. B. C. Rd. bbl. 6 1/2 bx 6, Gem, bbl. 6 1/2 boxes 6, Faust 8.

Column 4: Sweet Goods: Animals 10, Apricot Gems 12, Atlantic 12, Atlantic, Assorted 12, Avena Fruit Cake 12, Brittle 11, Bumble Bee 10, Cadets 9, Cartwheels Assorted 9, Chocolate Drops 16, Choc. Honey Fingers 16.

Column 5: Animals 10, Apricot Gems 12, Atlantic 12, Atlantic, Assorted 12, Avena Fruit Cake 12, Brittle 11, Bumble Bee 10, Cadets 9, Cartwheels Assorted 9, Chocolate Drops 16, Choc. Honey Fingers 16.



Table 6: Market prices for various goods including flour (Spring Wheat Flour, Golden Horn), meal (Bouted, Golden Granulated), and other foodstuffs.

Table 7: Market prices for POTASH, Babbitt's PROVISIONS (Barreled Pork, Clear Back), and various meats (Hams, Bacon, Sausages).

Table 8: Market prices for Mackerel, Whitefish, and various oils (SHOE BLACKING, SOAP).

Table 9: Market prices for various teas (Japan, Oolong, English Breakfast), gunpowder, and tobacco (TOBACCO).

Table 10: Market prices for various types of Splint (medium, small), wire, and other metal goods.

Table 11: Market prices for various types of wool (Old, Unwashed), tallow, and a wide variety of confectionery items (Stick Candy, Mixed Candy).



# Special Price Current

## AXLE GREASE



Mica, tin boxes .75 9 00  
Paragon ..... 55 6 00

## BAKING POWDER

Royal  
10c size 90  
1/4 lb. cans 1 35  
6oz. cans 1 90  
1/2 lb. cans 2 50  
3/4 lb. cans 3 75  
1 lb. cans 4 80  
3 lb. cans 13 00  
5 lb. cans 21 50



YOUR OWN PRIVATE BRAND



## Wabash Baking Powder Co., Wabash, Ind.

80 oz. tin cans ..... 3 75  
32 oz. tin cans ..... 1 50  
19 oz. tin cans ..... 85  
16 oz. tin cans ..... 75  
14 oz. tin cans ..... 65  
10 oz. tin cans ..... 55  
8 oz. tin cans ..... 45  
4 oz. tin cans ..... 35  
32 oz. tin milk pail 3 00  
16 oz. tin bucket .... 90  
11 oz glass tumbler .. 85  
6 oz. glass tumbler .. 75  
16 oz. pint mason jar 85

## CIGARS

Johnson Cigar Co.'s Brand



S. C. W., 1,000 lots ..... 31  
El Portana ..... 33  
Evening Press ..... 32  
Exemplar ..... 32  
Worden Grocer Co. Brand

## Ben Hur

Perfection ..... 35  
Perfection Extras ..... 35  
Londres ..... 35  
Londres Grand ..... 35  
Standard ..... 35  
Puritans ..... 35  
Panatellas, Finas ..... 35  
Panatellas, Bock ..... 35  
Jockey Club ..... 35

## COCOANUT

Baker's Brazil Shredded



70 5c pkgs., per case .. 2 60  
36 10c pkgs., per case 2 60  
16 10c and 38 5c pkgs., per case ..... 2 60

## CLOTHES LINES

Sisal  
60ft. 3 thread, extra.. 1 00  
72ft. 3 thread, extra.. 1 40  
90ft. 3 thread, extra.. 1 70  
60ft. 6 thread, extra.. 1 29  
72ft. 6 thread, extra..

Jute  
60ft. .... 75  
72ft. .... 90  
90ft. .... 1 05  
120ft. .... 1 50

## Cotton Victor

50ft. .... 1 10  
60ft. .... 1 35  
70ft. .... 1 60

## Cotton Windsor

50ft. .... 1 30  
60ft. .... 1 44  
70ft. .... 1 80  
80ft. .... 2 00

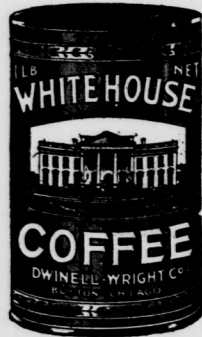
## Cotton Braided

50ft. .... 1 35  
40ft. .... 95  
60ft. .... 1 65

Galvanized Wire  
No. 20, each 100ft. long 1 90  
No. 19, each 100ft. long 2 10

## COFFEE

Roasted  
Dwinell-Wright Co.'s B'ds.



White House, 1lb. ....  
White House, 2lb. ....  
Excelsior, Blend, 1lb. ....  
Excelsior, Blend, 2lb. ....  
Tip Top, Blend, 1lb. ....  
Royal Blend .....  
Royal High Grade .....  
Superior Blend .....  
Boston Combination .....  
Distributed by Judson Grocer Co., Grand Rapids; Lee & Cady, Detroit; Symons Bros. & Co., Saginaw; Brown, Davis & Warner, Jackson; Godsmark, Durand & Co., Battle Creek; Fielbach Co., Toledo.

## FISHING TACKLE

1/2 to 1 in. .... 6  
1 1/2 to 2 in. .... 7  
1 1/2 to 2 in. .... 9  
1 3/4 to 2 in. .... 11  
2 in. .... 15  
3 in. .... 20

## Cotton Lines

No. 1, 10 feet ..... 5  
No. 2, 15 feet ..... 7  
No. 3, 15 feet ..... 9  
No. 4, 15 feet ..... 10  
No. 5, 15 feet ..... 11  
No. 6, 15 feet ..... 12  
No. 7, 15 feet ..... 15  
No. 8, 15 feet ..... 18  
No. 9, 15 feet ..... 20

## Linen Lines

Small ..... 20  
Medium ..... 26  
Large ..... 34

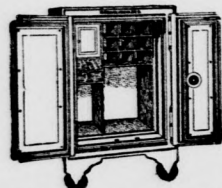
## Poles

Bamboo, 14 ft., per doz. 55  
Bamboo, 16 ft., per doz. 60  
Bamboo, 18 ft., per doz. 80

## GELATINE

Cox's, 1 doz. Large .. 1 80  
Cox's, 1 doz. Small .. 1 00  
Knox's Sparkling, doz. 1 25  
Knox's Sparkling, gr. 14 00  
Nelson's ..... 1 50  
Knox's Acidu'd. doz. .. 1 25  
Oxford ..... 75  
Plymouth Rock ..... 1 25

## SAFES



Full line of fire and burglar proof safes kept in stock by the Tradesman Company. Thirty-five sizes and styles on hand at all times—twice as many safes as are carried by any other house in the State. If you are unable to visit Grand Rapids and inspect the line personally, write for quotations.

Made by

Tradesman Company  
Grand Rapids, Mich.

## SOAP

Beaver Soap Co.'s Brand



100 cakes, large size.. 6 50  
50 cakes, large size.. 3 25  
100 cakes, small size.. 3 85  
50 cakes, small size.. 1 95

Tradesman Co.'s Brand



Black Hawk, one box 2 50  
Black Hawk, five bxs 2 40  
Black Hawk, ten bxs 2 25

## TABLE SAUCES

Halford, large ..... 3 75  
Halford, small ..... 2 25

# Lowest

Our catalogue is "the world's lowest market" because we are the largest buyers of general merchandise in America.

And because our comparatively inexpensive method of selling, through a catalogue, reduces costs.

We sell to merchants only.

Ask for current catalogue.

## Butler Brothers

New York

Chicago St. Louis

Minneapolis

# 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

7-49 N. Division St. Grand Rapids, Mich

# Are You In Earnest

about wanting to lay your business propositions before the retail merchants of Michigan, Ohio and Indiana? If you really are, here is your opportunity. The

# Michigan Tradesman

devotes all its time and efforts to catering to the wants of that class. It doesn't go everywhere, because there are not merchants at every crossroads. It has a bona fide paid circulation—has just what it claims, and claims just what it has. It is a good advertising medium for the general advertiser. Sample and rates on request.

Grand Rapids, Michigan



# BUSINESS-WANTS DEPARTMENT

Advertisements inserted under this head for two cents a word the first insertion and one cent a word for all subsequent continuous insertions. No charge less than 25 cents. Cash must accompany all orders.

### BUSINESS CHANCES.

For Sale—Small stock bazaar goods in bustling Northern town. Box 34, Buckley, Mich. 117

Practically the only shoe business in one of the best college towns in Michigan. Good sideline. Paying business. Reason for selling, failing health. Box 184, Olivet, Mich. 129

Drug stock for sale. Will guarantee everything fresh and new. Will sell at a bargain. Reason for selling, have other business. Address Lock Box 64, Fennville, Mich. 126

Wanted—Country store and stock in thrifty community, property not to exceed \$3,000. Apply to E. J. Farquhar, Smiths Creek, Mich. 125

### 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—Lumber yard, planing mill and coal business in Berkley county, West Virginia; invoice about \$16,000.

For Sale—Blacksmith and wagon shop in Adams county, Washington; \$1,650.

For Sale—Livery business and sales stable in Santa Fe county, New Mexico; \$6,000.

For Sale—Electric Light plant, residence and controlling interest in 70 barrel flour mill in Adams county, Nebraska; \$14,500.

For Sale—Stock of general merchandise and farm implements in Dixon county, Nebraska; \$5,000.

For Sale—Grocery business in Battle Creek, Michigan; \$4,500.

For Sale—Grocery business in one of the largest cities in Michigan. This is one of the best stores in the state; invoice about \$31,000.

For Sale—Dry goods, millinery and cloak business in Green county, Iowa; \$10,000.

For Sale—Stock of millinery goods in storage; about \$375 required.

For Sale—Harness shop in Kendall county, Illinois; \$2,000.

For Sale—Harness shop building and residence in Jackson county, Illinois; \$1,900.

For Sale—Grocery business; six corner location in one of the best parts of Chicago; \$2,000.

For Sale—Illinois telephone plant with exchanges in five live towns; \$50,000.

For Sale—Stock of general merchandise and three story store and office building in Houston county, Alabama; \$25,000.

For Sale—Wisconsin veneer package and stove manufacturing plant; this is a modern, complete, up-to-date plant that cost \$28,000; will sacrifice for \$10,000.

For Sale—125 barrel modern electric flour mill, at a good Wisconsin shipping point; cost \$16,000, owing to death will sell for \$10,000.

For Sale—Laundry in Stephenson county, Illinois; good opening, \$1,000.

If you want to buy, sell or exchange any kind of business or property anywhere at any price, address, Frank P. Cleveland, 1261 Adams Express Building, Chicago, Illinois.

### IMPORTANT

I can positively close out or reduce your stock of merchandise at a profit. I can positively prove by those who have used my methods that a failure is entirely out of the question. I positively have the best, the cheapest and most satisfactory sales plan of any salesman in the business. LET ME PROVE IT.

G. B. JOHNS, Auctioneer and Sale Specialist  
1341 Warren Ave. West Detroit, Mich.

For Sale—Drug store and fixtures in town of 450. Stock and fixtures are practically new. Best of reasons for selling. The property will stand investigation. Good location for veterinary surgeon. Address No. 123, care Tradesman. 123

For Sale—Clothing and shoe stock. Invoices \$4,000. New and up-to-date. Good trade established. Good reason for selling. Address 817 Cotey St., Cadillac, Mich. 122

Ice Cream Factory For Sale—The wholesale ice cream factory of F. W. Bun, Bankrupt, will be sold to the highest bidder on January 20th, 1911. Wm. Happ, Trustee in Bankruptcy, South Bend, Ind. 121

A Bargain—Photograph gallery and furnishings complete. Cheap for cash. Address H. O. Wooster, Buckley, Mich. 120

For Sale—The only stock of furniture and undertaking in a good hustling town 700 population. Parties have other interests which need attention. Must sell at once. Undertaking \$1,200. Furniture will invoice about \$1,800. Will sell both or separate. \$1,500 down, balance easily arranged for. Write or call J. S. Husted, Buckley, Mich. 119

1,100 acres hardwood timber, Western North Carolina, near railroad; original growth; \$3 an acre in fee. W. M. Pratt, Marion, N. C. 113

House furnishing and undertaking, Central Michigan, invoices about \$3,000. Large territory. No competition. Old established business paying extra well. Health is reason for selling. Some terms. M. M. C., care Tradesman. 127

For Rent—\$20 month, large store with all fixtures and living rooms to parties buying any part general stock on consignment. Would exchange. A. W. Stein, Elmira, Mich. 130

For Sale—Stock of dry goods, shoes and groceries, including fixtures, in Yale, Michigan. Stock \$6,000. Good trade cash system. Address Box 293, Yale, Mich. 116

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

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

### To Merchants Everywhere

Get in line for a rousing Jan. or Feb. Special Sale. Our wonderfully effective methods will crowd your store with satisfied customers. Our legitimate personally conducted sales leave no bad after effect, and turn your surplus goods into ready cash. Write us today.

COMSTOCK-GRISIER SALES CO.  
907 Ohio Building Toledo, Ohio

For Sale—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—60 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—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 23, North Adams, Mich. 114

Oregon Land For Sale—16,000 acres finest colonization or platting 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 \$13,000 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. 93, care Tradesman. 93

I pay cash for stocks or part stocks of merchandise. Must be cheap. H. Kaufer, Milwaukee, Wis. 92

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—Nice clean grocery stock in good live town in Western Michigan. Fine opportunity for good man. Address No. 39, care Tradesman. 39

MERCHANTS ATTENTION — Clean out your winter merchandise with a rousing January or February Special Sale. Oldest sale conductor in the business. Personally conduct all of my own sales. W. N. Harper, Port Huron, Mich. 86

For Sale — Hardwood manufacturing property, Northern New Hampshire. Bobbin, birch, novelty, saw mills, two railroads, thirty acres land. Address B. N. Hanson, Gorham, N. H. 82

Saw mill, twenty thousand capacity, Upson, Wis., for sale cheap. Enquire of N. Emerson, 302 Metropolitan Life Bldg., Minneapolis, Minn. 30

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. 64

For Sale—\$1,500 stock groceries and hardware in Central Michigan farming country, produce business connected, doing good business, sell at invoice. Address No. 63, care Tradesman. 63

Cash for your business or real estate. I bring buyer and seller together. No matter where located if you want to buy, sell or exchange any kind of business or property anywhere at any price, address Frank P. Cleveland, Real Estate Expert, 1261 Adams Express Building, Chicago, Illinois. 84

For Sale—Stock of general merchandise in one of the best towns in Michigan, invoices \$300. Can reduce stock to suit purchaser. Reason for selling, poor health and my son leaving. One competitor. Address Box H, care Tradesman. 84

Safes Opened—W. L. Slocum, safe expert and locksmith. 52 Ottawa street, Grand Rapids, Mich. 104

For Sale—One 300 account McCauley register cheap. Address A. B., care Michigan Tradesman. 148

### SITUATIONS WANTED.

Wanted—Young man of 27 wants position in good retail place as clerk or book-keeper. Several years' experience. Best of references. Address Clerk, care Tradesman. 124

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

### HELP WANTED.

Wanted—Salesman to carry a line of felt shoes and slippers and a line of Elkskin shoes in Iowa and Minnesota. Niles T. Stickney, Milwaukee, Wis. 123

Wanted—First-class sausage maker, married. Reference required. Address No. 106, care Tradesman. 106

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. 142

Want ads. continued on next page.

## Here Is a Pointer

Your advertisement, if placed on this page, would be seen and read by eight thousand of the most progressive merchants in Michigan, Ohio and Indiana. We have testimonial letters from thousands of people who have bought, sold or exchanged properties as the direct result of advertising in this paper.

# Cuts For Rent to Our Subscribers

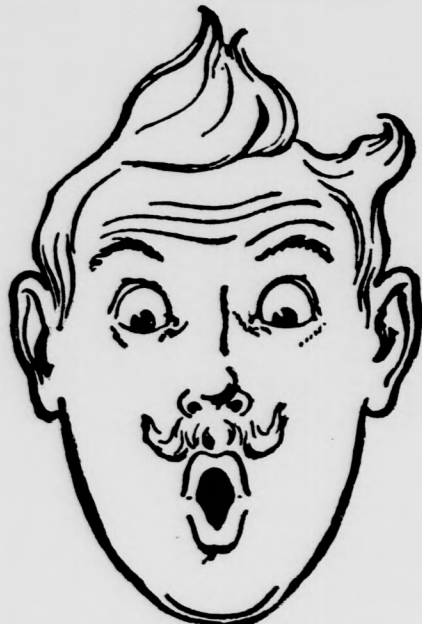
## An Innovation That Will Appeal to the Advertiser

We introduce this new departure which will be a surprise to you by giving you the working plan of what will prove to be a very successful and attractive sale known as

### "Surprise Sale"

The cuts are very suggestive and the title permits of many new and original features. There is no limit to the possibilities of a "Surprise Sale." It should be the object of the store conducting such a sale to carry out the idea of surprising the customers in as many ways as possible.

**Here Are a Few Suggestions:**—Change the entrance of the store in some way, decorate the store in a novel manner, change the location of some of the familiar departments of the store, sell a few articles below the advertised price, during each hour give one or two customers a few cents more change than they are entitled to, surprise all customers by giving them a souvenir, arrange a large mirror some place in the store so that customers will think it a continuation of the store and walk into it. There are many other features that can be introduced and every wide awake store manager will have a few good ideas of his own.



No. 34. Price, 75c  
Rental Price, 15c

Any subscriber can have the use of as many of these cuts as he will require for thirty days by paying the rental price as shown below. Care will be taken to rent the cuts to but one store in the same town. Order by number.



No. 33. Price, 50c  
Rental Price, 10c



No. 32. Price, 25c  
Rental Price, 5c

We have only a limited number of these cuts, so send in your order at once.

Next week we will give a reproduction of a large bill showing how these cuts can be used very effectively.

**Our Rental Cut Service** is a new idea which we believe will be highly appreciated by all advertisers. It will enable the advertiser to use more cuts than ever before. We expect to continue giving working plans of special sales and welcome any new ideas or suggestions that our subscribers would like to have worked out by us.

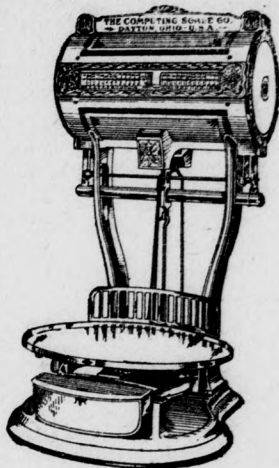
Tradesman Company

:::

Grand Rapids, Mich.



## 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.

## ALWAYS THE SAME COFFEE AND SAME QUALITY



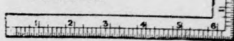
It must be a great satisfaction for dealers to handle coffee of "WHITE HOUSE" character — thus eliminating all doubt and uncertainty, and absolutely insuring against complaint and possible loss of good customers. You cannot say too good things about "WHITE HOUSE"—for the good things are really there. The coffee will "back you up" every time.

## Symons Bros. & Co.

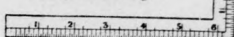
Wholesale Distributors Saginaw

# Here's The Proof Kellogg's "Square Deal" Policy Protects Both GROCER AND CONSUMER

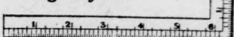
Price Protected—  
Trade Profits  
Assured



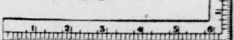
No "Free Deals"  
to induce  
Price-Cutting



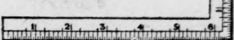
No "Quantity  
Price" to favor  
big buyers



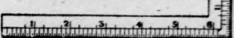
Nothing to  
encourage over-  
buying goods



No Coupon  
or Premium  
Schemes



Best advertised  
and most popular  
American Cereal



**\*NO SQUARE DEAL POLICY**

Some time ago I assisted in adjusting a fire loss for a grocer. Among the stuff set aside for adjustment of loss sustained was a lot of breakfast food supposed to be damaged by smoke. I opened several packages and found them not damaged by smoke—but decidedly stale, and refused to make any allowance whatever on these. We also found a lot of packages containing a biscuit—popular and well known. Upon examination I found these decidedly rancid and unfit for food. I learned later that all these goods had been bought in large quantities in order to get the price, and, as is often the case, the quantity could not be disposed of while fresh and saleable. Age does not improve anything edible. There is a limit even to ageing Limburger and Rocheford cheese—where loud smell gives some class in the nostril of the epicure, but I have yet to find the first cereal or package foods, or foods sold in any form, that improve by age, and the sooner manufacturers of food-stuffs change their system of quantity price and follow the "Square Deal" policy of a Battle Creek cereal the better for themselves, the reputation of their product, and the better for the grocer. I just want to add here that among the Cereals put out as damaged by smoke, none of which had the least trace of smoke, were "Kellogg's Toasted Corn Flakes," (and three other brands\*) and others, not one of them crisp and fresh but Kellogg's Toasted Corn Flakes. Why? Kellogg's was the only cereal there not bought in quantity. Single case purchases kept it on the shelf fresh, crisp, wholesome and appetizing. From every standpoint, considering quality, capital or warehouse room, the square deal policy is the best and only policy for the Grocer.

\*Names furnished on application.

### \*REPRINT FROM "UP-TO-DATE"

Edited by J. W. Rittenhouse, official organizer of the Retail Merchant's Association of Pennsylvania, is, according to its official title "Published in the Interest of the Retail Merchants of Pennsylvania for the purpose of Promoting Organization and Maintaining in Pennsylvania the largest Body of Organized Merchants in the United States."



IT PAYS EVERYONE TO STICK TO

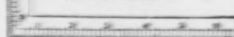
**Kellogg's**



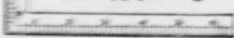
Quality and  
Flavor always  
the same



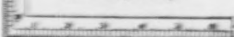
Goods never  
Allowed to  
Grow stale



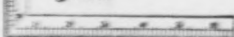
Sold only in  
the genuine  
Kellogg package



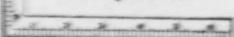
Price the same  
everywhere and  
to everybody



Pays an honest  
profit to the  
grocer



Backed by the  
Kellogg name  
and reputation





**T**HE grocer really  
doesn't want  
to sell bulk starch.

He realizes the trouble  
and loss in handling it—  
scooping and weighing and  
putting it in a paper bag,  
to say nothing of the little  
broken pieces which settle

at the bottom of the bin and which he can't well serve to his customers.

But what is there to take its place?

Argo—the perfect starch for all laundry uses—hot or cold starching—in the big clean package  
to be sold for a nickel. That's the answer.

You don't have to explain it but once to your customer—If she tries it, she'll order it again.  
To sell Argo—stock it.

CORN PRODUCTS REFINING COMPANY

NEW YORK



## We Employ No Salesmen We Have Only One Price

Yes, we lose some sales by having only one price on  
our safes, but that is our way of doing business and it wins  
oftener than it loses, simply because it embodies a correct  
business principle.

IN the first place our prices are lower because we practically have  
no selling expense and in the second and last place, we count one  
man's money as good as another's for anything we have to dis-  
pose of.

**If You Want a Good Safe—**

and want to pay just what it is worth and no more

**—Ask Us for Prices**

**Grand Rapids Safe Co.**

Tradesman Building  
**Grand Rapids, Mich.**