

## The Man Who Delivers the Goods

There's a man in the world who is never turned down  
Wherever he chances to stray;  
He gets the glad hand in the populous town  
Or out where the farmers make hay.  
He's greeted with pleasure on deserts of sand,  
And deep in the aisles of the woods,  
Wherever he goes there's the welcoming hand,  
He's The Man Who Delivers the Goods.

The failures of life sit around and complain  
The Gods haven't treated them right;  
They've lost their umbrellas whenever there's rain,  
And they haven't their lanterns at night;  
Men tire of failures who fill with their sighs  
The air of their own neighborhoods;  
There's the man who is greeted with love-lighted eyes,  
He's The Man Who Delivers the Goods.

One fellow is lazy and watches the clock  
And waits for the whistle to blow,  
One has a hammer with which he will knock,  
And one tells the story of woe;  
And one if requested to travel a mile  
Will measure the perches and roods;  
But one does his "stunt" with a whistle or smile,  
He's The Man Who Delivers the Goods.

One man is afraid he will labor too hard,  
The world isn't yearning for such;  
And one man is ever alert, on his guard,  
Lest he put in a minute too much;  
And one has a grouch or temper that is bad,  
And one is a creature of moods;  
So it is hey for the joyous and rollicking lad,  
For the One Who Delivers the Goods.

## A Dying Town

**A** TOWN which never has anything to do in a public way is on the road to the cemetery. Anyone who will do nothing for his town is helping to dig the grave. A man who curses the town furnishes the casket. The man so selfish as to have no time from his business to give to the city affairs is making the shroud. The man who does not advertise is driving the hearse. The man who is pulling back from any public enterprise throws bouquets on the grave. The man who is howling hard times preaches the funeral sermon and sings the doxology; thus, the town lies buried from all sorrow and care.

**WORDEN GROCER COMPANY**  
THE PROMPT SHIPPERS

Grand Rapids

Kalamazoo



**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.

We have an ambition to largely increase the sale of our old reliable brand of **B-B-B COFFEE**. To assist in this, we will from this date furnish a vastly improved quality, both in style and drink; in fact, a coffee that we believe to be unequalled at anything near the price. It is a beauty and is just as good as it looks, and we ask our patrons, on receipt of the goods, to open and compare them with anything heretofore offered them. To furnish this quality our margin of profit is seriously interfered with but we believe the natural increase in sales resulting from the improvement will more than offset this. If this fails our patrons and theirs will at least be gainers.

**JUDSON GROCER CO.**  
GRAND RAPIDS



**The One Universal  
Cereal Food**

The one universal staple "breakfast food" that has survived the ups and downs of public fancy and is eaten in every city and hamlet in the United States and Canada is

**Shredded Wheat Biscuit**

The plans for increasing the consumer demand in 1912 are more extensive and far-reaching than ever. Are you ready to help us supply this increased demand?



Shredded Wheat is now packed in neat, substantial wooden cases. The thrifty grocer will sell the empty cases for 10 or 15c each, thereby adding to his profits.

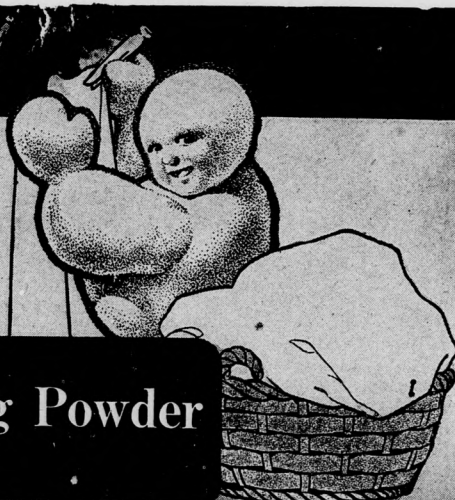
**The Shredded Wheat Company**  
Niagara Falls, N. Y.

**next time**

**Don't forget to include  
a box in your next order**

**Lautz Snow Boy Washing Powder**

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





# MICHIGAN TRADESMAN

Thirtieth Year

GRAND RAPIDS, WEDNESDAY, NOVEMBER 20, 1912

Number 1522

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## THE THANKSGIVING DINNER.

Where this is the regulation meal of turkey, cranberry sauce and pumpkin or mince pie, with the usual accessories, little advice is needed. But there are many homes in which these things must be strangers, even at the one great feast day of the year. Yet there are now so many substitutes that no one can afford to waste a minute in grieving because he cannot afford turkey. Though how wide this field of substitutes, the public do not fully appreciate; and it is unfortunate that those who the most need to take advantage of them have been so busy in striving to make both ends meet that they have had little time to look around for the good things which they might have.

Why not make a collection from your own stock? Get up a cheap menu and post it in your front window a day or two before Thanksgiving. Even though it presents no new things, the compact form in which you may revise the old will put new vigor into the heart that is discouraged because butter and eggs are away out of sight. The other day a man in Cleveland went into a store and, on asking the price of butter, turned aghast to his wife with the words, "Butter is 40 cents a pound," and then dropped dead. His condition was not normal or this thing would not have so totally upset him. Yet the average man does not think or know that there are good substitutes for butter at less price. Beef suet, nut butter, even the old time soup bone in the hands of the good cook is worthy of due respect.

What if you cannot furnish the fine fare for the price in hand, show what combinations are possible at a less cost. Roast pork and apple sauce, sweet potatoes and celery, Boston baked beans and tomato sauce, and the host of other vegetables at nominal prices. Then the desserts may come within reach of the humblest.

A ten-cent package of raisins, one of the prepared desserts, fruits fresh and dried—you may surprise even yourself at how much a dollar will furnish, once eliminate the fancy products and study for food values and for variety.

## BE YOUR OWN PATRON.

It was election night in a country store and the room was filled with residents of the town and surrounding country who had gathered to hear returns. As the evening waned the proprietor said, "I'm hungry" and, suiting action to word, he took down a can of sardines and commenced to eat them. He might have been polite enough to give each one present a sample, but he did not, evidently thinking they were too many. Yet this trick to whet the appetite was wholly unnecessary in the instance quoted. It was late and the sight of the man enjoying his lunch was sufficient. Probably no less than twenty cans of those sardines were sold at once, just because one man in their midst got hungry.

Not all those present liked sardines and those began to conclude that they, too, were hungry, and to think what they wanted. Of course in any general store there are enough improvised lunches at hand, and every one who wished joined in eating cheese, crackers, peanuts or bananas, for eating is a contagious thing. It is wonderful how soon you will become hungry when you see some one else enjoying even a meager lunch.

The proprietor may have been really hungry, as he said. There is no evidence that he was not, but there is good evidence that he understood business when he at once proceeded to fill the void. Some would have waited until closing hour, thinking it not good manners to indulge under the circumstances. He looked at it that he was lurching at his own expense and the crowd looked at it in the same sensible way. He did not ask them to buy. What they did, they did of their own free will. There is such a thing as selling goods without making yourself a bore by getting them around in the presence of people and proving how good they are.

## DO OUR PUBLIC SCHOOLS PAY?

This subject has been much discussed of late in leading journals, and the outcome is on the whole depressing. We who have been taught that the school tax is the best tax, and that the child's time during the school age is worth ten dollars a day have come to look with suspicion upon the modern system of education, and to wonder if the oldtime school was not really the best.

We are trying to do too much, to

live too fast, and to drag the boy and girl with us in the mad race. When so much ground is covered, some of it must be done hastily. The man who speeds along in his auto misses the beauties which a Thoreau would have seen along the public highway. The girl who strives to become proficient in languages, music, domestic science and all the other parts of the modern curriculum in the shortest possible time learns to slight here, to skim over there, and in many instances to cheat in examination. The boy who is developing into a modern athlete soon forgets his Latin declensions in the zeal for a new record on the field.

The boards of education have increased the tax levy to the highest notch in order to meet the demands of the new education. The increased salaries of teachers and other officials demanded by the higher cost of living are only a part of the expense. There is political work, even in our public schools. Graft creeps in altogether too often, and the child must pay the penalty. Cheap supplies are furnished, and the teacher, vexed beyond endurance at sharpening pencils containing only broken lead, or forced to use crayon of the most wretched type, finally says in the presence of her pupils, Let's get rid of the abominable stuff as soon as possible. And so the little folks learn to waste in the strife to use up the horrid pencils and get some new ones—which prove if possible even worse than the first. Elimination is needed, of some of the trills, and of some of the petty politicians who accept the office solely for the opportunity of preference given to their own immediate families as teachers or furnishers of supplies.

## THE LOCAL CALENDAR.

Every community has its special occasions for which the tradesman should stand in readiness. When the Presidential candidates were making their campaign tours, party tokens found general favor in the towns visited. Just before Halloween the man who had forgotten to lay in a goodly stock of masks and black cats was strictly not in it. The general dealer will not forget to be able to supply the various contents of the basket for the Thanksgiving dinner.

There are dozens of little local matters constantly coming up which give room for a bit of extra preparation, and they pay. The farmers are just now, in many localities, having public sales. They will want to serve lunch. What have you to offer them? Plain tin cups in quantity and material for sandwiches are the main features. Can you get the buns on short notice, with good material for filling? There is a wedding in high circles an-

nounced. The material for this must all be of superior quality. Are you going to place yourself in a position to cater to the special needs or does some out-of-town firm get the chance, just because you do not go after it with a gilt-edged proposition?

A most successful teacher was interrogated by her associates with the question, "How do you so quickly know just what a mischievous pupil is going to do next? Her reply was, "I know what I should have done under the circumstances." It is up to you to anticipate wants, for special occasions as well as for the routine supply. Study what others are doing and about to do. Think of what you would be likely to need under similar circumstances. If the blank may fill a general want, good. If it is to cater to a single individual, appeal to him personally. Tell him just what you can do and, if your terms are reasonable, he will be glad to give you the first chance.

It has been said that the science of business is in getting the attention of the public. Large manufacturing and selling concerns pay enormous salaries to advertising men who can prepare publicity items in such a way as to catch the public notice and hold it. Patent medicines will sell if forcefully brought to the attention of possible buyers. There is suggestion in the right kind of advertising. The human interest in the way of putting a thing is what gets the ear of the crowd. Apply this same principle to salesmanship. Be prepared to talk to your customers in a way that interests them. Know as much as possible about the goods you are selling, and a little item of news regarding the market for the particular article, or the manner in which it is made or the place from which it comes will serve to keep the mind of the customer riveted to the goods. Selling is much easier when the attention is not distracted. It does not do to talk too long, but be able to say just a few sentences, in a casual way, to the effect that the government does not allow anything but whole tomatoes used for canning purposes, or that one thing about silk hosiery is that it can be worn all the year round, or any little detail, perhaps already known, or perhaps not. It stimulates interest in the article to talk about it, but not too much. The main thing is to hold the attention of the buyer to what you are trying to sell. It is the mental process of culminating the transaction.

Everybody who knows much about advertising knows that as yet the best-informed know only a part of the science of the business.

## CLOVERLAND.

## Zephyrs From the Upper Peninsula of Michigan.

Marquette, Nov. 18—Our old friend, J. A. Moder, of Laurium, has resigned his position with the W. Bingham Co., Cleveland, (wholesale hardware), to take immediate effect and has accepted a similar position with the Kelly-How-Thomson Hardware Co., of Duluth on Upper Peninsula territory exclusively. This change will give John an opportunity to be home a good deal more than in the former position.

We have also been informed that L. A. Schroeder has taken a position with Kelly-How-Thomson Hardware Co., but we have been unable to learn what territory.

M. T. Thorsen, with Robert A. Johnson Co., Milwaukee, has returned to this country after a visit to his old home in Norway, after an absence from there of twenty-five years. While abroad he suffered from an accident to his foot, received on alighting from a street car in Christiana, which laid him up for nine weeks and for which he received his U. C. T. indemnity of \$225. Before he went away he informed us that there was a little town not far from Trondhjem named Hell, and that he would send us a souvenir card from there, but on his return from abroad he told us that he didn't reach that undesirable place and told us that the surest way to get a card from there would be to go there for it. He did send us one from Christiana, however.

Ole Christofferson, the versatile comedian and fish salesman, has informed us that he has received a renewal order from Brother John Hoffman, Steward at the Kalamazoo Insane Asylum for 1,000 pounds of Lake Superior white fish per week.

This territory is being flooded with photographs of Fred C. Richter, but the photo is bum.

We have been watching for an announcement of Grand Counselor John Q. Adams' dates for Copper Council, at Hancock, but so far we have been disappointed, as we would like to see the Grand Council officers in the Upper Peninsula again this fall.

We regret to chronicle that L. C. Dingle, with the National Biscuit Co., is seriously ill again. His territory is being covered by a Mr. Shane during his illness.

There is an excellent prospect for a U. C. T. postmaster at Negaunee, as Brother Pete Trudell is a formidable candidate with an excellent chance to win. Upper Peninsula Council boys are fast coming to the front, as there is a strong possibility also of a U. C. T. mayor at Marquette.

Vic Engstrom has resigned his position with Finct, Van Slyke & McConville, of St. Paul, Minn., and will be succeeded by E. J. Mitchell. We have not learned what Vic's future plans are, but we all wish him success in whatever he may undertake.

L. A. Boyd, the carload hardware salesman, is enjoying a few days in the jungle on the deer hunt. During his absence his competitors are enjoying a harvest in business and hope that the hunting will prove so interesting that he will stay till the end of the season.

We are pleased to announce the marriage of Brother Albert Quant, representing the Armstrong-Theilman Co., of Hancock, to Miss Alice C. Robinson, who for the past two years has been teacher of English in the Hancock high school. Brother Quant is a valued employe of the above concern, and is one of the most popular young men in Hancock. He is an enthusiastic U. C. T. boy. His bride is a young lady of charming personality and possesses an ease and grace of manner which is most fascinating. She is a highly cultured lady and during her two years' residence in Hancock has endeared herself to all with whom she has become acquainted. Mr. Quant has the distinction of being the tallest member of U. P. Council, No. 186. He measures 6 ft. 9½ inches in his stocking feet, but weighs only 152 pounds. Some bean pole, eh? He will be very useful to Mrs. Quant in this way, as he can set up the stove and hang the pictures on the wall without the use of a step ladder.

For some months we have missed the kindly face of that indefatigable worker, J. E. Racine, of Marinette, Wis., but we just learned that he is now the manager of the Reinke Grocery Co., at Marinette. We wish you luck, I. E., in your new undertaking and we know you will make good. We cannot go back on the many years of pleasant acquaintance we have enjoyed with you. Success to you!

L. A. Nordland has been transferred from the Lake Superior territory to city territory in Duluth and Superior and St. Paul and Minneapolis. It is understood that he made quite a success in this region for Kelly-How-Thomson Hardware Co.

A recently married member of our Council had succeeded in making his bride believe that U. C. T. stood for Union Christian Temperance until a copy of the Tradesman containing "Two bits of History and a Plagiarism" fell into her hands a day or two ago. When she read Wheeler's poem entitled Mitchell's Socks, and came to the verse:

Oh, everything comes easy now  
Since those are on my feet;  
Its How d'ye do and Have a drink  
With every one I meet.

And again

I'm spending lots of money though,  
It happens in this way:

No matter where I start to go  
I surely go astray,

For if there be a bar around  
Inside of twenty blocks

I've got to go until I'm there  
Since wearing Mitchell's socks.

And again in Follise's Grateful Plagiarism on Mitchell's Socks entitled Wheeler's Magic Shirt:

At times I'm kind of leary though  
I've changed so many ways,  
And some of them full well I know  
Don't merit any praise.

For instance when I meet a lass,  
I straightway start to flirt;

A pretty face I cannot pass  
Since wearing Wheeler's shirt.

She looked up into her husband's eyes most intently and earnestly and said, A., this seems indeed incongruous and most passing strange and must I say inconsistent on the part of men who profess to be members of the Union Christian Temperance. A. struck a

pensive mood and looked on the floor, and changed the subject.

We are pleased to see the movement that Brother W. A. White, of Traverse City Council, has done much to promote assuming such gigantic momentum. We refer to the proposed legislation designed to enable traveling salesmen to vote on National and State elections when away from home. This is a subject in which every traveler should exercise a deep interest and, on the face of it, it seems that the proposition is a feasible one, but as we look deeper into the subject we are of the opinion that such a law could hardly be crystallized into reality for the reason that the commercial traveler could hardly expect any special legislation favoring his occupation and avoid the criticism of being the beneficiary of class legislation. That is to say, that if such a law were passed it would have to apply to all citizens of the United States, as well as travelers, and it can readily be seen where a multitude of objections could be raised to the passing of such a law and to the operation of it after it is passed.

We sympathize with Brother Richter on the workings of woman's suffrage. That's a great job to put a fine healthy man on—weaning the baby—but take heart, Freddie. When woman's suffrage takes a real start and becomes a stern reality, there won't be any babies to wean.

Last week we noted a new landlord at the Beach Inn Munising—W. C. French, of Minneapolis. This week we are pleased to give him a little attention again by announcing his most sudden and most unexpected marriage to Miss Florence E. Ross, of Bowling Green, Ohio. We have had the pleasure of meeting Mrs. French and, with the ability and pleasantness of manner of Mr. French and the delightful personality of Mrs. French, we are confident in our prediction that the Beach Inn will resume its old-time popularity previous to the days of Blake.

"Shortie" Leslie, the popular stage driver between Munising and Wetmore has driven sadness and dismay into the hearts of his traveling men patrons by announcing that immediately after the inauguration of President Wilson, he will move bag and baggage to the British Northwest. He says that one democratic administration in a lifetime is enough for him. We might yet succeed in coaxing him to stay.

Ura Donald Laird.

## Butter, Eggs, Poultry, Beans and Potatoes, at Buffalo.

Buffalo, Nov. 20—Creamery butter, fresh, 30@35c; dairy, 25@30c; poor to good, all kinds, 20@24c.

Cheese—Fancy, 17½@18c; choice, 16½@17c; poor to common, 10@15c.

Eggs—Choice, fresh, candled, 30@35c; cold storage, candled 23@24c.

Poultry (live)—Turkeys, 20@22c; cox, 10@11c; fowls, 11@14c; springs, 12@15c; ducks, 16@17c; geese, 14@15c. Extreme prices will, no doubt, be obtained for fancy turks, ducks and geese for Thanksgiving.

Beans—Red kidney, \$2.50; white kidney, new \$3; medium, new \$2.60; narrow, new \$3; pea, new \$2.60.

Potatoes—60@65c per bu.

Rea & Witzig.

## BANKRUPTCY MATTERS.

## Proceedings in Western District of Michigan.

Nov. 13—Upon petition of creditors Judge Sessions made an order adjudging the Belcarmo Nut Butter Co., of Grand Rapids, a bankrupt and the matter was referred to Referee Wicks. An order was made by the referee directing the officers of the bankrupt to file schedules of its assets and liabilities on or before November 25. Upon receipt of such schedules the first meeting of creditors will be called.

Nov 14—In the matter of H. Jacob Dye, bankrupt, of Traverse City, the trustee, Edwin Steward, of Kalkaska, filed his final report showing no assets of any value excepting the equity in certain real estate, and for which he has received an offer of \$25 from the mortgagee, E. B. Babcock. An order was made by the referee calling a final meeting of creditors to be held at his office on December 2, to consider such final report and offer. Creditors have also been directed to show cause, if any they have, why a certificate recommending the bankrupt's discharge should not be made by the referee.

Nov. 18—The final meeting of creditors was held in the matter of Jacob S. Davis, bankrupt, formerly merchant at Manistee. The final report and account of the trustee, Geo. A. Hart, of Manistee, was considered and approved. On the petitions for compensation of the assignee and attorney for assignee under state court proceedings prior to the bankruptcy decision was reserved and the final meeting held open for determination of such matters and the declaration of a final dividend for creditors.

In the matter of Cornelius Bylenga, bankrupt, of Grand Rapids, the trustee, Fred Maichele, of Grand Rapids, filed his report and vouchers showing compliance with the final order of distribution, and an order was made closing the estate and discharging the trustee. No cause to the contrary having been shown, a certificate was made by the referee recommending that the bankrupt be granted his discharge.

In the matter of the Coronet Corset Co., bankrupt, of Grand Rapids, the adjourned first meeting of creditors was held. The first report and account of the trustee, Geo. C. Brown, was filed, showing total receipts of \$8,894.57, and disbursements for administration expenses of \$69.65. An order was made for payment of preferred claims and administration expenses and a first dividend of 10 per cent. to general creditors.

## Her Choice.

It was during the trial of a notorious criminal and the attorney for the prosecution was cross-examining the burglar's wife.

"You are the wife of this man?" he asked.

"Yes."

"You knew he was a burglar when you married him?"

"Yes."

"How came you to contract a marriage with such a man?"

"Well," the woman explained, "I was getting old, and I had to choose between him and a lawyer!"



## NEW YORK MARKET.

## Special Features in the Grocery and Produce Market.

## Special Correspondence.

New York, Nov. 18—The spot coffee market has been mighty quiet this week. The roasters' convention occupied a good share of public attention and the sessions were mighty interesting. Buyers are still taking small quantities and seem to think that they are doing the safe thing in pursuing such a course. New crop Santos is quoted at 16½¢ and Rio No. 7, 14¾¢. In store and afloat there are 2,499,796 bags, against 2,150,540 bags at the same time last year.

Formosa teas are selling more freely than any other varieties and, upon the whole, the entire line is in better shape than a week ago. While orders have not been large in individual cases, they have come frequently and from all sections. Prices are about unchanged, but are firmly sustained.

The demand for sugar is, perhaps, as active as could be expected at this time of year. Lower prices are confidently predicted next year for two reasons—big crops just now coming in and a probable lowering of the tariff later on. Possibly if quotations decline there may be enlarged consumption which will tend to restore rates. But the future will take care of itself. Granulated is quoted at 4.90c and no immediate decline is looked for.

Rice is firm. Millers are loath to make any concessions and the rice buyer who is looking for any special bargains will be disappointed. Quo-

tations are continued on the previous basis of 5¾¢@5½¢ for prime to choice domestic.

Spices show steady improvement. Cloves are further advanced and Amboyna Zanzibars are now 20½¢@21¢. Pepper is well sustained and stocks are in strong hands. White Singapore, 17¾¢@18¢.

Grocery grades of N. O. molasses are quickly gobbled before arrival. Other grades are in pretty good jobbing demand on the former basis of 26¢@34¢ for good to prime centrifugal. Syrups are quiet and unchanged, with stocks moderate.

Something of a difference of opinion as to the value of standard 3s tomatoes between buyers and sellers has kept the market quiet. Buyers think that 82½¢ ought to suffice, while packers are not at all inclined to quote less than 85¢. As a result, the whole market has moved in a rut. Some business has been done during the week in standard Western corn at about 52½¢@55¢ here. Fancy stock is firm by reason of scarcity. String beans, peas—and, in fact, the whole list—while not quoted at higher values than last week, have been in demand and the outlook is more favorable than for some little time.

Butter is firm for top grades and decidedly higher. Creamery specials, 35¢; firsts, 32¢@34¢; held stock, extras, 32½¢; process, 27¢@28¢; imitation creamery, 25¢@25½¢; factory, 24½¢@25¢; packing stock, 23¢@24½¢.

Cheese is steady, with whole milk grades worth 17¾¢@18¢.

Eggs are still climbing upward and

near-by fancy are worth 55¢@60¢. Western stock varies about 10¢ a dozen—32¢@42¢. Extra firsts, 34¢@37¢; firsts, 29¢@33¢; cold storage, 23¢@24¢.

## Pays To Boost Your Employer.

Having heard that boys were sometimes employed as ushers, a youth answered an advertisement inserted in one of the newspapers by a local playhouse. He was refused the job because he was too small, but the manager offered to take him on as a candy salesman, which he accepted. At the rate of 10 cents on the dollar the boy was sometimes making \$4 a week, an amount far beyond his most youthful dreams.

He was making good as a salesman, and topped all the others in sales.

Called by one of the spectators one night, he was told to carry this message:

"Tell your manager that this is the worst show I ever saw."

The boy didn't bother his manager. He stood up for the show and for his manager, declaring without qualification that it was a good show, in fact, one of the best in the city.

The man left the theater apparently in a rage. Instead he was only too anxious to get to the manager of the theater to tell him that if he had nothing else, he had a loyal candy salesman. Here was a boy who could boost in the face of the fact that the cause he was espousing was of an inferior standard.

"Get a couple more boys like that and you won't have to worry about the class of your show" he told the manager.

The manager recognized the worth of

this tribute. His shows were probably bad, but his help was loyal, and since this candy boy, for instance was willing to believe in him to the extent of lauding an inferior article, how much better it would be if he could have something he could honestly recommend.

There was a revolution in the policy of the playhouse, and all because this boy praised the play for no other reason than that his boss was producing it.

There are many men, working for business houses that appeal to the cheaper trade because they make more money that way. But these same men are only too glad to join in the "knock" when it is passed to them as it was to this boy.

J. L. Graff.

## May He Round Out a Century.

Marshall, Nov. 18—I question if you have a friend more sincere than myself in thanking God that He restored you to good health and certainly I never had a more loyal and upright friend and I attribute my business success to the fact of keeping my name permanently before the public by my steady advertising in the well-conducted Tradesman. There is no nonsense about this—it is the truth. My age compelled me to retire from active life, as I know that I am gradually failing, being now in my 83rd year. I take much comfort reading the Tradesman and certainly the leading commercial articles are so well written that they are a credit to the publication. I was very sorry when I read of the death of my dear friend, the late William Logie. He has left behind him one of the best names.

Wm. Connor.

The dealers who *keep* well "stocked up" on "Dandelion" *keep* their share of the trade.

The dealers who don't *keep* well "stocked up" lose trade, because 90% of the Butter Makers of this country use "Dandelion" and won't take chances on a substitute.



**Dandelion Brand**

THE BRAND WITH



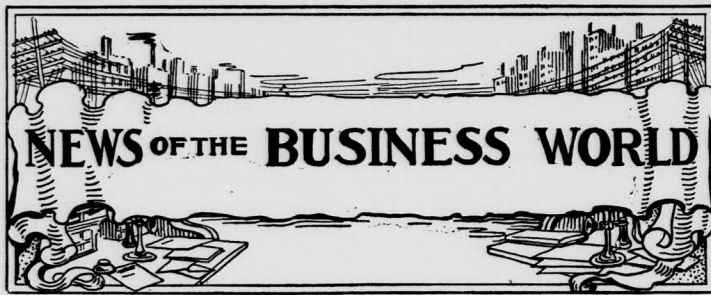
**Butter Color**

THE GOLDEN SHADE

We guarantee that Dandelion Brand Butter Color is PURELY VEGETABLE and that it meets the FULL REQUIREMENTS OF ALL FOOD LAWS,--STATE AND NATIONAL.

**WELLS & RICHARDSON CO., - BURLINGTON, VERMONT**  
Manufacturers of Dandelion Brand Butter Color





### Movements of Merchants.

Evart—C. A. Smiley & Son have engaged in the meat business here.

St. Johns—William Murray succeeds R. J. Graham in the baking business.

Pullman—A. H. Parker has added a line of groceries to his stock of meat.

Dearborn—Fred W. Holtz will engage in the grocery business here Dec. 1.

Marion—Turner Bros. & Steuble succeed Walsh & Co. in the hardware business.

Jonesville—H. J. Tubbs will open a novelty and dry goods store here about Dec. 1.

Plymouth—The Plymouth Lumber & Coal Co. has increased its capital stock from \$10,000 to \$20,000.

Charles Weaver has engaged in the shoe business at Kingsley, purchasing his stock of the Hirth-Krause Co.

St. Johns—F. P. Bunday has sold his stock of groceries to Carl LeBaron, who has taken possession.

Escanaba—George Laggis, who has conducted a confectionery store here for years, has closed out his stock.

North Branch—William Newbegin has sold his stock of meats to M. H. Solon, who will take possession Dec. 1.

Grand Ledge—A. Wattrick has closed out his bakery and removed to Lansing, where he has secured a position.

Bancroft—William Simms is erecting a store building which he will occupy with his stock of bazaar goods about Jan. 1.

Hart—George Williams has sold his stock of groceries to S. S. Skelton, recently of Muskegon, who will take possession Dec. 1.

Cedar Springs—E. A. Lewis has sold his stock of second-hand goods to B. F. Walbridge, who will continue the business.

Eckford—W. R. Hoffman, dealer in general merchandise, has sold his grocery stock to George Foreman, who will consolidate it with his own.

Trufant—Martin Hansen is closing out his stock of general merchandise and will remove to Eaton Rapids, where he will engage in similar business.

Marilla—William F. Danville has erected a storage and potato warehouse here and already has between 4,000 and 5,000 bushels of potatoes stored.

Flint—L. J. Adamd, grocer at 755 Harriet street, has sold his stock to Clyde L. Lapo and Herbert E. Crouter, who have formed a copartnership and will continue the business at the same location under the style of Lapo & Crouter.

Otsego—J. A. McAllister has sold his stock of groceries to Merton Gilbert and Mathew Rogers, who have formed a copartnership and will continue the business.

Quincy—S. Sherwood has sold his interest in the meat stock of Sherwood & Clark to Jesse Taylor and the business will be continued under the style of Clark & Taylor.

Quincy—A. W. Blackman has sold a half interest in his clothing stock to George E. Burdick and the business will be continued under the style of Blackman & Burdick.

Fenwick—F. I. Loree has sold his stock of general merchandise to W. G. Wolverton, recently engaged in trade at Fenton, who will continue the business at the same location.

Alma—N. D. Waterman, recently engaged in the dry goods business at Mt. Pleasant, has purchased the dry goods stock of S. Messinger & Co. and will take possession Dec. 1.

Pigeon—Moses Haist, of Sebawaing and E. A. Stewart, of Port Hope, have formed a copartnership and purchased the T. L. Thiel stock of general merchandise and taken possession.

Athens—White Bros. & Co., grain dealers at Scotts, are erecting a hay warehouse here and have also purchased the warehouse of Blake Bros. at Galesburg which they will use for storing hay.

Athens—Graham & Walkley, dealers in groceries and crockery, have merged their business into a stock company under the style of the George M. Graham Grocery Co., with an authorized capital stock of \$3,000, all of which has been subscribed and paid in in property.

Ishpeming—Martin Claven has sold his stock of toys and confectionery to Arthur West, who will continue the business in the same location.

Pigeon—John J. Campbell has sold his stock of drugs and jewelry to the Sutton-Parmaleau Drug Co., which will take possession Dec. 1. The purchaser conducts a chain of stores in Detroit and Sebawaing.

Marcellus—F. D. Hough has purchased the meat and grocery stock of Detwiler & Mack and will continue the business under his own name.

Battle Creek—Charles W. Centner has purchased the interest of his partner, Donald G. Henderson, in the dry goods and women's furnishing stock of Centner & Henderson and will continue the business at the same location under his own name.

### Manufacturing Matters.

Detroit—The A. C. Knapp Co., auto trimmer and painter, has increased its capital stock from \$20,000 to \$50,000.

Zeeland—The Star Furniture Co. is building an addition to its plant.

Detroit—The Van Blerck Motor Co. has increased its capital stock from \$10,000 to \$100,000.

Ann Arbor—The capital stock of the Buckhorn Garment Co. has been increased from \$12,000 to \$50,000.

Detroit—The Wireless Fibrator Co. has engaged in business with an authorized capital stock of \$10,000, of which \$7,000 has been subscribed and paid in in property.

Burr Oak—The first meeting of creditors of the Whitehouse Underwear Mills will be held Dec. 5 at Centerville. The creditors caused involuntary bankruptcy.

Detroit—The Armature & Motor Works has engaged in business with an authorized capital stock of \$10,000, of which \$7,500 has been subscribed and \$2,800 paid in in cash.

Detroit—The Wolst Baking Co. has engaged in business with an authorized capitalization of \$15,000, of which \$10,000 has been subscribed, \$3,000 being paid in in cash and \$7,000 in property.

Kalamazoo—The Sheffer Lumber & Timber Co. has been incorporated with an authorized capital stock of \$15,000, which has been subscribed, \$3,000 being paid in in cash and \$12,000 in property.

Detroit—The City Coffee & Spice Mills has merged its business into a stock company under the style of the City Coffee & Spice Mills Co., with an authorized capital stock of \$50,000, of which \$30,000 has been subscribed and paid in in property.

Schoolcraft—The Inner Brace Chair Co. has merged its business into a stock company under the style of The Inner Braced Furniture Co., of Schoolcraft, with an authorized capital stock of \$100,000, of which \$80,000 has been subscribed and paid in in cash.

Gaylord—The Dayton Last Block Co., has leased the S. S. Humphrey sawmill and will utilize it in the manufacture of hardwood railroad ties, and will work up a large quantity of small timber. The company has large orders for railroad ties.

Gaylord—The Dayton Last Block Works, has rented the S. S. Humphrey sawmill for the purpose of sawing hardwood ties during the coming winter. A large amount of hardwoods is going in to the manufacture of ties in Michigan and the production this year will be much larger than that of a year ago.

Saginaw—The Loveland & Stone Lumber Co., which has operated a sawmill of nearly 40,000,000-foot capacity at Cutler, Ont., has been changed to the Stone & Grant Lumber Co., George Grant, Jr., of Saginaw, becoming identified with the concern, and Ralph Loveland retiring. Mr. Grant is a brother-in-law of E. P. Stone, of Saginaw, and was formerly with the Mershon company. Ralph Loveland has removed from Saginaw to Detroit. The old Saginaw Salt & Lumber Co., the mill of which was removed ten years ago from Crow Island to Sandwich, and thence to Thessalon, Ont., and with which the Lovelands, of Saginaw, were identi-

fied many years, is now known as the North Channel Lumber Co., and the office has been removed from Saginaw to Detroit.

### Sixty-Three Candidates For Registration.

The November examination session of the Michigan Board of Pharmacy is now in progress at Evening Press hall. There are sixty-three candidates—thirty for registered pharmacist and thirty-three for registered druggist. The examination will conclude to-day or to-morrow and the result will be announced in about a week.

The next session of the Board will be held at Detroit the third Tuesday in January. The March session will be held in Grand Rapids the third Tuesday in March. E. J. Rogers, of Port Huron, who has served a five year term on the Board, expects to retire on December 31 and efforts are being made by Grand Rapids druggists to induce Governor-elect Ferris to appoint a Grand Rapids man on the Board. It has been some years since Grand Rapids was represented on the Board and there would seem to be no good reason why this city or Detroit, with their large local representation among the registered pharmacists of the State, should not have representation.

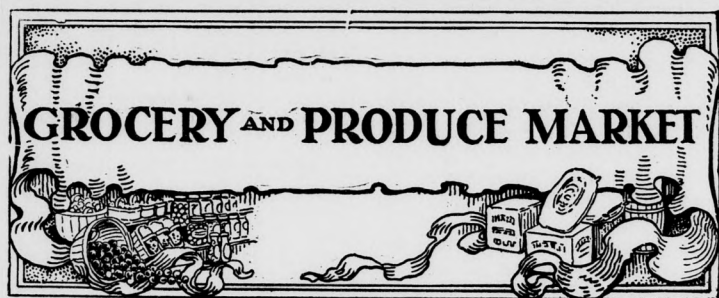
### New Standard For Apples and Barrels.

Beginning with the first of next July the apple barrel, to be standard, will have to contain 7,000 cubic inches. Its dimensions will have to be as follows: Length of stave, 28½ inches; diameter of head 17½ inches; distance between heads, 26 inches; circumference of bulge, 64 inches outside measurement. The Sulzer law, which prescribes the dimensions of the barrel, also defines standard grades for apples. Two grades are provided for. They are: "Standard grade, minimum size 2¼ inches; standard grade, minimum size 2 inches." The apples put in above grades must be "of one variety, which are well grown specimens, hand-picked of good color for the variety, normal shape, practically free from insect and fungus injury, bruises and other defects, except such as are necessarily caused in the operation of packing, or apples of one variety which are not more than 10 per centum below the foregoing specifications." Standard grade apples and standard barrels may be branded "standard," but if the barrel is so branded, "the name of the variety, the name of the locality where grown and the name of the packer or the person by whose authority the apples were packed" must also appear.

### Pays High Price for Broom.

James Dunn, a farmer, living near Emmett, claims the distinction of paying the largest price for a broom in the history of St. Clair county. Mrs. Dunn gave a peddler a \$100 bill in payment, believing it to be a \$1 silver certificate. The mistake was not discovered until the following day. There is no trace of the peddler.

A man may have a swelled head without having a broad mind.



### The Produce Market.

Apples—Wealthy, Wolf River and Baldwins command \$2.75 per bbl. Spys and Snows fetch \$3 per bbl.

Bananas—Declined to \$2.75 per 100 lbs.

Beets—60c per bu.

Butter—Receipts of fancy fresh butter continue very light and the consumptive demand is absorbing everything on arrival at 2c per pound advance on all grades. The make of butter is lighter than usual for the season and conditions seem fairly settled. Creamery extracts are now held at 33c in tubs and 34c in prints. Local dealers pay 25c for No. 1 dairy grades and 21c for packing stock.

Cabbage—\$1.50 per bbl.

Carrots—60c per bu.

Celery—90c per box for home grown.

Cranberries—\$7.25 for Early Blacks and \$8.75 for Late Howes. Wisconsin stock has not yet put in an appearance, but is expected soon.

Chestnuts—18c per lb. for Michigan sweets, and 17c for Ohios.

Eggs—The consumptive demand for new-laid eggs is very brisk and the market is firm at an advance of 4c per dozen. The receipts are lighter than usual and the situation firm at the advance. The supply of storage eggs is liberal, but the grade of eggs is wanted only moderately. Local dealers pay 30c for strictly fresh, loss off.

Egg Plant—\$1.50 per doz.

Grape Fruit—\$3.25 per crate for all sizes of Florida fruit.

Grapes—California Tokay \$2 per crate of 40 lbs. Malaga, \$3.75@4.50 per keg of 50 to 60 lbs.

Honey—20c per lb. for white clover and 18c for dark.

Lemons—The price has advanced to \$6.50 per box on California.

Lettuce—Southern head, \$2 per bu.; hot house leaf, 10c per lb.

Onions—Spanish are in fair demand at \$1.40 per crate; home grown command 40@50c per bu. Country buyers are paying 28@30c.

Oranges—\$4@4.25 for Valencias.

Pears—Kiefers, 75c per bu.

Pickling Onions—\$1.25 per ⅓ bu. box.

Potatoes—Country buyers are paying 35@40c at outside buying points. Local dealers quote 45@50c in small lots.

Poultry—Local dealers pay 10c for springs and fowls; 6c for old roosters; 8c for geese; 10c for ducks; 15c for turkeys. These prices are for live-weight. Dressed are 2c higher. The receipts of chickens and hens during the week have been of fair size and prices are hardly as firm as a week ago. Turkeys have been selling well, but supplies are still much smaller than a year ago, which is thought to be due to the fact that the farmer has been very busy

during the nice weather and has put off marketing his poultry until later.

Quinces—\$1.75 per bu.

Squash—\$1.50 per bbl. for Hubbard.

Sweet Potatoes—\$2.25 for Virginias and \$4 for Jerseys.

Veal—6@10½c according to the quality.

### Fifty Years With One House.

Ann Arbor, Nov. 19—A most unique event was that which took place when the employes of Mack & Co. tendered to Henry J. Mann, a banquet in commemoration of his fiftieth anniversary in the above named establishment.

During these fifty years in one building, Mr. Mann has witnessed the growth of what was once a small business venture to what is now one of the leading enterprises of this city. Of the many who have come in contact with him during this long period, there is none but bears toward him the warmest feeling of friendship and respect, all alike being drawn to him by his pleasing personality, his amiable disposition and his lofty character.

The function given in his honor, is a fitting mark of the esteem in which he is held by his present associates. It was attended by a full quota of the company's present employes, numbering in all about 150. The banquet was followed by a programme of toasts, E. O. Muehlig acting as toastmaster and calling in order upon Walter C. Mack, Gerhardt Josenhaus, Victor Wurster and Louis Boes, all of whom responded with interesting anecdotes bearing upon their relationships with their honored guest. Diversity was lent to the entertainment in the form of musical selections by Ethel Hogan, Amanda Lutz, Ernest O. Muehlig, and William Gauss. A social hour followed, enlivened by song and general merriment, bringing to a close a function which will long be remembered by all who were privileged to attend.

Mr. Mann was presented with a large silver loving cup bearing this inscription: "In affectionate appreciation of fifty years of kindly and faithful friendship to Henry J. Mann, from Mr. Edwin F. Mack, Mrs. Clara Mack Hawley, Mr. Walter C. Mack and Mr. Waldo Mack Abbott." Also a basket containing fifty handsome roses, by Walter C. Mack, and other beautiful floral tributes by other friends.

J. J. Bauer meat dealer at 650 Seventh street, has sold his stock to Charles Woski, who will continue the business.

The Balish Candy Co. has opened a retail confectionery store at 20 Island street.

### The Grocery Market.

Sugar—The general situation and the outlook are still weak. Refined sugar is unchanged and in light demand. The refiners of domestic beet sugar are pushing their product very hard and have in some cases dropped 40 points below the regular refiners' prices. The consumptive demand for sugar is seasonably fair.

Tea—The Japan market remains quiet at steady prices. Nearly all stocks in the primary markets have been sold. It is reported that the total exports for the year will be nearly five million pounds short. This, together with the rejections of so many China teas, will, undoubtedly, force a stronger market by January. The shortage of the Formosa crops and the increased demand for Ceylons will, it is thought, cause prices to advance.

Coffee—Rio and Santos grades are ¼c weaker and the demand is very dull. If the war becomes so general as to tie up steamers, the inevitable effect will be an advance in spot coffees, but if the only effect is to make money tight, coffee, which is being supported entirely by the money interests, will be awakened. Mild grades are not affected by the above situation and are steady to firm. Java and Mocha are unchanged and quiet, Mocha being scarce.

Canned Fruits—Apples are unchanged, some packers quoting \$2.25 for New York gallons, and a few quoting less. The demand is light. That the pack of gallon apples will be small this year unless prices advance is a statement made by New York packers, who are turning their attention to more profitable goods. It is thought that there will be heavy sales of California canned fruits later in the season as prices are extremely low. There is said to be a shortage in blueberries, blackberries and gooseberries.

Canned Vegetables—No definite information is as yet obtainable regarding the pack, but it is still believed that it will not fall far short of 13,000,000 cases. Corn can be bought at very reasonable prices, but as the present quotations are said to be below the cost of production on some grades, no further decline is looked for. The market remains firm on canned peas. Packers in the East are beginning to name prices on futures for 1913. These quotations are from 2½ to 5c per dozen higher than in 1912. String beans, sauerkraut, sweet potatoes, beets and spinach are steady with a seasonable demand.

Dried Fruits—Prune prices have reached a lower level than for many months, but wholesalers state it will take some time to get the consumer to using them again, as they had substituted other fruits which were cheaper. The market on apricots and peaches is firm and quotations on apricots are about 1c per pound higher than the lowest point reached since the 1912 season opened. Raisin and currant prices remain unchanged. Raisins are very low, but indications point to a higher market. The arrival of cooler weather has increased the demand some on California fruits, which is said to have caused packers

on the Coast to show signs of stiffening up on prices. The quotations on New York evaporated apples are said to be as low as prices of Michigan and Southern stock. Packers have been anxious to sell during the week, but prices are unchanged.

Syrup and Molasses—Glucose shows no change for the week. Compound syrup is dull on account of the warm weather and prices are unchanged. Sugar syrup is dull at ruling prices and molasses also.

Cheese—The market is firm with lighter stocks than a year ago. No change is looked for soon. Prices are about 10 per cent. above a year ago.

Starch—Muzzy bulk and Best packages have declined 10c.

Rice—Prices hold firm. A primary report is to the effect that fillers are unable to make any concession, with the market of rough rice where it is at present and make a profit.

Olives—Prices are unchanged for the week, but are firm.

Pickles—While prices are above quotations of 1911, packers expect them to go still higher. There is a good demand for both pickles and kraut.

Fish—Holland herring is steady. New mackerel is lower than a year ago and of very fine quality. It is said lake fish will be very scarce and prospects are that prices will be high this season on account of the extremely high prices being paid for fresh fish. There has been a very satisfactory movement in salmon during the week. Prices on pinks and red Alaskas are very low and buyers are taking them freely. Domestic sardines were never lower than at the present time and it would seem as if they are a good buy at present quotations. The market on Norway herring is advancing.

Provisions—Smoked meats are steady and unchanged. The supply seems ample. Pure and compound lard are in good demand and ample supply, all conditions being unchanged. Dried beef, barreled pork and canned meats are all firm and in fair consumptive demand at unchanged prices.

William and Martin Ysseldyk have formed a copartnership and purchased from the estate of their father, the late Leonard Ysseldyk, the shoe stock at 347 West Leonard street and will continue the business at the same location.

Frank T. Gilpin, proprietor of the Gilpin Furniture Co., has filed a trust mortgage. Liabilities, about \$1,500. Chauncey E. Koon is trustee.

Louis Gage, who conducts a bakery at 615 Lyon street, has filed a petition in bankruptcy. Liabilities, \$539.22. Assets, \$425.

John Morley, grocer at 1846 Division avenue, south, has sold his stock to Thomas Malone, who has taken possession.

Benjamin Pechota has opened a shoe store at Interlochen, purchasing his stock of the Hirth-Krause Co.





The banks may not be able to furnish nice new and bright silver coins for Christmas this year. The banks here have not yet made their accustomed requisitions upon the United States treasury for the usual supply but the banks in other cities have done so and have been turned down. The treasury has a stock of \$18,000,000 old coin laid away and with such a stock on hand it does not see the need of coining a lot more just for Christmas. The banks will have a nice assortment of new gold coin however and no doubt they will try to make the shoppers believe that the gold coin will do just as well.

An energetic campaign has been started in Illinois to put the private banks under the supervision of the State banking department. Several disastrous failures of private banks have shown the need of such legislation. Some of these failures have been decidedly suspicious, so much so as to give ground for the belief that the banks were started for the express purpose of failing as soon as the deposits had grown large enough to make it worth while. There is always more or less of this kind of "banking" in the large cities, especially those with large foreign elements. It was true in New York until it became such a scandal that official action had to be taken. Bills have been presented in the Illinois Legislature several times to place the private banks under supervision but the interests back of these institutions have always been strong enough to defeat the measures. The campaign this time is so energetic that the indications are favorable for legislation. The matter of regulation of the private banks is of interest in Michigan as well as in Illinois. Private banks of the type that have created scandal in Chicago do not flourish in Michigan but nevertheless there have been private banks that have not reflected credit upon the banking profession, which it may be added is also true of some banks that have been under supervision. In Michigan while the private banks are not under supervision they are compelled to show in their signs, and stationery that they are private and this is supposed to afford patrons some protection by informing them of the true character of the institution. Formerly a pawn broker, a money lender, a stock broker or a promoter could attach the name of "bank" to his place of business, but under the present law the place must really be a bank or it is denied the use of the name in any form. Whether the next Legislature will be

asked to go further has not yet developed. There seems no immediate demand for State supervision, but there is no telling what the law makers may have up their sleeves.

Ten shares of the Old National bank stock sold this week at 208½, which makes a new high mark for this stock. The last previous sale was at 204. There is a good demand for all the banks stocks, but those who have bank stocks seem perfectly willing to hang on to them. The bank stocks are not rich in their returns at the present quotations, averaging around 4 per cent., but they rank high as safe securities, have quick convertibility and for several years have shown a steady appreciation in value which makes the net return substantial when a sale is finally made.

Congress will convene for the short session in December and in January the state legislatures will get together. What the various law making bodies, state and National, will do to business is a matter of conjecture. It can hardly be regarded as complimentary to American lawmaking that the sessions of Congress and of the legislatures are looked forward to with dread and that everybody feels relieved when the adjournments come. There may be pertinence in what one of the local members of the Legislature, Wm. J. Sproat, said the other day, that if he had his way he would repeal about half the laws now on the books and then enact a law making it a State prison offense to pass any more for the next ten years.

According to reports from Washington the postal savings bank is not a paying institution for the Government. The postal savings bank department is conducted on the most economical basis possible. No additional clerks are employed, except about 160 in the postoffice department at Washington, and no additional office rooms are required, the present postoffices and their equipment and clerks being used. The only revenue the postal banks receive, however, is the difference between the interest received from the banks for the use of the funds and the interest paid on deposits. The Government allows 2 per cent. interest on deposits and charges the banks 2½ per cent. for the use of the funds, depositing 95 per cent. and holding 5 per cent. as working capital. The total deposits now amount to about \$28,000,000 and the net revenue is something less than \$140,000. The 160 clerks employed in the depart-

ment at Washington draw an average of \$1,000 a year each salary, leaving an apparent deficit of about \$20,000. This deficit will be increased somewhat when the cost of stamps, certificates and other materials are figured in. The postal savings, however, is a pronounced success, the deposits increasing 6 to 8 per cent. a month and it is estimated that when the total reaches \$100,000,000 the institution will be on a self supporting basis.

Ask for our Coupon Certificates of Deposit  
Assets Over Three and One-half Million

**GRAND RAPIDS SAVINGS BANK**

## Kent State Bank

Main Office Fountain St.  
Facing Monroe

Grand Rapids, Mich.

Capital - - - - \$500,000  
Surplus and Profits - \$300,000

Deposits  
7 Million Dollars

**3½ Per Cent.**

Paid on Certificates

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

We Offer and Recommend  
**The Preferred Stock of Consumers Power Co.**  
Largest Underlying Company of  
**Commonwealth Power Ry. Lt. Co.**  
Netting about 6½% and **TAX EXEMPT**  
**A. E. Kusterer & Co.** 733 Michigan Trust Bldg., Grand Rapids  
Both Phones: 2435.

Grand Rapids is your market place. You buy its furniture. you read its newspapers and deposit in its banks. Buy your Life Insurance there also of  
**The Preferred Life Insurance Co.**  
Grand Rapids, Michigan Wm. A. Watts, Secretary and General Manager

We recommend  
**Public Utility Preferred Stocks**  
(as a class) for conservative, profitable investments, to net 5½ to 7½%. Circulars of the various companies mailed upon request.  
**HOWE, CORRIGAN & COMPANY**  
Citizens 1122 339-343 Michigan Trust Building Bell M 229  
Grand Rapids, Mich.

**The Old National Bank**  
GRAND RAPIDS, MICH.

Our Savings Certificates of Deposit form an exceedingly convenient and safe method of investing your surplus. They are readily negotiable, being transferable by endorsement and earn interest at the rate of 3½% if left a year.

**2½% Every Six Months**  
Is what we pay at our office on the Bonds we sell.  
**\$100.00 Bonds—5% a Year**

THE MICHIGAN TRUST CO.

**Conservative Investors Patronize Tradesman Advertisers**



If the postal banks have not paid their way, they have served an excellent purpose in drawing money out of hiding and also in reducing the amount of money sent abroad by foreigners.

The securities of the American Public Utilities Co., Kelsey, Brewer & Co.'s promotion, have had a material advance in the past two weeks, both the preferred and the common issues. It is understood negotiations are practically closed by which the company will acquire several additional properties, with earnings present and prospective that will materially improve the financial showing.

Quotations on Local Stocks and Bonds.	
Bid.	Asked.
Am. Gas & Elec. Co., Com.	87 92
Am. Gas & Elec. Co., Pfd.	46 48
Am. Light & Trac. Co., Com.	429½ 432
Am. Light & Trac. Co., Pfd.	108 110
Am. Public Utilities, Com.	66 67
Am. Public Utilities, Pfd.	81½ 82½
Can. Puget Sound Lbr.	3 3
Cities Service Co., Com.	118 121
Cities Service Co., Pfd.	88 90
Citizens' Telephone	97 98
Com'w'th Pr. Ry. & Lt. Com.	67¼ 68½
Com'w'th Pr. Ry. & Lt. Pfd.	90 91½
Dennis Salt & Lbr. Co.	95 100
Elec. Bond Deposit Pfd.	73 80
Fourth National Bank	200 203
Furniture City Brewing Co.	80 70
Globe Knitting Works, Com.	115 117
Globe Knitting Works, Pfd.	99 100
G. R. Brewing Co.	200
G. R. Nat'l City Bank	180
G. R. Savings Bank	185
Holland-St. Louis Sugar Com.	9 9½
Kent State Bank	265
Macey Co., Com.	200
Lincoln Gas & Elec. Co.	33 40
Macey Company, Pfd.	97 98
Michigan Sugar Co., Com.	75 80
Michigan State Tele. Co., Pfd.	100 101½
National Grocer Co., Pfd.	91 93
Old National Bank	208½
Pacific Gas & Elec. Co., Com.	65 66
Pacific Gas & Elec. Co., Pfd.	91 93
Peoples Savings Bank	250
Tennessee Ry. Lt. & Pr., Com.	23½ 25½
Tennessee Ry. Lt. & Pr., Pfd.	77¼ 78½
United Light & Railway, Com.	79 82
United Lt. & Ry., 1st Pfd.	84¼ 85¼
United Lt. & Ry., 2nd Pfd., (old)	79 80
United Lt & Ry., 2nd Pfd., (new)	75 76
Bonds.	
Chartanooga Gas Co.	1927 95 97
Denver Gas & Elec. Co.	1949 95½ 96½
Flint Gas Co.	1924 96 97½
G. R. Edison Co.	1916 98½ 100
G. R. Gas Light Co.	1915 100½ 100¾
G. R. Railway Co.	1916 100 101
Kalamazoo Gas Co.	1920 95 100
Saginaw City Gas Co.	1916 99

\*Ex-dividend.  
November 19, 1912.

**Adjust Yourself to Conditions.**

"Success so often means simply the adjustment to conditions," said a man from a small Iowa town the other day. "To illustrate I can cite several instances in our locality where change instead of bringing disaster to men in certain lines was seized by them to advantage.

"As an example, there was a young man in our town—the typical county seat of 3,000—by the name of Leslie Hobbie. Twelve years ago Hobbie was deep in the bicycle business, and it was quite a business then. He knew every part on a wheel and was completely wrapped up in the trade. When bicycle riding waned there were those who predicted that it would mean his failure. But Hobbie wouldn't let it be that way. He bought one of the automobiles being manufactured at that time—an odd looking affair it would be now—and to-day his old bicycle shop is a handsome cement garage. The number of cars he sells a year—big, expensive cars they are, too—would surprise you. He knows as much about an automobile today as he ever did about a bicycle, and the farmers all over the country go to him for repairs.

"We had an opera house in our town,

too. It was a rather shabby affair up over the drug store and the only shows that came along were cheap melodramas. These were all right in the old days, but with the springing up of more culture they lost appeal. The town was too small for good shows, and too big for poor shows. People said that the place might as well be closed up, but Mr. Weeks didn't close it up. Just then the moving pictures came along. Every one in town goes to the picture show now and the programme is changed every night. The show is satisfying, and the regular proceeds that can be counted upon make it a real business instead of an uncertainty as in the old days of the traveling show that could not be depended upon for merit.

"I might also cite our brick factory that has been turned into an establishment for making cement blocks. There was more than one sigh went up when the brick factory closed its doors for a time, but J. P. Meyers found that the demand was just as good for the new cement block as it had been for the abandoned brick.

"So you see how success in our town in many instances has been clutched from the hands of failure. It goes to show that if you feel yourself slipping the thing to do is to adjust yourself to the changing conditions."

Oney Fred Sweet.

**Indian Cræsus Worth \$6,000,000.**

The richest American Indian in the world has been discovered. He is Lon C. Hill, 53 years old, a "full blood" Choctaw, and his claim to being the Rockefeller of red men is based upon his possessions, valued at \$6,000,000.

Hill lives in Harlingen, Tex. In fact, he owns the town, but it is only a mite in the midst of his vast estate, which extends to Brownsville, twenty-five miles away. He has eleven motor cars to make the run from his residence in Harlingen to his business office in Brownsville.

This Indian Cræsus is a living testimonial that members of his race need not be wards of Uncle Sam unless they so choose. He started his empire on a capital of \$200, and has never received anything from the government. Like so many of his "white brother" captains of industry, he is a self-made man in every sense of the word. Not only is he a shrewd business man, but a clever lawyer as well, practicing his profession in addition to overseeing his big ranch.

Hill was one of the chief factors in blazing the trail for civilization through the Rio Grande valley, but of his early experiences he refuses to talk, contenting himself with shrugging his broad shoulders about which his long black hair falls in a most picturesque manner. "It's all past now," he will say, "and what's the use of talking about it?"

There is one thing, however, about which he will never hesitate to talk, and that is the price of sugar. As a sugar grower and refiner that is of much more interest to him than the fact that he has risen so far above the members of his own race, and even above the great majority of the "conquering white men."

**He Was the Loser.**

Smith and Jones were discussing the question of who should be the head of the house—the man or the woman.

"I am the head of my establishment," said Jones. "I am the breadwinner. Why shouldn't I be?"

"Well," replied Smith, "before my wife and I were married we made an agreement that I should make the rulings in all major things, my wife in all the minor."

"How has it worked?" queried Jones.

Smith smiled. "So far," he replied, "no major matters have come up."

Any man who isn't thankful for what he gets has occasion to be thankful for what he doesn't get.

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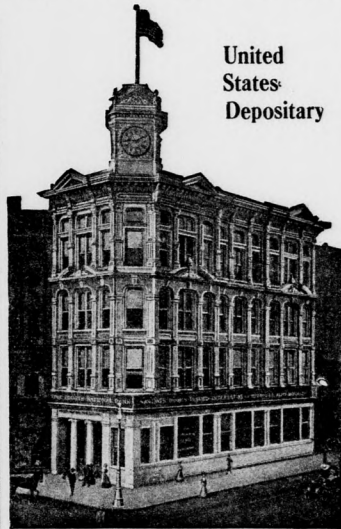
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E. A. STOWE, Editor.

November 20, 1912

### THE UPWARD TREND.

The furniture manufacturers just now are very busy getting out their new patterns for the January sale. Usually the January sale is not very productive of new things, but the manufacturers want to get more money for their goods and changing the patterns is the easiest way to bring this about. What the new patterns will be like will not be known until the goods are actually on the floor ready for inspection, but it is likely the new season will see the Adams styles strong in the high grade goods, while in the medium grades Sheraton and Chippendale will predominate. Sheraton has been a strong favorite for high grade goods for several seasons and its popularity has been its undoing. It has been copied with more or less success, first in the medium and then in the cheaper grades, and when this happens the buyer of the high grade wants something different and the patterns have to be changed accordingly. The Adams style is very graceful and artistic and there is no reason why it should not have a successful run of two or three seasons or until the medium and cheap grades catch up once more.

Not a manufacturer in the country but realizes the necessity of getting more money for the goods sold, with bankruptcy as the unpleasant alternative. Lumber prices have gone up and so have prices for mirror plates and other materials, the cost of labor and various other items. When confronted with a similar conditions in the past the manufacturers have gotten together in an agreement to horizontally advance the prices 10 per cent. or more as the need appeared. Upon the present occasion it is doubtful if the horizontal raise will be attempted. Each manufacturer will act independently and what joint effort is made will be in the direction of education as to the cost of production. It is assumed that manufacturers who know what the cost is will not deliberately sell at a loss. The matter of price will, undoubtedly, be discussed at the semi-annual meeting of the National Furniture Association in Chicago in December, but the talk will, probably, be along cost lines, leaving the uplift movement itself to individual action.

The furniture season in January promises to be one of the largest in the history of this market. The prospective advance in prices will bring

more than the usual number of buyers to market and it is reasonable to expect that they will be fairly liberal with their orders. There will be more outside lines exhibited here, also, than in former seasons. The new Keeler building, with its seven floors of exhibition space, will be filled and the space in the other buildings vacated to go into the Keeler building will be taken by new lines. At the July meeting of the Exhibitors' Association a committee was appointed to co-operate with the Grand Rapids Association of Commerce in arranging for a banquet and social session to be held in January. The Association of Commerce will take up the planning for this at once. The outside and the Grand Rapids manufacturers and salesmen will all be invited to the banquet and also as many of the buyers as may be in town. The banquet will, probably, be given in the Coliseum and some of the best speakers in the country will be secured. At the banquet given last January under the auspices of the Grand Rapids Advertisers' Club one of the speakers was Mr. Harris, of the New England Furniture and Carpet Co. of Minneapolis. In his speech Mr. Harris started the movement for boulevard lights in Grand Rapids and gave the building of the new hotel a boost which helped wonderfully in putting through the promotion. He will be invited to speak again at the next banquet and to offer a few more suggestions as to things Grand Rapids ought to do.

### NEW ELEMENT IN POLITICS.

Whether we relish the idea or not, it seems certain that it is but a question of time when the women of the land will have just as many rights as sovereign citizens as the men folks, and the sooner we begin adjusting ourselves to the situation the better. In the recent election constitutional amendments were adopted in Michigan, Kansas, Arizona and Oregon, giving the women full franchise powers, and these states, added to Colorado, California, Idaho, Utah, Washington and Wyoming, make ten states in which the women can vote as often and as straight as the men. Michigan is the farthest East of the states that have given the women the franchise, but the movement has gained such headway that other states are certain to fall into line until the reform, if so it may be termed, has become general. The Australian ballot made its start in one or two states, just as has woman suffrage, and several years were required to bring this system of voting into general use, but it was accomplished eventually. The primary election system had a similarly slow start and made just the same slow progress, but most of the states now have some sort of primary election. It will be the same with woman suffrage. Wyoming and Colorado were the first to give the women full franchise, and then four other Western states did the same and now four more do so and it may be put down as a prediction that the other thirty-eight states in the Union will give the women a chance, not all at once but in time. Whether women voting will be a good thing for the women

or for the country need not be discussed in view of an accomplished fact, so far as Michigan is concerned, but it is certain to introduce a new and interesting element in American politics and an element that will have to be reckoned with. Woman will help elect the lawmakers, the law administrators and those who execute the laws, and may even hold the offices themselves, and it would be strange, indeed, if they did not exercise a material influence upon the course of public affairs. One thing the men politicians will very soon find will be that the matter of kissing the babies will have some real significance hereafter.

### WHAT NEXT?

"Why! won't things be cheaper now that Wilson is elected?" asked the child of a Democrat in disappointed tone. And when smiles answered her query, she added: "I thought the papers said it would be that way." We all depend too much upon some such notion, forgetful of the fact that while the general trend may be this way or that, the marked difference will not, as a rule, be noticeable, at least not at once to the individual. The man who believes that the election or defeat of a certain candidate will bring destruction or unbounded prosperity to the country usually modifies his hopes before many months.

And now that election is over, the best for the country and for ourselves is to plod along in the best way we know how. Many have been disappointed; many pleased. Some thought they knew beforehand exactly how matters were coming. Others were so uncertain that unless they had money "to burn" they would not risk a copper either for or against either of the three prominent candidates. While Wilson goes into office with a preponderance of electoral votes, Bryan received a larger popular vote four, twelve and sixteen years ago.

Leaders in finance and in political circles have expressed themselves as satisfied. We have had statesmen and soldiers in the Presidential chair and now we shall test the value of education in the direct cultural sense. There will be mistakes made; there always are. But we can help to make the promised prosperity more nearly a reality by adjusting ourselves willingly to a situation where it is really useless to protest. The defeated candidates have each been allowed to prove their worth. It is fair to give the new man an equal chance and to strive with unbiased mind to view what he does, rather than what some one predicted that he would or would not do.

### RESULTS WE ARE AFTER.

If a third Michigan land and apple show is given it is possible that it will be in some other city than Grand Rapids. The show in this city was a pronounced success as a splendid exhibit of fruit, but the attendance was disappointing. Compared with 23,000 attendance last year, only 16,000 turned out. One reason for this was the fact that the farmers in Western Michigan are about two weeks behind in their work, that with help hard

to get they were too busy gathering their crops and preparing for winter. Another and bigger reason was that the apple show had ceased to be a novelty for Grand Rapids people and they did not turn out as they should. The primary purpose of the apple show is not merely to afford entertainment, but to advertise Western Michigan lands and resources and to encourage the location of settlers in this part of the State. Those active in the management of the show argue that two shows have about exhausted this city's possibilities for the present and that better results will be obtained if the next show is given in Detroit, Chicago, Kalamazoo or in some of the older states from which it is hoped to draw settlers. Taking the show to some other place, it is urged, will reach people who otherwise could not be reached. Whether the show is to be given in Grand Rapids or elsewhere should not swerve this city in its support of the Western Michigan Development Bureau. Grand Rapids is equally interested with the other counties in promoting the development of Western Michigan and if, in the judgment of the Bureau, better results can be obtained by showing elsewhere this city's policy should be to cheerfully fall into line. It is results we all want, not a little temporary glory.

Woman has much to learn in the political field. She has, save in a few cases, given comparatively little attention to politics. Now that her hand has been given the new power, she will turn her attention conscientiously to the study of some of the questions which have before been only dead letters to her. If there is a philanthropic or educational subject in which she can help, she has many times proved her worth. She will do so in the political ones. She may have chafed at the years of forced inactivity or she may have been passive, satisfied that the other side of the house was doing well things pertaining to ballot. The responsibility has now shifted and she will take her share, making sure that she at least knows enough about the thing to mark her ballot so that it will not be cast aside by the election board as illegal. Her presence will elevate the voting places, as it has already removed from the store room objectionable language. While an unworthy woman can sink even lower than a man, most women are above permitting such records as we see every day among certain classes who call themselves men and help to make the laws which women must obey, and which they seldom strive to resist.

A letter is a representative of business—and a representative should never wear cap and bells if he expects to be taken seriously.

Blessed is the man who knows enough to keep his nose out of other folks' business.

The man who is looking for trouble seldom has to go away from home to find it.



### NAME AS AN ASSET.

A movement is on foot to organize a fruit growers' association in the territory tributary to Grand Rapids and this is a movement that is certainly worthy of every encouragement. Fruit growing is one of the largest and most important agricultural interests in Kent county and yet there is no co-operation among the growers, no united action, no combined effort to secure a market for what the district produces. The present policy is for each grower to do things in his own way and any time it suits him entirely independent of all the other growers. This is the primitive way and that the fruit growers have done as well as they have has been due to the fact that Grand Rapids has been fortunate in the character and capacity of its commission men. All over the country, however, the growers are organizing associations and strengthening themselves through combination and co-operation and, unless the Grand Rapids growers do the same, it will not be long before the competition will be too keen for them to meet. At the Michigan apple show last week what can be accomplished by co-operation was well illustrated by the fine exhibit sent down by the Northport Fruit Growers' Association. This Association has about 100 members, and these members, through their Association, buy all their supplies, packages and nursery stock, getting the benefit of wholesale prices, and market all their products. The Association has a system of inspection and every package sent out bears the name of the grower and the guarantee of the Association. The Association has been so successful that fruit bearing its stamp brings the highest market price and the question is not where to find a market, but how to produce enough to supply the demand. The President of the St. Catherines, Ont., Fruit Growers' Association was one of the speakers at the apple show and he related the results of co-operation in his district. The growers used to take what they could get for their products, which is what the Grand Rapids growers do now. They organized their Association seven years ago and, with \$7,500 capital paid in, they have a grading, packing and storage plant worth \$15,000 and \$3,000 worth of supplies on hand, all paid for. The members get higher prices for what they have to sell and buy their supplies at the lowest wholesale price. More than this, they have an Association expert who advises the members what to grow and how, giving them the best scientific advice. Fruit growing in that district has become so profitable that fruit lands are worth two and three times more than they were, while in the adjoining township, where every farmer is for himself, the same old values prevail. If the Grand Rapids growers would form an association there is no reason why they should not succeed as well as the growers of Northport or St. Catherines. An organization of the growers along proper lines would not be a blow at the commission men, but on the contrary, would help them. It would put the business on a better and more intelligent footing, elevate the standards and, in

time, the name of Grand Rapids on the package would in itself be an asset.

### GO SLOW ON SAND LANDS.

Those who are promoting the settlement and development of Western Michigan should be very careful how they represent the soil in this part of the State. There are thousands of acres of as good soil as will be found anywhere in the world and home seekers securing locations upon such need have no fears as to success. But there are other thousands of acres of light sandy lands in Western Michigan which should be handled with great caution. These sand lands can be made productive, but the man of limited means and no experience has no business trying his fortune with them. L. P. Haight, of Muskegon has been notably successful in sand land farming. His method is to clear the land and plow it, to fertilize with lime and plant it to vetch the first season. The vetch is plowed in and then the soil is ready for farm crops. This sounds easy, but it should be remembered that Mr. Haight is not dependent upon his farm for a living. It is an interesting experiment with him and whether the cost is greater than the return makes no great difference, as his income from other sources will make up the deficit. Imagine the poor settler, with a family to care for, having to wait until the second year before getting return on his industry. Many sections of Western Michigan are dotted with abandoned homes, of men who have tried to make a living on the farm lands without the capital to carry them through or the expert knowledge necessary to make success. Men who can afford to experiment and to wait will be serving a patriotic purpose in developing the sand lands and making them worth something, but men of limited means should be warned against them as extra hazardous. Michigan wants as many new settlers as it can get; but settlers who cannot make a living cannot be regarded as desirable.

### ALL BUSINESS AKIN.

A well-rounded business man is like an artist. The artist can paint a picture of a man, a house, a horse, a sunset or a range of mountains. He may specialize on one class of subjects, as animals or portraits, but he can undertake any of the others with some assurance of success. A business man who is thoroughly grounded in the fundamentals of business procedure is usually able to take hold of almost any kind of a business and conduct it successfully.

"To what extent is a knowledge of music necessary in your business?" was asked a man connected with a large musical instrument company.

"Everybody asks that question," he said. "The fact is that we have very few musicians, either in our factory or salesrooms. What we need is business men, craftsmen and salesmen. The men who test the instruments need musical knowledge, but they are about the only ones who do need it. A man doesn't have to be a musician to make a brass horn, any more than he does to make a brass fixture for an electric light. The superintendent of a musical instru-

ment factory might just as ably oversee an automobile factory. A salesman doesn't have to be a painter to sell pictures, nor a writer to sell books, nor a cook to appreciate the quality of a cake."

This thought ought to be reassuring to the man who finds it advisable to change his line of business or add to it. The gulf between one kind of business and another is often not so wide as it seems.

### PICKING THE WAY.

Lack of experience should not deter a man from undertaking new work if he is reasonable sure of himself and has plenty of initiative and adaptability. A young man in Kalamazoo made a success keeping books, although he took charge of the work when he had no experience whatever. He asked questions until he got a good general idea of the work. Then he worked along cautiously until he came to something he did not understand, when he went again for advice. By taking no step without first making sure it was the right one, he made no serious blunders and soon became competent to carry on the work alone.

Some men, finding themselves engaged in work that promises no future, desire a change, but are afraid to undertake a new line in which they have had no experience, clinging rather to the lines they are familiar with. It is, of course, unwise to get into deep water until you know how to swim. But the facts are that the fear to undertake new work is often groundless, for the simple reason that all work, except that requiring technical knowledge is pretty much the same everywhere—that is, a man can usually find out what there is to do, how it should be done and then do it. The work that looks hard when it is unfamiliar is often seen to be very easy when you know how.

Where a foundation of technical training is requisite, it is seldom easy to work into a new line successfully. The chemist's assistant who has not studied chemistry finds a gulf he cannot cross. But with books and tutors even technical training has been acquired in that way.

### PERSONAL INFLUENCE.

There is always one right step to be taken—and perhaps several possible wrong ones.

A young man who wished to obtain a position with a certain railroad said to an influential friend: "Your house is a large shipper with that road and a request from you ought to have weight in getting me in there."

"Now, see here," said the friend, "do you know just how your career ought to work out—just where you ought to be this year, and where next year, so as to fully develop your latent capacity?"

"No," said the young man. "I don't think anyone knows that."

"Well then," said the friend, "here you come, at one of the most critical points of your career, and ask to have yourself forced into certain channels of life, whether you belong there or not. You are willing to let the mere chance of personal influence guide you at this time, when the least erroneous move might change the course of your whole

life. What you should do is to seek diligently to find what is exactly the right step for you to take at this time. You can't afford to have your future thwarted by getting a wrong start."

The young man has never ceased to be grateful that he didn't get the railroad position, for events proved that his friend was right.

### FORCE OF ILLUSTRATION.

Every business man would do well to cultivate the use of illustrations and anecdotes in his conversation. Success in convincing another often depends on how clear you can make your point.

Two men were discussing a proposed expenditure. One wanted to spend \$500 and get the best in the market. The other wanted to skimp a little and bring the bill down to \$475. He argued that the effect would be substantially the same and the \$25 would be saved. But the first man said:

"Suppose you were giving a big dinner to a number of your friends and should try to save a little by giving them five oysters instead of six. You might save the cost of a few oysters and yet lose credit for the whole dinner. Your friends would notice the shortage even if there was an abundance of other good things, and would be likely to think more of your closeness on that point than of your generosity in giving the dinner."

The order went through for the full amount.

It is equally important, however, to be able to detect faulty application of an illustration, so as not to be deceived by it. A razor may be a fine thing to shave with, but a dangerous plaything for children.

### THROUGH OTHER EYES.

The man who is willing to be told comes nearest seeing himself as others see him. If a man steps up to you and says, "Beg pardon, but there's some dust on your coat," you instinctively turn and say, "Thank you, sir." But, if, in the same spirit of helpfulness, he attempts to show you how your actions or policies look to other people, he is not always assured of a grateful reception.

There is no man who does not at times need a sidelight on what he is doing. The man who does not care what others think, but goes ahead to carry out the ideas that may suggest themselves to him, is often the man who makes the most serious mistakes. It is one thing to have a wholesome measure of self-reliance and another thing to keep yourself out of the reach of the casual counsel of friends. Being open to counsel does not mean that you are under obligations to act upon it if contrary to your honest convictions, but it means that you have the advantage of the viewpoints of others. Many a man has been saved from unfortunate business alliances, untimely actions and unnecessary complications because his friends felt free to go to him with their criticisms.

A few years ago that great building yonder was merely a pencil mark, and before that it was an idea.

Every new continent lies overseas.





**Michigan Retail Hardware Association.**  
 President—Charles H. Miller, Flint.  
 Vice-President—F. A. Reehlin, Bay City.  
 Secretary—Arthur J. Scott, Marine City.  
 Treasurer—William Moore, Detroit.

#### MICHIGAN FEDERATION.

#### Plea For the Co-operation of Michigan Merchants.\*

Webster tells us that retailing means "To sell in small parts; to deal out in small portions; the sale of goods in small quantities."

If this is true, we cannot hope to be anything very large or great.

Twenty-five years ago the process of selling goods at retail was very much simpler than it is now.

The demand was for a much smaller line of goods than now and the result is that, in order to satisfy one's customers, a large line must be shown and the investment is double if not treble.

Complications have come to us, one by one, and most of them have been cared for as they appeared, but the time came when business would no longer come to us and we found it necessary to go out and ask for it.

The farmers were solicited by every one who had anything to sell and they got the habit of having their own way to such an extent that it made it hard for the merchant.

Competition between merchants became more and more keen and, before they realized what was going on, they found they were selling their goods at ruinous prices and their customers were benefitting thereby and smiling at their greed.

At last they discovered that it would be better if some plan could be devised for protecting each other in the mad race for business, and organizations of merchants were inaugurated. This movement was found to be right, so that now nearly every trade has its State, and many their National, Associations, and while, as a rule, they do not attempt to fix selling prices, the knowledge gained by listening to the plans that have been worked successfully by others in similar lines has been an inspiration to all that were willing to learn, and it has made the goal at which we were all striving easier of access.

It has been said that two men never get together and talk business, but that they are both benefitted by interchange of experiences. How much more can be gained if many men get together and let their troubles come to the surface and be discussed by people who have had similar troubles

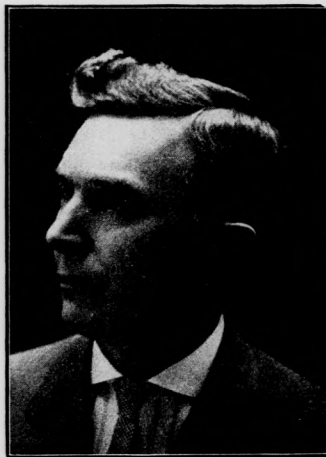
\*Paper read at the annual convention of the Michigan Retail Implement and Vehicle Dealers' Association, by E. S. Roe, Buchanan.

and have overcome them successfully.

The consensus of opinion on any subject is always right.

A retail merchant is peculiar in several respects—he produces nothing, he controls nothing, his percentage of expense is heavy and he is looked upon as the backbone of every community.

His troubles are many and varied. He is always trying to make the



E. S. Roe.

assessor and his slow-paying customers believe that he has nothing and to make the banks and the commercial agencies believe that he is a large pumpkin and has plenty of money to do business with.

He goes into the market and buys such goods as in his judgment are needed in his locality and then gets to work to make the public feel the need of the merchandise he has selected and create in them a desire to possess.

If he succeeds in making this desire strong enough, he may demand a price that will repay him for his outlay of time and money, but, if not, he is at the mercy of the buyer, for when the whole scheme of merchandising is summed up, it is a great big red flag auction store sale and the buyer, and not the seller, fixes the values of goods.

A merchant has no way of controlling the goods he sells, because neighbors on all sides of him have the same access to the market that he does, and while they do not all believe alike as to the quality and kind of goods that can be sold to advantage of both himself and his customers, yet it is my opinion that the man who sells goods of known and recognized merit will win out in the long run, for you know that the quality is remembered long after the price is

forgotten, and the man who persistently hammers on quality and sells the goods that will make his arguments logical, is the man who makes life-long friends. In time the people will come to believe that whatever he offers as a good thing, will prove to be just exactly what he says.

#### Salesmen.

There is a wonderful difference between salesmen and ordertakers. Any man can take an order that is offered, but it requires a real salesman to sell a customer something that he did not come to buy solely and make him pleased with his purchase. Sometimes they will buy to get rid of a salesman's pleadings, but this advantage should never be taken, for after he has had time to think it over, he is apt to be sore and the profit of the sale is more than offset by the customer's dissatisfaction. Don't force goods on a customer, but make him feel that the thing you have to offer is exactly what he needs, and that the price asked for it is really insignificant as compared with the advantage to be gained by its possession. Then he will buy.

One of the best ways to learn to sell goods is to attend your state conventions and hear what the other fellows have to say and learn how they do business, and though they may not always touch the very point you want, yet each one will say something that will be a permanent possession of good to every one who hears.

In accepting the ideas that come to you, I would recommend that you treat them as indicated by Paul in the Scriptures, when he said, "Prove all things; hold fast to that which is good." The senselessness of everlasting windjamming sometimes makes me think of Abraham Lincoln, who on one occasion said that he "would rather not know quite so much, than to know so many things that are not true".

But after all, the meanest and most despised man you can think of has some merit and, likewise, the poorest speech that was ever made will surely have at least one good idea in it if you look for it and are careful to cull it out from among those that are useless.

#### Selling.

The whole process of selling depends on the buyer more than the

seller, for you may ask any kind of a price for a commodity, but that does not fix the selling price at all—the thing that fixes the price is what the other fellow will pay. Webster says that Worth in anything is so much money as it will bring.

The present high price of hard coal is not the demand of the seller, but it is the bidding of one buyer against another, and the man who is willing to pay the highest premium will get deliveries and the other fellow will be left to get along as well as he can.

#### Combining Interests.

As merchants, we are confronted with a great many common evils that can be worked out by combining interests much better than in any other way.

These may be summed up in a few words: Legislation, Mail Order House Competition, Parcels Post, Transportation, Dishonest Advertising, Dead-Beats and Collections.

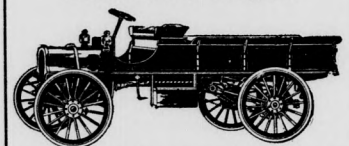
The rural free deliveries in this country fell behind about forty million dollars last year, and this shortage was made up by the 2 cent rate on first-class mail matter that is paid for by the Government at so much per pound. It has been shown that while we are allowed to send one ounce for 2 cents, yet the average

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 Street Grand Rapids, Mich.

#### Chase Motor Wagons



Are built in several sizes and body styles. Carrying capacity from 800 to 4,000 pounds. Prices from \$750 to \$2,200. Over 25,000 Chase Motor Wagons in use. Write for catalog.

**Adams & Hart**  
 47-49 No. Division St., Grand Rapids

## Foster, Stevens & Co.

### Wholesale Hardware

10 and 12 Monroe St. :: 31-33-35-37 Louis St.

Grand Rapids, Mich.

business letter weights less than one-half ounce, so we pay a little more than 32 cents per pound, and this paid the Government the snug little surplus of about seventy millions of dollars. Who contributes this money?

It is done largely by the small towns where there are no carriers and where the expense to the Government is reduced to a minimum. In my business I use about 5,000 2-cent stamps in a year, as well as about an equal number of 1-cent stamps. It has been demonstrated that first-class mail can be carried for one-half the present rate were it not that the Government needs the extra cent to help the farmers get their mail brought to their doors. My idea is to let each branch of any business stand on its own foundation and if the farmers want their mail delivered to their doors, let them pay for it. If 1 cent is enough for first-class mail, let us have it for what it is worth and thus save the difference and keep it where it belongs, instead of giving to the farmers, who are the best fed, the best housed and the most independent class of business men we have, and who also represent the best and most substantial men of means, and have the most ready cash with which to do business. Their products are sought after from all sides and they are paid a better return for their labor than any class of merchants I know of. Then I would advocate a 1 cent letter postage rate.

Again this parcels post is a move to tickle the farmers, for it enables them to get their stuff from the mail order houses in distant cities delivered to their doors at the other man's expense, and in many cases they study their mail order house catalogue more than they do their Bible. I say, let us register ourselves as against this form of legislation.

The Chicago Tribune offers to sell a year's subscription to any farmer living on a rural delivery line at \$2.65 per year, while the lowest rate to residents of cities and villages where delivery is not made is \$3.25. Is this class distinction?

In the Employers' Responsibility Act, which became operative in Michigan on September 1, 1912, whereby every employer becomes responsible for every accident of his employes and fixes the amount that shall be paid, the farmer is exempt. He can maim and saw his employes to pieces and go scott free, but if the same is done to any of our men, we have to pay on a basis fixed by law, and it is enough to put most of us out of business and forces us to carry accident insurance for all our men, which I find in my own case amounts to \$1.83 per hundred dollars of payroll. More class distinction.

In matters of transportation, we find that we are charged excessive rates for freight movements, that the service is rotten and we are powerless to help ourselves. They classify our stuff as they will, charge what they please and deliver when they get good and ready, and if the stuff is not unloaded promptly and the freight paid at once, we are subject to "Car Service" charges. It is a

fact not generally known that a law exists in Michigan and in many other states which permits a shipper to endorse a time when the merchandise billed must reach its destination. Giving a carrier plenty of time to make this delivery, and the agent signs under this special agreement and binds his company to deliver on or before the date specified, and in the event of failure on their part, they are held liable for damages.

We need legislation to regulate all this. How are we going to get it? One man cannot get very much attention, neither can ten or a hundred. Please bear in mind that all these people to whom we must appeal in asking for legislation are politicians. They are all looking for a nice easy job at large pay. They think the farmer has the balance of power and that is why, from senator down to constable, they are catering to the farmer for his vote at the next election. If we will join forces with all the other state associations of merchants, and stand together in all these things, we will find that there are more than 15,000 of us in Michigan, and we hold the balance of power rather than the farmer and can get whatever we go after, provided we go right. The Michigan Federation of Retail Merchants offers a common sense solution of the many common troubles, for it takes in retail merchants of every kind and will make the solution of many of these troubles very simple. By making us your clearing house, we can present our case before the Legislature and say to that body that we represent every retailer in Michigan; that our numbers are 15,000 and we propose to stand together.

Did you ever read the little tribute which Paul Lawrence Dunbar paid to his mother's singing? A part of it ran like this:

G'way and quit dat noise, Miss Lucy—  
Put dat music book away;  
What's de use to keep on tryin'?  
If you practice twell you're gray;  
You caint sta't no notes a-flyin'  
Lak de ones dat rants and rings  
F'om de kitchen to de big woods  
When Malindy sings.

'Aint you nevah hyeahd Malindy?  
"Blessed Soul, te' up de cross"  
Look hyeah, aint you jokin' honey?  
Well, you don't know what you los'.  
Y' ought to hyeah dat gal a-wa'blin'.  
Robins, f'aks, an' all dem things,  
Heish dey moufs an' hides dey faces  
When Malindy sings.

Fiddlin' man jes' stop his fiddlin',  
Lay his fiddle on de she'f;  
Mockin' b'rd quit tryin' to whistle,  
'Cause he jes' so shamed hisse'f.  
Folks a-playin' on de banjo  
D'raps de fingahs on de strings—  
Bless yo' son—fu'gits to move'em,  
When Malindy sings.

She jes' spreads huh mouf and hollahs,  
"Come to Jesus" twell you heah  
Sinnahs tremblin' steps and voices,  
Timid-lak a-drawin' neah;  
Den she tu'ns to "Rock of Ages,"  
Simply to de cross she elings,  
An' you fin' yo' teahs a-drapin'  
When Malindy sings.

If we could command such attention as "Malinda" there would be no trouble in getting the exact legislation we desire. True, the majority of the legislators have one hand out for the man who is supposed to make it an object for them to support his measure, but if they know that a request is backed by a multitude and that that multitude is in dead earnest, they are quite apt to listen and sometimes they will act.

The great trouble with our State

Legislature, is that they do not get enough pay. If a man has very much to do or his time is valuable in any way, he can ill afford to go to the Legislature unless he is well-to-do or is looking for glory, and this fact forces many who would otherwise be honest and all right to accept bribes.

When it comes to mail order house competition, I believe that a law might be passed making them peddlers and subject to take out peddlers' licenses in every township where they work. If this were done, it might not stop their operations, but it would, at least, force them to contribute something toward the expenses of making roads and keeping up the towns and cities.

If this were done, and then the merchants would establish a mail order house of their own, where any goods might be had for our customers that are not regularly carried in stock, we would have them on the run.

This, of course, would require the co-operation of the jobbers, but there is a movement of this kind contemplated, and it seems to me if it could be worked out, it would be a fine thing and come nearer solving the problem than anything that I have heard advocated.

In transportation, our troubles are all alike, and we want to concentrate all the troubles from all the State associations into the Michigan Federation of Retail Merchants and have one good strong man represent us in the Legislature and fight for the

general good of all merchants. In this way, we will have our troubles corrected at a very low cost and in a way that will be right for us all.

The National Federation has a movement on foot—in fact, well under way—that will result in a law which prevents dishonest advertising. We are all interested in it, for we would like to see our mail order competitors forced to use fair means to catch the wily dollars of Our Town and country, instead of using the tactics that are in common practice by all these direct-to-you systems of at least acting lies.

In the pages of the large Chicago mail order house catalogues you will note many facts and very many more statements, that, while they are not exactly lies, they are so very near it that any man of experience will know that they are written in this way purposely to deceive the uninitiated and make them believe that they are getting more than their money's worth, which we all know is not consistent.

It costs the most of us about 18 per cent. to do business, and I am told, on what seems to be good authority, that it costs these mail order people more than 20 per cent. to do business, and the mail order stove house that has sprung up in our State has an overhead expense of more than 25 per cent. If we buy right, and then sell right, it will not be very hard to meet this competition, but the main trouble of the whole thing hinges on the fact that they are where they can see your stuff, but the other man has hired some one who is an expert

Our Stock is Always Complete on the  
Following Lines

Compo and Perfection  
Certainteed Roofing

Also Michigan Rubber Roofing

Genuine Fibretto, Protector

And

Red Rosin Sheathing

Blue Plaster Board

And

Tarred Felt

Michigan Hardware Company

Exclusively Wholesale

Ionia Ave. and Island St.

GRAND RAPIDS, MICH.



in the use of language to describe his wares in a way which appeals to the buyer, without in reality giving him the merit that your goods represent. This is the thing aimed at in this proposed law to make them all tell the honest truth about their goods and in that way we hope to lessen their advantage over us.

Does it not appeal to you as common sense? We can have it if we ask for it in the right way!

In our work of soliciting members of the Michigan Federation through the State, we are urging that every town effect a local organization of retail merchants and use each other's experience in listing all men who do business in the town, as to the way they pay their bills. This is a very simple matter to be brought about and it can be handled perfectly safe if it is done on the same basis as R. G. Dun & Co. list all of us, but it must be kept in cipher or, at least, so that the general public might not understand the things that the characters used mean, without the use of something that we will call a key. This system can be easily worked out, very much as we have all worked out a cost mark, and every member can know at a glance who pays his bills and who does not. When a deadbeat comes into a community it is silly for the merchants to all get stung by him, for one man's experience is enough for the crowd if they will stand and work together, and when these cases are reported, they should be a unit in refusing credit. The result would be to bring many of these people to pay up old bills and also put them on a basis that will make their trade of value to the community, instead of a menace.

In most of these local associations it is necessary to have a secretary who is paid a salary sufficient to warrant him in keeping his records up to date, so that every member may have access to his records. It is also well to have a digest of conditions issued monthly for the guidance of all members.

This is a perfectly natural part of the Federation work, because we are uniting men of all trades and bringing them to see the need of organization and of standing together and treating every competitor as though he were a real man, instead of just trying to cut his throat because he is a competitor.

In most cases where there is an estrangement between competitors, you will find the fault is not all the other fellow's, but many times it is divided, and when you come to get together, you will be surprised to know that your interests are after all mutual.

The Michigan Federation of Retail Merchants is a young organization and, as we see it there is a great field of usefulness for it.

If you will pardon a bit of history, I will say that the National Federation of Retail Merchants was organized in Chicago October 18, 1911, as a result of certain secretaries of the different state associations of lumber dealers having published some facts in their different bulletins, which were mailed to their membership, in which the action of certain mills which sold direct to consum-

ers and then solicited the legitimate trade were reported.

These bulletins gave names and instances, and the United States law interpreted this act on their part as being in restraint of trade and the several secretaries were indicted and became defendants in the U. S. District Court at Chicago, where they have been fighting for about two years. They will win out all right in time, but it served to remind us that the free speech which we are accorded in the Constitution has some very severe limitations, and to find out just what they are, and for whom our lawmakers are working, was some of the early objects of the Federation. We are working strong and eventually will win out, and do more to put the legitimate retailer on his proper foundation than any move which has ever been attempted.

This State Federation was organized in Lansing last February and your Secretary is our Secretary, and A. L. Holmes, who at the time these indictments were issued was Secretary of the Michigan Lumber Dealers' Association, is our Vice-President.

We are asking your moral support and, as all things that are free are valued according to the price paid, we have fixed a price of 5 cents per member of these State associations for affiliation with us, and to become an active member in the Michigan Federation of Retail Merchants costs the individual one dollar per year.

I would like very much to see your Association affiliate with us and just as many of your members enroll as active members as is possible at this time, or at any time that you feel like it. It is not our desire to force you into it. We would prefer that you become enough interested in the move to really want to come with us and to feel that to affiliate with us is to your advantage, very much in excess of the little dollar that it costs.

#### Wireless Distress Signals.

It will be practically impossible in the future for wireless distress signals to go unheard, as was the case at the time of the Titanic disaster. Steps were taken at the recent Radio-Telegraphic conference in London to prevent this, and a rule has been laid down calling for almost constant attendance on the wireless apparatus aboard ships. On vessels of the first class the conference rule requires a permanent watch, which means that two operators must be employed. Ships of the second class, which employ only one operator, must provide a watcher for the wireless apparatus during the first ten minutes of each hour. This provision will allow the regular operator to have his rest unbroken while off duty, and will necessitate the training of some member of the crew to receive the distress signal. It will be his duty to listen during the ten minutes beginning each hour.

#### Household Anarchy.

"You children are not at all obedient." "Well," replied the sadly precocious youngster, "we are willing to be obedient, only paw and maw and grandpa and grandma haven't yet come to an understanding as to which is boss."

#### Novelties Help to Increase Hardware Sales.

There was a large and curious, and, to judge by the varying expressions on their faces, a decidedly interested crowd collected in front of a hardware store in the vicinity of State street and Jackson boulevard Chicago, recently, and as the writer made his way through the people, there loomed up into view the massive figure of a negro laundress, who was passively unconcerned and diligently washing bills of all denominations, from one up to twenty-dollar bills, in a washing machine.

Every day thereafter for about two weeks the same laundress washed out, soaked, scrubbed, dried and ironed an average amount of five thousand dollars per day, and the popular interest in no way abated during the entire time. It is even reported that at times four big, stalwart policemen were required to hold back the crowd which collected.

The hardware concern employed the laundress merely for the sake of displaying the operation of the washing machine, which was one of recent make. Certainly they could have devised few more effective methods of awakening the attention of the passing public. The company, it appears, had taken over the contract from a Chicago bank to wash and iron all their soiled paper money. To be sure, it required the depositing of a heavy bond to insure the bank adequate protection against loss, but only very simple methods were needed to guard the laundress, and the results from an advertising standpoint, both for the washing machine and the hardware store itself, more than fulfilled anticipations.

It emphasizes more forcibly than mere words could do, the advantage of, if not the necessity for, presenting novelties to the public. This wide-awake concern got their idea merely by observing an item in a daily newspaper, which stated that the Treasury Department in Washington had decided to wash all their soiled paper money. By following this up, a most ingenious window attraction was obtained, and from all reports a great deal of business resulted.

Novelty in any line is desirable, but this fact should be particularly applied to the hardware store. It is all very well to say that the display mentioned was essentially a trade getter for a large city and would not be appropriate for a smaller town, yet the fact remains

that novelty is in just as great demand in the small hamlet as in the thickly populated municipality.

Not long ago a lady moved from a large city to the small town of G—. When she opened the front door of her new residence she found the usual assortment of bakers' and milkmen's cards. Carefully sorting out the cards and literature, a small package was found. The package contained a small collapsible aluminum cup, together with an announcement that it was given away with the compliments of Blank Bros. Hardware Company, who would be glad to have her call sometime and inspect the rest of their large line of hardware, which was the best and lowest priced in the town of G—. Needless to say, the lady was so impressed by the unique advertisement that she soon visited the store of the firm which had demonstrated its progressiveness. This is simply an instance of a novel method of encroaching upon the domain of others who make it their practice to look up new customers. There is no reason why hardware dealers should not put forth every effort to secure the trade of a newcomer to town and hold that custom after it has been obtained.

Every up-to-date hardware dealer makes an effort to bring novelty into his business. The trouble with most dealers, however, is that they extend their novel ideas in only one direction or in only one line. For instance, novelty in advertising is just as essential as novelty in window displays. Novelty in selling methods is a desirable requisite, as is also novelty in arrangement of the stock inside the store.

There are thus four distinct leading departments in which new and original ideas, if rightly applied, should bring definite and tangible results. Window displays, since they reflect the quality of the goods carried in stock, should be recognized as of primary importance. Hardware dealers, fortunately, are generally coming to consider them as such, and it is only in the old-time, out-of-date stores that we find no attempts made to secure bright and pleasing window displays. To load a varied assortment of hardware into the windows, with no attention to arrangement, classification or effect, is worse than filling them with an assortment of junk.

People know what hardware implies, and a miscellaneous collection of tools and metal articles piled up in disorderly



## Switzer Glass Sales Jars

For five years have helped 10,000 up-to-date retailers sell bulk pickles, oysters, pickled and fancy meats, peanut butter, etc.

Jars, clearest tough flint glass.

Hinge cover attachment of non-rusting aluminum metal.

Cover, polished plate glass. Always in place, easily removed and stays tilted when raised.

1 gal. complete, each.....	\$1.32	} F. O. B. Chicago
1½ gal. complete, each.....	1.67	
3 gal. complete, each.....	2.10	
4 gal. complete, each.....	2.60	

Send your jobber an order to-day for prompt shipment or we can supply you.

**O. S. SWITZER & CO.,** PATENTEES SOLE MFRS. **Chicago**



fashion will not attract more than a hasty glance. On the other hand, an effective and well-balanced display of a few carefully chosen articles picked from the stock, with appropriate display cards, is always helpful.

Dealers can obtain many helpful hints from the daily newspapers. A study of current events will always furnish material for a most striking display. Among the displays which the writer has seen depicted in model form in hardware windows are: The Baltimore fire, the San Francisco earthquake, the eruption of Mount Vesuvius, the sinking of the Titanic, various railroad wrecks, the Olympic games, and other national and international events of importance. Many dealers make it a practice to show only happenings of a local nature—for instance, a new bridge, dam or tunnel, or proposed electric railway, are always easy to arrange and tend to awaken local interest. Other dealers pay little attention to current events or happenings, but make special displays, such as "Paint," "Carpenters' Tools," "Builders' Hardware," etc., as well as appropriate decorations for Easter, Christmas and other holidays. The keynote of all, however is novelty.

In advertising either in the local newspapers or in circulars the mere announcement of hardware for sale is not sufficient. The advertisements should be carefully planned out, and the novel features made to stand out most prominently. It is the unusual which attracts attention always. The dealer who has a special demonstration or an attractive window display often calls attention to them in his advertising, thus proving his activity and aggressiveness in other lines. The department store idea of pushing into the foreground the biggest bargains is a good plan to follow. If the advertising is run consistently, housewives will watch for the advertisement and read it carefully whenever it appears.

Novelty in selling methods consists generally in understanding the customer and the customer's requirements. It has become quite a general practice to conduct special sales from time to time, especially in spring, fall and midsummer. These sales have the advantage if properly conducted of clearing out a lot of stock and allowing a rapid turnover. If the store contains a lot of unsaleable material it is well to get rid of it by such a special sale, and at bargain prices if necessary, for it is a noticeable fact that such articles always attract more "dead wood," until quite a collection is secured.

Last, but not least, the interior of the store deserves attention. Many dealers decorate their windows elaborately and advertise well, yet neglect the arrangement of the stock. Strange to say, the majority of hardware stores still follow, to a large extent at least, the old stereotyped methods of keeping their stock. It is always a mistake to keep most of the articles for sale concealed in drawers and cupboards, no matter how convenient of access they may be to the dealer. The modern method introduces novel means of displaying the articles so that the customers may perhaps see several things they actually need, although they only came into the store to purchase one. Special display racks are placed in

the aisles, with price tags plainly marked affixed to all articles. Glass doors, replacing wooden fronts, expose to view many articles for which there is no room on the display racks. Then there must be due allowance made for the seasons. It is not a novel arrangement to show spring goods in the fall. It is more of a calamity. The proper arrangement of hardware articles according to the changing seasons is an absolute essential. Novel and unique ideas may and should be introduced, but the time and season must be considered. Display cards and attractive advertising posters, judiciously placed, lend a distinctly decorative effect to the whole stock.—Morton M. Morgan in American Artisan.

#### Have a Definite Aim and Succeed.

That a man ought to have a definite aim in life is a very old piece of advice. It is usually connected with the equally ancient saying that one should follow one's bent or special talent. We are then told that after we have picked out the line of work for which we seem to be fitted we should stick to it like a bulldog does to the leg of a tramp. It is generally pointed out that millionaires have started in one line and stayed in it to the very end. Now, this is all very true to a large extent, but like many good rules, there are so many exceptions that it is far from being an unvarying and sure rule for winning success. Fortunate, indeed, is the man who never has any occasion to change his line of work, but many who have won eminent success have done so simply because they have had sense enough to know that often there is no wiser course than to change your line of work, even though you may have met with some degree of success in that line.

Often after many years in one kind of work, some other line may be found for which you are much better fitted. Two of America's most famous inventors were successful and talented artists for years before they found that they had even stronger talents for the work of invention.

Robert Fulton, when only 17 years of age, became a miniature painter and was so successful that by the time he was 21 he had saved enough money to buy a farm. Believing he had artistic talents that were well worth cultivating, young Fulton soon proceeded to England to study painting under the famous American painter, Benjamin West, who had for many years resided in London. After some efforts in this line, Fulton decided that he had more talent for the career of an engineer and therefore dropped his ambition to be an artist.

Samuel F. B. Morse likewise changed from the profession of art to that of invention, but was far more famous at the time he dropped his artistic life. Having been attracted to the subject of electricity when about 41, he persistently sought to invent a practical telegraph and succeeded in so doing when 44 years of age. If he had strictly followed the rules laid down in the most books of advice, he would have stuck to the line in which he had started, but if he had

done so the telegraphers of America would never have had any reason for erecting a statue to his genius.

#### Failure Changes Many Careers

It is said that 95 per cent. of all business men have failed at some time in their careers, and it is often by a complete change of aims that they have succeeded in the end. Failure is often of the sort that compels a man to change his line. Some men have won only on a third, fourth, or fifth change of aims.

An old time millionaire merchant, A. T. Stewart, studied for the ministry and then changed his aim by becoming a teacher. From this line of work he was diverted into merchandising by the mere accident of an unfortunate loan which he made to a friend. The friend, finding himself face to face with financial failure, insisted that Stewart should take hold of the business as the only chance of getting back his money. The new manager proved to have marked ability as a merchant and made a vast fortune. He has found his life work by changing his aim in a most radical way.

Destiny thus is often a force that overrules the old motto about sticking to one thing. Often some better opening will make it wise for a man to change his trade or profession even after middle age. Frequently the change of aim is made because the person finds that he has a stronger bent for something else.

A young man of varied ability once took three years of a purely scientific course at the University of Illinois, but at that point decided that he would rather become a civil engineer. Fortunately, he had money enough to take the added years of instruction needed for this second profession and later he became division superintendent on one of the great railroads.

A remarkable instance of the wisdom of changing one's profession, if it seems not to be suitable, occurs in the biography of B. H. Latrobe, who was chief engineer in the construction of the Baltimore & Ohio Railroad. His father was an eminent civil engineer, but determined that Ben should be a lawyer. Though his father died when Ben was only 14 years of age, he respected his parent's desire and when 20 years of age was admitted to the bar. But, as that career was distasteful, he soon dropped out of it and entered upon his career as an engineer by taking a subordinate position from which he rose rapidly. But the point of this anecdote is that his brother, J. H. B. Latrobe, was educated for the profession of an engineer, but found, after some time wasted in that line, that his true bent was for the law. He soon changed to that line and became eminent in it. The two brothers had started in wrong lines and each had finally found that the profession of the other was the work that he was best fitted to do. They practically changed places with each other.

#### Hard to Choose Vocation.

When a boy has several talents it is often extremely difficult for him and his advisors to tell in what line he will make his best success. Pro-

bably young Arthur C. Doyle was wise in becoming a physician, but even more sensible in becoming Conan Doyle, the author, who no longer cared to practice medicine. Dr. S. Weir Mitchell, however, won eminence both as a doctor and a novelist and so, too, did Oliver Wendell Holmes, though he always regarded his writings as subordinate to his medical career. He was a doctor for pay and a writer for fame.

Too many men are vexed with the possession of several half talents, which, separately or together, amount to nothing practical. Such a man will often be found trying one thing after another in a fruitless series of attempts to discover his right work. Though occasionally he may make a great success of some unique line where many of his half talents come in handily, too often he passes through life without making any success whatever in any line he tries. In his case decidedly may it be said that he should have aimed less high and stuck to one thing. Six half talents do not make one talent and such a man is really a commonplace fellow fit for no especial line of work.

Frank R. Walton.

#### Pursuing the Dollar.


"What happens when you put the dollar before the man?" bawled the candidate.

"The man goes after it," answered an old farmer in the crowd.

Freak advertising may amuse its originators, but common sense advertising will sell more goods.

It isn't worth while trying to weigh a stack of hay on fish scales.

The bread of idleness is usually paid for by some one else.



**EVERY HOME NEEDS A Taylor THERMOMETER**

Reach out for new business in your neighborhood by using

**TAYLOR Thermometer Advertising**

The fact that you are sending out such useful, practical advertising as Taylor Thermometers shows that your store is progressive and wide-awake. The accuracy of the TAYLOR will reflect credit on the accuracy of your store service.

Everybody reads the thermometer. Your advertisement printed attractively on the card of a TAYLOR will be seen whenever the thermometer is read, and serve as a constant reminder of your store.

Neat, attractive, lasting advertising, the kind that pays, can be put into every home if you use

**Taylor Advertising Thermometers**  
Write us for particulars today and we will send you a Taylor No. 239 for your own use

**Taylor Brothers Company,**  
Rochester, N. Y.  
Where the good thermometers come from.

(2)

## BELOW THE EQUATOR.

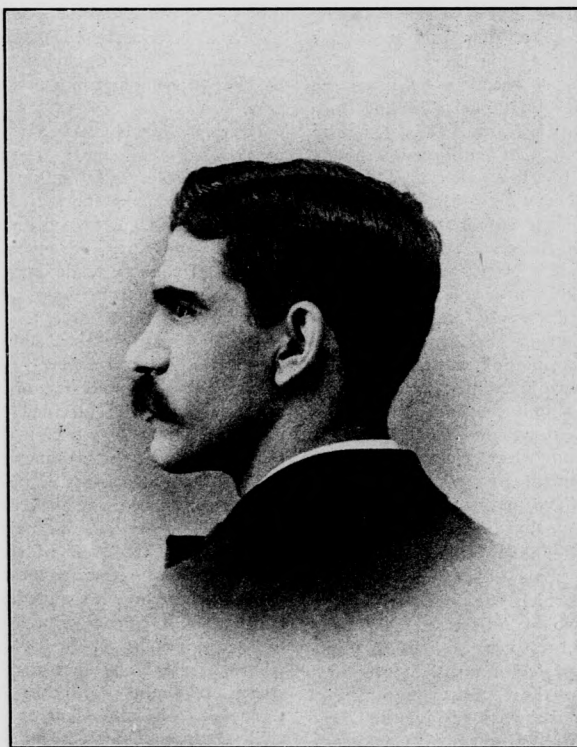
### Some Peculiar Features of New Zealand.

Melbourne, Australia, Oct. 3—You may be interested to know something of my impressions of this part of the world. We sailed southwest from San Francisco for 3,596 miles without anything in our path until we landed at the French Island at Tahiti, a beautiful tropical island, an outer coral reef surrounding the island, making a splendid smooth harbor within. The mountains tower up 7,500 feet. The shore line is covered with cocoanut trees. Native homes dot the shore. We found a good road on which we were surprised to see many automobiles. We took a drive in an auto for fifty miles to the south end at the islands over better roads than we have in Kent county. Oranges grow wild on the mountains. Bananas also grow wild, with some few patches that have been planted, but the standard crop is copra, dried cocoanut, formerly worth ten dollars per ton, now worth one hundred dollars per ton on the wharf. It is the standard crop, because it matters not whether there is a boat to take it this month or in three months. It keeps, hence its value for shipment. One realizes this shipping value when you find what a loss the islands suffer when steamers are delayed. They have regular service once a month, but no method of communication between the islands. They pack the oranges ready for the boat and, if the boat is delayed, as ours was for four or five days, then on the two weeks' trip of 2,280 miles to Auckland, much of it spoils on account of the hot weather. The cocoanut groves are planted along salt water. Trees grow better in and near salt water. They are planted forty to seventy trees to the acre. Forty is better than seventy. They commence to bear in from five to eight years—they will bear from fifty to one hundred and fifty nuts per tree—and once planted, will bear for a hundred years or more. They figure on a profit of one dollar per tree per year. They bear a continuous crop all the year around. They go around once a week, gathering up the nuts that have fallen, take off the outer husk, dry them in the sun a few days, then open the nut, take out the inside or meat and hang up on fences. Some of the larger plantations have drying pans on which they lay the meat and in from two to three weeks it is dry enough to put in sacks, take to the storehouse and sell.

We stopped at four islands of the so-called Cook Island group, owned by New Zealand. They are all surrounded with coral reefs and the water outside is so deep that boats cannot anchor, but as we lay all day loading cargo, had to keep screw running. The stuff is brought out in small boats at one island, a long dug out canoe with an outrigger. We went ashore and they ran to the edge of the reef, waited for a wave to carry them in over it. Then the natives waded out and carry you ashore on their backs. The oranges are loaded by being carried out in water, waist deep, to the boats, then wait for a

wave and as it goes out, carries the loaded boat on its crest.

We landed at Auckland, New Zealand, a fine harbor and fine city of a hundred thousand, built on a hill something like Duluth. The streets are wide, street car service good, and a hotel that furnishes as good meals as I ever ate. They start with tea in bed at 7, breakfast 8:30, luncheon at 1. Afternoon tea at 4, dinner at 6:30 and supper at 10 to 11. All hotels here are on the American plan and all the best ones have a rate of \$3 per day. The government has tried to do most everything in New Zealand. It owns and runs the railroads, telegraph, telephone, street railways, trust companies and insurance companies. All women over twenty-one can vote in the general election. The city and county elections they must have some property. Some of the people here think government ownership all right.



C. C. Follmer.

Others say you get no better rates. The railroad fares are 3 cents for first-class and 2 cents per mile for second-class. The train service is poor, the road narrow gauge. Fast trains run about 22 miles per hour. Telephones cost about the same as in Grand Rapids. No inducement for competition. The roads are not extended as they would be without government ownership. I think they would grow faster if outside capital were allowed, as we say, to exploit the different lines of activity. All these government-owned institutions are jobs for the political party in power. No outsider need apply. They have labor arbitration courts that only decide for labor, because so constructed. In Auckland, on the business street, Queen street, a banker told me his bank was trying to get a new location and the best price he could get was \$4,500 per foot frontage for the land. The buildings on it would have to be

taken down. That makes Monroe avenue property at \$3,000 per foot look cheap. The industry of the country is sheep grazing and butter making. The good land along the railroad is worth \$200 to \$300 per acre; back five miles from the railroad, \$10 per acre because they have poor wagon roads. They say \$200 land will keep from five to ten sheep per acre; that they get about ten pounds of wool per sheep and 20 cents per pound or \$2 per year for wool. They get \$4 each for a six month old lamb or an average of \$6 per year for each mother sheep. A farmer told me each cow of his earned about \$50 per year. The cattle graze the whole year, hence no stables are necessary. During this, the rainy season, all horses and cows in pasture have a waterproof blanket on them in pasture. One thing the whites kick about is the Maoris, who own most of the land, are exempt

these bathing pools with men, women and children in them. At this time of the year it seemed to us about the only place one could keep warm. In the park they have several small steam geysers and several large bath houses. It is, no doubt, a busy place in season. Wellington has a good harbor and is located on hills much like Auckland, but not so bright, energetic and clean looking as Auckland. The south island is the most fertile and the country between Christ Church and Dunedin is the finest I have ever seen, level as a floor far as the eye can see on both sides of the railroad. Large square fields or paddocks, as they call them, the wheat at this season (which is our April at home, the seasons south of the equator just being reversed. Our September, October and November is their March, April and May) is just up. The hedges are of gorse and all in bloom with a bright yellow flower like our golden rod. These bright lines of yellow for miles and miles, with the green wheat in some fields and in others sheep and lambs pasturing, were certainly beautiful and where they were ploughing the soil was a rich black loam. The plum and pear trees were in blossom, which lent beauty to the landscape.

One thing down here is cheap and that is meals. In dining cars the charge is 50 cents for a good four course meal. The street railroads are all on the zone system, 2 cents for what would be from the depot to the Pantlind at home and 12 cents for distance down town to Reed's Lake, so I think 5 cents straight rate the best system, especially for the growth of the suburbs.

Christ Church has the best system of marking the street cars for the convenience of strangers I have ever seen. In several conspicuous places about the city they have a framed map of the streets and street car lines at the terminus of each line. They have in large black type a number and on the front top of the car they have a round white disk about 18 inches across, with a big black number. To illustrate: A map of Grand Rapids would show, say Wealthy & Taylor street; on the map at the end north of Taylor would be 1, at south end of Wealthy, 2. The cars would be marked accordingly, as you stood on Canal street the numbers on the cars so large you can read them two blocks away. Coming south, car having 2 you would know from map was going out Wealthy and going north it would have 1 and you would know was going out Taylor, all terminals having a different number. If you ask anyone how to get to some number on Taylor street, they say watch for 1, in place of referring you to the name on the car that you cannot read until too late to stop it. The city owns the street railway at Wellington and ran behind \$110,000 last year and they had to raise their rates. The state borrows money and lends it out to the farming districts and to the cities for improvements. They lost \$150,000 in this way last year, so New Zealand ways are not always the best way.

C. C. Follmer.



# The Lesson of the Apple Show



When You Make Apple  
Sauce Serve Biscuits  
With It Made of

**Lily White**

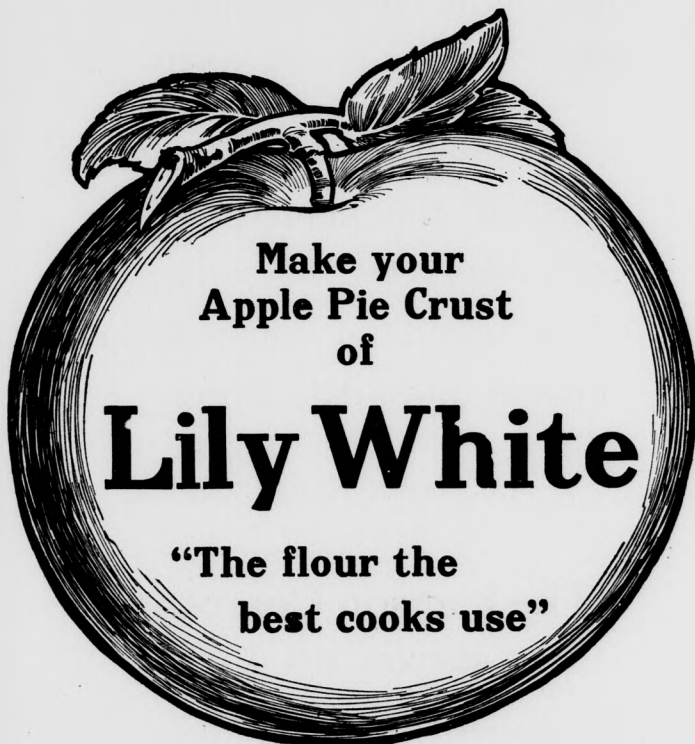
"The flour the  
best cooks use"



When You Make  
Apple Duff get

**Lily White**

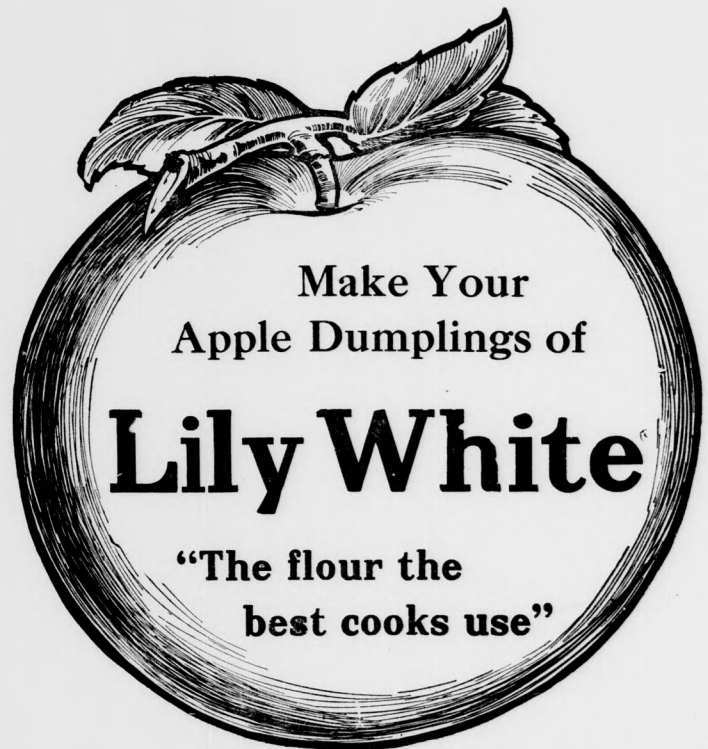
"The flour the  
best cooks Use"



Make your  
Apple Pie Crust  
of

**Lily White**

"The flour the  
best cooks use"



Make Your  
Apple Dumplings of

**Lily White**

"The flour the  
best cooks use"

This is a reproduction of one of the advertisements appearing in the daily papers, all of which help the retailer to sell Lily White Flour.

## CORRESPONDENCE SCHOOLS.

## Many of Them Are Most Arrant Swindles.

Written for the Tradesman.

One of the most questionable uses of the United States mails just now is the obtaining of immense sums of money by institutions operating as correspondence schools. In the original correspondence school idea there was, no doubt, the existence of a need for that sort of instruction that warranted such a movement, but from the nature of the business and the mental constitution and circumstances of a great proportion of those reached, even by the earlier institutions, where a few hundreds completed the courses and thus obtained a technical, though expensive, value received, thousands subscribed and fell by the way, thus making the transaction simply the sale of books and materials at rates of profit quickly yielding enormous revenues. Of course, it was not the fault of the colleges that so many happened to fail in making the course. They had done their part, but that the transactions in every case were immensely profitable was an incidental feature of the case. This warranted one of the most elaborate and expensive campaigns of advertising ever known in the country, which seems to be yielding constantly increasing returns.

A natural consequence of this success is the establishment of a host of similar enterprises in which the promoters are ransacking all fields of human activity. The earlier institutions naturally started out with the more salient and attractive lines, as engineering, mechanics, drawing in its various branches, architecture, law, etc., which could be most easily managed by mail examinations. From these activities of correspondence instruction naturally turned to less prominent specialties, as the commoner fields became sacrificed until the study of the advertising columns of general and special magazines reveals a curious and suggestive list, from lettering and sign-writing to civil service and diplomacy. That some of these are entirely legitimate and even warranted, is conceded, but the opportunity and field for pure swindling is so near and so tempting, there are plenty ready for its exploitation. Many of the schools, with a fairly reasonable excuse for existence, are so far using them to play upon the gullible and ignorant that they are essentially frauds, but to a much greater extent than generally believed such concerns are mail frauds, pure and simple.

Just now the field of civil service seems a fertile one. There is a chance for subtle flattery of the class of victims selected, assuming their superior intelligence, that is decidedly effective. Of course, the civil service is so widely extended that in some branches the instruction is warranted and some advertisers have a reasonable excuse for their operations, and this serves to hide the others and make the swindle more effective.

Among the branches of civil service it devolves upon Uncle Sam to appoint teachers for the Indian schools in the different localities where these wards of the Government must be cared for. This, of course, would warrant quite a list of applicants and would possibly

give excuse for a branch of a correspondence enterprise. Now it also happens that the Government appoints matrons to work in the same schools. The wages given are \$40 to \$60 a month and expenses, including board. Now for this branch of the service a wide list is exploited all over the country. Of course, the operator of the scheme has had exceptional opportunities, as is usual in such literature, to know just what is required in the examinations, so it will not be difficult for each to stand well up in the scale. Now the class to be reached by a proposition of this caliber has two distinctions: It is very large and it is of low actual intelligence. Thus the promoter is able to state candidly and truly that the Government "appoints nearly a hundred" to these positions each year. This sounds good and there are very few who will stop to consider the many thousands to whom these propositions are sent. The price is made low to fit the average of financial ability, \$12, and then there is the usual special (rubber stamped) reduction of 25 per cent., making the sum most likely to be ventured. There is, doubtless, a response in data for study and examination, but so far as any practical returns to the victims, such a scheme is an outright swindle.

It is naturally impossible for any one to know how many and what of such schemes as are constantly appearing come under the same class, but to the observer it looks as though there may be many—some, as in the case referred to, where a plausible but worthless pretext is employed and others where the pretext is broader and some actual return possible.

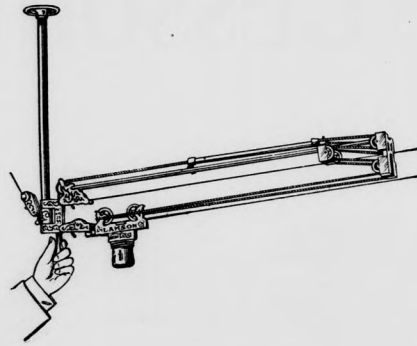
W. N. Fuller.

The great and growing interest being shown in organization work all over the country finds its reflection in the increased number of associations of retail merchants. Many of these are distinctive in class, being made up of retailers of a single line. Others are more comprehensive, including storekeepers who are engaged in any department of retailing. Still others include all kinds of business, not necessarily retail merchandising, as bankers, professional men and wholesalers are members. All are good, the membership of the organization being best dictated by circumstances in each community. Certainly in a small city or town it would seem to include all, making it a civic body, with the interest of the municipality one of the prime considerations of the association. Organized work will receive an impetus this month from the convention of the National Federation of Retail Merchants on the three days, November 19-20-21, at the Planters Hotel, St. Louis. It is an annual gathering, and will be addressed at this session by the best speakers obtainable. Every organization of retailers in the country is invited to send as many delegates as it desires, whether the association is connected with the national federation or not.

To properly interpret the beautiful is to discover a new world.

Your discretion might look like cowardice in another.

LAMSON



## The Famous "Air Line"

Runs up or down grade, over bridges, round corners without noise, shock or rebound.

The Lamson "Air Line" is neat, light, swift, silent, durable, simple and inexpensive.

It has stood the test of many years of the hardest service and to-day is the "reason why" of the good service in thousands of up-to-date stores.

ASK YOUR NEIGHBOR

The Lamson Company

(Dept. No. 3) BOSTON, U. S. A.

Representatives in all Principal Cities.

# SERVICE



## IN THE FUTURE.

### Some Changes in Store For Jobber and Retailer.

Written for the Tradesman.

Precisely the same bark covers a tree, from sapling to stump. Fundamentally, it never changes. The uneven crust of the mature tree is the smooth skin of the sapling grown old. Its looks change, its character never.

From year to year the tight bark cracks and expands to make room for the growing body. It grows stronger and more rugged until it is a fit envelope for the mighty trunk within it.

Its last appearance is different from its first, but it is still the original skin, adapted to the full grown tree.

What takes place in the bark of a tree will take place in distribution. Outward features will change. It will better adapt itself to the growing body of commerce, but its fundamental character is going to remain the same.

It may crack in some places and its future aspect will differ from its present, but there will be only evolution, not revolution. If it grows it must change, no change means no growth.

The present factors of distribution will not be destroyed; they'll merely lose their frills.

Artificialities and non-essentials will be loped off and extremes will be modified.

Right now too much is being spent for things that never get back to the spender.

We're buying too much "box" and not enough "bulk." Too many people are being forced to pay for the container which helps the maker sell his goods. Advertising's chickens are coming home to roost and they are going to "raise Ned" with the favorite garden-plots of many a frenzied advertiser.

Marked changes will have to be made in the distribution of certain lines, notably among food products. Too many middlemen stand between maker and user, nibbling at the dollar which buys the goods.

Certain jobbers, too small to over-leap middlemen and brokers, will be eliminated; but the great wholesaler who concentrates in his warehouses the products of ten thousand makers will survive.

Efficient distribution demands his survival. The world is too big and its primary markets too far apart to allow the average merchant to buy efficiently from the head waters of merchandise.

Therefore the gigantic concentrator of merchandise will stay.

Despite the mail order house, which will persist, the retailer is not going to be dislodged from his position. Of course, the unfit will die off and the total number of storekeepers will diminish, but the smaller merchant won't become extinct, because he's needed.

There will always be a niche for a store which can supply the instant needs of its customers. There are certain goods which can be retailed satisfactorily through no other medium than the general store. But retailing must become more efficient.

Buying, selling, advertising and stock-keeping must be placed on a scientific basis. Something besides precedent and

chance must govern retail merchandising.

Stocks must become more diversified, and their appeal must be broadened. Every store will have to sell every line it can profitably handle.

Lines, even in the smaller stores, must be analyzed and made to stand on their own base. Departmentizing must reach down even into the cross-roads store and hold a stop-watch on the turn of every item.

Even now, small and frequent buying is gaining an unshakable foothold in the average store but it is going to be the rule, and not the exception.

All jobbers must do what a few are doing now: Carry the retailer's surplus stock and be able to respond to every sudden demand of the small dealer.

Only by small and frequent buying can the merchant hope to eliminate the loss attendant upon advance-buying and overstocking. No matter where or when, it is always true that loss from breakage, spoilage, increased taxes and insurance, style changes and unseasonable weather is directly proportional to the amount of goods bought and the length of time they stay on the shelves.

There are frills, too, for the retailer to cut out. He is putting too much into non-essentials. His trade may demand them, but customers can be weaned away if they see that economy requires it. There's too much "spool of thread" deliveries, too much "flub-dub" that adds neither to the value of the goods nor to the well-being of the consumer.

The ordinary retailer must do what will also be required of the wholesaler, and return to the consumer in tangible things every penny of the dollar spent by the latter.

There will be a retailer of the future, and his business will be based on science, not guess-work. Instead of swollen stocks and tardy turns, he will depend upon diversified lines and compound profits.

In the future there will be a jobber, but he must be big enough to go to the headquarters of merchandise for his goods, creating style and dictating materials. He must do all the advance-buying, shoulder the investment and carry the retailer's surplus. He must sell through an economical, convenient medium and display his samples at the time they're needed.

He must be a replica of the whole world's markets and concentrate in himself the products of ten thousand makers.

He must sell at one price and in quantities small enough to make retail efficiency easy and inefficiency hard.

Anderson Pace.

### The Only Cure.

At Hazelden farm, his beautiful country home in Indiana, George Ade, that genial cynic, was talking to a young man who had fallen in love.

"You think, then," he began, "that a wife is absolutely essential to your happiness?"

"Absolutely essential," the young man answered, with a sigh.

"My poor boy," said the humorist, "nothing but marriage, then, can dispel this illusion."

### The Main Road.

The salesman is the visible representative of the store. He stands between the management and the customer, and by the impression he creates, the store is judged.

Most successful salesmen endeavor to establish a relationship of personal service with their customers—to learn their names, study their tastes, their price limits, their interests. This enables them to go right to the point and give the customer exactly what he wants—promptly, but without the least trace of hurry.

Permanent trade can be built up only through genuine service. Tell your customers frankly a coat does not fit, the style is not becoming, or the goods will not wear. Refuse to cut corners. By conscientious, honest salesmanship, with no exaggerations or misleading statements, sell him only what he ought to have.

The salesman who talks a customer into buying something that is beyond his means or that will not give him good service, has not helped the house. The goods will come back or, if they do not, the customer will have a feeling of resentment and go elsewhere next time.

The good salesman realizes that no transaction is complete unless the customer stays pleased. He sees to it that every part of the transaction is thoroughly understood, both by the customer and by himself; that no promise has been made and no expectation aroused which the goods will not fulfill.

Salesmanship, rightly understood, is both a business and an art. One does

not become expert at it without study and hard work. But when you have mastered it, you are on the main road to Success. H. F. Morris.

If the order houses can take advantage of the parcels post so can you. You have a field to cultivate in the outlying districts. Among the farmers, for instance. They are supposed to be the chief patrons of the catalogue establishments. Be a catalogue house yourself among your legitimate trade. Flood them with letters and circulars. Do not let them forget you and your store. Notify them of bargains. Tell them of new goods. Don't wait for them to come to you. That is not the policy of the mail order house. Go after them good and hard. One big advantage you have over the distant competitor is the telephone. Almost all farmers have these conveniences. If you keep the wires hot calling them up it will have much to do with holding the trade at home. It is cowardly to sit down and say it is no use. There is opportunity in it. One phone call, or one letter, or one circular will not do much. You may keep at this for several months and then see an order go out of town. But if you are not discouraged you will win out in the end. To every one of these buyers from far-away mail order houses comes a time sooner or later when something displeasing happens. If you are on the spot at that particular time, which you will be if you keep there all the time, you will get your reward. Try it out.

## Ceresota Flour

### The Prize Bread Flour of the World



### The U. S. Government Laboratory Test

Shows "Ceresota" Flour to be worth 14 cents to 79 cents per barrel more than are other well known and extensively advertised Flour's.

### Why Not Buy the Best and Get Your Money's Worth?



Registered in U. S. Patent Office

Manufactured by

The Northwestern Consolidated Milling Company

MINNEAPOLIS, MINN.

H. P. GALLAHER, Vice Pres. and Manager



**Interior and Exterior Arrangement of Holiday Attire.**

Proper display of merchandise has much to do with the success of Christmas selling.

In this display here are the general principles that should prevail:

Everything in plain sight.

A price ticket on each article.

Good housekeeping.

These three, if faithfully and intelligently put into effect, will give you the right kind of leverage on the Christmas business.



You may have to change around two-thirds of your stock to give your Christmas goods the right kind of chance. Do it, if necessary. You can't afford to fail to devote any reasonable amount of time, work and expense to make your Christmas merchandise give the best possible account of itself.

**Three Classes of Decoration.**

Your store should radiate Christmas from the outside in front clear to the back door. You can, therefore, gain much profit from these:

Decorations on the store front, outside.



Trimming the Store Outside.

Decorations in the windows.

Decorations in the store.

Outside decorations, being so unusual, are unexcelled for giving the much desired "Christmasy" atmosphere to a store. The plan illustrated will work on almost any size store.

**Fixing Up the Store Front.**

This outside trim calls for the expenditure of but little time and mon-

ey. The arrangement is clearly apparent in the drawing.

Three small natural evergreen trees are used. One should be mounted over the doorway. Wire can be used for attaching it to the sign. The others should be shown in boxes or tubs—one at each corner of the store.

Make two strong wreaths of holly or natural evergreen mounted on wire and place one at each end of the sign immediately over the Christmas tree.

Then make two festoons of holly or evergreen reaching clear across the front of the store. If holly is used the festoons will have to be made by wiring small sprays of holly leaves to pieces of rope like clothesline. Extend the festoons right and left from the base of the Christmas tree over the door. The festoons can extend down two feet or so below the sign, making a very handsome foreground for your Christmas windows.

You can't use tissue paper festooning for this trim, as it will be whipped to pieces by the chill winter winds if exposed for any length of time.

**Plans For Adorning the Inside.**

With Christmas outside and inside the windows, people naturally will expect Christmas inside the store. Don't disappoint them.

The most important thing in your interior arrangement is getting all the Christmas merchandise in plain sight. Push other things back. Give it full right of way.

Your enameled ware, tinware and like lines of homegoods should be relegated for the time being. Put it clear out of sight if you have to. It will be well to have Christmas goods alone on the tables in the center of your store. Take up as much additional space on the shelves and elsewhere as may be necessary, always keeping the strictly holiday goods sharply to the front.

Your candy display should be unusually complete and prominent. Ditto with novelties, china and glassware. The same with dry goods specialties like handkerchiefs, various kinds of neckwear, knit goods and the like. These lines are good all the year. But they also are holiday specialties, and should be featured strongly as such.

**You'll Need Plenty of Room.**

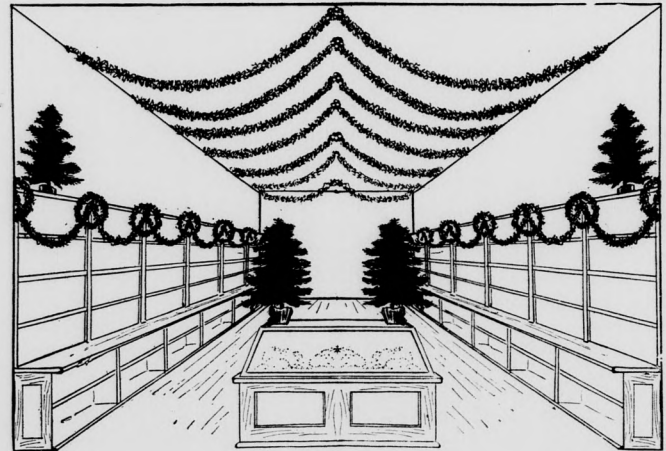
Try to rearrange your fixtures so as to give your customers as much room as possible. You are expecting

counter would lock well. Or put a fairly large one on one of the tables in the center of the store. Light it with a Christmas tree electric light outfit. This will advertise the outfits and at the same time give a beautiful touch to your store decorations.

**Show Cards Will Help the Effect.**

Use plenty of showcards.

Let the spirit of Christmas shine forth from all the goods as far as possible. Most of the merchandise will suggest Christmas without any help. You can add Christmas sugges-



Interior Decorating Plan.

crowds. Your store and its selling facilities will be strained to the limit. The more room you have, the more comfortable your store is, the better results you will get.

Perhaps you can push two tables together here and there, thus saving room. No specific directions to cover every store can be given. In general, we should say that you should put the non-Christmas lines in hiding for the time being, putting Christmas goods in their place. Study to utilize every inch of space.

Use plenty of price tickets. Overdo this rather than underdo it. You will have extra clerks for the Christmas trade. Even at that the chances are you will be unable to wait on all your customers promptly. Give price tickets a chance. They will supplement and reinforce your salesmen's efforts and will double their selling capacity.

**Many Decorations to Pick From.**

Give some attention to decorating the general interior of your store. You can use artificial flowers, small artificial or evergreen trees, holly, tree ornaments and a big assortment of other things.

A good plan of interior decoration is to run festoons of garland trimming tinsel to the right and left from the center of your store ceiling. This tinsel is silver, amethyst and green in color. A box contains three dozen yards. Japanese holly garland is good for the same purpose.

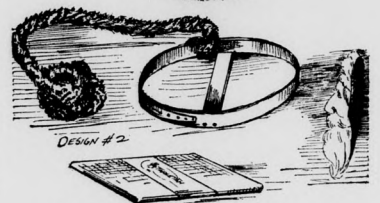
Then you can run a line of some of this decorating material along the ledge. Festoon it slightly, and over each festoon hang a Christmas bell, a wreath, a horseshoe and bell or some similar article.

You undoubtedly can use a small decorated Christmas tree here and there in the store. Two on the candy

tions to many articles by enclosing them in holly boxes.

**Here's a good decoration plan:**

Cover a barrel hoop with black tarlatan cloth. This can be purchased for about ten cents a yard, retail. Then, around the edges of the hoop run some green festooning. Cut a



Santa Claus in Barrel Hoop.

Santa Claus head out of decorated crepe paper and paste it over the tarlatan. This fabric is so thin as to be almost transparent when the light is shining upon it at a certain angle.

**Where Old Santa Shines Forth.**

This will give the pleasing impression of old Santa hanging in space.

Have a number of these in the store.

You are sure to gain big dividends on the expense and effort you put out to make your store beautiful for the Christmas trade. Go at the thing right this year and see if you do not notice a difference.—Butler Way.





**YOUR PROFITS.**

**Do You Really Know What They Are?**

Few business men know precisely what profits are. They are willing to take what they regard as profits, but most of them have a false idea concerning the actual amount that should be credited on the right side of the ledger each year.

Some economists even go so far as to sharply distinguish business profits from wages. Part of what a business man gets is thought to be simply wages; but part is neither wages, nor interest, nor rent; it is different from these. This peculiar element is regarded as profits. The methods of separating business wages from profits is artificial.

Looking over the whole varied range of earnings among those engaged in business careers, it is simplest to regard them all as returns for labor—returns marked by many peculiarities, among which the most striking are the risks and uncertainties, the whole range, the high gains from able pioneering.

In some cases business profits are separated from wages by considering as wages that amount which the individual would have been paid if hired by some one else. An independent business man's actual earnings are likely to exceed that sum; the excess is business profits.

To know what dividends you are really entitled to draw, it is necessary to look the facts in the face, avoid all fallacies, count in every expense and get the price that will pay the profit. This is no small order, but if you have the courage to study your business just as

critically as though it were a competitor's, it is possible to discover the real facts—and make real profits. Search for the expenses that get away and you will know what your business really pays.

**Profits Overestimated**

The average business does not really pay what it is supposed to pay, because the owner lacks sufficient business training to discover the hidden leaks. His premises are wrong, his principles wrong, and his calculations often wrong.

The first and most general fallacy is that which, in spite of figures, repeats to itself: "I am making 10 or some other per cent." This form of self-hypnosis is so common that it has almost the force of a trade custom.

"If I ever want to sell out," the owner reasons, "I can't sell a business that does not pay. Then, too, if I claim my business is not paying, it is a reflection on my ability." So he makes the claim of a mythical 10, or 20, or 25 per cent. until he actually believes he is earning that much.

A tradesman celebrated this winter his forty-fifth anniversary in his town and shop. It is his proud boast that he has made, year in and year out, his 20 per cent. So firmly is this fixed in his mind that he resents, as a disloyal act, the attempt of his son—a skilled accountant—to show him that last year's business paid him but 14½ per cent. and that he has had years when he actually lost money.

A second fallacy is the assumption that all, or a great part, taken in over the cost price is profit.

The master barber of a five chair shop found one of his men calculating. "I'm going to start a shop," he announced. "Last Saturday I did \$4.80 worth of work for which you gave me \$1.20, consequently you made \$3.60 profit out of me. I am going to start a shop and get all the profit."

This journeyman barber, having omitted to note that he had drawn \$1.20 for Tuesday's work—which day he took in but 50 cents—he was a surprised man when the new shop was sold five months later to pay wages and rent.

**Some Expenses Overlooked.**

Third on the list of profit eating fallacies is the belief that every expense incurred because of the business should not be charged in the expense to run. Thus a caterer neglected to charge in the wages of his wife and children in running the business. His oversight is duplicated every day. Where a business owns a building, the rental is frequently neglected in calculations; window displays, particularly where the display is depreciable, often fail to connect with a charge; and interest on investment is never reckoned by fully 60 per cent. of business men to-day.

A fourth fallacy is to take the price paid the supplier as the actual price of goods, neglecting various other items, such as railway charges. The cost price of goods is their cost when on the shelves ready to sell.

Fifth—and one of the greatest fallacies of business—is the theory that profit percentages are reckoned on the price paid for merchandise. That overactivity in one department is successful in

overcoming loss, neglect, or lack of method in another, is a sixth fallacy that misleads many in an honest attempt to determine the real profit. "Extra business necessitates extra expenses," rectifies the seventh fallacy. Almost every business man has his eye on a point ahead where he will round out profit by a little more business. But increase of business is not necessarily followed by increase of profits. There are other factors to reckon with.

Interviewed lately on the subject of profits, a printer who had previously expressed this faith, observed:

"Extra business costs extra money to handle. No printer or manager in any other line of business can force more profits merely by adding to volume. It may work out on paper, but it won't work out in the shop. I calculate in this way: The manager of any well regulated business, as mine, is kept fairly busy. Each year he is growing busier. Additional business calls for more time—which is not to be had without more expense. When you start out to add to profit by any other method than by cutting expense you have a ticklish road to travel—unless you can get a greater amount of work done for the same money, in which case you are cutting expense by short cuts disguised."

It is not enough to be able to avoid the sophistries which tend to disguise expenses as profits or inflate a 1 per cent. dividend until it looks like 10. Knowing what to avoid is only half the game; knowing what route to take and how to take it is the other half.

F. M. Taussig.

**\$9.93 For This Coupon**  
That's the proposition.

The minimum profit that you make is \$9.93. No telling how much more. Dealers everywhere are enthusiastic over the Richardson Plan. It brings the women right into your store time and time and again. Here is the great new trial offer that we are making in order to introduce the Richardson Plan to dealers everywhere.

**You Give Away Pillow Tops**

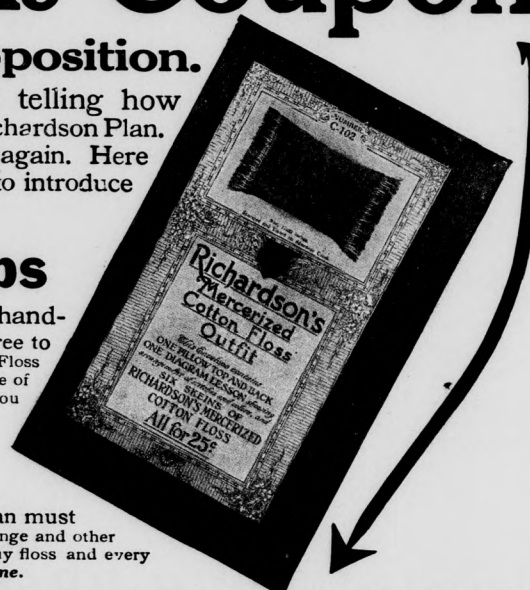
That's all there is to it. We put up our embroidery outfits in handsome packages. You give away a pillow top and back absolutely free to every woman who will purchase six skeins of Richardson's Grand Prize Grecian Silk Floss and a diagram lesson at the regular retail price of 25c. The pillow tops are made of pure linen Russian Crash. No wonder every woman wants one. And every time you give away a pillow top you have made a new customer.

**The Richardson Plan**

Here is where the plan makes new customers for you. Each woman must have ten or twelve additional skeins of silk to finish her pillow. Also cord, ruffles, fringe and other accessories. She will come to your store two, three, four and often five times to buy floss and every time she will buy some other goods, too. **You make her a new customer in no time.**

**Send the \$9.93 Coupon**

Just notice the coupon. We have selected here an especially attractive order for you. Just fill out the coupon and mail it to us today. It means \$9.93 as a minimum profit. No telling how many new customers you will make from it. We have put together these special outfits in order to prove to you how remarkably successful our plan really is. Fill out the \$9.93 coupon. Get the outfits. **If they are not all and more than you expect, send them back to us, express collect.** That's our proposition. You take no risk. Fill out the \$9.93 coupon now.



**Richardson Silk Company**  
648 Broadway, New York Dept. 7308 305-309 West Adams St. Chicago

**\$9.93 COUPON**  
Richardson Silk Company, Dept. 7308 305 Adams Street, Chicago 648 Broadway, New York

Gentlemen: Please ship at once via \_\_\_\_\_  
your Special Assortment in accordance with your Introductory Offer as below:

	COST	SELL	PROFIT
1 Art Needlework Catalog, containing 500 designs	FREE		
1 Newspaper Electrotype No. 7091	FREE		
3 Dozen Pillow Outfits at \$2.25	\$ 6.75	\$ 9.00	\$ 2.25
1 Counter Carton, containing 16 ounces Richardson's Grand Prize Wash Embroidery Silk	12.80	20.48	7.68
500 Notion Bags, (for counter distribution)	.35		
<b>Total</b>	<b>\$19.90</b>	<b>\$29.48</b>	<b>\$9.93</b>

If everything is not as represented, the above order may be returned at your expense and we will receive full credit.

Name \_\_\_\_\_  
Address \_\_\_\_\_



## RETAIL SALESMANSHIP.

## How It May Be Made Most Effective.

Written for the Tradesman.

A retail merchant, after much anxious thought and careful planning, determines upon a grand special sale. He gets ready for it with the utmost care. He makes fresh window trims and department displays. He even goes to the expense of decorating his store elaborately to catch the fancy feminine. He advertises the sale liberally, almost to the point of prodigality.

His store is crowded. The sale is going fine. It looks like a big success. He is glad of it. He needs the money to meet his fall payments or some notes coming due at the bank. His spirits raise. His ambition leaps. Then he gets the cashier's report of the day's sales. The figures are far below his expectations. What is the matter?

Poor retail salesmanship.

The great need of the hour is more intelligent handling of retail sales. Retailing has become so complex that there is little room left for the mere clerk. Prices have settled. Qualities have become standardized. Novelties are no longer exclusive. Competition for existing business is keen. Created business must be cared for in some special way or it reverts to its natural channels.

Accounting systems and store methods have been brought to a high standard of efficiency; but these alone are like a handsome and completely appointed vehicle without motive power. Sales, and still more sales, are the end of all these means and sales are badly handled.

It would be unjust to say that retail salesmanship has shown no improvement in recent years; but conditions force the conviction that methods have evolved about as far as they can without a complete, almost revolutionary change in the attitude of retail merchants toward this part of their store organization.

Is it not the time for a change in the type of persons engaged in retail selling to a type of salesman and saleswoman who have or can develop more capacity?

Visit the large retail stores of any city and you will see many of the same listless, don't-care type of salespeople behind the counters. This is notably the case among the small goods, yet this class of goods yields a handsome profit—profit which the big store needs to pay its enormous expenses.

It is a mistake to think that because a salesperson handles only articles which sell for from 5 cents to a quarter that a cheap sales clerk will do for this trade. The small trade is just as much entitled to proper handling as the larger trade. Customers, are customers, whether their purchases be large or small. Buyers of small articles can be made purchasers of larger items through proper sales methods.

The chief difficulty in the way of a better standard of retail salesmanship would appear to be that retail sales-

men themselves are not enough of them wide awake to the possibilities of their calling. The fact that they are not getting results warranted by their equipment and advertising expense has been forced upon the employers of retail salespeople, but great numbers of merchants do not ascribe this to the need of better trained salespeople. Except in isolated instances, merchants are still willing to put up with cheap help on the score of economy. Where training has been attempted it has often been a kind of superficial coaching in which the salesperson was told what not to do rather than what to do and why.

The net result of present conditions is that few teachable young people look upon retail selling as in any sense a career. They are working at it a while until something better offers. Presently they will throw up their positions behind the counters and in the departments and enter other work, which, perhaps they are not any better qualified for than the selling, but which looks to them to hold out a little better future.

The point of the whole matter is that trained help costs money. It costs money and effort for salespeople to train themselves, and they must train themselves in the end, no matter how many advantages are offered them by their employers.

What bright-minded young person is going to take the trouble to go through a hard course of training for the average present salary of the retail salesman? They will not do it. The inducement is not there. A married man cannot decently maintain a family and save any money on the present scale of pay of the retail salesman. That means that he will only be a retail salesman until he can secure an opening elsewhere. In the mean time, in the very nature of things, he will ignore as much as he dares, every suggestion made by the store management for the improvement of the salesmanship. He has made up his mind that, considering the conditions, he is not going to be a "counter-jumper" all his life.

The saleswoman can manage to live somehow on the pay she gets while she can live at home, but let her be thrown entirely upon her own resources, and if she is ambitious, and really teachable, you will find her taking an evening course in stenography, book-keeping, or some line of work where the pay is better. Either that or she marries the first man who asks her, in a desperate desire to "get out of the store."

There is a sociological side to all of this; but I am purposely ignoring it. The question is, how can merchants expect to improve the standards of retail salesmanship unless they have teachable people to work with and how can they obtain teachable people unless they pay them and promote them and, as a matter of policy, show them that their work is worth while, not alone as a present or temporary occupation, but as a calling or life work.

Present efforts to improve retail salesmanship run all the way from a

total failure to only a partial success, largely because the vast majority of those engaged in the work are not high enough in mental caliber and general education to grasp the instruction given them or regard it of little use on account of the scale of wages paid. Pay money enough to get young people of brains and education and use the same methods of training them in the actual sales handling that largely obtain now in the better class of stores and in a few years time there will be nothing the matter with retail salesmanship.

Charles Edmund Barker.

## Moving Up or Moving On?

Abraham Lincoln had a step-brother who once applied to him for help in moving from Illinois to Missouri. Lincoln replied:

"What can you do in Missouri better than here? Can you there, any more than here, raise corn, wheat and oats, without work? Will anyone there, more than here, do your work for you? Squirming and crawling about from place to place can do you no good. If you intend to work, there is no better place than right where you are."

That was perhaps a little rough on the step-brother, but it expressed a general principle that is as true to-day as it was fifty years ago.

It's all right to be on the lookout for something better. Some one has said that the real live man will hold down his job with one hand and reach out after a better one with the other.

We all want to move up, but it's a bad thing to get in the habit of just moving on. The man who is always moving on is not the man who is moving up. Look around and you will see this is true. No firm cares to push forward a man who has a reputation for continually changing from one house to another. Why should they?

Unless you have some big, solid reason for making a change, the thing for you to do is to settle right down and make friends with your job. If it isn't all you would like to have it, it's up to you to make it better! Put a little more ginger and a little more grey matter into it.

Are you filling that position so ably and so completely that no one in the land could do better? If not, see how close to it you can come. Before you get very close, there will be a bigger job waiting for you. But when you move, let it be up—not on.

H. F. Morris.

## Betting a Million to One.

I often think how much dishonesty could be checked if the beginner in it could get one idea—if he could be made to stop long enough to consider it even as a poor bet—if he has no higher standard to appeal to. If I could talk to one such person I would say: "Why is it that you take property that does not belong to you? Is it not because you think you will gain something? If it could be proven to you that you would gain nothing would you have any desire to do it? No man willingly goes into a losing game. Suppose you get caught—you will readily agree that you have gained nothing. Suppose you are not caught—you only get a stronger notion that you could do it again and not get caught. The more you do it the more bold you get until some day—sure as can be—you will get caught. Then you lose everything, all you seem to have gained, and, more than that, you lose respectability, self-respect and liberty. The odds are heavily in favor of your getting caught. If you gamble, would you stake your liberty and manhood against a few dollars? That's virtually what you do when you are dishonest in any degree—like betting a million to one."

There is a far higher reason than fear of punishment which should impel one to turn back now and do right. Right doing leads to all that is worth having in the world. It is all that can satisfy. You know what is right—and you risk nothing but have everything to gain by doing right.

Frank Stowell.

## What Have You to Sell?

a DRY GOODS STORE; or part of it?  
a CLOTHING STORE; or part of it?  
a GENTS' FURNISHING STORE; or part of it?  
a SHOE STORE or an odd lot of SHOES?  
We Buy anything and everything For Cash and do it Quick. Write Today and we'll be there Tomorrow  
PAUL L. FEYREISEN & COMPANY  
Mid-City Bank Bldg., Halsted & Madison Sts., Chicago

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

## Up-to-date Stores use

THE BEST SALES  DUPLICATING BOOKS

Made of good BOOK paper, not print  
15% OFF IN TOWNS WHERE WE HAVE NO AGENT. WRITE FOR SAMPLES TO  
MIDGARD SALES LIP CO. STOUTON, WIS.

Also manufacture Triplicate Books, Carbonized back Books, White and Yellow Leaf Books.

# SUNBEAM FUR COATS

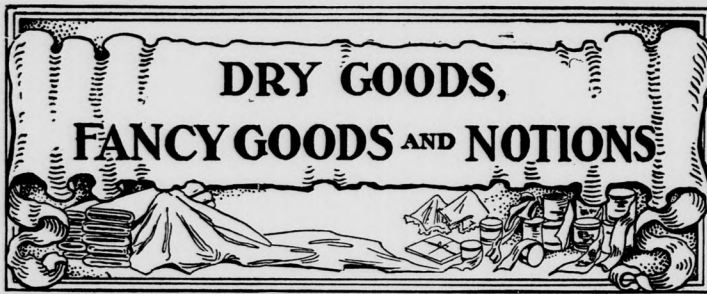
We operate our own tannery and tailor shops, you get the classiest garments made at a price which gives you the right sort of profit. Our advertising and guarantee are real helps in selling. Right now is the time to "get busy." SEND FOR THE SUNBEAM CATALOGUE: IT'S WORTH WHILE.

**Brown & Sehler Co.**

Home of Sunbeam Goods

Grand Rapids, Mich.





### Location a Vital Point in Dry Goods Business.

Written for the Tradesman.

A large percentage of business people, if sounded upon the subject, would be found to be dissatisfied regarding location, some for one reason, some for another.

Some persons are temperamentally afflicted with the "bug" of discontent. No matter how well situated they may be, they are not satisfied to remain long in one place. By the time they are well settled and started anywhere, something is found to be wrong. With persons of this mental addiction the causes of woe never lessen but always increase until they become so unbearable (from their point of view) that move is imperative.

This roving tendency will be held firmly in check by the man who realizes his own weaknesses and strives to conquer them.

A man who is unsuccessful in his business venture is very apt to lay his lack of success to his location. He gets down on the place he is in and thinks no one could succeed there.

Then there are others who are dissatisfied for the best of reasons, for there are locations where men are bravely trying to do business, in which a John Wanamaker or a Marshall Field never could build up a trade.

So whether or not with any given dissatisfied merchant a change is really advisable depends on whether the trouble is with the location or with the man. The one who is temperamentally inclined to wander from place to place will find that the change so much desired will ease his longings for a brief time only. The one whose lack of success is due to himself and his bad methods of doing business does not often change his luck by changing his location. Put where a man who has in him the elements of success is heavily handicapped by a poor location, then a speedy pulling up of stakes and a search for another and a more favorable location may be the only sensible thing to do.

Whoever is making a choice of a location should exercise the greatest care and use all his brains and acumen. Select the right town and right spot in the right town. In a given place there may be all the difference that makes success or failure between one street and another, while one side of a given street may be much better than the opposite. Generally speaking, the business that comes from having a first class location is the easiest business you get.

Remember that because a town is pleasant as a place of residence, or

because you have many friends there, or because your wife's relatives live there, it does not follow that it is a good place to do business in.

The dry goods business is especially sensitive to location. There are plenty of places where a grocery will flourish like a green bay tree while a dry goods business will simply die a natural death.

Henry Willoughby is a bright and energetic young man who took a great liking to a certain neighborhood a little out from the business center of the large city of which it forms a part. It is very pretty out there, clean and airy and filling up with a nice class of people. Henry easily persuaded himself that it was just the place in which to put in a small stock of dry goods.

His stock seems well selected and it is kept as neat as a pin, but his store is so quiet! Occasionally a child is sent in for a paper of pins or a handkerchief or some shoestrings, and sometimes the dressmaker across the way comes for thread or sewing silk. His sales are mainly of notions and in very small amounts.

Naturally Henry is greatly disappointed that the ladies living around do not give him more of their patronage. They easily might pass a good many dollars into his cash register if they were disposed to do so, but except as they may need some little thing in a hurry they prefer to go to the large stores down town. This is human nature that they should. It seems to them that they can do better with their money in the big establishments. There is at least more excitement in shopping in the big places. Of course it would not answer to put in a large stock where Henry is, even if he had the capital to do it, and it is impossible to succeed with a small stock. That, in brief, is the situation.

Wherever nothing but a five-cent car fare stands between the suburban dry goods dealer and the down town stores, the fair buyer is likely to prove elusive and her patronage hard to capture.

At summer resorts and winter resorts, also in towns where invalids go to regain health, there are always to be found persons who have gone into business, not because there is any special opening nor because a demand can be worked up for the goods which they attempt to handle, but because they want to live in that particular spot and need to do something. It is no wonder that many such ventures end in failure.

It is not to be inferred from what has been said that the prospect of doing a large and profitable business

is the only thing to be taken into consideration in selecting a location. Healthfulness, educational opportunities for children, congenial society—these all have their strong claims and it may be most unwise to ignore them even though the prospect, when considered wholly from a financial point of view, may be most flattering. But this point needs to be made emphatic. Location easily may be the making or the breaking of a business. Because you like a certain locality as a place of residence, it does not follow that you will be able to establish there a successful dry goods business. Fabrix.

### Why You Should Cultivate Courtesy.

To the question, "What do you consider the biggest factor in the development of your business?" the guiding genius of one of the world's great retail organizations replied:

"Employing clean-cut men who possess a rich mine of tact—of which courtesy is nine parts out of ten."

Thus do business men who speak from wide experience estimate courtesy. Courtesy is one of the most effective elements in business building. Yet, how many salesmen deliberately cultivate it?

Courtesy does not mean the servile bow and scrape, but the little everyday attentions that cost only thoughtfulness, yet go farther than anything else in securing good will. Courtesy does not mean longer hours of work, nor even harder work. When you are uniformly courteous you keep yourself—as well as your customer—good natured, and six o'clock finds you at peace with all the world.

No matter how busy you are, the moment a customer gets within range make him feel—by a pleasant "Good morning!" or a smile or somehow—that you are mighty glad to see him and will wait on him as soon as possible.

And when you start to sell him, show him plainly that you take a genuine personal interest in his comfort and convenience, that your main purpose is not to sell him, but to serve

him. Act as if he were your employer, as if he were paying your wages. In reality, he does pay you—he hires you and he will fire you, too, if you do not keep him a good customer.

The best way to keep him is to make him your friend. A little thoughtfulness, a little interested effort in his behalf, a little courtesy will make him a friend and a regular customer of the house.

The more friends you make, the more sales you will make. The more sales you make, the more valuable you will be to the house and to yourself. H. F. Morris.

Are all the readers of this paper making the good use of their display windows that should be made? From time to time we hear of general merchants who are finding the window trimming articles published each week of great value, and the suggestions are being utilized. They are proving themselves worth while on account of their trade pulling power. But our traveling staff tells us of many instances of neglect to be observed in many places. The windows are not cared for, and thus a great opportunity for business building is lost. Your display windows are put in your store for a purpose, and that purpose is not a storage room. They are the invitation to passers to come in and purchase. Nobody is attracted by a junk pile or a dust heap, these things being repellent. The store is better off without windows than those which are disgusting on account of their dirt and disorder. No merchant has lived up to his opportunities who has not learned to take advantage of the display window.

Advertise regularly and steadily. An occasional slapdash at it will disappoint you. A large spread once in a while on a special, but something all the time.

Get ready and urge your trade to do their Christmas shopping early.

Conservatism is often merely a polite name for being in a rut.

## Wash Goods "1913" White Goods



WHOLESALE ONLY

Our men are out with the samples and will be pleased to show you the line.

### Grand Rapids Dry Goods Co.

Grand Rapids, Mich.

We are now booking a large number of orders on Spring 1913 Wash Goods and White Goods. The goods we will deliver next season consist of the largest line of best selected styles we ever had the pleasure of offering. In order to be assured of prompt deliveries it is advisable to place your order early.



## CHRISTMAS TRADE.

## Merchants Should Start the Ball Rolling Early.

Written for the Tradesman.

The problem of inducing the public to buy Christmas stuff—and buy it early—now confronts the merchant. The Christmas rush, even in the best regulated stores, is looked forward to with a certain dread. Plans for spreading the concentrated shopping of that last awful week over a longer period are always eagerly sought.

Early Christmas buying is largely a matter of educating the public. For many years no effort was made to direct public sentiment along this line, and as a result people formed the habit of doing their buying as late as they could. In more recent years, efforts, more or less determined and intelligent, have been made to induce the public to make their Christmas purchases earlier. Various means can be employed to this end. It should be borne in mind that the result of an "early buying" campaign is cumulative; that it does not produce its full effect in a single year, and that for this reason the crusade should be kept up year after year. It is only by such means that the public can be educated into better habits of buying.

Advertising of all sorts is helpful. Newspaper space is of course the chief factor. Then there are circulars, window display and kindred items.

The merchant should commence his Christmas advertising well beforehand. Results from advertising do not come immediately. It is a recognized fact that the man who advertises his commodity in a single insertion and then quits isn't giving printer's ink a fair test. Here, again, results are cumulative; repeated insertions are necessary to influence the public mind; the longer the advertising is continued, the bigger its effect. Thus, whatever advertising is employed should be commenced a week or ten days before appreciable results are expected. The merchant who desires a Christmas selling season of three weeks duration should commence to talk of his Christmas goods at least four weeks prior to Christmas Eve. Results may be slow in coming; nevertheless, the results secured will influence Christmas buying not merely this year but next year and the year after.

Every merchant has a number of regular customers who buy chiefly or wholly from him. If he is shrewd, he keeps a mailing list of these customers. Ten days before the opening of the Christmas season he should mail a carefully prepared circular letter to each. In this he should urge the strong reasons in favor of early Christmas buying—and, furthermore, he should discuss the subject, not on humanitarian but on business grounds. The overworked clerk doesn't appeal to the average buyer quite as much as the fact that the man or woman who buys early gets the first and most comprehensive choice, the very pick of the stock, and can make his or her selection at leisure. Unhurried selection from a thoroughly comprehensive stock is the great advantage of early buying. Drive that home.

Furthermore, make suggestions of suitable presents—for him, for her, for

them. This will help to bring the prospective customer right down to the concrete task of making selections. The average Christmas buyer does his buying late to a great extent because he can't decide the proper thing to purchase. This, of course, refers particularly to Christmas presents, which constitute the bulk of Christmas trade. The grocer will find it advantageous to point out (what is an undisputed fact) that Christmas cake and pudding are the better for being made a few weeks ahead. Whatever your line of trade, base your appeal upon the advantages which early buying will bring the customer rather than the advantages which early buying will bring the merchant and the clerk.

What the circular letter does with regular customers, newspaper advertising will do with the general public and the transient trade. If you want to bring out the trade earlier, talk of your Christmas goods earlier. The same line of talk that is used in your circular letter can be readily adapted to advertising. But, talk of the goods primarily and of early buying in a secondary sense.

The window display another form of advertising, also deserves attention. Most merchants concentrate their attention upon one big Christmas display, running that display the week before Christmas. As a business getter, such a display is very much overrated. It comes at a time when everyone is buying, when every store is taxed to its limit to handle the trade that comes, when it hardly makes much difference whether extra customers are attracted or not. The merchant is better advised who devises a series of three or four displays for the three or four weeks before Christmas, and who runs his strongest display first. Everybody is interested in Christmas buying the week before Christmas Eve; it is in the earlier part of the season that the merchant wants to bring his customers to the buying point. Hence, he should start out the season with a thoroughly strong and convincing appeal.

Back of all his early buying campaign, the merchant should be in a position to deliver the goods. That is, he should have the stock in hand to cater to the customers, the moment they come in. The most aggressive campaign must fail flat if the merchant isn't ready to sell the moment the customer is ready to buy. The customer who determines to follow the oft-repeated advice and shop early, will be disgusted if he is told that "Those goods won't be in until next week."

Do such early selling campaigns produce adequate results? In my own town a number of years ago quite a few of the merchants became thoroughly possessed with the idea of stretching out the Christmas season over four or five weeks instead of two. They commenced their Christmas advertising earlier, displayed their Christmas goods a couple of weeks before the usual time, and put up a fair effort to bring out the Christmas trade. It was fully a week before things began to move, but there was a decided improvement.

True, the Christmas rush was not eliminated—it will never be eliminated in its entirety. Nevertheless, a far

larger number of people bought early and made their selections carefully. The Christmas trade was better than usual—indicating that, having bought the usual quota of articles, customers had leisure to think of other friends they wished to remember and other gifts that were appropriate. The ensuing year, the same methods produced still better results.

In this instance, the action by the merchants was simultaneous rather than concerned. In some places merchants have banded together to promote early Christmas buying. Where united action is taken in this direction, results will probably be still better. Results, however, will in any case be gradual; but, once an individual is thoroughly educated to the advantages of early buying, he will in most instances remain an early buyer year after year.

The co-operation of the press is worth enlisting in this sort of campaign. Newspapers in many cases voluntarily urge upon their readers the advantages of lightening the Christmas rush by doing their shopping well before hand. In any event, a request from a leading merchant or a number of merchants will usually bring a hearty response. Editorials, jingles, open letters—space will be given for all these, and all are helpful. But the merchants should make it a point to start the ball rolling early. The latter half of November is not too early if the newspaper is to render effective help. William Edward Park.

## "A Word Fitly Spoken."

The word in season fitly spoken to golden apples is compared. In this gray world where men are broken and better's heads in sorrow bared after the ballots all are counted 'tis pleasant for a chap to know that he can hie him to his neighbor and softly chant, "I told you so." In error men are prone to stumble preferring darkness to the light. High praise is therefore due the human who sets his fellow mortal right.

Such praise am I intent on earning this dark and drear November day when wheels the roads to mud are churning, and all the world is dull and gray, when we put on the fuzzy garments that spring compelled us to put off—when, token of approaching winter, the old folks don that hacking cough and when the rain from my umbrella goes tottering down in tiny rills and shortened days betoken winter and fill us full with icy chills.

These days compel me to illumine your mental darkness—to advise. I know the world counts quite sufficient a word of wisdom to the wise; I know that I need barely whisper this word to your receptive ear and you'll obey without a question and tread the path of duty clear. So, while you snuggle near the heater or toast your feet before the grate—Remember, do your shopping early, for Christmas Eve will be too late. William Edward Park.

It is a good plan to watch very closely every order you get from an out-of-town customer. One of those who lives at a distance from you, but might as well deal with you as the merchant in another town. When one comes to the store and makes a purchase, and is apparently pleased with the service, make it plain to him that you would appreciate his mail orders. Show him how easy it would be for you to handle business of this kind, and how promptly you could make deliveries either by mail or your own rural delivery, if you have it, or by express or whatever the means may be. There is a future value in every sale you make, and the profit to come is largely dependent upon the kind of attention given at the beginning. It is not a hard matter to make friends by a little extra courtesy upon the side, and appreciation of trade must be shown. If you do not seem to care whether you get the business or not you probably will not—if there is any place else to buy.

In an electric light age it won't do to stick to a tallow candle standard.

We are manufacturers of

## Trimmed and Untrimmed Hats

For Ladies, Misses and Children

Corl, Knott & Co., Ltd.  
Corner Commerce Ave. and Island St.  
Grand Rapids, Mich.

## New Bean Bag Same Sells at Sight

MICHIGAN TOY COMPANY  
97 Monroe Ave., Grand Rapids

## Table Linens

If in need of Table Linens for Thanksgiving trade, we can fill your orders promptly.

Linen Damask. 37½¢ to \$2.00 per yard.

Cotton and Mercerized Damask. 20¢ to 37½¢ per yard.

Napkins. 40¢ to \$3.00 per dozen.

Table Cloths. 65¢ to \$3.50 each.

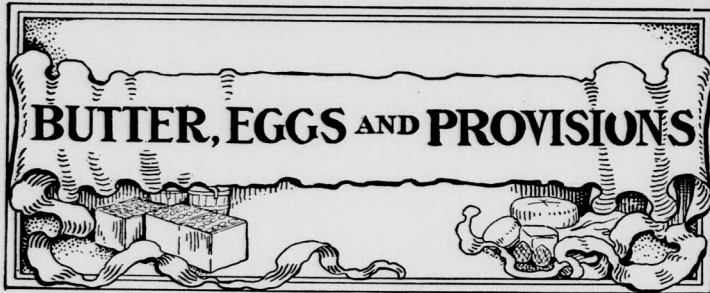
Sets. Cloth and Napkins to match. \$4.00 to \$9.00 per set.



PAUL STEKETEE & SONS

Wholesale Dry Goods

Grand Rapids, Michigan



### The Hygienic and Economic Results of Refrigeration.

Refrigeration, to the laity, is generally synonymous with what is termed "cold storage"; that is, the preservation of perishable products by means of low temperatures continued for thirty days or more. It is on the subject of the application of refrigeration in the form of cold storage that the press of the country has gone quite mad, and concerning which there have been reams of evidence presented to legislators, boards of health, chambers of commerce and investigation committees of one sort and another. From the attention which is being paid to this phase of the application of refrigeration one might infer that if it is not the only question of importance it is, by far, the most important,—an assumption which, according to the facts, is distinctly erroneous. The most weighty role which refrigeration has to play in our economic scheme of things is to assist us in getting perishable products from the producer to the consumer in good order, and for most of these products refrigeration is an essential at every step of the journey.

To illustrate these statements specifically let us consider the handling of poultry and eggs under modern conditions of scattered and distant production and concentrated consumption. The source of supply of poultry and eggs for the East is steadily moving westward. Forty years ago, New York City received its poultry from its own state and New Jersey; twenty years ago it seldom needed to go beyond Ohio to satisfy its demands. Now it draws the bulk of its supply from the Mississippi and Missouri valleys, and when some unusual scarcity arises it goes even farther afield. For instance, during the severe winter of 1911-1912 it sent to California for its fresh eggs!

Another potent factor to be considered is that the people in the cities now demand poultry and eggs throughout the year, whereas they used to be almost exclusively seasonal articles. Eggs came in the spring, chickens in the autumn, and turkeys in the winter. The produce men could not get eggs in the wintertime for love nor money, and in the summer they could not prevent their poultry from spoiling—hence it was either carried alive or not carried at all.

Now the farmer, who used to drive to market with his fresh vegetables, butter, eggs and chickens, is being pushed farther and farther from the cities by the growth of their outlying districts, and he must get his produce to market in some way. Accordingly, he developed the plan of dressing his poultry on the farm, chilling it with water, packing in barrels with crushed ice, and sending it by rail to market. Very seldom did he

make a specialty of this business. It was just one of the many farm side issues which he might, perchance, do well, but was far more apt to do badly. Then came the reign of poorly handled half decomposed poultry, and stale low grade eggs—a condition for which there seemed to be no remedy until mechanical refrigeration became available, and the problem of existing conditions, of source of supply and consumptive demand was attacked with breadth of view, scientific accuracy and patience, and the co-operation of the progressive men of the industry to put into practice on a commercial scale the improvements which experimentation suggested.

Such a study of the subject indicates that it is a most complex problem, involving physical, chemical and bacteriological principles. When it began science had but little in the way of pre-gathered, definite results to give us. The best came from the engineers. Our knowledge of the composition of fresh chicken flesh, its permissible variations, its divergence from the normal under varying environments and what conditions were conducive to its stability, were all unknown. To study only certain parts of the market history was worse than useless because, taken without due cognizance of the whole, such would be misleading. Therefore, in order to build safely and sanely one must go back to the place and time of slaughter and follow every detail in the packing house, during the railroad haul, in the house of the commission man and the shop of the retailer.

That the methods for the handling of dressed poultry based on mechanical refrigeration and the old procedure where crushed ice was the foundation may be comprehended, let me describe briefly the routine pursued in each case.

The "ice packed" birds killed by some one of the prevailing methods and defeathered by what is termed "dry picking" or "scalding," are thrown into cold water in large tanks or hogsheds. Sometimes running water is used, but generally the tanks are filled when work begins in the morning and it is a very unusual dresser who empties and refills his cooling water more than twice daily. Several hundred chickens, therefore, with dirty feet and bloody heads, are soaked for from one to nine or ten hours in the same water, which becomes very filthy.

Having reduced the animal heat of the chickens to the temperature of the water, some large pieces of ice are thrown into the tank and replenished from time to time until the kill is to be packed, which may be anywhere from twenty-four hours to four or five days. At that time barrels—old or new, good or bad, large or small—have several inches of

crushed ice put into them, and on this ice is placed a layer of chickens. Fine ice is packed around and over them and then comes another layer of chickens, and more ice and so on until the barrel is filled, when a large piece of ice is put on top, sacking or canvas is nailed over the opening and the package leaves for market by freight or express under refrigeration or without it. So much for "ice packing."

When "dry packing" is used the killed, picked fowl is transferred within a few

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Let me know what you have.

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Merchant Millers

Grand Rapids :: Michigan

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We are in the market to buy or sell Potatoes, Beans, Onions, Apples Call or write


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# PEACOCK BRAND



## Dainty Breakfast Sausage

Made from choice ham trimmings, the purest spices being used and packed in a dainty carton makes a ready seller.

In bulk or link (casings) 1 lb. cartons—two, three and four doz. in box.

## Country Style Pork Sausage

Like mother used to make on the farm. Put up in two pound cloth bags, ten bags to the box.

Order of our nearest salesman or mail your order direct to the plant.

Ludington, Mich., F. L. Bents  
Grand Rapids, W. T. Irwin, 153 Fountain St.  
Kalamazoo, H. J. Linsner, 911 1/2 N. Burdick  
Lansing, H. W. Garver, Hotel Wentworth  
Adrian, C. N. Cook, 200 E. Maumee St.  
Port Huron, C. J. Harris  
Metamora, C. S. Nicholas  
Saginaw, W. C. Moeller, 1309 James Ave.  
St. Johns, E. Marx, Steele Hotel

Write to-day

CUDAHY BROTHERS CO.  
Cudahy-Milwaukee



minutes to an insulated mechanically cooled room where the temperature is maintained at 32 degrees F. or a few degrees higher. In about twenty-four hours the temperature of the flesh of the chicken has fallen to that of the room. The feet of the birds are cleaned before they go to the chill room, and the heads are wiped and wrapped with a firm, non-absorbent paper; hence, when the animal heat is out they are ready to be packed. The package is generally a small box of tasteless wood, holding twelve birds. Almost invariably these packages are loaded in 10,000 or 20,000 pound lots in refrigerator cars chilled by a mixture of salt and crushed ice.

At no time during their preparation for market does water touch these chickens. Scrupulous cleanliness must be maintained if the product is to preserve its fine appearance on the market. It is not possible to enter here into the details of manipulation by which that cleanliness is attained; but the all-metal cooling truck, whereon the poultry is hung to chill, which is perfectly sanitary and on which the birds do not touch one another, will serve as an example of the type of apparatus that is being devised and installed in poultry packing houses where dry packing has been adopted. When dry packed poultry reaches the market it is kept until sold in the chill-room of the commission man, and generally hung in the ice box of the retailer while in his possession. The ice packed poultry, on the other hand, must be kept in fine ice, or ice water, until disposed of.

In the large Eastern cities poultry seldom reaches the consumer until two weeks after killing, and if the market drags it may be almost three weeks. If dry packing is used, and low temperatures carefully maintained, the maximum flavor and tenderness of the flesh is attained in about 8 or 10 days. If wet packing is used the flavor is never as good, and the keeping of the flesh is so uncertain that nothing definite can be said about the period of ripening.

The gross differences in the appearance of identical chickens handled according to these two methods may readily be seen. The deeper significance of the invasion of the flesh by bacteria and its alteration by long contact with water will be apparent to the bacteriologist and physiological chemist, respectively. Such data have been obtained in the laboratory studies which have been made in the course of these investigations and are very striking, since they coincide with desirability in appearance and quality of flavor, and give definite reasons for the facts which are visible to anyone in any poultry market.

It is noteworthy that in the study of 50 shipments the bacteria in the flesh of the water chilled bird gain a distinct ascendancy in the first 24 hours, an ascendancy which is maintained throughout. It is also noteworthy that, in bacterial content, the wet packed birds are always at least one stage ahead of their dry packed fellows. In other words, their keeping time is just that much shorter.

So far as palatability is concerned it was found that the birds from the first wet packed sample were always the best flavored; the dry packed was generally best in the second sample. The last

sample of wet packed was seldom a desirable food, and frequently unfit to eat; the dry packed was always edible, though it had lost much of its flavor. Invariably, throughout the whole series, the wet packed lacked flavor as compared with the dry packed.

Quite aside from the question of the rate of deterioration in dressed poultry is the economic waste to the community by soaking flesh in water, a waste which is avoided when cold air refrigeration is used. This waste is by no means small to the nation as may be seen by the following statement:

The poultry industry is so enormous that computations on the basis of single chickens are misleading. Therefore, the figures to be submitted are calculated to the usual carlot—that is, 20,000 pounds. On an average chickens consist of about 35 per cent. of lean meat—or 7,000 pounds of edible material in the carload. By the time this reaches the consumer, in the routine of marketing, it has lost down the sewers about 300 pounds of soluble proteins and nitrogenous extractives. It has also, during that time, absorbed about 1,300 pounds of water, which the consumer buys at chicken prices. Reckoned in money, the loss to the community on every carload is at least \$450—but dollars are, after all, the poorest criterion of a loss which consists in the decreased palatability and food value of so universal a product as poultry.

The time is coming—and coming faster than a cursory observation would indicate—when the dirty, water-soaked, half decayed wet packed chicken will be a thing of the past. Indeed, the dry packed chicken of to-day, generally handled for prompt marketing between 30-40 degrees F. will be hard frozen twenty-four hours after killing and so shipped to market and so carried, even to the kitchen of the housewife, who will thaw it in her own refrigerator before preparing it for the table. Some of the more progressive packers are refusing to ship dressed poultry in warm weather unless the customer will take it hard frozen. Very soon the customer prefers it so, but he is handicapped because the consumer insists that it is "cold storage" and demands "a farmer's chicken that is fresh"—and she gets the thawed companion of the frozen bird, which may have deteriorated and will deteriorate every hour that it is in her possession. As usual, ignorance and prejudice conduce to the disadvantage of all concerned.

As we gain a deeper insight into the effect of small variations of temperature on the rate of flesh decomposition the need for low temperatures in the handling of perishable produce and the quick response which even a rise of a few degrees calls forth in the form of undesirable results, impresses one forcibly. Let me illustrate my point in connection with another and very important phase of the application of refrigeration—namely, transportation in refrigerated carriers.

We have in the United States many insulated carriers which can be refrigerated. Most of our food stuffs which travel long distances are hauled in them, with ice in the bunkers in the summer for cold and stoves there in winter to prevent frosting. Let there be a shortage

of refrigerated cars in any section which ships a perishable crop and that crop rots at its source. Let the carriers be badly built or poorly managed in transit and the finest produce ever grown reaches the market in bad order. It is not enough that the product shall be well handled at the source of production only; it must be cared for every step of the way to the consumer. It is not a simple matter to determine what happens to the load when the car is closed at the packing house and not opened again until the market is reached, yet thermograph records, and analysis at the time of loading and immediately after unloading, are giving us more and more information, and a specific history of the goods before loading and its behavior on the market later helps to fix responsibility.

The application of refrigeration to eggs is, from an economical view point, even more important than is its application to dressed poultry, because the egg industry of our country is worth approximately \$500,000,000, whereas the poultry industry is worth only \$250,000,000; and because eggs have become an almost universal food in homes of rich and poor alike. About 10 per cent. of the eggs produced are lost by bad handling before they reach the consumer. A much greater proportion deteriorate in quality and, consequently, in money as well as food value. The destruction begins on the farm with the carelessness of the farmer. It is accentuated in the hot storeroom and by the long holding of the country merchant, and continues while the eggs travel in box cars to the shippers—a few cases at a time—and even beyond him to the city, unless he is provided with mechanical refrigeration and ships under refrigeration. The early spring eggs that reach him before warm weather are almost universally fresh. By applying refrigeration continuously and promptly he can slow deterioration to such an extent that the egg is still edible at the end of nine months.

The eggs which are taken to the shipper during the summer are, almost without exception, lowered in quality by the prevailing temperatures. Even if he has mechanical refrigeration, deterioration having begun cannot be checked as efficiently as it can be prevented. Yet the gain in food quality and the prevention of waste when refrigeration is applied by the shipper to "hot weather" eggs means a greatly increased and bettered egg supply.

Eggs are shipped in a package of uniform size the country over—namely,

a case containing 30 dozen. In a well ventilated chillroom, loosely stacked, the case is chilled through in 24 to 48 hours to a temperature of about 40 degrees F. A refrigerator car, iced, but not salted, carries the eggs to market at, or about, the same temperature, and deterioration is either greatly retarded, as in the case of hot weather eggs, or practically prevented if the eggs are sent to the shipper before heat or age has attacked them.

Many men are now shipping their unchilled eggs in refrigerated cars—a step

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104-106 West Market St.  
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Established 1873

Liberal shipments of Live Poultry wanted, and good prices are being obtained. Fresh eggs in active demand and will be wanted in liberal quantities from now on.

Dairy and Creamery Butter of all grades in demand. We solicit your consignments, and promise prompt returns.

Send for our weekly price current or wire for special quotations.

Refer you to Marine National Bank of Buffalo, all Commercial Agencies and to hundreds of shippers everywhere.

## POTATOES WANTED

Quote your price on track or delivered at Toledo

**M. O. BAKER,** - - - Toledo, Ohio

## Potato Bags

New and second-hand, also bean bags, flour bags, etc.

Quick Shipments Our Pride

**ROY BAKER**

Wm. Alden Smith Bldg.

Grand Rapids, Mich.

in the right direction—yet some recent experiments have shown that four or five days are required to chill eggs so packed to the temperature prevailing in the car. During this period deterioration is progressing, though more and more slowly. The summer egg, as it comes now to the packing house, is, at best, a very unsatisfactory product to ship on long hauls. More and more one finds the packer who is supplied with refrigerated rooms holding back a few carloads of late May or early June eggs to be sent to his clamoring customers in August or September, when the egg supply is the worst of the whole year, and when the highest grade eggs on the market are those "cold stored" in the early spring. Such held eggs are much better than the best so-called "fresh eggs" that the market affords. Indeed, I have traced eggs less than twenty-four hours old, shipped by express in a hot car nineteen hours, and found them lower in quality when they reached the market than fresh eggs shipped for a six-day haul in a refrigerated car.

The scarcity of meat and the high price of protein-rich foods makes it imperative that we handle our egg supply with as little waste and deterioration as possible. Such a need has not been experienced until recently, and the experiments which are now being made looking toward the conservation of eggs are only the beginnings of a campaign of education in which refrigeration and good handling must play the most important parts.

It is the endeavor of the packer to get his best dressed poultry and eggs to market without alteration in composition; it is the aim of the carrier to deliver them to the consignee in the same condition in which he received them; up to the present time good handling and refrigeration have come the nearest to fulfilling these fundamental objects. Their era is just beginning. The acquisition of knowledge and its application to the practical problems in a practical way will preserve the quality and conserve the quantity of the national food supply. Mary E. Pennington.

#### Who Will Tell?

What to do with perishable articles that will be mailable under the parcels post law which will go into effect January 1st when such articles are lost or delayed in transit by being wrongly or illegally addressed is a problem that must be solved by the postoffice department. As the law specifically provides that farm products shall be mailable, and as the rates will be lower than express rates, perishable commodities are certain to form a large part of the parcels post business. The question then arises: "How will the postoffice department keep a parcel of fresh eggs fresh should the parcel go astray or delivery be delayed by the removal of the addressee?" What would be done with butter and meats under similar conditions? Some have begun to wonder if the larger postoffices will have to be equipped with refrigerators to preserve the perishable articles and crematories to dispose of the decayed mail.

A ragtime philosopher says that lemons are only fit to hand to people.

#### German Parcels Post.

The parcels post service of Germany is used to a very large extent by farmers in their dealings with city customers, and especially for delivery of butter and eggs, so it is reported. Butter thus shipped is wrapped first in parchment paper and then packed in a cardboard box. As a rule, shipments of over ten pounds are not made, each pound being separately wrapped, the total shipment including nine pounds of butter, net. These pasteboard butter boxes come with an upper and lower part and are folded together and fastened with metal clamps to make the finished box. In the knocked-down condition these boxes can be had in Germany for \$23.20 per thousand for the best quality and \$21.42 for the second quality. The boxes can be saved and used again. The clamps cost 33 cents per thousand.

Eggs are shipped either in strong cardboard or wooden boxes, the inside of which contains corrugated cardboard partitions forming squares large enough to receive one egg. Between each layer of cardboard partitions a sheet of cardboard is placed. The wooden boxes are rather attractively finished and cost at retail 95 cents each. They are provided with a padlock and neat cover, and can be used for an indefinite period. Pasteboard egg boxes containing partitions for ten eggs can be had for \$45.22 per thousand, and boxes to contain twenty-four eggs for \$71.40 per thousand.

#### Seed and Harvest.

Rich land in the corn belt of the United States will supply nutriment for two vigorous stalks in each hill and each stalk bearing a well filled ear of corn weighing one pound.

An acre planted and producing in that way will return 100 bushels of sound kernalled corn of strong vitality.

Seed of a good variety, adapted to the soil in which it is planted and with strong germinating power, is indispensable to the growing of that kind of corn.

Planting seed of doubtful germinating quality is speculation of the wildest kind. When some kernels are of weak germinating power more seed must be planted. The results are more cost for seed and more stalks to exhaust the soil and to produce—if indeed they produce anything at all—only "nubbins," each one of which requires as much or more labor to husk and handle than a large one-pound ear.

Now is the time to make sure of a bumper crop of A-1 corn for 1913. The labor involved in the careful selecting, storing and testing of seed is the best paid and will bring the surest returns of any labor that can be performed upon the farm.

#### Egg Deterioration.

There is an impression that eggs will deteriorate more rapidly from the fact that they have been in cold storage. This is not borne out by facts, and some recent government experiments have proved this popular impression to be wrong. The experience of the writer in the storage and handling of eggs also

coincides with this. The only possible reason that eggs from cold storage may be thought to "go down" or deteriorate more rapidly in quality is from the fact that after removal from storage they are very much older than freshly laid eggs. On any other basis there is absolutely nothing in the supposition. Of course, sometimes eggs taken out of storage in extremely warm weather are found to be damp from a condensation of moisture on their surface, and this fact in itself will start a growth of mould and hasten decay.—Cold.

#### Egg-Laying Contest.

The National egg-laying contest, which began at Mountain Grove, Mo., November 1, 1911, and ended November 1, 1912, has many remarkable scores in prospect, full announcement of which has not yet been made. A white Plymouth Rock hen has a credit of 260 eggs in eleven months. The nearest rival, a barred Plymouth Rock, has a record of 239 eggs. Twenty-nine hens have laid more than 200 eggs each in eleven months. An international contest, to begin November 15th, has been arranged by the Missouri Poultry Board. Seven hundred birds have been entered. They come from England, Canada and all parts of the United States.

#### Blames Consumer, Too.

At the recent banquet of the Minnesota egg, poultry and butter shippers Dean A. F. Woods, of the Minnesota Agricultural College, said: "People are beginning to throw bricks at the farmer for his unscientific methods, and they have been throwing bricks for some time at that 'wicked branch of the trade, the middleman,' and there is room for improvement on the part of both of these, but the consumer is just as unscientific and just as unbusinesslike as either of them and just as responsible for the high prices. I know we are just as guilty in my own home as in every other home."

#### Showed the Cloven Hoof.

W. A. Wrenn of Edinburgh, Va., sued an express company to recover loss on eggs he had shipped, the eggs being broken in transit. Thereupon the company instructed its agents not to accept shipments from him unless the eggs were repacked at its office before being forwarded. Many shippers stopped doing business with Wrenn, and he sued the company for \$5,000 damages. He was awarded \$250 by a jury.

#### Too Many for Him.

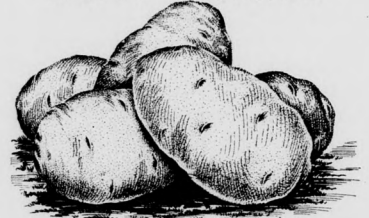
A lanky country youth entered the crossroads general store to order some groceries. He was 14 years old and was passing through that stage of adolescence during which a boy seems all hands and feet, and his vocal organs, rapidly developing, are apt to cause his voice to undergo sudden and involuntary changes from treble to low bass.

In an authoritative rumbling bass voice he demanded of the busy clerk, "Give me a can of corn" (then his voice suddenly changing to a shrill falsetto, he continued,) "and a sack of flour."

"Well, don't be in a hurry, I can't wait on both of you at once," snapped the clerk without looking up.

A great chemist now says the next feat of chemistry will be the making of eggs from air. That will be hard on the hens, but will save a lot of feed bills. And three Germans are claimed to have invented a machine that digests vegetables like a cow and produces chemical milk. Which may do something to the condensed milk folk.

**H. BECKER**  
Wholesale Produce and Commission  
210 Third St. Bay City, Mich.



POTATOES IN CAR LOTS A SPECIALTY

**TRACE** Your Delayed  
Freight Easily  
and Quickly. We can tell you  
how. **BARLOW BROS.,**  
Grand Rapids, Mich.

**GRAND RAPIDS BROOM CO.**  
Manufacturer of  
**Medium and High-Grade  
Brooms**  
GRAND RAPIDS, MICH.

**Hart Brand Canned Goods**

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

Michigan People Want Michigan Products

**G. J. Johnson Cigar Co.**  
S. C. W. El Portana  
Evening Press Exemplar  
These Be Our Leaders

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Retail Grocers

who wish to please  
their customers should  
be sure to supply them  
with the genuine

**Baker's  
Cocoa and  
Chocolate**

with the trade-mark  
on the packages.

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

MADE ONLY BY  
**Walter Baker & Co. Limited**  
DORCHESTER, MASS.  
Established 1780



# Detroit Department

## Proposes an Amendment to the Garnishment Law.

Detroit, Nov. 18—Charles M. Woodruff, head of the legal department of Parke, Davis & Co., has drafted a proposed amendment to the garnishment law, which he submits for consideration to the newly elected Legislature. The amendment would be to Section 1 of the present law and reads:

"And, if the person to be garnished is the employer of the defendant or any or either of the defendants in such suit, that the demand hereinafter provided has been served on such employer and wage earner as hereinafter provided, and that more than six days have elapsed since the date of such service.

"Provided, further, that before bringing any suit against an employer under the provisions of this section by reason of any amount due a wage earner a demand in writing shall first be made on the wage earner and the employer for the excess above the amount exempted under the provisions of section two of this act, but not more than the amount claimed to be due the plaintiff, at least six days previous to bringing such suit; and the employer so notified shall be liable to the plaintiff for such excess, but not for more than the amount due plaintiff, for seven days from the service of such notice. Such notice shall state the amount claimed to be due the plaintiff, and the nature of consideration therefor."

Mr. Woodruff has this to say of the law and the necessity for amending it:

"The present law respecting the process of garnishment in justice courts, as it relates to employers and employes, is unjustly annoying to the former and oppressive to the latter. In the larger cities of Michigan, especially in Detroit, such suits compose the bulk of justice court business, and may be almost entirely eliminated by a provision similar to that ruling in Illinois, without any prejudice to the rights of creditors.

"In my experience of many years I have been impressed with the injustice both to employer and wage earner frequently following the institution of such suits. The employer is made to assume many risks, especially if his business does not warrant the maintenance of a law department to safeguard his interests. On the other hand, questionable actions are either threatened or brought on the cool calculation that the wage earner will settle a disputed claim rather than defend it and thereby possibly prejudice his standing with his employer if he does not actually jeopardize his job.

"It is true that the existing law makes liberal exemptions for personal services; but the practice of those employers I have counseled not to withhold the exempt amount, I understand, is not universally followed. The company I have for many years been attorney for has on my recommendation followed a course which I think is quite exceptional. In the case of employes worthy of confidence (which is nearly every case)

not only the amount exempt has been promptly paid as if no writ of garnishment had been served, but even the amount not exempt; and I do not remember of an instance where the company had lost by trusting the employe to abide the final issue of the principal suit. In a few other cases only the amount not exempt has been withheld.

"Of course, in any amendment to the law of garnishment the interests of creditors should be considered. At present the plaintiff must advance fees at the risk of losing same if disclosure reveals no indebtedness. He must then watch his case carefully to prevent it from being dismissed through some default.

"My proposed amendment would seem to work not only to the advantage of the employer and wage earner but also of the creditor. The natural operation of the law, as amended, would be somewhat as follows. Printed forms would soon be available for the demand to the employer and wage earner, which the creditor could deliver without expense. The notice being served, the employer and wage earner would each have information of the amount claimed. The former would naturally give the latter an immediate opportunity to explain, and if (as in most cases would happen) the wage earner acknowledged the debt, he could within the six days before which suit in garnishment could be brought either make a satisfactory settlement with the creditor or authorize the employer to pay the creditor the excess over his exemption; unless of course such excess were more than the amount claimed to be due, in which case that amount only would be paid.

"In this way the whole matter would be settled in most cases without recourse to the court."

## Doings in the Buckeye State. Written for the Tradesman.

The Chamber of Commerce of Zanesville has decided that promiscuous advertising in programmes, score cards and the like is a detriment to local merchants and has adopted the following: "Resolved—that each member severally agrees as an individual member of this Board, or as a firm, not to contribute to advertising on any programme hotel register, hotel cabinet, time card, score book, cook book, song book, nor to make donations in cash or merchandise as a substitute for such advertising or by any other method seek to evade the intent of this article; and also further agrees not to purchase any tickets for balls, theaters, suppers or any entertainment (except that tickets may be purchased on the premises where such entertainment takes place) or tickets or votes on games of chance of any kind."

A new office building and theater will be built as Massillon and a new hotel is being urged by the Board of Trade.

The State Tax Commission has boosted the valuation of the Western Union Telegraph Co. \$150,000 and the

Postal \$48,000. The Pullman Palace Car Co. is paying \$25,881 into the State treasury, an increase of \$24,277 over the old system.

The Summit Silicia Co. will build a new factory at Barberton.

The Railway Development Association, in recent session at Cincinnati, made trips to the factory colonies and terminals of the city.

Almond Griffen.

## The Contagion of Littleness.

Many a man of natural ability has been stunted by working under a man of small caliber. I knew a promising young man who came near being ruined in this way. He first had a broad-minded employer who gave him plenty of hard and wholesome work to do and let him do it his own way. He developed initiative, resource and self-reliance and shouldered responsibility easily. Then the business was sold and a new manager came. The work quickly changed. The new manager required every detail to be submitted for his approval and gave minute instructions on points which had always been left to the judgment of the individual workers.

The young man was forced, by his manager's own littleness, to give up his own resource and initiative and accept other's ideas. He fell into the habit of thinking, not how the work should be done, but how the manager's fancy might dictate. He quit studying his business and began to study the whims of the manager. His progress stopped and he became miserable. A friend finally pointed out to him the truth of the situation and he sought a position with another firm. Here he again became a man of initiative, judgment and resource. But he narrowly escaped lapsing into littleness through association with a little-minded man. Frank Stowell.

An alleged joke is going the rounds which tells of a woman who called the grocer by phone and asked him to send around ten cents' worth of animal crackers, and charge them. Also requested him to pick out all the elephants because they frightened the children. Very well. What would you have done if you had received such a call from a good customer? Seems like a foolish question, but it is well for every merchant to ask it of himself, and decide before the same or some equally un-

reasonable request is made of him. You never can tell just what is going to be the outcome of a transaction like that. Inattention, even hesitation may occasion the loss of an account that is worth while. Even if there has not been much buying by that customer some little affair like that may be the very thing that will turn the trick in your favor. It does not always do to say, "Let her ask Smith for them. He gets her trade anyhow." Perhaps she has asked Smith, and he has grudgingly refused. If so, then this is your opportunity. We must bear in mind that there are no unimportant events in life. Everything has a bearing upon something else. This is not meant as advice to invariably pick out the elephants and send round the crackers, but it is a word of caution to think all around even the most unreasonable request before turning it down.

After Thanksgiving Day Christmas comes along rapidly. Feature holiday goods in advertisements and window displays promptly.

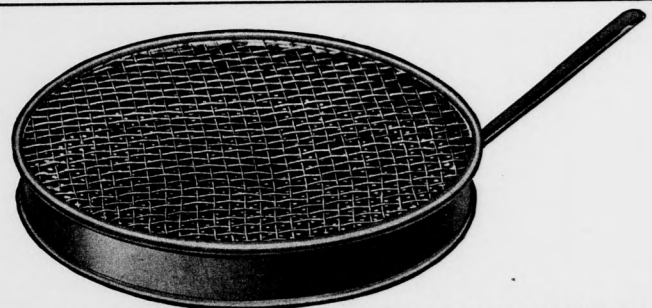
Ideas govern the governors, rule the rulers, and manage the managers of all nations and industries.

Precedents must give way to progressiveness.

Ship Your Poultry and Calves. Etc.  
To  
**Detroit the Great Market**  
H. R. PFEIFLE  
68-70 Market St. Detroit, Michigan

What Have You to Offer?  
We Want Butter, Eggs and Poultry  
A. M. PADEL T  
64 Eastern Market Detroit, Mich.

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Car lot jobbers  
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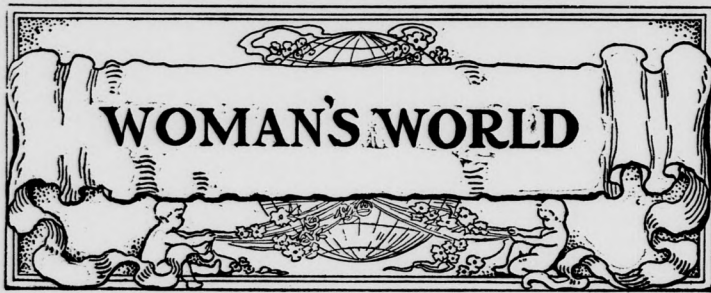


## The APEX BREAD TOASTER

THE BEST TOASTER MADE

FOR USE OVER GAS, GASOLINE AND BLUE FLAME OIL BURNERS  
Retailers at 25c with a Good Profit to the Live Dealer

Manufacturers **A. T. Knowlson Company,** Detroit, Mich.



### The Chance Remark That Decided Uncle Jerry.

Written for the Tradesman.

Uncle Jerry Johnson is a farmer every inch of him—not a gawking Rube, by any means, but a real farmer, knowing well the toil and hardships of those who till the soil.

Thirty-five years ago, with a few hundred dollars he had earned by lumbering winters and working out as a farm hand summers, he bought the quarter section on which he still lives. This means that he paid every dollar he had in the world "down" on that piece of land and gave a mortgage for the remaining indebtedness.

A book might be written of the struggle to clear the farm of timber and stumps and debt—a book, however, which would find but few readers, because Uncle Jerry's struggle was so like that of hundreds of thousands of other men who have carved out homes for themselves in new and unsettled sections of our own and other states that an account of it would lack the novelty necessary to attract readers. So the narrative never will be written except as it is written in Uncle Jerry's hardened hands and iron sinews, in the tanned skin of his face and neck, grown brown under July and August suns, and in his seamed forehead which shows the toil of brain, as well as of muscle, that entered into the contest.

For Uncle Jerry had to think and figure as well as work. How to meet his payments and interest when crops failed, on account of wet or drouth—how to buy another team when his span of work horses that had served him well in field and woods took an epidemic and died in a night—the long years of anxiety and strenuous effort to make both ends meet are written on Uncle Jerry's face, just as his long years of hard work are written on his still sturdy physical frame.

But Uncle Jerry did not have his struggle alone. Aunt Nelly was with him. Only one summer did he "bach" it on his farm, that fall he brought home his sweet-faced bride, Nelly Burnham, whose father lived on an older and better improved farm two miles south of Uncle Jerry's clearing.

Of the joys and sorrows that befell that little home in the woods—who shall tell? Two children came to gladden the household, Kate, a bright, sunny-tempered girl and Ralph, the boy. When he was sixteen Ralph died. Time, which gently heals most of our sorrows, was slow in bringing his solace to the stricken family. We will pass swiftly over those days of sadness.

Aunt Nelly always did her share. Capable and efficient, her fame as a cook and housewife extended for miles around.

Prosperity crowned their efforts and the Johnson farm is noted for its fine horses, its thoroughbred cattle, its gilt-edged butter and its matchless pigs and poultry.

Uncle Jerry for years back has been well fixed. He has added to his quarter section until he has nearly doubled his original acreage. He has money loaned out to neighbors less successful than himself and a snug sum in the bank besides.

Kate is married to Allen Markham, a bright and energetic young man and a good farmer. They live with Uncle Jerry and Aunt Nelly and, of course, the farm and all will sometime be theirs, nor are the father and mother sorry that the young couple will come easily by it, as compared with the way in which they themselves obtained it.

Ever since things began to come their way, ever since they got on to Easy street, financially, Aunt Nelly has had a dream. She has wanted to take a trip to go to California to visit her only sister.

For one reason and then another the trip was postponed from time to time. Still Aunt Nelly did not despair. They would go some day, she promised herself.

Time sped along and there came a day when her hope rose. It seemed as if her dream might easily be realized. Jake Stuart, a cousin of Uncle Jerry's, and Hattie, his wife, were going and they wanted the Johnsons to accompany them.

Cousin Jake lived about a hundred miles away and he kept writing to Uncle Jerry.

Then Uncle Jerry counted the cost, the tickets, the hotel bills, the incidentals, all probable and possible expenses—and his heart failed him. The habit of frugality, ingrained in his very nature during all those long years when the saving of every penny was sternly necessary, could not be lightly broken.

"It's too much money for a farmer to spend. We have to work too hard for what we have to throw it away in trips across the continent." This dictum of Uncle Jerry's was uttered with the air of a finality.

Aunt Nelly's heart sank.

The messages from Cousin Jake continued to come, but Uncle Jerry gave no heed to them.

One afternoon he went out into the cornfield to help Allen and the hired man husk corn.

"Got another line from Jake Stuart to-day," he began to Allen. "I'm going to have Kate write to him that he needn't send any more post cards. Ma and I aint a'goin'."

It was not often that Allen made so much as a suggestion regarding his

father-in-law's affairs, but now he looked up at the elder man and asked, very gently and persuasively, "Pa, why don't you go? You know how much ma wants to and Kate and I will take good care of everything."

"Well, Allen," replied Uncle Jerry, speaking with more frankness than was his wont, "I'm past 60 and ma's pretty near as old and I don't know as I feel called upon to go j'anting across the country like that at our time of life—and, besides, it would take so much money."

"Pa," and Allen's voice was even gentler than before, "what makes you let the money stand in your way? Why don't you go out there and spend a winter and have a good time?" And then the young man dropped a remark that started a train of thought in Uncle Jerry's mind. It was only this: "If I were worth a quarter of what you are, Kate and I would go."

Uncle Jerry made no reply and pretty soon he left the field.

He came to the house and went in and sat down. He seemed buried in thought. That chance remark of Allen's kept passing through his mind—"If I were worth a quarter of what you are, Kate and I would go."

It came over Uncle Jerry all at once, as it never had before, that some day—and it might be a day not so very

far distant—he and Aunt Nelly would pass on to the better country and what they had accumulated by all their years of working and saving would go to Allen and Kate. That was all right, they both wanted it to be that way. But this thought kept coming into Uncle Jerry's mind again and again: "When Allen and Kate get it, they're going to spend it more freely than ma and I have."

For a long time he sat silent. Then he called to Aunt Nelly, who was in the kitchen frying doughnuts: "When did Cousin Jake say he and Hattie are going to start?"

"Three weeks from Tuesday."

"Can you get your clothes ready, by that time?"

"Sure," gasped Aunt Nelly in astonishment.

"Well, we'll have Kate write them in the morning that we'll go."

"Perhaps," Uncle Jerry mused to himself, "if ma and I use up some of the money and don't leave them to much, Allen and Kate will take better care of what falls to them. Anyway, I guess ma and I may as well have the good of some of it ourselves."

There are others besides farmers—some of them Tradesman readers, maybe—who may learn a lesson from the chance remark that decided Uncle Jerry. Quillo.

Growth

EVERY city contains grocery stores above the average in appearance, in service, in the quality of the goods they carry. These stores have generally grown from small beginnings while their indifferent brothers have stood still. You'll find in these stores N. B. C. departments, with a full line of N. B. C. goods ready to meet the needs of the quickest call. N. B. C. departments are levers that force business upward and make trade grow. No really first-class grocer can keep growing without a complete stock of N. B. C. goods in the famous In-er-seal Trade Mark packages and the glass-front cans. Rykon Biscuit, a clever combination of nourishing grains, is a new addition to N. B. C. goods.

NATIONAL BISCUIT COMPANY



## THE CANDY DEALER.

### How He Met and Profited By a Crisis.

The candy manufacturer had just returned from a fishing trip with several friends to his summer home at Silver Lake. He was in fine humor, for the fishing had been good and the delightful evening just would not stand for a gloomy thought.

After dinner the candy manufacturer and his friends seated themselves on the veranda and began to peruse the Chicago papers previous to their starting in on an evening of enjoyment.

"I see Burdock is in trouble, his firm is going to pieces," said one of the guests, pointing out an item which stated that a petition in bankruptcy was filed against the Burdick firm.

"Poor Burdick," said the candy man between puffs of a Havana. "I knew all along that this would be the end of his arduous undertakings. I always thought him a great plugger. But he seemed to me to lack ingenuity and resourcefulness. Why, I have myself been in condition like Burdick. I was on the verge of bankruptcy some thirteen years ago. But instead of going bankrupt I turned the crisis of my business to my favor. I benefited by it. Yes, I made my fortune through that crisis.

#### Told About His Crisis.

The candy man's guests moved their chairs closer about their host. It was interesting to hear this millionaire manufacturer of sweets tell of the crisis that made him. And the millionaire candy man reminisced rather freely. He always enjoyed talking about this critical period in his career and about the plucky manner in which he met the crisis.

"You see," he began, "I started in the candy business eighteen years ago. When a boy I had been living next door to a little candy factory. And often, after school was out, I would go into the shop. Old man Swift, who ran the candy shop, was fond of me. Besides these days were different. There was no such discipline in a factory as there is to-day. You could come in and walk through the factory. I used to hang about the place frequently and jolly the girls along and hear the sage advice fall from the lips of old man Swift.

"Once during the vacation weeks there was a little epidemic in town. Several of Swift's girl employes took sick. As I was finishing my breakfast on a Monday morning Swift came in.

"Eddy," he said, "I need help and cannot get it. If you haven't got anything particular on to-day I wish you would come into the shop and help me out a bit. I might get \$50 worth of goods spoiled if you don't help me."

#### Helped in the Shop.

"Of course I went into the shop and helped the old man out that day. In fact, I liked the work and the company so well that I staid there until school started again and I had to leave home.

"Ten years later, long after I had graduated from college and after I had been two or three times promoted in the railroad office, where I was working at the ledger, I suddenly remembered my experience in the candy shop. I thought it over by myself, talked it

over with my wife, and we decided that I had had just about enough working for the railroad. I would try to be my own boss. We had a few thousand dollars saved. Why not go in business for myself? What business? Why, in the candy business.

"So I started a little candy shop. Well, we made a living at first. My wife and I nursed our little factory as if it had been our only child convalescing from a serious illness. Then business began to pick up nicely. We saved a few thousand dollars in addition to paying up all debts contracted in the establishment of the shop. It seemed that we were on the way to make a little fortune. Then the inevitable happened.

"We had become a serious competitor to one of the largest candy firms. Perhaps that firm did not at this time really feel affected by our modest little factory. But they must have foreseen the possibilities or dangers which my little shop held in store for them. The large firm decided to put me out of business, if possible, or else to cripple me.

#### Customers Patronized Rival.

"For the next six months I found most of my customers had become rather unwilling to listen to me. They were buying less of my candy and were displaying the candy of the large concern more suspiciously. There were printed advertisements in the window announcing that here you can find So. and So's celebrated candy.

"I began giving more credit than I used to. The more I did this sort of thing the more lenient I was with my customers, the more difficult I found it to collect my bills within a reasonable time limit. Then one day when I was all out of ready cash the firms from whom I was buying materials suddenly informed me that they were not in a position to extend credit to me for more than thirty days. They used to give me ninety days. I knew who was responsible for this. But there would be no use giving myself away and compromising myself still more with my dealers by telling them that the biggest concern in town is out seeking my destruction.

"So I said something to the effect that thirty days was ample time for me to meet my bills in and walked out of the wholesaler's office. I hardly tasted my supper. My wife was worried. I told her I had something to attend to that evening and that I would not be back until late.

#### Did Thinking in Street.

"From childhood on I had a habit of doing all my heavy thinking in the street. When I was at college the examination season would find me taking long walks. I could not study and think in a cramped room. In the open air, walking at a rapid pace, my brain would work much more readily. I always got the best marks in school, though apparently I studied least and was strolling about leisurely.

"So that evening I took a stroll around town. In some windows they were displaying pound boxes of candy with my rival's name on them. A box of candy was priced 60 cents.

"Strolling this way, I finally reached the street which was the Rialto of the

town. All the theaters were there. Middle class girls and young men were walking arm in arm. Many of them had a box of candy with them—the candy manufactured by my great adversary.

"Then my eye rested on the entrance to the gallery. Here boys and girls, sons and daughters of working people, were going to see the show in the quarter and 35 cent seats. One boy had a box of pop corn with him. Another boy, who went with a girl, clutched in his hand a 5 cent bag of shelled peanuts. This was the way in which he was giving the girl a good time. A nickel or a dime was all he could spend.

#### Got Idea in Gallery.

"Obeying a sudden impulse I bought a ticket for 35 cents and took my place in the gallery. I don't recall what the play was. The greatest spectacle to me was my neighbors, the sons and daughters of workmen, eating peanuts or popcorn between the acts. Occasionally one young man would treat his girl to some candy from a paper bag. I saw at once that the candy he gave her was an imitation chocolate. Now, why should not these boys and girls get real candy, the best that there was made, for the 5 and 10 cents which they spend? I asked myself.

"And the next question which popped up in my mind was why these boys and girls could not get the very best of candy wrapped up in a nice sanitary way in 10 cent packages instead of buying it in bulk and having the clerk handle it with his hands and put it in a coarse paper bag.

"I left the theater thinking about this. 'Yes, indeed,' a voice in the back of my head suddenly said, 'why should not these boys and girls get the best chocolates put up in 10 cent boxes, just as nice and elaborate and inviting as the boxes which contained a pound of candy?'

#### Wife Approved Plan.

"The idea literally made me run home at a gallop. I confided to my wife a plan to go in for the putting up of 10 cent boxes of chocolates. My wife was the daughter of a workingman. She knew the psychology of the people. She agreed with me that the thing would be a go.

"Well, I was the busiest man in town in the next few weeks. I put out thousands of 10 cent boxes of candy. I had no difficulty in disposing of them to stores. In fact, after a few weeks I could not supply the stores fast enough. You see, the idea appealed to the public, especially to the public that

cannot afford to buy candy in pound boxes.

"My goods were of the best. They were just what the label on the box claimed for them. I did not need much advertising. The goods were advertising themselves. The novelty was in itself the best publicity agent.

"A few months after I began putting 10 cent boxes of chocolates on the market I also put out several other kinds of candy in various sized packages and boxes. In fact, I went in for a systematic campaign of distributing my candy not in bulk but in small sanitary paper boxes, which were pleasing to the eye.

"By the time my big adversary got wise to what I was doing I was pretty well established. I had won the favor of the small retailer of candy with my new scheme. Money came in fast and I not only met my bills within thirty days but I paid cash in advance for my staples. The wholesalers turned right about and extended the glad hand to me.

"The big candy concern began making new plans for putting me out of business. But the public was the final arbiter now. Before a year elapsed I was in a position to disregard all the efforts of my business adversary to get me, so to speak. In the course of the next two years I had made a considerable fortune. To-day, after thirteen years since that crisis in my business, I am one of the leading candy manufacturers in the country, while my rival concern has long since taken a back seat. The crisis in my business was my making."

Andrew B. Erdmann.

## OFFICE OUTFITTERS LOOSE LEAF SPECIALISTS

*The Tisch-Hine Co.*

237-239 Pearl St. (near the bridge), Grand Rapids, Mich.



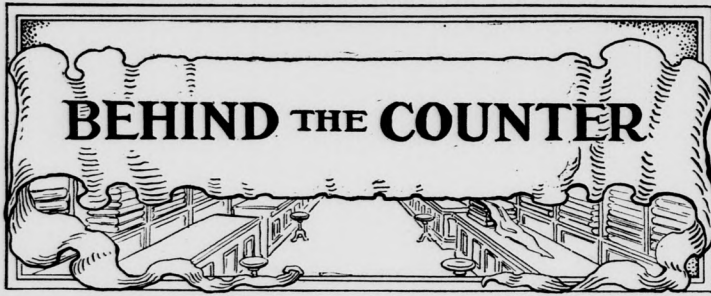
## Klingman's Sample Furniture Co.

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, Michigan



### Photograph Your Lazy Clerks.

When the traveling salesman for the Kenne Luce mills entered the store he had been dreading for six months he gave a gasp of surprise and hurried forward to the buyer's office. Things had changed since he had been there. Instead of a dead, dull place, where nobody showed in the aisles there was an air of hurry and business throngs surrounded every counter. An hour later he was still gasping. The usual order from the firm, ordinarily gained through hard work and much coaxing had come almost immediately, and more than that it had been tripled. The salesman sought the general manager.

"I want to know the reason for all the change," he said. The general manager laughed.

"Photographs," he said shortly.

"Photographs?" the salesman asked. "Well, how on earth could they—"

"Fix up the store and give it better business?" the general manager queried. "Simply because they fixed up the people in the store. You see, when we started here we were running pretty close. We didn't have much money to go on and we couldn't afford to hire very high class help. That is, we hired the best that we could afford, but the wages we could pay were so low that the best types of girls would not work for them. Of course, we promised to raise wages and meant to do so, just as soon as we could, but it just seemed that we never could get the start. I wondered why that was.

### Idea Came at a Party.

"One night I was at a little party, where I was not very well known. I heard two women talking of the place.

"Well, for one, I never buy there," one of them said, 'simply because the place is so dawdy. Did you ever notice the girls in there—how they look?' I just can't stand to go in the place."

"Well, the next day I took a few looks around and decided that she was right. I made some rules as regarded the cleaning up of every department and the personal appearance of all the salesgirls. But the rules were not obeyed. The girls seemed to take it as an insult, and declared that they looked just as good as any one else. I knew differently, but there seemed no way to persuade them. Several of them quit because of what they called insults.

"Well, for weeks I endeavored to find a way to show the girls that I was right and they wrong. At last the idea came. The store had a good supply of light—fully enough for the taking of pictures by an expert camera man. I hired one and gave him his instructions. He was to sneak through the building and wherever he saw a salesgirl waiting on a well dressed customer to take a picture. This he did, and within a week I was tack-

ling up pictures behind all the counters. I said nothing—I just let the pictures tell their own story."

### Pictures Carry Lesson Home.

"And it carried the lesson home. Soon I saw that the girls who had been photographed were dressing up a bit more and attempting to be more attractive personally. I took more pictures and had them distributed. The vanity of the girls had been appealed to and the vanity did the work. I determined to carry the experiment farther. I had pictures taken of the prettiest spots in other stores and the ugliest spots in ours. I posted these where none but the salespeople and counter and window dressers could see them and then offered bonuses for ideas and work that would equal or better the best displays of the other stores. Soon the whole force was working on the ideas, soon the whole force was brighter and better and more interested in the progress of the company, and—well, you see how things are now.

"More than that," the general manager finished, "now that the money has come in we have kept our promise of raises in wages and there isn't a place in town that pays better money."

C. R. Cooper.

### He Was Best in Everything.

I was talking with a business man about the success of a well known manufacturer—now many times a millionaire.

"I knew him when he was a boy," said the man. "The first thing I can remember was that he beat me at a game of checkers. We played four games and he beat me every time. I remember it well. But he was that way about everything. He was the best ball player, the best skater, the best tennis player—the best in everything he went into. In school it was the same way. I remember one time he got only third place in the Latin class. He made capital out of the fact, though, for he went at that Latin as if his life depended on it, and that's about the last time I ever heard of anybody getting ahead of him. After he got in business it was the same way. Nobody ever accused him of doing things by halves. It's no wonder to me that he got rich, and I believe he earned every dollar of his money by doing everything a little bit better than the next person."

Everything we do is merely practice-work for something greater, and we grow in capacity in the proportion that we throw our best efforts into whatever we undertake. Frank Stowell.

You did not want parcels post. Neither did we. But don't sit down and cry over it. Fight the mail order competition and win out. You can do it.

### Talkative Clerks Good Salesmen.

"Tom always wasted a lot of time talking to the customers." The grocer nodded toward one of his clerks. "If he didn't turn in a lot of big orders, I'd be handing him—"

His shrug of the shoulders as he hurried to wait upon a newly arrived customer was at least a hint of the blue envelope for the too loquacious Tom.

The traveler, waiting, took stock of Tom. He was an undersized chap with a rather pleasant, friendly manner. The woman on the other side of the counter from him had just wrapped out an order for a dozen rubber rings.

"Do you prefer the five cent or the ten cent quality?" Tom handed her samples of "both. "These red rings at ten cents a dozen certainly give better service. We sell three dozen for a quarter. If you have much preserving to do—"

"I believe I'll take a quarter's worth," rejoined the customer.

Tom quickly wrapped them up. "Fine day, isn't it? This sort of weather will bring the fruits along. Peaches ought to be in pretty soon now. We buy ours from some of the best growers, so we can be sure of good picking and good quality. If you want to be sure of some fine peaches for preserving, we'll be glad to take your order for future delivery. It pays to use big, sound peaches for preserving."

### Tom Makes Suggestions.

"There's certainly a lot of waste in bruised peaches," assented the woman. "I'll be wanting a couple of bushels when they get down to about \$2. You might telephone me when they're in."

"Very much pleased. Have you ever tried the new style of sealers. They come a bit higher than the old fashioned sort, but you don't have any trouble with the rims that don't fit. Would you like to try a dozen?"

He jotted down the woman's order.

"And have you plenty of sugar?"

The woman recollected that her supply was running short. "If you have much preserving to do," suggested Tom, "it would be worth while to get a hundred pounds."

A moment later he was calling Mrs. Customer's attention to the store's line of pickling spices—all perfectly fresh and the best quality—and suggesting a trial of catsup flavoring at 25 cents a bottle. Then, in a few words, he enquired as to coffee, tea, and a half a dozen household staples.

### Boss Gives a Whistle.

The proprietor bustled back.

"Doesn't that aggravate you?" he growled to the traveler. "That fellow's just through gossiping with that woman, and I've waited on two customers in the same time."

"She just came in to buy 5 cents worth of rubber rings," rejoined the traveler soothingly.

The boss elevated his voice.

"By the way, Tom how much was that woman's order?" he inquired.

Tom, going "fore" to wait on another customer, silently handed him the duplicate statement.

"Whew!" whistled the boss. "Six dollars and eighty-two cents."

The traveler grinned.

"Talk about your blue envelopes, my friend," he whispered, pleasantly, "you won't have to give one to that chap. Some of these days a wide-awake merchant will steal him from you. Real salesmen are mighty rare, and the real salesman is the chap with the knack of suggesting new things and selling the customer a lot more than he intended to buy in the first place." William Edward Park.

### The Best Dividend Producer.

"How do we keep up the interest of our sales people in their work? Simply by taking an interest in the sales people," said the head of a retail store.

"Unless the sales force is interested in the merchandise and in displaying it attractively no store can make the success it should have. While every employe has more or less interest in his work, it is necessary at times for the firm to stimulate that interest in order to keep the salesman keyed up to the proper state.

"As far as possible we let the men arrange their own displays. This enables them to cultivate initiative, creates confidence in their own ability, and at the same time makes them more loyal to the firm. We encourage them to originate catchy advertising phrases that will attract attention to certain lines of goods.

"That aisle over there is called 'The Grass Walk.' If you take a stroll down it you will find it is appropriately named, because every rug in that department is made of grass or fiber construction. A salesman originated the idea of calling it 'The Grass Walk,' and it has proved a good trade getter.

"Occasionally I have a heart to heart talk with my employes, most of whom I knew personally. I encourage them to make suggestions for improving the appearance of the stock and try to adopt as many of their ideas as possible. We have no hard and fast rules requiring salesmen to remain in their department every minute, whether they are busy or not. A good man will not take advantage of this privilege, but will always be found 'on the job' when he is needed.

"As a result of this policy our business has grown steadily and we have a force of enthusiastic, contented, loyal workers. Keeping up the interest of my employes is the best dividend producer I know of." Amos Andrews.

You may think you have little to be thankful for, but you have much. Any condition might be worse—many might be better if you did your part.



**Do You Sell  
Mapleine**

The original flavoring similar to maple but not a substitute for maple.

It fills a long felt want.

The Louis Hilfer Co.,  
4 Dock St., Chicago, Ill.

**Crescent Mfg. Co., Seattle, Wash.**



### THE CUSTOMER'S SIDE.

#### Salesmen Should Accommodate Themselves To Various Individualities.

It is an old saying that "there are two sides to every question," but we are prone to go through life considering only that position or point of view which is our own. An old lady said, "I am open to conviction, but I would like to see the person that can convince me."

Another saying is that politeness is "real kindness kindly done." It is possible to actually perform a service for somebody, but do it in such a grouchy and condescending or grudging manner that it ceases to be a kindness, and is like a disagreeable man casting a bone to a dog.

Still a third remark, not so well known, but full of suggestion, is that of a salesman who said he always tried to "get on the customer's side of the counter."

#### Friendship is Necessary.

The reason for making these quotations, is to get at the real idea hidden underneath them all. It is comprised in the latter.

To get on the customer's side of the counter is not to jump back and forth, surprising purchasers by your agility at gymnastic performances, but to project your mind and sensations from where you stand to the position and mental attitude of those with whom you are dealing. And it can be done and should be done by all salesmen who expect to sell goods and make friends for future transactions.

Human nature is not so hard to understand as is sometimes thought, and it is the feeling that there is a sympathetic and understanding mind in the person with whom you are brought into contact that makes friendship. Without friendship it is impossible to hold customers and establish a business which shall grow and yield profit.

#### Consideration to Be Shown.

Into a store during the course of a day's business come many people and there are almost as many individual characteristics as there are physical differences. To get on the customer's side of the counter implies fitting one's self to the attitude of each of these various individualities. Can it be done?

Yes, to a sufficient extent. Mistakes are possible, but they will be made only in attempting to do the right thing, and such mistakes are never serious nor fatal. If politeness goes with the trying there can be no actual offense. And this is where it is necessary to keep in mind the definition of politeness already quoted: "Real kindness kindly done."

No gentleman or lady will ever deliberately place another in an embarrassing position. In every case consideration will be shown for companions, whether in trade or society.

#### Gauntlet of Loafers.

Suppose, therefore, if you are the salesman, what you would expect in the way of treatment if you were the customer.

In the first place you would not care to come trailing through a crowd of staring loafers, standing like graceless statuary to impede the progress of the pedestrian. Even the best friends of the merchant or his salesman should be prohibited from loafing around the store.

They may call for conversation, or they may be waiting their turn for attention. But no one mistakes nor resents the presence of those who have business in the establishment. It is just as easy to distinguish the difference between the person there for a legitimate purpose and the gossip or time-killer as between ornaments and rubbish. There is something in the manner of the loafer that points him out plainly, and it is never to his credit.

This warning is not only intended where the customers are women. Men who have self-respect also dislike running the gauntlet of these nuisances. If all the business failures could be traced to their real cause, some of them would be found to be attributable to the loafing evil.

#### Immediate Attention.

The customer does not wish to be compelled to attract the attention of the salesman. The latter is supposed to be on the watch, and to attend immediately, if not busy with another customer, and just as quickly as possible if engaged. He must not wait to finish conversation with a fellow salesman, or with a friend who is there simply to speak of something not connected with business.

Customers know at once whether or not they are being detained necessarily, or merely because it suits the convenience of the storekeeper or his assistant.

There is a story of a country storekeeper who was sitting in the rear of the store playing checkers with a friend. He was much interested in the game. A customer entered the store. The storekeeper pretended not to see the customer, and whispered to his friend: "Hush! Keep quiet and maybe she will go out."

This is probably an exaggerated case, but not much worse than the inattention sometimes shown.

#### Difference in Amount Only.

The customer expects to find the salesman tidy in appearance, and cheerful of countenance. "Tell your troubles to a policeman," is another saying, and it has much point, though hard on the policeman. Keep your smiles well to the front. Do not look like a grinning idiot, but wipe away the frowns. This is sometimes hard to do, but not so hard as to go out and hunt up lost trade. It is not so much what the customer purchases at that particular time, as what the trade amounts to in the year that counts. And this brings us to another expectation from the outside of the counter.

Perhaps it should be called a hope rather than an expectation. The customer hopes, then, that she will be treated as well if buying a spool of cotton as if purchasing a silk dress. And she has a right to expect it. Another old saying: "Take care of the pennies and the dollars will take care of themselves." Paraphrase it: "Take care of the spools of thread and the silk dresses will take care of themselves." Please all customers, for you do not know what the next sale to the same person will amount to. Anyhow, the principle is the same. The thread buyer favors you in the same manner as the silk dress buyer. The difference is only in amount. Your gratitude should be as carefully expressed to the man who keeps you from breaking your arm as to the one who saves you from breaking your neck.

#### Jolly is Dangerous.

These are suggestions. There are others. Think of them as the customers enters. "Put yourself in his place." Stand outside the counter in thought. Be courteous without being familiar. Be pleasant without overdoing it. Never be a jollier, unless you know your customer well enough to be assured it is the only way to get along with

him. Even then it is dangerous if other people are within hearing, for the persons that approve the application of soft-soap are in the minority. It is more likely to disgust than please. The habitual giver of "taffy" is not a pleasant companion, and is generally regarded as insincere. Unfortunately some people like it, while they do not believe it, just as the ugly girl said, when the young man told her she was beautiful: "That's the biggest lie you ever told, but it's awfully good to hear. Say it again."

There are not many like her, however, take it all together, and it is well that they are few. Sincerity is a sterling quality, and the salesman builds most surely who keeps to the truth. It is possible to be entirely polite without descending to false flattery or deceit.

Get on the customer's side of the counter. You will understand what is wanted. It is the best way to make friends and friends are a safe and sure asset. Business men cannot afford to be without them.

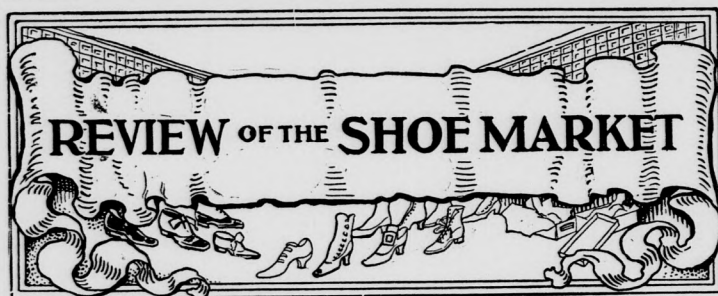
It is cheap and easy to destroy. There is not a joyful boy or an innocent girl, buoyant with fine purposes of duty, in all the street, full of eager and rosy faces, but a cynic can dull and dishearten with a single word. But to help the young soul, add energy, inspire hope, and blow the coals into a useful flame; to redeem defeat by new thought, by firm action, that is not easy, that is the work of divine men.—Emerson.

It is all right to get on the customer's side of the counter, but nobody wants to be on the turkey's side of the ax.

There is but a small portion of the year left, but there is time for accomplishment if you start something now.

**IF A CUSTOMER**  
asks for  
**HAND SAPOLIO**  
and you can not supply it, will he  
not consider you behind the times?

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



### Important Features of a Shoe Clerk's Work.

All stores are run with the object of merchandising goods at a reasonable profit. Each man and boy who is in a store is there for the profit he may make. The clerks are selling their time, knowledge and intelligence, as much as the store sells its goods; so it is therefore necessary that all should work in harmony.

The store to be successful must have a good location, an easily accessible and complete stock, well arranged, of salable shoes; a courteous, intelligent sales force, effective sales record and an accurate stock record.

The clerk to be successful must be awake to all opportunities, be respectful to customers, honest and loyal to his firm and himself, willing to co-operate with his fellow workers, and must know his stock and understand the art of properly fitting and selling shoes. The clerk, too, should be well appearing and neat, as nothing impresses a customer more favorably than to be served by a person who is careful of his appearance. The latter includes a clean face, hands and finger nails, well kept hair, clean linen and shoes. These last two have more to do with a good appearance than expensive clothes.

Many clerks believe when they have sold their customer a pair of shoes, possibly taken his name and address, and conversed pleasantly for a moment that they have accomplished all they are required to do, forgetting that they have neglected in the course of their sale to suggest the fact that they have various findings that might appeal to their customers. It is better to weave a findings story in your shoe talk; foot powder or similar preparations might appeal to one customer while hosiery, shoe trees, or perhaps slippers, would interest another. Do not wait until the sale is completed and then say to your customer, "Do you want shoe polish, trees, hosiery, gaiters or laces?" The natural answer to such a question is No.

The man on the fitting stool has the chance to bring out the various good points of the article in question in an indirect way and the customer will not realize that he is buying through the clerk's suggestion. This can be accomplished on busy days, as well as on days when you may have only one customer. Try it some time!

If a proprietor or manager you should some time try the plan of walking into the store as a stranger would, with your head up and your eyes wide open. You may see several things that are a bit wrong, apparently small things, but important in a well regulated store, such as shoes fallen from stands in the window, dust on the window, woodwork or

mirrors, paper on the floor, empty spaces in the shelves, etc.

Then try the same scheme and criticize your show windows for they are the most expensive and valuable form of advertising. Are they different from the average trim? Have the tan shoes faded? Have the price cards fallen off? Are the windows clean inside and outside? Have the price cards the proper wording, and are the prices correct? Do you get the effect of having each shoe stand out separately?

There is a tendency during a rush of trade for the salesman to let a customer pass him thinking that some other salesman will see him; the other salesman thinks the first man is waiting on the customer, and consequently the customer stands or roams around the store, as his nature may be, and the two "thinking" clerks continue to think and not to act, until finally the customer walks out! It is necessary that when a customer comes into a store he should be greeted at once. No matter how busy you are, you can get a chance to say, "Won't you be seated, please, and some one will wait on you in a moment."

It is a good idea to memorize the odds and ends of the entire stock, especially the location of old goods so that when a customer asks for a 6 A patent shoe, or a 12 EE calf, you will know just where to look for it—not hunt all over the shelves and then call some one else and hold a council of war.

If you are able to turn to your shelf and without visible effort pull out the old shoes and quietly slip them on your customer's feet, he will not realize anything out of the ordinary. It is better to memorize your old stock than your new goods, as the latter practically sells itself. Then, too, pushing out old stock helps the store in reducing deadwood and increases your salary in the way of P. M.'s.

Do not praise your goods too highly in making a sale. It is well to explain to a customer what the leather is, how it may stand the wear, etc., the better selection of stock in a \$5 shoe than in a \$4 grade, but do not go too far. The purchaser may not feel that he can afford a \$5 shoe, and if you have cheapened the other shoe by comparison you will probably lose the sale. Then, too, if the shoe does not stand up according to your story, you have to satisfy the customer who expected wonders on account of having paid a dollar more in order to get greater value.

Do not become nervous or excited in times of a rush or at any time; it shows your inexperience and customers lose confidence in your judgment.

Do not forget that your business rec-

ord is of as much importance as your salary, sometimes more.

Do not hesitate to make suggestions for the improvement of business; if profitable you will hear from them to your advantage.

Do not be discourteous to customers; it is an inexcusable fault which cannot be overlooked.

Do not forget common courtesy, saying, "Thank you," to every customer.

Do not abbreviate in making out a sales slip; write plainly and be sure to repeat every address to the customer as well as calling back the amount of money the customer hands you.

Do not leave anything to guess work, or take anything for granted. It is better to be sure than sorry. Ask all necessary questions.

Never claim a shoe is waterproof, or make any statement that you cannot back up. It is necessary that you gain the confidence of your customer by square treatment.

It is necessary that the manager treat the employes so that they may always have confidence in him, and that all shall work together to build up a successful business.—H. R. Terhune in Shoe Retailer.

### Necessity of Studying Tact.

One of the first requisites in order to influence others is tact. Salsmanship is influencing others to buy our goods. Tact is therefore one of the first requisites of a good salesman.

In a certain store not far from Buffalo a salesman was recently overheard to ask, "Isn't that coat too tight under the arms?" "I hadn't noticed it," replied the customer, "but perhaps you had better give me a larger size." "That's the largest size we have!" replied the salesman. Do you wonder he lost the sale?

Study methods of employing tact. You will find it has a very real influence both on the amount of your sales and the ease with which they are made.

A young woman who was trying on slippers in a fashionable shoe store remarked to the clerk: "One of the shoes seems to hurt my foot. Don't you think my left foot is larger than my right?" "No!" replied the tactful young man, "I think your right foot is smaller than your left."

Can't you see the young lady buying all of her shoes from that young man thereafter?

You know how the expert skater loves to cut fancy figures on the ice; how the expert billiard player delights in difficult shots. They have nothing on the man who is a past master in tact.

Have you ever watched a grouch thaw out; have you ever seen indifference replace interest, and suspicion give way to confidence, because you were master of the situation? If not, try it! It's more fun than going to a ball game. As soon as you get the knack of reaching the "right side" of people you will welcome Mr. Kicker because he gives you a chance to show your skill.

When you get well into this game of tact you will find it makes this world an easier and more beautiful place in which to live and work.

H. F. Morris.



No. 498

## Tan Elk Blucher

A shoe that sells at sight to the man who takes pride in the appearance of his footwear, and who insists that his shoes shall be comfortable and serviceable as well as sightly.

These shoes are on the floor ready for delivery.

Write for a sample case.



### Hirth-Krause Co.

Hide to Shoe  
Tanners and Shoe Manufacturers

Grand Rapids, Mich.



### LANDING A CUSTOMER.

#### It is Somewhat Like Landing a Trout.

Written for the Tradesman.

Sam, the porter, has a pet expression. I haven't quite mastered all the little turns and twists of his tongue which will add just the touch of African accent needful for realisticity; but anyway, "monologue artist" is the expression. Sam applies it to anything which (as he thinks) talks to much. He utilizes it most frequently for his wife. Sam, for that matter, is himself a bit of monologue artist. So am I.

That's all Sam has to do with the yarn. But the yarn in turn has to do with a lot of monologue artists—fellows upon the road and fellows behind the counter, all of them selling or trying to sell, and making big, manful efforts at it, too.

Only just at the crucial point in their selling, their besetting sin grabs them between its rows of jagged teeth. Scripture having assured them that a word fitly spoken is like apples of gold in pictures of silver, they fancy that a perfect torrent of descriptive language is like Klondike and Cobalt rolled into one. In short, when it comes to selling they're monologue artists. They don't give the chap who's buying a chance to slip in a word edgewise. That's why they don't sell as much as they might.

Salesmanship, reasons the Monologue Artist, is a matter of words—words fitly spoken. Here's a chap who thinks of buying such-and-such. I handle a certain brand of such-and-such (the same such-and-such). If I beat this chap over the head with a sand-bag of words, he'll have no alternative but to buy. He'll be too dazed to say no.

And so the sandbag—or rather, the windbag—gets in its deadly work, the sale is made—and next time the buyer wants to buy anything, he shuns that particular store or that particular traveling man as he would shun sin if he weren't human.

Of course, there's lots of buying and selling that plainly doesn't require verbiage to help it through. You know the chaps who come into your store in search of some specific things, who want that thing and nothing else, and who, having bought it, pay the toll and go their way. We're not worrying about buyers of that class. They're order-givers, and a nickel-in-the-slot machine could sell to them just as well and just as accurately and just as satisfactorily in every way as a \$10 a week flesh and blood clerk.

But there are other buyers—buyers who come in and ask to see a thing and, when you show it to them, begin to hem and haw and to edge away uncomfortably from the counter and to talk about having to consult someone else before they make a purchase.

What do you do, right then and there? Do you grab the article right then and there and proceed to demonstrate, diagnose and dilate upon it from every point of the compass? Do you hand out an eloquent monologue concerning the thing you're trying to sell?

If you do, it's a safe bet that in seven cases out of ten—and more likely in eight cases out of ten—you don't sell.

When that fellow tells you he has to

ask his wife before he spends a cent, it's pretty safe betting that there's some other reason why he doesn't want to buy. He wants to purchase an article of this general nature, else he wouldn't have asked to see it. If he hits on just the right article—the one that he thinks absolutely fills the bill—he'll go right ahead and buy and that wife of his won't have a look-in. But, for some reason or other, this particular article you're showing him doesn't just fill the bill.

Where's the hitch?

That's for you to discover. And the one way not to discover it is to whirl off a splendid discourse about the article itself.

There's a weak spot somewhere in your article's selling power. Maybe your eloquence will hit the mark—maybe you'll say precisely the one thing suited to settle the buyer's unspoken objection—but that's all guess work, and to land a customer with a specific objection to your goods somewhere back in his head by dishing out a general line of talk is like hitting a black cat with a brick on a moonless night. You may do it, but if you succeed, it's a tribute, not to your marksmanship, but to the goodness of Providence.

Now, selling isn't accidental. It's intentional, every trip. And your play is, not to talk the other chap to death, but to induce him to loosen his tongue, thereby letting free for your benefit the objection or stipulation to which his reticent soul is clinging.

Maybe the price is too steep to suit his purse? If you know that such is his objection, you can prove to him that this article is better value—or, if that doesn't land him, you can show him a cheaper article. Maybe he's got the notion that it isn't equal to the work. If you're dead sure that that is his reason for shying at the purchase, you can speedily satisfy him. When you know for a certainty exactly where the trouble lies, you've gone a sight further toward making a sale than if you had recited the firm's entire catalogue and price list to him.

Landing a customer is a bit like landing a trout. You can't throw the hook into him and yank him ashore all with one twist of the wrist. The job requires time and care and patience. You must play him a while and jolly him along into a bit shallower water and wear him out and conquer him and then—then you have him. Then he's your Friday's meat.

But to throw out your hook and line and the minute the trout bites to yank him ashore—well, it's as unscientific and as unsuccessful as trying to land a customer by letting loose an avalanche of words upon him.

This is all miles away from Sam the Porter; which just shows that we've made progress with our little talk. The sum and substance of it all is that you shouldn't say more than you have to and that you should say only the precise thing that it's needful for you to say. Salesmanship is not a manner of deluging the buyer with words; it's a matter of getting the buyer's mind into harmony with yours. Only the shots that hit the target count in the reckoning; the rest is mere waste ammunition. And when the fellow who has talked of

buying something, draws in his horns, it's up to you to find out what the trouble is—something you can do only where you place the buyer's mind responsible to yours, and talk with him, not at him.

William Edward Park.

#### Doings in the Hoosier State.

Written for the Tradesman.

Ft. Wayne's City Forester has started the work of improving the shade tree system of East Washington and East Wayne streets, the first operation being removal of the dead, dying and close-standing trees. Quick growing Norway maples will be planted. This is Ft. Wayne's first attempt at a systematic shade tree improvement and it will be watched with interest by citizens.

The Becker Grocery and Dry Goods Co., of Ft. Wayne, has been incorporated with a capital stock of \$15,000.

The Safer City Committee of the South Bend Chamber of Commerce has asked the Council for an appropriation of \$500 to defray the expenses of drafting a new building code.

The Lamb Shirt Co., of LaSalle, Ill., will remove its factory to South Bend through the efforts of the South Bend Chamber of Commerce.

J. T. Willett, of Indianapolis, Chief Inspector of Weights and Measures, caused the arrest of four Terre Haute coal dealers in one day, charging them with short weights.

South Bend's fourth annual poultry show will be held Dec. 4 to 8.

Experimental work will be conducted on the sand farm of C. Monahan, near Michigan City, under the direction of the Laporte County Crop and Soil Improvement Association. The work will be in charge of L. B. Clore, known as the Indiana Corn King.

Two recent accidents in South Bend, due to swift moving street cars, have led to strict regulations regarding the speed of cars.

The Universal Wheel Co., a new industry at Ft. Wayne, is having plans prepared for a modern factory with

65,000 square feet of floor space, and will employ 1,000 men when in full operation.

The Wabash Railroad will build a new passenger station on the side of the old freight house in Ft. Wayne in the spring. The building will be brick and stone, 36x186 feet, two stories.

Maxwell Brothers have bought the Albert & Hunsberger hardware store, at Mishawaka, taking immediate charge. The new firm includes L. S. Maxwell of Edon, Ohio, and C. E. Maxwell, of LaOtto, Ind. Almond Griffen.

#### Substitute for Rubber From Sea Fish.

A report coming from Amsterdam tells of a factory established at Ymulden at the mouth of the North sea canal in Holland, to produce a substitute for rubber. It is said that the company operating the factory has succeeded in producing a substance having the qualities of rubber and some special advantages over the genuine. While the process is a secret, the principal ingredient is said to be fresh sea fish, which are brought to Ymulden in vast quantities by the Dutch fishing fleets. According to report, 15 to 16 per cent. of natural rubber is added to the fish, and the result is a substance as flexible and elastic as rubber, but much cheaper—about as 1.25 to 8 in price—compared with real rubber. The low price of this produce will be caused partly by the by-products which are possible, for it is said that much albumen will be made from the fish, and that half of the factory is arranged for the manufacture of fertilizer.

Red tape is system gone to seed.



## Send Us That Wales Goodyear (Bear Brand) Order Now

*So you will not be disappointed when the real downright rubber weather comes.*

*You'll get the weather all right, so don't let it catch you trying to make out an order and wait on trade at the same time.*

*If you are not now handling this line, you are not giving your customers all they are entitled to for their money. The BEAR BRAND are and have for years been the standard of quality everywhere.*

*Order now, we can ship at once, but a day delay may mean the loss of many sales.*

Mfgs. Bertsch and  
H. B. Hard Pan  
Shoes for Men

**HEROLD-BERTSCH SHOE CO. (Distributors)**  
Grand Rapids, Mich.

## MEN OF MARK.

### Willard Barnhart, President Old National Bank.

Despite much talk concerning great aggregations of property by individuals, comparatively few such aggregations actually exist. The man who combats the private ownership of large interests would make it appear that such ownership of great properties is coming to be a common thing and that in a few years we shall have the people of the western world divided into two great contradistinct classes—the extremely rich and the extremely poor. There is little foundation for such a belief, for as a matter of fact the proportion of the very wealthy to the entire number of the people is extremely small. Men have acquired wealth, but it has been wealth no greater proportionately than the wealth that fortunate individuals have enjoyed for ages. There have always been wealthy men and there have always been men who have attained to nothing more than what might be termed a mere living.

The individuals who have acquired really monumental interests in the western hemisphere can be counted within the compass of a few figures. There is this peculiar distinction between the man of immense wealth in the western hemisphere and the man of immense wealth on the continent in that, in the west, these great fortunes have been rapidly, almost miraculously, acquired. The Rothschilds are simply a continuance of a great house, the conservation of immense wealth by proper administration. Li Hung Chang built up his colossal fortune largely through political influence. The acquisitions of Cecil Rhodes in Africa were perhaps more rapid than those of any other great operator across the water and were made possible by the fact that he went into a new country (new so far as exploitation was concerned) and found conditions similar to those that have been found in America in recent days.

When we consider the comparatively few men who have acquired great wealth in the rapid American manner we are impressed more by the fact that these aggregations of wealth are remarkable than we are by the idea that they are a menace. While the really great fortunes of the United States may be said to number less than a dozen, each has been rapidly acquired. J. Pierpont Morgan, John D. Rockefeller, Marshall Field and others of equal rank were comparatively poor when they started out in business life less than half a century ago.

Willard Barnhart was born on a farm in Chautauqua county, New York, Sept. 16, 1844. His father's name was Henry Waterbury Barnhart, who was a grandson of Peter Barnhart, Sr., who came to this country from the Palatines, Germany, in 1771, landing in Philadelphia. Mr. Barnhart's mother was Miss Mary Leet. She was descended from Governor Leet, the first Territorial Governor of Connecticut, to which position he was appointed by King George. Mr. Barnhart attended the common schools of Chautauqua county and completed his education at Westfield Academy, Westfield, N. Y. In 1865 the family moved

from Portland, New York, to a large farm east of Schoolcraft, Michigan. Mr. Barnhart spent some time in the oil fields of Pennsylvania, coming later to Michigan and engaging in the dry goods business at Schoolcraft in partnership with the late William Scott and a gentleman named Knight. This business was continued for several years, when Mr. Barnhart exchanged his interest for a portable sawmill, which he moved to Pierson, where he engaged in the lumbering business. At this time he took up his residence in Grand Rapids. After completing the cut at Pierson he purchased a tract of pine near Casnovia, which he lumbered for the next two years. He then formed a co-partnership with Smith Osterhout under the style of Barnhart & Osterhout, purchasing a tract of pine near Cedar

hart acquired an interest in the wholesale grocery business of Cody, Olney & Co. He continued with the house of Cody, Ball & Co. and Ball, Barnhart & Putman Co. and is still interested in the Judson Grocer Company, William Judson, the President of that corporation being his brother-in-law. Although Mr. Barnhart has been identified with the wholesale grocery trade for nearly forty years, he has never taken an active part in the business.

Mr. Barnhart was elected a director of the First National Bank soon after coming to Grand Rapids and continued as such until the charter of the bank expired at the end of twenty years. On the re-organization of the institution as the Old National Bank, he became a director and, on the death of the late James M. Barnett, four years ago, he

derful degree. Mr. Barnhart is President of the company and has given it the benefit of his best thought and effort for nearly twenty years. But for his coming to the rescue at a critical period, the name of the Nelson-Matter Furniture Co. might have been trailed in the dust.

Mr. Barnhart is President of the Antrim Iron Co. and Vice-President of the Michigan Trust Co. and is a large owner of real estate, both in the city and county. On the death of Mr. Putman, about ten years ago, the management of the large estate left by the deceased devolved upon him and he has discharged the trust with fidelity and success characteristic of the man.

Mr. Barnhart is conceded to be one of the very wealthy men of the city. It is understood that he owns up to the possession of \$750,000, but those of his friends who are familiar with his investments insist that his possessions exceed \$1,000,000. This large fortune he has acquired solely by constructive methods. He has always been a builder and his influence and his check book have always been employed on the side of progress and prosperity. He owns some of the best business buildings in the city, including the building in which the Michigan Tradesman is located. He has recently sold three frontages on Canal street for \$100,000.

Personally, Mr. Barnhart is one of the most peculiar men in the city. He is a prince of good nature and always treats his friends with the utmost courtesy and deference. He is a royal entertainer and enjoys the association and companionship of those who are bound to him by the ties of business, friendship and consanguinity. On the other hand, he has never been known to call at the office of a friend and stay any length of time, nor has he ever made it a practice to call on people during business hours at their places of business. All his life people have been coming to him, instead of his going to them. Outwardly somewhat austere in manner and reserved in temperament, he is exactly the opposite in reality and many a man has gone to him for a favor in the expectation of being turned down only to be surprised by receiving more than he asked. In such cases the favor is bestowed in such a gracious manner and with so much heartiness as to make the recipient exceedingly happy.

Mr. Barnhart is a man of opposites in many ways. He is the slowest and quickest man in the city. When he starts out to undertake any accomplishment, it appears to the casual observer as though he would never get there, but the man who hurries finds when he arrives at his destination that Mr. Barnhart has been there before him and consummated his plans.

William Judson came to Grand Rapids Sept. 25, 1874, and entered the employ of Mr. Barnhart. They have been associated in business ever since that date and month before last they celebrated the thirty-eighth anniversary of their association, which has been one of the most pleasant companionships in the commercial chronicles of the city. During all of that time they have never passed a warm word or found any fault with the actions or decisions of the other. Such a relation for so long a



Willard Barnhart.

Springs which it required about three years to cut. He then formed an alliance with Enos Putnam under the style of the Putnam & Barnhart Lumber Co., purchasing a tract of pine near Fife Lake. Mr. Barnhart acted as President of the company and, when the Fife Lake cut was completed, the company purchased another tract of pine at Long Lake, near Cadillac. Altogether Mr. Barnhart was actively engaged in the lumbering business about thirty years. When he retired from the lumber business he was regarded as one of the most successful lumbermen in Michigan. While he had not made money as rapidly as some lumbermen did, he had invested his surplus so judiciously and with such an eye to future improvement and enhancement in value that he found himself a wealthy man—in comfortable circumstances at the prime of life.

Almost at the inception of his business career in Grand Rapids Mr. Barn-

hart was elected President, which position he still holds.

Mr. Barnhart was married Dec. 24, 1868, to Miss Eliza Vickery, of Schoolcraft. She died in 1893. Mr. Barnhart married a second time Jan. 4, 1902, to Miss Helen Putman, daughter of the late Enos Putman. By his first marriage he had three children—Roy Barnhart, who is his able assistant in the management of his large estate, and two daughters, Mrs. James M. Crosby and Mrs. James C. Everett. He is an attendant at St. Marks church and has long been a trustee of Butterworth Hospital. He is first and foremost in every movement for the good of the city. He has resided in his home on North Prospect avenue since 1872.

On the failure of the Nelson & Matter Furniture Co. in 1893, Mr. Barnhart purchased the entire property while it was in the hands of the court and has since developed the business to a won-



time is so unusual that the Tradesman takes pleasure in referring to it at this time, because it tends to throw a side-light on Mr. Barnhart's life which those who do not know him well and appreciate him at his true worth ought thoroughly to understand.

Mr. Barnhart thinks quickly and acts promptly and his decisions are invariably just and accurate. His gift of perception is so keen that he frequently anticipates what a caller has to say by announcing his decision long before the caller has stated the object of the interview.

Mr. Barnhart is a big man in every sense of the word—broad and generous minded; ever ready to lend a helping hand to those who need help; always the same, yesterday, to-day and to-morrow; a popular man not because he wants popularity, but because it is thrust upon him as one who deserves it; a public spirited citizen who not only lends his influence to every worthy enterprise, but also his financial aid as well; one who always has a smile for the children, and who, above all, is a kind, indulgent and loving father and husband. With business habits jointly inspired by associates in exceptionally high standing, education, native acumen and laudable ambition to in all things "tote fair," his reputation in lumber, manufacturing, jobbing and banking circles has attained a high plane—an eminence surpassed by few if any of his fellows.

Efficiency engineers say that not more than one man in ten uses ideas in his work. In other words the nine lack originality. They go along doing just what has been done over and over again for generations, or, at least wait until a new idea is sprung by some other man. Then they come trailing along in the wake of the real pusher, trying to glean after he has harvested the field. Unfortunately, some persons have very few ideas, and do not know how to get about creating anything new. At least not much. But every person has some little originality if he digs after it. Once the idea is brought forth, polished up and put to use, there is something doing. Hundreds of sales and advertising specialists are earning big salaries to-day just for furnishing ideas to business houses which realize the importance of getting the first crack at originality. Every merchant will pay himself a big salary in the profits of his business who will get his individuality to work, and force attention by unique methods and a new way of putting things. In looking over the field it is hard to believe that even one man in ten uses ideas. But there is no reason why ten in ten should not do so. Just by getting into a rut and rolling along they kill the real prosperity which they might have by stepping a little out of the track, and making a path for themselves. It is not necessary to make violent changes to do this—a little touch here and there counts for much.

Napoleon might have had an automobile—if men had known enough to rig it up.

#### Importance of Good Bookkeeping.

No part of the business in the retail store stands more in need of system than does the department of accounts. No point is more vital to the success and to the intelligent working of your business. Nothing will go farther toward placing you on the high plane of desirability as an applicant for credit than will a simple and easily legible set of books.

There was a time when the wholesale dealer gave credit freely to all, with few exceptions, who required accommodation. This was in the old days when the jobbers, unorganized, went into the field for all there was in it, with only one aim in view, namely, to eliminate their competitors.

The progress of evolution has brought a very different state of things. Today the jobbers stand thoroughly linked together; their interests, to a large extent, have become mutual interests. In no slight degree and in no small number of instances that which is of advantage to one wholesale dealer is of advantage to the others. Particularly is this true when the question of a retailer's rating is considered.

The jobbers coming to realize this fact, joined hands for the purpose of exchanging information on the subject of the financial standing of retail dealers.

What has been said of the jobbers is also true of the banks and the manufacturers. The first step taken to-day by either one of these three great branches of commerce, when credit is sought, is to hold up the matter, pending investigation, and look up the references of the applicant.

Now this method of procedure, while a safe and sane one for the other fellow, is not infrequently slow and annoying for the applicant who may require his goods at once. Ofttimes a week or ten days' time is consumed in waiting while the tardy process of correspondence crawls along.

It is in the power of the retailers to eliminate this irksome feature from their business, by adopting the same methods as those established by their "big brothers" themselves, and that is an intelligible, comprehensive, open-and-above-board system of bookkeeping.

If they were to do this, the matter of their application for credit could and would be acted upon very promptly. The salesman who received the order might be offered the privilege of looking over the books; and the latter's recommendation for an extension of credit would alone, in many cases, preclude any further delay; and the delivery would thereupon follow promptly. Or if the credit man for the wholesale house saw fit to enquire further into the matter before releasing the order, the retailer would at least, have created a favorable impression through the word of mouth of the salesman, and, as a consequence, much of the red tape incidental to "looking up" would be dispensed with, thus lessening the delay materially.

It is hardly necessary to say here that any system of bookkeeping inaugurated by the retailer should be truthful and exact to the penny. Any other system would be worse and more disastrous than none.

Considerable dissatisfaction is expressed, from time to time, in securing the "right sort" of bookkeeper. Each one has a system of his own, it would seem; and many have been loaded down with a technical theory of the work which is wholly unfit for the simple and practical work of a retail store.

Simple and practical—that is the idea in a nutshell. Hieroglyphics and strange-looking lines and columns that make a ledger page look like a mariner's chart should be tabooed. It is wholly unnecessary to befuddle yourself and every one else with an intricate and theoretical system of keeping books.

A few retailers—but, comparatively few—have worked out a simple system of their own; or else, have been fortunate enough to secure the service of a clear-minded clerk.

But, however he may go about it, the retailer owes it to himself to place himself upon the highest possible standing

within his power; and there is no surer way to accomplish this than for the dealer himself to be in a position to say to the wholesaler or any other to whom he has applied for credit: "Here are my books, Mr. So-and-So, I'd be pleased to have you look them over."

While in the main every move should pay for itself, there is an exception in the case of good but feeble tendencies whose ultimate is manifestly worth while, but whose immature stages yield no profit. Many of the finer elements of growth require outside support at the start. Every great man in the world's history was once a baby. If every truly upward tendency is fostered with parental solicitude, the development of a business, an industry, or a nation is assured.

The captain sits in the cabin, but he had to work hard and learn a lot to get there.

## Rubber Boots For Your Fall Trade

Let us ship you a case or two of famous  
WOONSOCKET BRAND "ELEPHANT  
HEAD" BOOTS.



Bear Brand  
Wales Goodyear  
Connecticut  
Woonsocket

THE MAUMEE RUBBER CO

224-226 Superior St., TOLEDO, OHIO



## Rikalog Cruiser

A high cut shoe that cannot be excelled for either foot comfort, water turning power or long hard wear. A little more money perhaps, but—



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

## AS HE SEES YOU.

## How the Traveler Regards His Customer.\*

Every man has a hobby. We are no exception to that rule. Most every man in doing public speaking can do his best when assigned a subject pertaining to that hobby. Be it understood that the subject assigned us on this occasion is not our hobby nor does it in any way allude to that hobby.

There are almost as many different views of dealers by travelers as there are different dealers and travelers. You can perhaps readily recall yourself as a youth in your mother's home. Always somewhere in that home was your mother's private drawer, closet or locker, as you may have referred to it, which was accessible only to mother. Do you remember as you passed that certain spot, how your eyes turned toward the same? Do you remember just how you felt and wondered? This is the best comparison we can make of a young traveler on his first trip to call on you, as he passes your office. As years of experience add to this traveler's life on the road, and he gets personally acquainted with you, he sees you in an entirely different manner, it is more like going to an old friend to talk the situation over and give and take the information that will be of the most benefit to both himself and you.

If you knew every man calling on you and were aware of his vocation, the traveler's view of you would differ greatly from what it now is. Too many of you forget that the salesman always knows you to know who you are before you know him to know who he is—a point you should bear in mind. We believe some of you can relate instances where travelers, as you thought, entered your store. Later you learned they were only customers and you were sorry they were not shown more courtesy. How well we remember entering a haberdashery in a certain Illinois city with our grip in hand. We were not selling haberdashery and had called to make a purchase. The proprietor was busy at his desk and there was not another customer in the store. No effort was made to see what we were there for and, as we turned to leave, we were asked if there was anything we wanted. When he learned that we wanted to make a purchase, he made the following remark, "I thought you were a traveling man." We replied we were but not in his line, but inasmuch as it fell our lot to call on several just such men as he was you can imagine as to just how much we purchased of that individual. We are glad to state we have never found this type of dealer in Michigan with but one exception.

There are three distinct type of salesman who, perhaps, call on you. The specialty man, who calls on you perhaps only once in a life time. Your interests are not his except to the extent of the sized order he can get. Second, the man who calls on you annually or semi-annually. You become better acquainted with him and he becomes more or less of a confidant. Third, the man who calls on you regu-

\*Paper read at annual convention of the Michigan Retail Implement and Vehicle Dealers' Association by M. A. Miller, of Grand Rapids.

larly every month or perhaps weekly. This is the class in which you become most interested and the one who becomes most interested in you. He knows your failure with his line will reflect on him and your confidence in him will be well rewarded. Recently while in conversation with one of your number regarding a traveler of this class, we were surprised by the following remark from the dealer, "He knows more about my business than I do." Understand the tone in which this was given, only as a way of expressing the confidence he had in the man; and it is these expressions of confidence, which you drop in the course of a conversation, that makes that traveler use his utmost care and judgment in selling you such goods in such quantities that he is certain to retain that confidence.

The successful traveler to-day is more of a detective than a salesman. He knows you in your home life as well as in your activity in municipal affairs and the progressive spirit in which you handle your own business, before he knows you as his dealer in your vicinity.

The most active traveler usually has the best seller. In other words, the best men have good lines well advertised and for which there is a good demand and the ones you are looking for. Not all travelers sell at the first opportunity. We know of a certain traveler in Michigan, who not three weeks ago took orders from three different dealers in one city for his line, and the same can only be handled by one man in a town, who gets the exclusive sale. While the last order was the smallest of the three, it was the one he filled, cancelling the first two and returning them to the parties who gave them, telling them he had contracted with Mr.— to handle the line. Why was this done? Not because the latter had a bigger business or better rating, only because of the way in which he saw the buyer. Just a case of picking your own association for the future—one with whom he could not only do the business he wanted in the city but a friend with whom he could exchange the sorrows as well as the pleasures of a business life, keep posted as well as assist the dealer in keeping posted on modern methods, new ideas, etc.

Salesmen are away from home a great portion of the time and the home life and association which they miss must, to a great extent, be made up by you. The dealer in whom the traveler sees this requisite is the one with whom he is going to land his line, if possible. Let us relate to you an incident which occurred in the Central West several years ago.

A certain salesman selling the jobbing trade was looking for a connection in a large city in this section. During an evening spent at the local club in the city, he met the sales manager of one of the largest houses in the city. The sociability of the man appealed to him so strongly that he at once determined to land this man as his customer. It took ten days of detective work with a clever ruse to get the man out of town where he could get him next to his line on the floor of another dealer in another city to land the order and the result was a \$4,000 order to begin with and a good business ever since.

We do not want you to think that our information is drawn from association with Michigan dealers, as we have had but very little experience in your State. What we have had has certainly been very pleasant, but we believe too many of you take the average salesman as a man who simply looks upon you as a source of sustenance or, in other words, his meal ticket, the whole object of his visit being an order, which is not true of a seasoned salesman. The profession is one whose best men are masters in politeness, candor, integrity, self control, pluck and perseverance, and they come to you with a message of good cheer. Your method of meeting them determines, to a great extent, the benefits you may expect to reap from their visits to you. You are held by them in much the same respect one accords a teacher who will be neither intimidated or cajoled.

Travelers spend many evenings in hotel lobbies, talking over the day's business and the results with the different dealers, and if you would know exactly the opinions that the travelers in general have of you, the general conversation at one of these meetings would clear the matter for you. Today it is not necessary to call on you to get your history in full, both as to the business you do, the manner in which you do this business and, more than any one thing, the courtesy with which you meet your travelers.

The first sale is only considered as a prelude to succeeding sales, your satisfaction being the main consideration. The vital question is to convince you, if possible, that the line is a necessity and profitable to you, that he may become better acquainted with you.

After all, the greatest factor is the human factor and not the order you may give. The article must be right, but your knowledge of what your customers need and will buy is what your travelers are looking for and what they are determined to learn on the first visit.

Too many dealers are paying too much

attention to the article they are selling, and not enough to the consumer. It is not things that make life. It is people. Nor is it things that make business, but, as Cottingham says, "It is people with red blood in their veins, men with hearts and feelings and aims and ambitions, men susceptible to encouragement and sympathy and training and discipline."

The salesman's way or plan may be of value to you. Surely it will do no harm to hear it. Present your problems and get his plan of solution. Not long ago a certain dealer in Michigan told us he was figuring on changing his location in the city in which he was doing business. He asked us on a busy day of his to go with him and look the location and surroundings over and wanted our opinion as to what we thought of the move. We learned later that he had done the same with a number of other travelers. No one in the city knew of the change or had been taken into his confidence until the deal had been closed on the advice of the travelers. This spirit of confidence in the travelers who call on you is one of your greatest assets, for there is a key to the future of every business, sometimes too deep for you to discover, and frequently your ambition prevents you from finding it. Invariably you can get it by working harmoniously with the travelers who call on you.

You can get many bits of useful information, picked up here and there, time and money saving methods, business getting ideas and service plans which will help to build your individual business.

Salesmen, as a rule are progressive and eager to mold their methods and their manner in a fashion that will make them most efficient to you, and certainly the men who have had years of experience and have landed many big orders and are at the top notch of the profession are in a position to give you many useful hints.

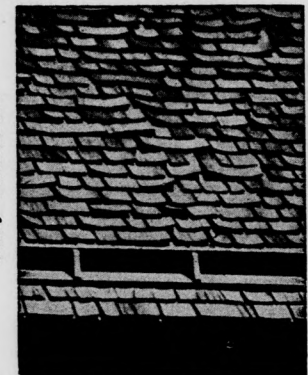
You can best tell why you hold your orders for Smith or why you would

## REYNOLDS FLEXIBLE ASPHALT SLATE SHINGLES

HAVE ENDORSEMENT OF LEADING ARCHITECTS



Reynolds Slate Shingles After Five Years Wear



Wood Shingles After Five Years Wear

Fire Resisting

Fully Guaranteed

Beware of Imitations. For Particulars Ask for Sample and Booklet.

Write us for Agency Proposition. Distributing Agents at

Saginaw Kalamazoo Toledo Columbus Rochester Boston Chicago  
Detroit Lansing Cleveland Cincinnati Buffalo Worcester Jackson  
Milwaukee Battle Creek Dayton Youngstown Syracuse Scranton

**H. M. REYNOLDS ASPHALT SHINGLE CO.**

Original Manufacturer, GRAND RAPIDS, MICH.



rather mail them direct to the house than give them to Jones. Why the former gets a hearty handshake and an immediate audience, while when the latter calls the buyer is always out. It is this same reason Smith has for selling you his line, instead of going across to your competitor who may have twice as much capital as you have, and willing to place a larger order than you possibly could, to get the line which you have created a demand for.

You will admit that you have your friends among the road men. Equally as true, we have our best friends among certain of you, and it is not so much your personality as it is the extent to which you make us and our goods a part of your business and study.

Some of you are classed as salesmen. Others are classed merely as distributors who want to handle only staple goods, for which there has been a market created by the extensive advertising of the manufacturers at no cost to you and for which there is a steady demand, without any effort at salesmanship.

The most successful buyers, we believe, are the ones who have had the experience of traveling salesmen, as well as the best salesmen are the ones who have had experience as buyers, and we believe the retailer can find no more helpful source of information than the salesman who has had years of experience and has viewed and judged sales methods from every side, for no one knows better the points on which the buyer should be posted than does the salesman.

#### An Ingenious Counting Scale.

In a motor accessories manufactory there has been installed a specially constructed scale for use in counting small parts. The upper scoop is a unit, and the other scoops balance, respectively at twenty-five, fifty and 100 times the weight contained in the former. By counting out ten, twenty-five, or fifty pieces to be counted, and placing them in the upper scoop, and then filling up one of the other scoops until the scale balances, the number of pieces in the latter may be determined by multiplying the number of the upper scoop by that number marked on the larger scoop. That is, if there are say fifty pieces in the unit scoop, the number in the largest scoop, when the scale balances, would be 100 times fifty, or 5,000 pieces; or in the next scoop, 2,500 pieces, and so on.

#### Mother Drives the Car.

When mother ran her old machine,  
And stitched from dawn till dark,  
Then all us stuck-up children  
Were the best dressed in the park;  
For mother dear was humble,  
"Childhood blooms but once," she cried,  
"And why was I created  
Save to find in you my pride?"

Now mother runs the new machine;  
The old one's full of dust;  
Like orphans, we're unhobbled,  
Unfeathered and unfussed.  
"Come, crank the car!" says mother;  
"Don't wait your lunch for me;  
I'm running down through Byron,  
And can't tell how long I'll be."

Yes, mother's got us guessing,  
From pa right down the line;  
She's put some puffs upon her head,  
And looks just twenty-nine;  
And now she crows triumphant;  
"I shall motor near and far,  
For the hand that rocked the cradle  
Is the hand to drive the car."

#### What Some Michigan Cities Are Doing.

Written for the Tradesman.

The Saginaw Board of Trade is taking steps to secure needed street railway extensions of lines to the factory districts.

"Made in Lansing" week, with a display of Lansing products in store windows, proved a success.

Vicksburg will hold a corn and produce exhibiton Nov. 29 and 30.

War on the cigarette has been started at Dollar Bay.

Diphtheria is epidemic in Detroit and the health officer has asked the Council for an appropriation of \$1,000 to fight the disease.

Flint has won out in its suit to compel the Saginaw & Flint Railway Co. to carry passengers to the northern city limit as extended a mile and a half beyond the old municipal boundary line at the 5 cent rate of fare. The company will probably appeal to the Supreme Court.

Genesee county has spent \$22,737 in building good roads during October, the largest share of the money going into Burton township.

Reports from Ishpeming indicate great activity in the iron industry, shipments of ore from the Lake Superior region last month exceeding seven million tons. This is a record-breaking tonnage for October, the next largest tonnage for the month being three years ago.

The Muskegon Automobile Association has raised funds to complete the system of pole marking, finished between Grand Rapids and Montague recently, carrying it through to Ludington. Poles are marked with a white band 12 inches wide at a height of four and a half feet from the road.

The Springfield Tire and Rubber Co., of Springfield, Ohio, desires to locate its factory in some Michigan city and has made Coldwater a proposition, asking for stock subscriptions amounting to \$50,000.

Corunna has voted a franchise to the Consumers' Power Co. for street lights.

Grand Haven has awarded the contract for a new ward school to cost \$15,000.

A shortage of milk is reported by the dealers supplying Saginaw. Prices are not yet affected, but may be later.

Saline has voted to bond for \$30,000 to put in a system of waterworks.

The Bureau of Public Service at Muskegon has started a campaign against dealers selling cigarettes to youngsters.

Men employed by the Reo works, of Lansing, during the past year have received a dividend of 5 per cent. on their annual wages, the employees' dividend reaching a total of \$20,000.

Twelve boys are taking the course in plumbing given in the Marquette public schools and are finding the work interesting. All plumbing work about the buildings will be done by the boys under the direction of their instructor. A course in brick laying will be started next term.

Adrian has passed an ordinance that provides for a Sealer of Weights and Measures.

The mirror works at Saginaw is installing machinery for the manufacture of glass flour and there promises to be

a market in the future for all kinds of broken glass.

The Ann Arbor Board of Commerce is planning a membership campaign and will be directed in the work by Wm. McComb, the "commercial vivifier." It is expected to boost the membership to 500.

Through the activity of the Kalamazoo Commercial Club, Kalamazoo county, has secured a farm expert, Jason Woodman, of Paw Paw, the well-known grange worker, potato grower and all-round hustler. There will be thirty-two demonstration farms in the county next summer—two farms in each township—under the direction of Mr. Woodman.

The city of Dowagiac has been restrained by permanent injunction, issued by the Supreme Court, from dumping its sewage in the river. Dowagiac built its sewer system despite the protests of the owner of a farm through which the river runs. Other cities are now sitting up and taking notice concerning this decision.

Jackson has stopped further work in laying asphalt pavements for this year on account of weather conditions, despite the protest of private contractors.

The Southern Michigan apple show, held at Battle Creek, was a success and will be repeated next year. Interest has been awakened in apple growing and the Calhoun County Fruit Growers' Association now has seventy-five members.

Saugatuck is waking up, the building operations there in 1912 exceeding any past year. A Board of Trade has been organized.

Alumni of the Eastern high school, Bay City, will raise a fund of \$5,000, which will be loaned to students to aid them through college. It is hoped to aid two or three students each year.

Prisoners in the jail at Kalamazoo will be employed this winter in a factory near Kalamazoo in the manufacture of tile for road building purposes, the men receiving their board and 20 cents a day for their services. A factory 200 feet long will be built for the purpose and sufficient tiling will be built for Kalamazoo and other counties.

Nov. 21 will be Civic League day in Kalamazoo and a committee of 100 rep-

resentative citizens will make a canvass for funds to aid in the work of caring for the sick and needy.

Tecumseh will vote on the question of granting a franchise to private parties for erection of a gas plant.

Almond Griffen.

#### Erects Office Building Where He Sold Peanuts.

Kalamazoo, Nov. 18—Not so many years ago a young boy conducted a peanut and popcorn stand at Main and Burdick streets. His stand stood on the board sidewalk near the northwest corner. The little merchant's name was George Hanselman.

His business grew rapidly and it was not many years before his peanut cart was loaded down with candies and fruit. A little later the boy opened a store, and as his business increased he started a small candy factory.

It was not many years before the Hanselman Candy Company, with George Hanselman, the former little popcorn vender, as its President, owned one of the biggest factory buildings in the city.

But to own a big candy factory was not his ambition. On the very corner where he once maintained a peanut and popcorn wagon he wanted a big office building.

So Hanselman bought the old building on the corner, using some of the savings he made while running a popcorn wagon. A little later he was able to buy another piece of property next to the one on the corner. This gave him a site of sufficient size for a big office building.

A little over a year ago the one-time peanut vender started the construction of a ten-story building on the very corner where he had sold peanuts when a boy.

"I selected the corner because I knew it was a good one for business. I found it so when I was a boy," said Hanselman recently, while talking of his new venture.

The ten-story building has just been completed and is one of the best and biggest in Kalamazoo. It is two stories higher than any other building here and is built in the most modern way.



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



**The Customer's Side of the Cash System.**

Written for the Tradesman.

Many a merchant has been ruined by long credits. Many another merchant with hundreds and thousands of dollars outstanding on his books would gladly inaugurate the cash system if only he were sure that his customers wouldn't take offense. The fear of what his customers will think impels the merchant to hesitate. His own side of the question he knows from bitter experience, but how the innovation will appeal to the buyer is another matter.

Merchants who hesitate to take the leap are hampered by the fact that they haven't studied the problem from the purchaser's viewpoint. Nor will the cash system ever become general until the purchaser's side of the question is urged in support of the change. Men and women, if they buy for cash and nothing but cash, will do so, not because that course conveniences the merchant, but because it is in their own interests. Spring the old sympathy gag—the story that credit buying robs the

merchant of interest on his money and is unfair to the merchant—and 90 per cent. of the buying public will continue to buy on credit just the same. Show the buyer that unlimited credits are disastrous to him and there's more than a fighting chance that he'll change his ways.

Cash buying spells for the buyer just what cash selling spells for the seller—the difference between success or failure. No man can succeed who doesn't keep his running expenses within his income and no man who buys strictly for cash can very well exceed his income.

The income of every household should provide, not merely for every item of its running expenses, but also for a margin to be set aside for the threatened rainy day or for safe investment if the rainy day turns out bright. To this end, the household should start with a little modest furniture all paid for and enough money to keep things going for a few weeks ahead. With that start, the joint management will make it a point to buy closely and pay

cash for everything. Adhering rigidly to that system, they'll get better value for their money than if they buy on credit and there'll be no phantoms of unpaid bills to pop up at unexpected moments and scare them out of their financial wits.

This plan does not bar the purchase of a home on mortgage which comes under the head of investment. It merely requires that a household should not eat more than it earns. Each week's running expenses must be met by a previous week's income and leave a margin, however slight. That, in brief, is the philosophy of cash buying from the cash buyer's standpoint.

That is the line on which to educate the public, if merchants wish to convince as well as appeal. It is good, sound business and education in that sort of business is a matter, not merely for individual merchants or merchants' associations or boards of trade, but for the schools. If merchants and people generally want to see good results along the line of cash buying, they'll take united action to show Mr. Purchaser that living within his income and paying cash is better for him than running up long credits and spending his income ages before it is earned.

William Edward Park.

Were it not for lazy men in the world lots of labor saving devices would never have been invented.

Beware how you trust the man who has tried to flatter you.

Big things are only little things put together.

**Three Thousand Dollar Sale in Eight Days.**

Pecus, Texas, Nov. 12—I recently took part in a sale of ready-made goods here which covered a period of eight days. The exact amount of this sale was \$3,047 retail and I think it might be interesting to your subscribers to know that such sales as this are successfully carried on occasionally and illustrate the development of the special sales business and tailoring. The success of this special sale was due to the efforts of George F. Langran, mercantile department manager of the Read Mercantile Co., and D. R. Morris, the gentleman in charge of the department. Mr. Longran has always been strong for the tailoring department and it would not surprise me to find another record follow up this one in the spring.

This large sale proves conclusively that if tailoring is given the right attention it is bound to turn out one of the best money making propositions in the business. It is almost an assured fact that every suit sold means a shirt, shoes and, in fact, almost an entire outfit for the customer who purchased the suit, and it is barely possible that a great many merchants have not given this fact a thought or connected it with the tailoring department. It is on this basis of fact that Mr. Langran developed an enormous tailoring business.

S. R. Weinland.

There's plenty of happiness in sight, but getting it is another proposition.

Just think of the things that haven't been done!



# Big Tailoring Outfit FREE

This is one of the most startling offers ever made to merchants who want to add a quick selling line, or to the young man desiring to start in business for himself. We supply everything necessary to take orders for well made to order suits and overcoats to retail profitably for \$15. You don't need a red cent of capital. We give you three hundred all wool fabrics, fashion charts, display ends 1 1/2 yards each, moving-picture slides, newspaper cuts, at our expense. We literally set you up in business FREE.

## Easy to Sell Our Made to Order Suits at

Scotch Woolen Mills suits and overcoats are known all over the country as the finest tailor made garments made to sell at such a low price. It's the biggest selling line in the market. Advertised in thousands of cities and towns every day. Thousands of dollars are being made every year in our great string of stores and agencies. Here's a chance for you to build up a fine business or side line without investing a penny in stock. Each sale brings you liberal profit. No extra charges for fancy styles, welt seams, fancy flaps, cuffs, etc. You get this profit too.

### Mail the Coupon at Once for Our Proposition

It's a money maker. Don't pass it up. One agency to a town and surrounding territory is all we appoint. Don't doubt our reliability. Ask Dun's, Bradstreet's or any commercial agency if you wish. But mail the coupon now and clinch your territory. Act To-day.

# \$15

UNION MADE

**COUPON**

Scotch Woolen Mills, Chicago.  
 I am interested in the proposition you advertised in Michigan Tradesman. Kindly send me complete particulars.  
 Name \_\_\_\_\_  
 Address \_\_\_\_\_  
 Business \_\_\_\_\_  
 Position \_\_\_\_\_



**SCOTCH WOOLEN MILLS**  
 358-64 W. MADISON ST. CHICAGO



## FOOD DISPLAY TIME.

### What May Be Accomplished at Little Expense.

Holland, Nov. 18—If I am not to late I would like to have you give a few suggestions in your next issue for a Thanksgiving window trim. I am working in a small grocery store on one of the back streets of Holland, but we believe in window displays. It falls on me to make the display. I usually trim with fruits and nuts, such as are used for Thanksgiving, but I am at a loss to know how to arrange them at this time. We are not in a condition where we can afford to put in too much expense.

It is with great interest that I study your suggestions on window trimming and a few more suggestions for a grocery window would be very much appreciated.

Berdiena C. Vinkemulder.

There is not another day during the entire year when people spend money so freely for good things to eat as for Thanksgiving. This being the case, it is up to the merchant to do everything in his power to get as much of this business as possible.

It would seem that the grocer who does not advertise or make any great effort in preparing window displays during the rest of the year should do so for this occasion, as it is conceded by nearly every one as the greatest feast of the year.

The merchant who has not, as yet prepared suitable displays for Thanksgiving, should do so at once. Don't say that you are too busy, but pick out the clerk or clerks who seem to have a desire for preparing window trims and help them in putting in a display at once.

The merchant should not think that it is necessary to have something elaborate in a window display in order to get results. It is sometimes the most simple display which brings the most business.

The reproduction on this page is shown to prove the preceding statement that it is the inexpensive and simple display which brings the best results and is more effective.

This window display was prepared to show the readers of the Tradesman how an attractive display can be arranged at very little expense.

The most difficult thing to be done in connection with a display of this kind would be the show card at the back with the word "Thanksgiving" at the top and the picture of a turkey and the words "Good Things to Eat With Turkey," below.

In the little towns where there are no sign painters or any one who can make a sign like the one shown, it would be an easy matter for the merchant to get in touch with a good card writer who would be glad to make a set of signs or show cards for different occasions during the year at a very nominal expense.

The remainder of this display is very easily prepared. After the window has been thoroughly cleaned, cover the bottom with white paper, then arrange the steps at the back with empty boxes, cracker or breakfast food cartons; shelf paper has been

used on the edge of the steps which adds greatly to the appearance of the display.

The pedestals at the back on either side of the steps are easily made, but the display can be arranged without them. The main thing to be remembered in preparing a window display at any season of the year is to use foods that are most in demand.

The fact that every article used in the display shown will be needed in preparing a Thanksgiving dinner will attract a great deal more attention, as the housewife is always interested in looking at goods she is going to need in a day or two.

### Final Text of a Successful Window Display.

The weight of the efforts of the manufacturers with goods that they want displayed should be added to the other influences working for better store fronts. The ready-made displays which are so common should be offered to these country dealers to use in the windows as they now are and they should

sary to avoid the strips of sash between the panes.

An item of importance that will help the storekeeper to make his display a success is the providing of a background of some sort or at least of providing careful instructions as to how a simple and easily made background may be produced. If the storekeeper gets his display into the window with a background behind it there will be far less likelihood of other goods getting dumped in to spoil the display, and there will be less likelihood of the display being rendered almost valueless by the reflections which make it so hard to see what is in a window, particularly a window perched high above the pavement and possessing perhaps uneven panes. A suitable background, even if of nothing but plain paper of some appropriately contrasting color, will help to make the display stand out, and I venture to say in many instances it will make the difference between the success and the failure of the exhibit.

In the small stores where the proprietor and one boy, perhaps with the

may seem so merely because he is so saturated with it that he needs only a hint to convey to his mind the entire idea. A hint will not put any information in shape so that a merchant can use it.

I believe that one of the best ways to interest the country retailer in his windows and to show him that they have a value is to offer him a small lot of free goods for making a window display for a given length of time. The fact that a manufacturer is willing to give something for the use of his window shows him that it is of value and brings home to him an appreciation of that value. Then, too, if he is going to get something outright for his window display he will be certain that it will be profitable to him to make it in this instance whether he believes in window displays as a rule or not.

When a merchant once gets started in the right direction with his windows he is sure to keep on going. The doubts that have kept him from starting will be swept away by the first call for goods "like those in the window."

Suppose the manufacturer of a breakfast food were to offer a merchant a supply of sample packages to be distributed only by means of a window display, the samples to be given only to people who asked for them and the demand to be created by an attractive window exhibition? The merchant carrying that food would be glad to make the display, and he could easily be made to feel an interest in the event as a demonstration of the value of his windows in developing interest in the goods displayed in them. Such a merchant, after finding that people would come in and ask for goods offered in his window, would be a ready convert to window advertising. He would in the future be on the lookout for window-display suggestions from other manufacturers.

A merchant needs to be shown a business-promoting plan only once if that once convinces him that it will pay.

Many of the ready-made window displays that are furnished to dealers are made artistic at the expense of their practical value. Beautiful color effects and fancy hand-designed lettering may produce a generally pleasing impression without producing any suggestion of the value of the goods.

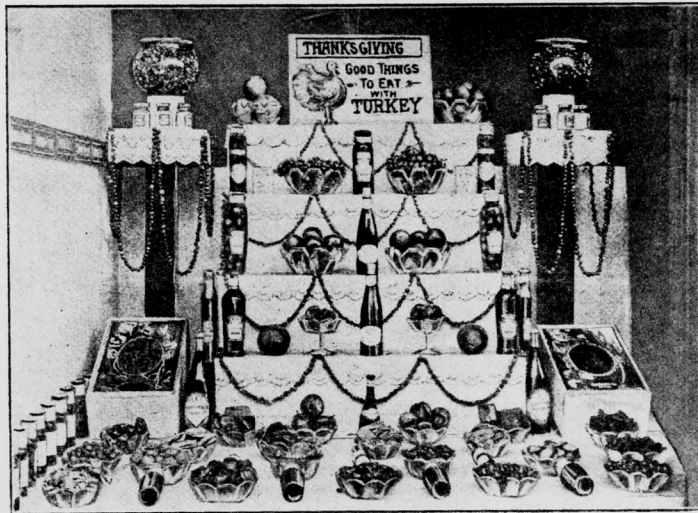
The passer-by gets a lingering suggestion of some predominant color without any lasting idea of what article is being advertised. Most of these artistic displays will create an impression upon the mind of any one who will stop and look them over. But it must be remembered that the proportion of passers-by who stop and really examine the contents of a window is very small. The great majority of people only glance that way as they go by. The display should be such that he who runs may read enough to get the main idea of the display. Frank Stowell.

### The Test.

"Do you love me very much, mamma?"

Mamma (a widow)—Yes, of course, my dear.

"Then why don't you marry the man at the candy store?"



be sent out with complete instructions for using them. In order to make the displays of value there should be a careful consideration of the size and condition of the country dealer's window. He can not use a display of the size suited to the big city front. A display planned on a unit basis so that when the dealer gives the size of his window, just enough units can be sent to fit his particular case, is better than one style only of the same size for all instances.

The country-store window, too, being high up and frequently back of a platform so that no one can get close to it, will be of value only when the display is attractive at such a distance. It should be brighter in colors and the lettering should be plain and clear, readable at twenty feet at a glance. Displays that would seem flashy and almost too vivid in the city, where different standards prevail, and where the observer is from six inches to six feet away from them, will be the more likely to pull in the country just because of their brightness.

Window-strips that are to reach across the window should be lettered so that the strips can be cut up if neces-

sary to avoid the strips of sash between the panes. In any event the appeal for better treatment of the windows should be made through the head of the business, and any advice as to how the windows ought to be used should be given direct to him and put in such form that it will show him that using the windows will get him more trade.

Like all other merchants, the country merchant wants more business. He is trying to make this year's sales bigger than those of last year. Show him a way in which he can take a step in the desired direction and his interest will be awakened.

Instructions about using window displays should be made so plain that they can be understood by any one. They should be made so plain that they can not be misunderstood. This means that they should go into detail in every particular. Nothing should be left to the imagination in describing any kind of a special offer. The proposition that seems simple to the man who makes it



**Grand Council of Michigan U. C. T.**  
 Grand Counselor—John Q. Adams, Battle Creek.  
 Grand Junior Counselor—E. A. Welch, Kalamazoo.  
 Grand Past Counselor—Geo. B. Craw, Petoskey.  
 Grand Secretary—Fred C. Richter, Traverse City.  
 Grand Treasurer—Joe C. Wittliff, Detroit.  
 Grand Conductor—M. S. Brown, Saginaw.  
 Grand Page—W. S. Lawton, Grand Rapids.  
 Grand Sentinel—F. J. Moutier, Detroit.  
 Grand Chaplain—C. R. Dye, Battle Creek.  
 Grand Executive Committee—John D. Martin, Grand Rapids; Angus G. McEachron, Detroit; James E. Burtless, Marquette; J. C. Saunders, Lansing.

**Michigan Knights of the Grip.**  
 President—C. P. Caswell, Detroit.  
 Secretary—Wm. J. Devereaux, Port Huron.  
 Treasurer—John Hoffman, Kalamazoo.  
 Directors—F. L. Day, Jackson; C. H. Phillips, Lapeer; I. T. Lurd, Davison; H. P. Goppelt, Saginaw; J. Q. Adams, Battle Creek; John D. Martin, Grand Rapids.

#### Wafted Down From Grand Traverse Bay.

Traverse City, Nov. 18—Our next meeting will be held Saturday evening, Nov. 23. As we expect to have several initiations, we hope there will be a good turnout. Remember our meetings are called at 7:30 p. m. sharp now, instead of 8 o'clock.

James O' Brien was made happy this week by the arrival of a nice little eleven pound boy. Jim, sells meat for Armour. Everybody is lovely at this writing.

Homer Lindsea, Morley Bros.' salesman, has moved his family from the American "Soo" to Petoskey and will make that his home hereafter.

We understand there is quite a little rivalry over the position of assistant clerkship of one of our northern hotels between Wm. Van Riper, of our city, and J. B. Coy, of Grand Rapids. They both sell International Harvester Co.'s goods and this feeling should not exist.

The home of Richard Rybold and wife, at Cadillac, was recently visited by the stork and now a nice little girl makes her home with them. Dick was so nervous over the affair that he attempted to smoke sixteen of his famous cigars (G. R. & I.) at one time. At least, he lighted that number before it was all over with. Pass them around, Dick.

Sam Beaubian, manager of Baker's Inn, at Charlevoix, is enjoying a few days hunting in the U. P. and this reminds me of a little affair that took place a short time ago. It seems a stranger dropped into his hotel and asked Sam where the Y. M. C. A. was in his town and Sam replied that he did not know, as the P. M. was the only railroad that he knew anything about.

Mr. and Mrs. R. E. Weaver were called to Grand Rapids last week by

the death of Mrs. Weaver's father. Kindly accept the sympathy of all the boys.

If everyone were just as good as he pretends to be, preachers wouldn't be needed very much, except for funerals.

Mr. and Mrs. Will Godfrey, formerly of our city, but now of Grand Rapids, were enjoying a few days' vacation visiting cities in Illinois—Chicago, Waukegan, etc.

E. W. Dray returned from his Western trip just in time to snowball a kitten from the roof of his house, but believe me, Mrs. Dray, must have credit for hitting Miss Kitten.

Traverse City Council held another one of its winter parties last Friday night and every one reports a fine time.

Boys, take notice, there is no boat running now between Boyne City and Charlevoix in the forenoon.

We understand that a dear friend of Adrian Oole extended him a very cordial invitation on the train to spend the winter in the South, visiting Washington, etc., and that they could enjoy themselves with either mud, oil or water baths. Adrian considered the invitation for some time until he discovered that the party was a patient of our asylum and enroute to this institution. It must be great to be so popular.

Our Grand Counselor John Q. Adams, has offered a silk flag to the Council which has the largest membership gain this year, but to date we are not in position to state whether this flag is to be 4 x 6 feet or 4 x 6 inches.

We understand that the P. M. R. R. is contemplating another change in its service by giving us a morning train north and also one south. The one south will leave Petoskey about 5 a. m., and arrive here about 8:30 a. m.

Most of the boys are planning to get in early next Thursday and enjoy Thanksgiving at home.

Joe Carscadden, of Flint Council, seemed to enjoy himself at our dancing party last Friday evening. Joe, you are always welcome.

Some of the boys are already telling how much salary they expect to get next year. Possibly there will be some disappointed ones also.

D. W. Reynolds, of Grawn, has added chickens to his general stock of merchandise. Well, Dave always was a good judge of chicken.

Frank McClish has sold his livery at Mesick. Will Cutler succeeds him Bill needs no introduction to the boys.

Traverse City and Coldwater Councils are tied for having the largest net membership gain in this jurisdiction for the past three months. Let the good work go on.

Membership certificates of the U. C. T. are numbering 100,216 and, with the initiation record of 10,000 per year, we certainly have some power. Only traveling salesmen selling goods at wholesale are eligible. Have you signed that application blank yet. Better hustle for it. May be too late. Accidents are happening daily and your beloved ones may be the loser.

Remember, boys, the ladies will entertain at next meeting with a pot-luck supper. Nuf sed. Come out.

Fred C. Richter.

#### Chirpings From the Crickets.

Battle Creek, Nov. 18—W. R. Hoffman, of Eckford, has sold his stock of groceries to Geo. Foreman. Mr. Hoffman will continue at the same stand with a line of hardware. Mr. Hoffman also has the postoffice at this station.

John C. Hauser, who makes his home in New Carlisle, Indiana, and who formerly made Jackson and Air Line towns for the G. H. Hammond Packing Co., Chicago, has had a well-earned promotion. John now makes some larger places on the main line of the Michigan Central and pulls down more coin for the Mrs. and little daughter. He is succeeded by a Mr. Hall, who makes his home in Jackson, but hails from Indiana.

G. C. Ballentine, of Clarendon, has just returned from a short visit with friends in Chicago. He reports he had no opportunity to pay some "wise one" good money to turn the Masonic Temple around. Geo. is a live merchant and sells implements, carriages, etc., in connection with general merchandise.

P. L. Farman, East LeRoy, is selling cigars to merchants in nearby towns around East LeRoy. His brand is one that is making Bro. Frank Emery famous.

Battle Creek Council, 253, U. C. T., held its regular meeting in Arcade hall last Saturday night. We had our usual business session and discussed at considerable length the subject of "good of the order."

Our Senior Counselor, J. N. Riste, appointed Wm. Masters and Guy Pfander to divide the Council into two sides and put on a new membership and attendance contest. The two newly appointed captains will get together this week and proceed to map out plans for the future good of our Council.

The sale of tickets on our traveling bag contest is big and at our next meeting the owner of the bag will be made known.

Wm. Masters, conductor of 253, is responsible for the following:

If Lee-Cady had a daughter, would Lemon Wheeler?

Chas. R. Foster has been called to New Carlisle, Indiana, to take part at a public entertainment to be put on at the opera house. Charles has filled a number of engagements in Indiana and he certainly makes good, for they always want him to come again. Good for you, Charles.

Oscar Ware, the gentleman who runs the Hotel Graham, at Athens, has gone

north hunting. We wish Oscar success and trust some high strung nervous hunter does not pick him off by mistake. Oscar is of the entertaining type of landlord and if he gets back alive his patrons will, no doubt, hear some thrilling tales of "life in the jungles." Oscar would make a good game warden. He is game and he has harbored some traveling men who have (or should) have worked under a warden. Chas. Harvey, of Athens, will send their names upon application. Guy Pfander.

#### Not That Burns.

Jenks, Sr., had just finished the administration of certain woodshed rites to his erring son and heir. The instrument had been a cedar shingle.

Now, Jenks, the elder, was a carpet beater by trade. Hence the son's tribute to the above mentioned shingle was loud and eloquent.

"T burns—t burns!" he howled at the top of his lungs.

It so happened that the clubhouse of the Soak-it-to-'em Political Association was immediately to the rear of the Jenks' woodshed. At the first sound of young Jenks' voice the clubhouse showed signs of violent agitation.

Then it began to rain politicians. They rushed from the doors. They jumped out of windows, not taking time to raise sashes.

One red faced ward-heeler with a lifeless cigar in his pale lips, stopped beside the astonished young Jenks. "Where? Where?" he cried.

"Where what?" asked the lad, forgetting to howl.

"Burns!" cried the politician.

"Right here," said young Jenks, indicating the area affected. Then he explained.

The politician's face took on its natural purple once more.

"Is that it?" he said in a tone of vast relief. "Why we all thought you meant William J. Burns, the detective. Come on back fellows it's a false alarm!"

#### Hair Sewed on Bald Heads.

Dr. Szekely Ferencz has devised a method for implanting hair into the scalps of baldheaded persons. In carrying out the process the scalp is first carefully cleansed and anesthetized with a solution of novocaine. The operator uses a number of small hooks, made of gold wire, and in the eyelet of each hook a doubly folded hair is inserted. The hook is then pushed into the scalp with the aid of a Pravatz needle, of which from 300 to 400 are in readiness all prepared with hook and hair, and, of course, thoroughly sterilized before use. When the needle has been pushed into the scalp it is turned at a right angle and then pulled out, leaving the hair under the skin fastened by the outstanding end of the hook. As at one setting more than from 300 to 400 hairs can be implanted, a full head of hair requires from twenty-five to forty settings, assuming that from 10,000 to 20,000 hairs will cover a head. Dr. Szekely is some times able to apply the treatment every alternate day. If there is inflammation around a hair this is pulled out and the inflammation promptly ceases.



### News and Gossip Around Grand Rapids.

Grand Rapids, Nov. 19—For a \$2.50 a day hotel, the McKinnon Hotel, at Cadillac, is a fright. The conditions there in the toilet rooms are very bad—waste paper and poor towels, dirty wash bowls, and vile closets. This condition should be remedied at once. We will thank Mr. Thomson to look into this matter and fix these things.

What did Chas. W. Perkins see the first thing Saturday morning on the street?

Wm. P. Drake, Assistant Manager for the Woodhouse Co. has had his hands full this past week. Mr. Payette is in New York and Bill has been working day and night to keep up with the business as it comes in. Orders would have been piled sky high had it not been for the hard work of our friend Bill. We all know that boy is some worker.

Bill Berner, Cliff Herrick, Fred May and Pop Schrater started a smear game the other night at Cadillac. The next morning Bill was shy a roll of bills the size of your fist.

Well boys, the Bulletin is out for November. What have you got to say about it? First thing we know we will be running a daily newspaper. There are some of the boys who will be disappointed next month when they do not receive their Bulletin. There is only one way for us to guarantee prompt delivery and that is for you to pay your subscription. Do it early and avoid the holiday rush.

When Fred Richter gets through weaning his baby, he can come down and wean the Tradesman's.

Saturday night another of the U. C. T. season dances will be held at Herald hall. Be sure and come up and join in the fun. Some fine time and surprises were had at the last dance, but Saturday night the dance committee announce that everyone who attends will have the time of his life.

Have you seen the coats the conductors on the Holland Interurban are wearing? Some class. The conductors' great great grandfathers, if they were alive, would sit up and take notice and it would bring back to their minds the coats their fathers used to wear. Oh, you swallow tails!

Speaking of styles, we read in the daily papers that an expert clothing designer committed suicide as the result of worry over new styles for women's dresses. He was attempting to figure out how to make a woman's figure look like a wasp or a champagne bottle or the double bass or a shad. Poor fellow.

Peter Berg, 24 Franklin avenue, is back from Chicago. He reports a good time, but a rough ride. No, he did not cross the lake. He traveled on the Pere Marquette.

J. Harvey Mann, Fred May, W. D. Bosman and Harry D. Hydorn went to Muskegon last Saturday night and attended the regular meeting and banquet of Muskegon Council. From what can be learned, they had some time. It is some live bunch in the Sawdust City.

Walter S. Ryder had intended to make the trip to Muskegon last Saturday night with the above mentioned gentlemen, but a "pressing" engagement kept

him in Grand Rapids. We get you, Walter.

We understand from C. Broene, the well-known representative of P. Stekette & Sons, that F. Caroline Richter's favorite color is blue. Ask Mr. Richter about it, boys. It is a long story.

S. P. Berns, formerly of New York City, has picked out Grand Rapids for his permanent home. S. P. is a brother of Paul Berns, a 131 member. S. P. is going to join the ranks of 131 in the near future. Our prospective member sells hair goods.

The other day on G. R. & I. train No. 7 a load of hunters from down the State were on. Of course, at the union depot a number of 131 boys got on. After the train had gone but a short distance, the hunters, who were full of Hunters, decided to clean out the coach. Bottles, suit cases and other things started to fly. The brave boys of 131 dove under seats and some even took to climbing into the racks overhead. With the assistance of the police force from Cedar Springs, order was restored. The police force of Cedar Springs took three of the hunters to jail and he expects to keep them there for thirty days. Conductor Eness wishes to thank the members of 131 who were on the train for their help in quelling the riot.

A story has just leaked out about Wilbur Burns taking care of a baby. This comes from up State. It seems that the wife of the manager of the Bay Shore Lime Co. was going away and was pretty well loaded down with bundles and the baby. Burns offered to carry the baby and the offer was accepted. After about half the journey was over, it was discovered Wilbur had been carrying the baby upside down. Then there was some doings. The baby is doing nicely.

F. E. Scott is wearing a new suit and overcoat.

Judging from the way 131 boys are dressing these days, the expense accounts must be working overtime.

Was up to call on J. A. Keane and wife the other night and, in the kitchen saw a large dry goods box. Asked J. A. if he was going to move and he said no. Asked him what the big box was for and he said it was for their baby to play in. It is a fine idea. Mrs. Keane always knows just where the baby is. Edward Ryder and wife, take notice.

H. B. Wilcox gave a dinner party at the Pantlind last Sunday evening. Mr. Wilcox and wife took in the apple show while here. Mr. Wilcox won a bet from John Noel.

Geo. Newhall, of 131, and J. H. Lee, of Muskegon Council, 404, were in an accident a few days ago that nearly proved fatal. The two gentlemen were making a drive in an auto when the machine skidded in the mud. Both were thrown out, Mr. Newhall landing in about a foot of mud. Mr. Lee was more lucky. Mr. Newhall had to purchase a new pair of trousers.

If they don't get that interurban railroad through Walkerville pretty soon, Bill Berner will have to settle.

Mr. and Mrs. H. C. McCall are still house cleaning.

Mr. and Mrs. Harold Harwood gave a dinner for Mr. and Mrs. Doc. Hudson last Saturday night.

Hook Visner has been on another hunting trip but Mr. Stowe will not allow me to publish the story of the hunt in these columns.

Don't forget to be at the dance next Saturday night.

War between Turkey and the Balkan states is all that a distinguished American General declared war to be, but it is a mere trifle compared to writing these columns about the "traveling pests" as James Goldstein calls the traveling salesmen.

Have you bought your Christmas presents yet?

It is reported that motor cars are to be put in operation by the Pere Marquette Railroad on its Harbor Beach and Port Hope branch. The new car is now on trial by the railroad. This is good news for the boys who travel in the Thumb, for better service will be assured.

Bay City has been made the terminal for Grand Rapids and Detroit through rains. This helps some.

The steel rails for the Grand Rapids-Kalamazoo Railway have been purchased. It is planned to lay the rails early in the spring. The grading on the new line is rapidly nearing completion. The cars to be run on this interurban when in operation will have parlor, smoking and coach seat compartments.

F. C. Mooney.

### Goldstein Apologizes For Insinuations.

Ludington, Nov. 19—I hereby, without any undue influence brought to bear, and of my own free will and accord, make public apology for any insinuations, direct remarks or would-be funny quips (guess what it means) that might have reflected in any way, shape or any old thing else, on the ability of that self confessed martyr to the grand cause of U. C. T.ism, J. Albert Keane. It will be needless for me to tell what a wonderful writer our good friend is and what a wonderful sheet the U. C. T. Bulletin is under his able management. J. Albert Keane admits this in his letter published last week in the Tradesman, which, before the Bulletin was born, was considered the greatest paper issued in the interests of Michigan—and Bay City—and traveling men.

No one who has not been a martyr to something can know what it means to travel on the road during the week and give every evening, besides Saturdays and Sundays, to that greatest of modern works (see J. A. Keane's letter to Tradesman Nov. 13) the U. C. T. Bulletin. The writer, too, has been a martyr, giving up every evening and Saturdays to a glorious cause and for my martyrdom the head lady of our domicile called me a bum. And just to show the vocabulary she owned, she occasionally interspersed the word "loafer."

No, siree, J. Albert is far from being a dead one. Who ever heard of a dead one writing a book?

And the other "heavy writers"—they, too, have become martyrs. Ed. and Walt. Ryder, while they, too, did heavy work as editors, the linotype lady did heavier work deciphering their editorials. E. and W. have re-

tired and are now (not self-confessed) martyrs to Edward, Jr.

J. Albert says in his letter that the Bulletin (handsome sheet) contains twelve pages of live news and fifty-five advertisements, not including his own. All the writer could find was twelve pages in all. J. Albert again says he hands many items to Frank C. Mooney. We notice his name appears in three places on the same page. Once more, dear J. Albert, accept my humble apology for anything that I may inadvertently let slip from my penpoint. If 131 Council had a few more like J. Albert, they would be yelling for 1,500 members, instead of 500. Six live ones are worth a whole field of dead ones. Success to the Bulletin, the U. C. T. Council 131 and yourself J. Albert Keane.

James M. Goldstein.

### Gripsack Brigade.

Charlie Reynolds, of the Judson Grocer Company, bought a pair of Bull Moose shoes in Newaygo of Nels before election and now since the election, is kicking because they hurt his feet.

How have the mighty fallen! George Warren McKay, one of the oldest—and most innocent—confectionery salesmen in Michigan (and beloved by every one who knows him) is now floor walker at the Boston Store.

Chas. E. Fleming (Hirth-Krause & Co.) who has been in a hospital at Ann Arbor several months, is gradually recovering and will be removed to his home in Battle Creek some time next month. The boys on the road will be rejoiced to learn of Mr. Fleming's improvement. He has had a long and critical illness and has borne up under his affliction with the spirit of a Stoic.

Allegan Gazette: Wilford Beery, who for a number of years has had charge of the grocery department of the Grange store and has been a valued employe, has given Manager Horan notice that he will soon leave, having accepted a position with a firm in Kalamazoo for whom he will travel in this part of the State. He will continue to maintain his home here.

### The Boys Behind the Counter.

Coldwater—Edward Zull, who has been a clerk in the clothing store of T. A. Hilton for some time, has taken a position with Blackman & Burdick, clothiers, at Quincy.

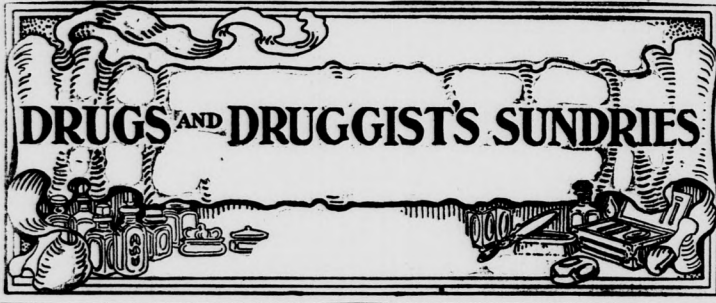
Benton Harbor—W. M. Davis has resigned his position with C. L. Young & Co. and has gone to Allegan to be employed as foreman for the Stein & Griswold dry goods store.

Nashville—Ray Messimer, for several years clerk at H. A. Maurer's has resigned his position to accept one in Jones dry goods store at Charlotte.

Kalamazoo—Claude Ranney, for the past ten years with the Hanselman Candy Co., has resigned to accept a position with the Landers Candy Co., of Detroit.

Trosky Bros. have engaged in the confectionery business at 740 Michigan street.

It is easier to get left than to be either right or president.



**Michigan Board of Pharmacy.**  
 President—John J. Campbell, Pigeon.  
 Secretary—W. E. Collins, Owosso.  
 Treasurer—Edwin T. Boden, Bay City.  
 Other Members—G. E. Foulkner, Detroit; Ed. J. Rodgers, Port Huron.  
 January meeting—Detroit.  
 March meeting—Grand Rapids.

**Michigan State Pharmaceutical Association.**  
 President—Henry Riechel, Grand Rapids.  
 First Vice-President—F. E. Thatcher, Ravenna.  
 Second Vice-President—E. E. Miller, Traverse City.

Secretary—Von W. Furniss, Nashville.  
 Treasurer—Ed. Varnum, Jonesville.  
 Executive Committee—D. D. Alton, Fremont; Ed. W. Austin, Midland; C. S. Koon, Muskegon; R. W. Cochrane, Kalamazoo; D. G. Look, Lowell; Grant Stevens, Detroit.

**Michigan Pharmaceutical Travelers' Association.**  
 President—F. W. Kerr, Detroit.  
 Secretary-Treasurer—W. S. Lawton, Grand Rapids.

**Grand Rapids Drug Club.**  
 President—Wm. C. Kirchgessner.  
 Vice-President—E. D. De La Mater.  
 Secretary and Treasurer—Wm. H. Tibbs.  
 Executive Committee—Wm. Quigley, Chairman; Henry Riechel, Theron Forbes.

#### Hot Soda Incomplete Without Refreshments.

The patron is not usually in a great hurry to leave, preferring to await the warming effect of the beverage at the table or counter. If he is served with a cracker or other baked eatable he enjoys the slight repast, and while doing so has an opportunity of viewing your store, and either remembering something he had intended to purchase or thereby be tempted to buy. Have convenience and daintiness ever in mind. In serving, judgment should be exercised in the selection of wafers or crackers. A vanilla wafer would not be suitable for a bouillon, nor is a saltine flake suggested in connection with a cup of chocolate. With the egg drinks "Vanilla Wafers" "Clover Leaves" or "Philopenas" may be served, while with bouillons, etc., Saltine or Saratoga Flakes. Olives and small pickles are pleasant accompanists for salted drinks.

If you plan to run your fountain, decide at the time that you will run it properly, and determine that your hot and cold drinks, too, shall be extra fine. Remember, you are not going to depend upon your fountain to make money at this time of the year; your other departments are doing that. What you want to make your fountain do is to help you make a reputation, and you can afford to see that it does. Have your service neat and attractive. Make the mug of hot chocolate on your counter look so attractive that other customers will be induced to try one. If you go to work along these lines, the chances are that even though the profit on each drink may be less than if you put out poor drinks, the increased demand for them will more than make up the difference. More than one man has found that by such methods his fountain, in place of being an expense during the

winter, has become a source of profit and an inexpensive advertisement for his shop. That confectioner, druggist or other dispenser of soda, big or little, who thinks he can neglect his fountain, summer or winter, and says that he doesn't care about the fountain business, is making a great mistake, and will live to rue it.

Having decided to serve, and to serve good, the next question that confronts you is what to serve. Of course, you will serve hot chocolate, as it is the one thing in great demand. In some cases this might be enough, if extra fine, but most fountains can carry other drinks to advantage. Beef tea can be purchased in a liquid form, will keep for an entire season, and as it can be bought in small quantities, there is not much chance of losing anything by keeping it. Liquid beef is preferable to solid extracts, as they must be reduced to a liquid with a little water to be ready for quick service, and spoil quickly when thus prepared. Beef tea should be seasoned with a little pepper and salt, and some like the addition of a little celery salt. This may be put on your menu as "Beef and Celery," without extra expense. By having a bottle of tomato catsup on hand you can prepare "Beef and Tomato," or, as some term it, "Tomato Bouillon." If you use sweet cream at the fountain you can prepare "Lactated Beef," or "Cream Bovoline," by simply adding a little cream to a cup of beef tea or a cup of beef and tomato, the latter being perhaps the more pleasant, and may be termed "Cream of Tomato," or "Tomato Bisque." Thus you see that quite a menu may be obtained from a few simple things.

You can also keep malted milk with little outlay, and probably without any, as you undoubtedly keep it to supply the large demand that there is for it served cold.

While speaking of malted milk, I want to say that it is very popular when properly served, but if it is to be handed out in that dishwater fashion so common in many shops, it were far better to throw it all into the ash barrel. First of all, let me impress upon your mind the fact that you can't serve malted milk for five cents and give a beverage that is fit to drink, and make any profit. If you don't serve more than one a day charge ten cents for it, and serve it right.

The secret is simply to use enough powder, and to dissolve it so that it will not be lumpy. In serving use two heaping teaspoonfuls of the powder to an ordinary soda mug. This should fill the mug about one-third full of the powder. See that the powder is not lumpy. To prevent this keep the malted milk in a jar provided for that pur-

pose. Never fill it more than two-thirds full, and shake it every day. Lumpy malted milk does not dissolve readily. Add a dash of salt to the powder, fill quickly with hot water and stir rapidly to prevent a lumpy drink. Salt should always be added unless a customer requests its omission. In addition to the salt, some like a little pepper, celery salt or sugar. The drink is made smoother and richer by stirring in a spoonful of whipped cream when the cup is about two-thirds full, filling the balance with water. Some like the addition of a little spice, such as nutmeg, mace or powdered cinnamon. A couple of salt crackers served with malted milk will be appreciated by your customers.

By the addition of a little hot chocolate syrup to a cup of malted milk you have a "Malted Milk Chocolate," which is one of the popular drinks of the day.

There are also a few hot beverages that can be prepared from the cold soda supplies. Every one has lemons on hand, so the hot lemonade is easily added to the list, and is prepared the same as cold lemonade. If a pleasant aromatic effect is desired, the rind may be left in the glass. Hot lemon is prepared simply by adding hot water to the cold lemon syrup, which must be made from the fruit, and during the winter months may be made stronger of the lemon. Hot ginger and ginger ale are prepared in the same way with no extra outlay. Hot ginger puff is made by adding a little cream to a hot ginger and topping off with a little whipped cream.

From the foregoing the small dispenser will observe that with a small outlay he can have a real menu. To these may be added clam bouillon, tomato bouillon, chicken and oyster broth and many others, if you desire, or there is a demand for them. To keep these there must be sufficient sale to keep using it, as a bottle once opened will not keep any length of time.

Having decided what you are going to serve, it only remains for you to push your drinks a little. If you have sufficient trade, have an attendant especially for the fountain, particularly during busy hours. If you do not, then some of your salespeople must be instructed as to how to wait upon the trade properly. Plan it so the fountain receives reasonable attention, to say the least and you will not regret it. Expensive outfits are not necessary, but neatness is, and cleanliness attracts as much, if not more, than gorgeous display.

#### Get Ready For The Hot Soda Season.

Mingled with the joy over an unusually busy and successful season in the soda fountain department of many a drug and confectionery store comes the sadness born by the reflection that summer and its thirsty procession of patrons is gone and the crowds not likely to turn thitherward again until Old Sol once more smites Mother Earth with the heat waves next June.

But why should this condition of "innocuous desuetude" be permitted to intervene? Why should a twelve months' business proposition in one store be only a three or four months' proposition in another? The answer is not especially difficult. It's in management.

Are you equipped to meet a rush demand for hot beverages? Logically there should and can be developed just as much good business in hot cocoas, clam broths and sodas as you have had in the good old summer time in cold drinks. What is more, you can go before the public with a better argument for fall and winter fountain trade, as hot drinks are much better for the human digestion than cold mixtures.

It is a recognized fact that the average owner of a soda water outfit has heretofore shied at the idea of trying for the winter business in hot beverages, which large concerns have found so profitable. All that is needed is confidence, a hot-water apparatus and a little local advertising.

The service must be noticeably good; tasteful cups and saucers and dainty little plates holding two or three crisp crackers or sweet wafers. Moreover, the water must be hot, not merely warm. The writer can testify from personal experience that a good hot cut of clam bouillon at eleven o'clock in the forenoon and again after the theater in the evening goes far toward keeping an even flow of health and happiness through the cold season. There are multitudes of good people who need this gentle nourishment, but find it difficult to get. Why not help them to enjoy it? Then, what can you offer to a pretty girl by way of refreshment before escorting her home on a gusty cold night more appreciated than good hot cocoa? (Perhaps a second cup).

Briefly, the soda fountain which hasn't a water heater of the kind that really heats and instantly is not up to date. If you are not marching right along in the front rank of the business procession, what's the use of being in business at all?

#### Crystals of Vitality Save Lives.

About ten years ago a Japanese researcher, Takamine, in the laboratory of Columbia university, made the discovery that a certain substance, secreted by the gland of the ox or sheep, when injected into the blood or other animals, had the power of greatly increasing their blood pressure and consequently their vitality. He called this substance adrenalin and succeeded in refining it to light yellow crystals. When the suprarenal glands which secrete this substance were removed by an operation from the living animals, they invariably died, showing that it was necessary to the life of the animals. However, only small quantities are needed by the animal, and hence but little is secreted by the glands, and then only in a very weak condition, being mixed with other substances. The crystals are pure and have extremely great power. One part of adrenalin dissolved in 100,000 parts of water is strong and capable of performing miracles. In fact, one-half a thimbleful, or about that much, has been used in hospitals all over the country, time and time again to enable a man to pass a crisis when his natural strength would have failed him. Hundreds of men and women can thank adrenalin for their lives.

We like that mirror best which flatters us most.





GROCERY PRICE CURRENT

These quotations are carefully corrected weekly, within six hours of mailing, and are intended to be correct at time of going to press. Prices, however, are liable to change at any time, and country merchants will have their orders filled at market prices at date of purchase.

ADVANCED

Nuts—Whole
Salted Peanuts
Salt

DECLINED

Raisins
Peas
Flour
Rolled Oats

3

4

5

CHEWING GUM.

Table listing chewing gum products and prices, including Adams Black Jack, Adams Sappota, Beecham's Peppin, etc.

Extract

Table listing extract products and prices, including Holland, 1/2 gro boxes, Felix, 1/2 gross, etc.

CONFECTIONS

Table listing confectionery products and prices, including Standard Stick Candy, Standard H H, etc.

Table listing confectionery products and prices, including Jumbo, 32 lb., Extra H H, Boston Cream, etc.

Mixed Candy

Table listing mixed candy products and prices, including Grocers, X L O, Special, etc.

CHICORY

Table listing chicory products and prices, including Bulk, Red, Eagle, etc.

CHOCOLATE

Table listing chocolate products and prices, including Walter Baker & Co., German's Sweet, Premium, etc.

CLOTHES LINE

Table listing clothing items and prices, including No. 40 Twisted Cotton, No. 50 Twisted Cotton, etc.

COCOA

Table listing cocoa products and prices, including Baker's, Colonial, Epps, etc.

COCOANUT

Table listing coconut products and prices, including Dunham's, Putnam, Smith Bros, etc.

COFFEES, ROASTED

Table listing coffee products and prices, including Common, Fair, Choice, etc.

COFFEES, ROASTED

Table listing coffee products and prices, including Fair, Choice, Fancy, etc.

COFFEES, ROASTED

Table listing coffee products and prices, including Private Growth, Mandling, Aukola, etc.

COFFEES, ROASTED

Table listing coffee products and prices, including Fair, Choice, Fancy, etc.

COFFEES, ROASTED

Table listing coffee products and prices, including Private Growth, Mandling, Aukola, etc.

Sweet Goods

Table listing sweet goods products and prices, including Animals, Armada Cakes, Atlantics, etc.

Table listing sweet goods products and prices, including Cocoanut Taffy Bar, Cocoanut Drops, etc.

Table listing sweet goods products and prices, including Gypsy Hearts, Coco Bon Bons, Fudge Squares, etc.

Table listing sweet goods products and prices, including Honey Jumbles, Honey Flakes, Household Cookies, etc.

Table listing sweet goods products and prices, including Imperial, Jonnie, Jubilee Mixed, etc.

Table listing sweet goods products and prices, including Putnam Biscuits, Mottled Squares, Oatmeal Crackers, etc.

Table listing sweet goods products and prices, including Penny Assorted, Peanut Gems, Picnic Mixed, etc.

Table listing sweet goods products and prices, including Rittenhouse Fruit Biscuit, Royal Lunch, Royal Toast, etc.

Table listing sweet goods products and prices, including Albert Biscuit, Animals, Arrowroot Biscuit, etc.

Index to Markets

By Columns

Table listing market categories and prices, including Ammonia, Axle Grease, Baked Beans, Bath Brick, etc.

1

Table listing market items and prices, including Ammonia, Axle Grease, Baked Beans, Bath Brick, etc.

2

Table listing market items and prices, including Clams, Corn, French Peas, Gooseberries, etc.



6

Table with 2 columns: Item Name and Price. Includes items like Faust Oyster, Fig Newton, Five O'clock Tea, Fruit Cakes, Ginger Snaps, Graham Crackers, Jack Frost Gems, Lemon Snaps, Oatmeal Crackers, Old Time Sugar Cook, Oval Salt Biscuit, Oysterettes, Premium Sodas, Pretzettes, Royal Toast, Rykon Biscuit, Saltine Biscuit, Saratoga Flakes, Social Tea Biscuit, Sultana Fruit Biscuit, Soda Crackers N B C, Soda Crackers Select, S. S. Butter Crackers, Uneeda Biscuit, Uneeda Jinxer Wayfar, Uneeda Lunch Biscuit, Vanilla Wafers, Water Thin Biscuit, Zu Zu Ginger Snaps, Zwieback, Other Package Goods, Barnums Tokens, Chocolate Tokens, American Beauty, Ginger Snaps, Butter Crackers, family package, Soda Crackers, family ypackage, In Special Tin Packages, Festino, Minaret Wafers, Nabisco, Nabisco, Champagne Wafer, Sorbeto, Nabisco, Festino, Bent's Water Crackers, CREAM ARTAR, Barrels or drums, Boxes, Square Cans, Fancy caddies, DRIED FRUITS, Apples, Evaporated, Choice bulk, Evaporated, Fancy pkg, Apricots, California, Citron, Corsican, Currants, Imp'd 1 lb. pkg., Imported, bulk, Peaches, Muirs-Choice, Muirs-Fancy, Fancy, Peeled, Peel, Lemon, American, Orange, Raisins, Cluster, Loose Muscatels, Loose Muscatels Cr, L. M. Seeded, California Prunes, FARINACEOUS GOODS, Beans, Dried Lima, Med. Hand Picked, Brown Holland, Farina, 25 lb. per 100 lbs., Original Holland Rusk, Packed 12 rolls to container, 3 containers (36) rolls, 5 containers (60) rolls, Hominy, Pearl, 100 lb. sack, Maccaroni and Vermicelli, Domestic 1 lb. box, Imported, 25 lb. box, Pearl Barley, Chester, Empire, Peas, Green, Wisconsin, bu., Green, Scotch, Split, Sago, East India, German, sacks, German, broken pkg., Tapioca, Flake, 100 lb. sacks, Pearl, 130 lb. sacks, Pearl, 36 pkgs., Fishing Tackle, 1/2 to 1 in., 1 1/4 to 2 in., 1 1/2 to 2 in.

7

Table with 2 columns: Item Name and Price. Includes items like 1 1/2 to 2 in., 2 in., 3 in., Cotton Lines, No. 1, 10 feet, No. 2, 15 feet, No. 3, 15 feet, No. 4, 15 feet, No. 5, 15 feet, No. 6, 15 feet, No. 7, 15 feet, No. 8, 15 feet, No. 9, 15 feet, Linen Lines, Small, Medium, Large, Poles, Bamboo, 14 ft., per doz., Bamboo, 18 ft., per doz., FLAVORING EXTRACTS, Jennings D C Brand, Terpeness Extract, Lemon, No. 1 F Box, per doz., No. 2 F Box, per doz., No. 4 F Box, per doz., No. 4 F Box, per doz., No. 3 Taper, per doz., No. 2 oz. Flat, F M per doz., Jennings D C Brand, Extract Mexican Vanilla, No. 1 F Box, per doz., No. 2 F Box, per doz., No. 4 F Box, per doz., No. 3 Taper, per doz., No. 2 oz. Flat, F M per doz., FLOUR AND FEED, Grand Rapids Grain & Milling Co., Winter Wheat, Purity Patent, Seal of Minnesota, Sunburst, Wizard Flour, Wizard Graham, Wizard Bran, Meal, Wizard Buckwheat, Rye, Valley City Milling Co., Lily White, Light Loaf, Graham, Granena Health, Bran, Meal, Bolted Med., Voigt Milling Co., Graham, Voigt's Crescent, Voigt's Flour, Voigt's Hygienic, Voigt's Royal, Watson-Higgins Milling Co., Perfection Flour, Tip Top Flour, Golden Sheaf Flour, Marshall's Best Flour, Worden Grocer Co., Quaker, paper, Quaker, cloth, Kansas Hard Wheat, Worden Grocer Co., American Eagle, American Eagle, American Eagle, Spring Wheat, Roy Baker, Golden Horn, family, Golden Horn, bakers, Wisconsin Rye, Judson Grocer Co., Ceresota, Ceresota, Ceresota, Worden Grocer Co., Wingold, Wingold, Wingold, Wingold, Wingold, Bakers' Patent, Wykes & Co., Sleepy Eye, Sleepy Eye, Sleepy Eye, Sleepy Eye, Bolted, Golden Granulated, Wheat, Red, White, Oats, Michigan carlots, Less than carlots, Corn, Carlots, Less than carlots, Hay, Carlots, Less than carlots, Feed, Street Car Feed, No. 1 Corn & Oat Feed, Cracked corn, Coarse corn meal, FRUIT JARS, Mason, pts., per gro., Mason, 1/2 gal. per gro., Mason, can tops, GELATINE, Cox's, 1 doz. large, Cox's, 1 doz. small, Knox's Sparkling, Knox's Sparkling, Knox's Sparkling, Nelson's, Nelson's, Knox's Acid'd.

8

Table with 2 columns: Item Name and Price. Includes items like Oxford, Plymouth Rock, Plymouth Rock, Plain, GRAIN BAGS, Broad Gauge, Amoskeag, HERBS, Sage, Hops, Laurel Leaves, Senna Leaves, HIDES AND PELTS, Hides, Green, No. 1, Green, No. 2, Cured, No. 1, Cured, No. 2, Calfskin, green, Calfskin, green, Calfskin, green, Calfskin, cured, Calfskin, cured, Pelts, Old Wool, Lambs, Shearlings, Tallow, No. 1, No. 2, Wool, Unwashed, med., Unwashed, fine, HORSE RADISH, Per doz., JELLY, 5lb. pails, per doz., 15lb. pails, per doz., 80lb. pails, per doz., JELLY GLASSES, 1/2 pt. in bbls., per doz., 1/2 pt. in bbls., per doz., 3 oz. capped in bbls., per doz., MAPLEINE, 2 oz. bottles, per doz., MINCE MEAT, Per case, MOLASSES, New Orleans, Fancy Open Kettle, Choice, Good, Fair, Half barrels 2c extra, MUSTARD, 1/2 lb. 6 lb. box, OLIVES, Bulk, 1 gal. kegs, Bulk, 2 gal. kegs, Bulk, 5 gal. kegs, Stuffed, 8 oz., Stuffed, 5 oz., Stuffed, 14 oz., Pitted (not stuffed), 14 oz., Manzanilla, Lunch, 10 oz., Lunch, 16 oz., Lunch, Mammoth, Queen, Mammoth, Olive Chow, PICKLES, Medium, Barrels, 1,200 count, Half bbls., 600 count, 5 gallon kegs, Small, Barrels, Half barrels, 5 gallon kegs, Gherkins, Barrels, Half barrels, 5 gallon kegs, Sweet Small, Barsels, Half barrels, 5 gallon kegs, PIPES, Clay, T. D., full count, Cob, PLAYING CARDS, No. 90, Steamboat, No. 15, Rival, assorted, No. 20, Rover, enas'd, No. 572, Special, No. 98 Golf, satin fin., No. 808, Bicycle, No. 632, Tour'n't whist, POTASH, Babbitt's, PROVISIONS, Barreled Pork, Clear Back, Short Cut, Bean, Brisket, Clear, Pig, Clear Family, Dry Salt Meats, S P Bellies, Lard, Pure in tines, Compound Lard, 80 lb. tubs, 60 lb. tubs, 50 lb. tubs, 20 lb. pails, 10 lb. pails, 5 lb. pails, 3 lb. pails, Mackerel, Mess, 100 lbs., Mess, 40 lbs., Mess, 10 lbs., Mess, 8 lbs., No. 1, 100 lbs., No. 1, 40 lbs., No. 1, 10 lbs.

9

Table with 2 columns: Item Name and Price. Includes items like Smoked Meats, Hams, 12 lb. av., Hams, 14 lb. av., Hams, 16 lb. av., Hams, 18 lb. av., Skinned Hams, Ham, dried beef, sets, California Hams, Plenic Boiled Hams, Boiled Hams, Minc'd Ham, Bacon, Sausages, Bologna, Liver, Frankfort, Pork, Veal, Tongue, Headcheese, Beef, Boneless, Rump, new, Pig's Feet, 1/2 bbls., 3/4 bbls., 40 lbs., 1/2 bbl., 1 bbl., Tripe, Kits, 15 lbs., 1/2 bbls., 40 lbs., 3/4 bbls., 80 lbs., Casings, Hogs, per lb., Beef, rounds, Beef, middles, Sheep, per bundle, Uncolored Butterine, Solid Dairy, Country Rolls, Canned Meats, Corned beef, Roast beef, Roast beef, Potted Ham, Deviled Ham, Deviled Ham, Potted Tongue, Potted Tongue, RICE, Fancy, Japan Style, Broken, ROLLED OATS, Rolled Avena, Steel Cut, 100 lb. sks., Monarch, bbls., Monarch, 90 lb sacks, Quaker, 18 Regular, Quaker, 20 Family, SALAD DRESSING, Columbia, Manzanilla, Durkee's, large, Durkee's, small, Snider's, large, Snider's, small, SALERATUS, Packed 60 lbs. in box, Arm and Hammer, Wyandotte, 100 lbs., SAL SODA, Granulated, bbls., Granulated, 100 lbs. cs., Granulated, 36 pkgs., SALT, Common Grades, 100 3 lb. sacks, 60 5 lb. sacks, 28 10 1/2 lb. sacks, 56 lb. sacks, 28 lb. sacks, Warsaw, 56 lb. dairy in drill bags, 28 lb. dairy in drill bags, Solar Rock, 56 lb. sacks, Common, Granulated, Fine, Medium, Fine, SALT FISH, Cod, Large, whole, Small, whole, Strips or bricks, Pollock, Halibut, Strips, Chunks, Holland Herring, Y. M. wh. hoop bbls., Y. M. wh. hoop 1/2 bbl., Y. M. wh. hoop kegs, Y. M. wh. hoop Milchers, kegs, Queen, bbls., Queen, 1/2 bbls., Queen, kegs, Trout, No. 1, 100 lbs., No. 1, 40 lbs., No. 1, 10 lbs., Mess, 100 lbs., Mess, 40 lbs., Mess, 10 lbs., Mess, 8 lbs., No. 1, 100 lbs., No. 1, 40 lbs., No. 1, 10 lbs.

10

Table with 2 columns: Item Name and Price. Includes items like Whitefish, 100 lbs., 50 lbs., 10 lbs., 8 lbs., 100 lbs., 40 lbs., 10 lbs., 8 lbs., SEEDS, Anise, Canary, Smyrna, Caraway, Cardomom, Malabar, Celery, Hemp, Russian, Mixed Bird, Mustard, white, Rape, SHOE BLACKING, Handy Box, large 3 dz, Handy Box, small, Bixby's Royal Polish, Miller's Crown Polish, SNUFF, Scotch, in bladders, Maccaboy, in jars, French Rappie in jars, SODA, Boxes, Kegs, English, SPICES, Whole Spices, Allspice, Jamaica, Allspice, large Garden, Cloves, Zanzibar, Cassia, Canton, Cassia, 5c pkg. doz., Ginger, African, Ginger, Cochlin, Mace, Penang, Mixed, No. 1, Mixed, No. 2, Mixed, 5c pkgs. doz., Nutmegs, 70-80, Nutmegs, 105-110, Pepper, Black, Pepper, White, Pepper, Cayenne, Paprika, Hungarian, Pure Ground in Bulk, Allspice, Jamaica, Cloves, Zanzibar, Cassia, Canton, Ginger, African, Mace, Penang, Nutmegs, 75-80, Pepper, Black, Pepper, White, Pepper, Cayenne, Paprika, Hungarian, Kingsford, 40 lbs., Muzzy, 20 lb. pkgs., Muzzy, 40 lb. pkgs., Gloss, Kingsford, Silver Gloss, 40 lbs., Silver Gloss, 16 lbs., Silver Gloss, 12 lbs., 48 lb. packages, 16 3lb. packages, 12 6lb. packages, 50lb. boxes, SYRUPS, Corn, Barrels, Half barrels, Blue Karo, No. 2, Blue Karo, No. 2 1/2, Blue Karo, No. 5, Red Karo, No. 10, Red Karo, No. 2, Red Karo, No. 2 1/2, Red Karo, No. 5, Red Karo, No. 10, Pure Cane, Fair, Good, Choice, TABLE SAUCES, Halford, large, Halford, small, TEA, Japan, Sundried, medium, Sundried, choice, Sundried, fancy, Basket-fired medium, Basket-fired, choice, Basket-fired, fancy, Nibs, Siftings, Fannings, Gunpowder, Moyune, medium, Moyune, choice, Moyune, fancy, Pingsuey, medium, Pingsuey, choice, Pingsuey, fancy, Young Hyson, Choice, Fancy, Oolong, Formosa, Fancy, Formosa, medium, Formosa, choice, English Breakfast, Medium, Choice, Fancy, India, Ceylon, choice, Fancy, Scrap, All Leaf, 5c, Am. Union Scrap, Bag Pipe, 5c, Cutlas, 2 1/2 oz., Gloppe Scrap, 2 oz., Happy Thought, 2 oz., Honey Comb Scrap, 5c, Honest Scrap, 5c, Mail Pouch, 4 doz., 5c, Old Songs, 5c, Old Times, 1/2 gro., Polar Bear, 5c, Red Band, 5c, Red Man Scrap, 5c, Sure Shot, 5c, Yankee Girl Scrap, 5c, Pan Handle Scrp, 1/4 gr, Peachy Scrap, 5c, Union Workman, 2 1/4 6c, Smoking, All Leaf, 2 1/4 & 7 oz., BB, 7 oz., BB, 14 oz., Bagdad, 10c tins, Badger, 3 oz., Badger, 7 oz., Banner, 5c, Banner, 8 oz., Banner, 16 oz., Belwood Mixture, 10c

11

Table with 2 columns: Item Name and Price. Includes items like TOBACCO, Fine Cut, Blot, Bugle, 16 oz., Bugle, 10c, Dan Patch, 8 and 16 oz., Dan Patch, 4 oz., Dan Patch, 2 oz., Fast Mail, 16 oz., Hiawatha, 16 oz., Hiawatha, 5c, May Flower, 16 oz., No Limit, 8 oz., No Limit, 16 oz., Ojibwa, 8 and 16 oz., Ojibwa, 10c, Ojibwa, 5c, Petoskey Chief, 7 oz., Petoskey Chief, 14 oz., Peach and Honey, 5c, Red Bell, 16 oz., Red Bell, 8 foil, Sterling, L & D, Sweet Cuba, canister, Sweet Cuba, 5c, Sweet Cuba, 10c, Sweet Cuba, 1 lb. tin, Sweet Cuba, 16 oz., Sweet Cuba, 1/2 lb. foil, Sweet Burley 5c L&D, Sweet Burley, 8 oz., Sweet Burley, 24 lb., Sweet Mist, 1/2 gro., Sweet Mist, 3 oz., Sweet Mist, 8 oz., Telegram, 5c, Tiger, 5c, Tiger, 25c cans, Uncle Daniel, 1 lb., Uncle Daniel, 1 oz., Plug, Am. Navy, 16 oz., Apple, 10 lb. butt, Drummond Nat Leaf, and 5 lb., Drummond Nat Leaf, per doz., Battle Ax, Bracer, 6 and 12 lb., Big Four, 6 and 16 lb., Boot Jack, 2 lb., Boot Jack, per doz., Bullion, 16 oz., Climax, Golden Twins, Climax, 14 1/2 oz., Climax, 7 oz., Days Work, 7 & 14 lb., Creme de Menthe, lb., Derby, 5 lb. boxes, 5 Bros., 4 lb., Four Roses, 10c, Gilt Edge, 2 lb., Gold Rope, 6 & 12 lb., G. O. P., 12 & 24 lb., Granger Twist, 6 lb., G. T. W., 10 1/2 & 21 lb., Horse Shoe, 6 & 12 lb., Honey Dip Twist, 5 & 10 & 15, Jolly Tar, 5 & 8 lb., J. T., 5 1/2 & 11 lb., Kentucky Navy, 12 lb., Keystone Twist, 6 lb., Kismet, 6 lb., Maple Dip, 20 oz., Merry Widow, 12 lb., Nobby Spun Roll 6 & 3 1/2, Parrot, 12 lb., Parrot, 20 lb., Patterson's Nat. Leaf, Peachey, 6-12 & 24 lb., Plenic Twist, 5 lb., Piper Heidsieck, 4 & 7 lb., Polo, 3 doz., per doz., Reduct, 1 1/2 oz., Red Lion, 6 & 12 lb., Scrapple, 2 & 4 doz., Sherry Cobbler, 8 oz., Spear Head, 12 oz., Spear Head, 14 1/2 oz., Spear Head, 7 oz., Sq. Deal 7, 14 & 28 lb., Star, 6, 12 & 24 lb., Standard Navy, 7 1/2, 15 & 30 lb., Ten Penny, 6 & 12 lb., Town Talk, 14 oz., Yankee Girl, 6, 12 & 24

# Special Price Current

12	
Big Chief, 2 1/2 oz. ....	6 00
Big Chief, 16 oz. ....	30
Bull Durham, 5c ....	5 90
Bull Durham, 10c ....	10 80
Bull Durham, 15c ....	18 48
Bull Durham, 8 oz. ....	6 72
Bull Durham, 16 oz. ....	6 72
Buck Horn, 5c ....	5 76
Buck Horn, 10c ....	11 50
Briar Pipe, 5c ....	6 00
Briar Pipe, 10c ....	12 00
Black Swan, 5c ....	5 76
Black Swan, 14 oz. ....	3 50
Bob White, 5c ....	5 90
Brotherhood, 5c ....	5 95
Brotherhood, 10c ....	11 00
Brotherhood, 16 oz. ....	3 90
Carnival, 5c ....	5 70
Carnival, 3 1/2 oz. ....	3 90
Carnival, 16 oz. ....	40
Cigar Clip's Johnson	30
Cigar Clip's Seymour	30
Identity, 3 & 15 oz. ....	30
Darby Cigar Cuttings, 4	50
Continental Cubes, 10c	90
Corn Cake, 14 oz. ....	2 55
Corn Cake, 7 oz. ....	1 45
Corn Cake, 5c ....	5 76
Cream, 50c pails ....	4 60
Cuban Star, 5c ....	5 76
Cuban Star, 16 oz. pails	7 72
Chips, 10c ....	10 20
Dills Best, 1 1/2 oz. ....	7 90
Dills Best, 3 1/2 oz. ....	7 70
Dills Best, 16 oz. ....	7 30
Dixie Kid, 1 1/2 foll. ....	3 90
Duke's Mix, 5c ....	5 76
Duke's Mix, 10c ....	11 50
Duke's Cameo, 1 1/2 oz.	41
Drum, 5c ....	5 90
F F A, 3 oz. ....	4 95
F F A, 7 oz. ....	11 50
Fashion, 5c ....	6 00
Fashion, 16 oz. ....	4 30
Five Bros., 5c ....	5 60
Five Bros., 10c ....	10 20
Five cent cut Plug ....	29
F O B 10c ....	11 50
Four Roses, 10c ....	96
Full Dress, 1 1/2 oz. ....	7 20
Glad Hand, 5c ....	1 44
Gold Block, 1 1/2 oz. ....	3 90
Gold Block, 10c ....	11 88
Gold Star, 16 oz. ....	3 80
Gail & A. Navy, 5c ....	5 95
Growler, 5c ....	4 42
Growler, 10c ....	2 94
Growler, 20c ....	1 85
Giant, 5c ....	1 55
Giant, 16 oz. ....	3 30
Hand Made, 2 1/2 oz. ....	5 76
Hazel Nut, 5c ....	5 76
Honey Dew, 1 1/2 oz. ....	11 88
Honey Dew, 10c ....	3 80
Hunting, 1 1/2 & 3 1/2 oz.	28
I X L, 5c ....	6 10
I X L, in pails ....	32
Just Suits, 5c ....	6 00
Just Suits, 10c ....	11 88
Klin Dried, 25c ....	20
King Bird, 7 oz. ....	25 20
King Bird, 3 oz. ....	11 00
King Bird, 1 1/2 oz. ....	5 70
La Turka, 5c ....	5 76
Little Giant, 1 lb. ....	2 80
Lucky Strike, 1 1/2 oz. ....	94
Lucky Strike, 3 1/2 oz. ....	96
Le Redo, 3 oz. ....	10 80
Le Redo, 8 & 10c ....	3 80
Myrtle Navy, 10c ....	11 80
Myrtle Navy, 5c ....	5 94
Maryland Club, 5c ....	5 00
Mayflower, 5c ....	5 76
Mayflower, 10c ....	96
Mayflower, 20c ....	1 32
Nigger Hair, 5c ....	5 94
Nigger Hair, 10c ....	10 58
Nigger Head, 5c ....	4 96
Nigger Head, 10c ....	9 84
Noon Hour, 5c ....	1 44
Old Colony, 1-12 gro. ....	11 52
Old Mill, 5c ....	5 76
Old English Curve 1 1/2 oz.	96
Old Crop, 5c ....	5 76
Old Crop, 25c ....	20
P. S., 8 oz., 30 lb. es. ....	19
P. S., 3 oz., per gro. ....	5 70
Pat Hand, 1 oz. ....	6 30
Patterson Seal, 1 1/2 oz. ....	4 80
Patterson Seal, 3 oz. ....	96
Patterson Seal, 16 oz. ....	5 00
Peerless, 5c ....	5 70
Peerless, 10c ....	1 92
Peerless, 3 oz. ....	10 20
Peerless, 7 oz. ....	23 76
Peerless, 14 oz. ....	47 52
Plaza, 2 gro. es. ....	5 76
Plow Boy, 5c ....	5 76
Plow Boy, 10c ....	11 00
Plow Boy, 14 oz. ....	14 50
Pedro, 10c ....	11 80
Prid, of Virginia, 1 1/2	77
Pilot, 5c ....	5 76
Pilot, 7 oz. doz. ....	1 05
Pilot, 14 oz. doz. ....	2 10
Prince Albert, 10c ....	96
Prince Albert, 8 oz. ....	4 92
Prince Albert, 16 oz. ....	8 40
Queen Quality, 5c ....	5 80
Rob Roy, 5c ....	5 90
Rob Roy, 10c gross ....	10 20
Rob Roy, 25c doz. ....	2 10
Rob Roy, 50c doz. ....	4 12
S. & M., 5c gross ....	5 76
S. & M., 14 oz. doz. ....	3 20
Soldier Boy, 5c gross ....	5 95
Soldier Boy, 10c ....	10 58
Soldier Boy, 1 lb. ....	4 80
Sweet Caporal, 1 oz. ....	6 00
Sweet Lotus, 5c ....	6 00


13	
Sweet Lotus, 10c ....	12 00
Sweet Lotus, per doz. ....	4 85
Sweet Rose, 2 1/2 oz. ....	30
Sweet Tip Top, 5c ....	2 00
Sweet Tip Top, 1/2 gro. ....	2 25
Sweet Tips, 1/2 gro. ....	10 08
Sun Cured, 10c ....	11 75
Summer Time, 5c ....	5 76
Summer Time, 7 oz. ....	1 65
Summer Time 14 oz. ....	3 50
Standard, 2 oz. ....	5 90
Standard, 3 1/2 oz. ....	2 80
Standard, 7 oz. ....	1 68
Seal N. C., 1 1/2 cut plug	70
Seal N. C., 1 1/2 Gran	63
Three Feathers, 1 oz. ....	63
Three Feathers, 10c ....	20 20
Three Feathers and	
Pipe combination ....	2 25
Tom & Jerry, 14 oz. ....	3 60
Tom & Jerry, 7 oz. ....	1 80
Tom & Jerry, 3 oz. ....	8 75
Trout Line, 5c ....	5 95
Trout Line, 10c ....	10 00
Turkish, Patrol, 2-9	5 76
Tuxedo, 1 oz. bags ....	48
Tuxedo, 2 oz. tins ....	96
Tuxedo, 4 oz. cart ....	64
Tuxedo, 16 oz. tins ....	94
Twain Oaks, 10c ....	64
Union Leader, 50c ....	5 06
Union Leader, 25c ....	5 55
Union Leader, 10c ....	11 60
Union Leader, 5c ....	5 95
Union Workman, 1 1/2	5 76
Uncle Sam, 10c ....	10 80
Uncle Sam, 8 oz. ....	2 20
U. S. Marine, 5c ....	6 00
Van Bibber, 2 oz. tin ....	88
Velvet, 5c pouch ....	1 44
Velvet, 10c tin ....	1 32
Velvet, 8 oz tin ....	3 84
Velvet, 16 oz. can ....	7 68
Velvet, combination cs	5 75
War Path, 5c ....	5 95
War Path, 8 oz. ....	1 60
Wave Line, 3 oz. ....	40
Wave Line, 16 oz. ....	40
Way up, 2 1/2 oz. ....	5 75
Way up, 1 1/2 oz. pails	31
Wild Fruit, 5c ....	5 76
Wild Fruit, 10c ....	11 52
Wild Fruit, 5c ....	6 00
Yum Yum, 10c ....	11 52
Yum Yum, 1lb., doz. ....	4 80

14	
3-hoop Standard ....	2 35
2-wire Cable ....	2 10
Cedar all red brass ....	2 50
3-wire Cable ....	2 30
Paper Bureka ....	2 25
Fibre ....	2 40
10 qt. Galvanized ....	1 70
12 qt. Galvanized ....	1 90
14 qt. Galvanized ....	2 10
Toothpicks	
Birch, 100 packages ....	2 00
Ideal ....	85
Traps	
Mouse, wood, 2 holes	22
Mouse, wood, 4 holes	45
Mouse, wood, 6 holes	70
Mouse, tin, 5 holes ....	65
Rat, wood ....	80
Rat, spring ....	75
Tubs	
20-in. Standard, No. 1	7 50
18-in. Standard, No. 2	6 50
16-in. Cable, No. 1	3 50
20-in. Cable, No. 1	8 00
18-in. Cable, No. 2	7 00
16-in. Cable, No. 3	6 00
No. 1 Fibre ....	10 25
No. 2 Fibre ....	9 25
No. 3 Fibre ....	8 25
Large Galvanized ....	5 75
Medium Galvanized ....	5 00
Small Galvanized ....	4 25
Washboards	
Bronze Globe ....	2 50
Dewey ....	1 75
Double Acme ....	3 75
Single Acme ....	3 15
Double Peerless ....	3 75
Single Peerless ....	3 25
Northern Queen ....	3 25
Double Duplex ....	3 00
Good Luck ....	2 75
Universal ....	3 15
Window Cleaners	
12 in. ....	1 65
14 in. ....	1 85
16 in. ....	2 30
Wood Bowls	
13 in. Butter ....	1 50
15 in. Butter ....	2 00
17 in. Butter ....	3 75
19 in. Butter ....	6 00
Assorted, 13-15-17	3 00
Assorted, 15-17-19	4 25
WRAPPING PAPER	
Common Straw ....	2
Fibre Manilla, white	3
Fibre Manilla, colored	4
No. 1 Manilla ....	4
Cream Manilla ....	3
Butchers' Manilla ....	2 1/2
Wax Butter, short cut	13
Wax Butter, full count	20
Wax Butter, rolls ....	19
YEAST CAKE	
Magic, 3 doz. ....	1 15
Sunlight, 3 doz. ....	1 00
Sunlight, 1 1/2 doz. ....	50
Yeast Foam, 3 doz. ....	1 15
Yeast Cream, 3 doz. ....	1 00
Yeast Foam, 1 1/2 doz. ....	5 8
AXLE GREASE	
MICA	
LIQUID OIL COMPOUND	
1 lb. boxes, per gross	9 00
3 lb. boxes, per gross	24 00
BAKING POWDER	
Royal	
10c size ..	90
1/4 lb. cans 1	35
6 oz. cans 1	90
1/2 lb. cans 2	75
3/4 lb. cans 3	75
1 lb. cans 4	80
3 lb. cans 13	00
5 lb. cans 21	50
CIGARS	
Johnson Cigar Co.'s Brand	
S&W	
S. C. W., 1,000 lots	31
El Portana	33
Londres	32
Evening Press	32
Exemplar	32
Worden Grocer Co. Brand	
Ben Hur	
Perfection	35
Perfection Extras	35
Londres Grand	35
Londres	35
Standard	35
Puritans	35
Panatellas, Finas	35

15


Panatellas, Bock .....35  
Jockey Club .....35

**COCOANUT**  
Baker's Brazil Shredded



10 5c pkgs., per case 2 60  
36 10c pkgs., per case 2 60  
16 10c and 38 5c pkgs., per case .....2 60

**COFFEE**  
Roasted  
Dwinell-Wright Co.'s B'ds



16

Lee & Cady, Detroit; Symons Bros. & Co., Saginaw; Brown Davis & Warner, Jackson; Godsmark, Durand & Co., Battle Creek; Fielbach Co., Toledo.

**WITCHEN LENZER**  
CLEANS SCOURS  
SCOURING POWDER

**The only 5c Cleanser**  
Guaranteed to equal the best 10c kinds

**SAFES**



Full line of fire and burglar proof safes kept in stock by the Tradesman Company. Thirty-five sizes and styles on hand at all times—twice as many safes as are carried by any other house in the State. If you are unable to visit Grand Rapids and inspect the line personally, write for quotations.

**SOAP**  
Lautz Bros. & Co.

Acme, 30 bars, 75 lbs. 4 00  
Acme, 25 bars, 70 lbs. 4 00  
Acme, 100 cakes ..... 3 00  
Big Master, 100 blocks 4 00  
German Mottled ..... 3 15  
German Mottled, 5 bx 3 15  
German Mottled 10 bx 3 10  
German Mottled 25 bx 3 05  
Marseilles, 100 cakes ..... 6 00  
Marseilles, 100 cks 5c 4 00

17

Marseilles, 100 ck toil 4 00  
Marseilles, 1/2 box toil 2 10

Proctor & Gamble Co.  
Lenox ..... 3 00  
Ivory, 6 oz. .... 4 00  
Ivory, 10 oz. .... 6 75  
Star ..... 3 85

Tradesman Co.'s Brand



Black Hawk, one box 2 50  
Black Hawk, five bxs 2 40  
Black Hawk, ten bxs 2 25

A. B. Wrisley  
Good Cheer ..... 4 00  
Old Country ..... 3 40

**Soap Powders**  
Snow Boy, 24s family size ..... 3 75  
Snow Boy, 60 5c .... 2 40  
Snow Boy, 100 5c .... 3 75  
Gold Dust, 24 large .... 4 50  
Gold Dust, 100-5c .... 4 00  
Kirkoline, 24 4lb. .... 3 80  
Pearline ..... 3 75  
Soapine ..... 4 00  
Baubitt's 1776 ..... 3 75  
Roseine ..... 3 59  
Armour's ..... 3 70  
Wisdom ..... 3 80

**Soap Compounds**  
Johnson's Fine ..... 5 10  
Johnson's XXX ..... 4 25  
Rub-No-More ..... 3 85  
Nine O'clock ..... 3 30

**Scouring**  
Enoch Morgan's Sons  
Sapallo, gross lots ..... 9 50  
Sapallo, half gro. lots 4 85  
Sapallo, single boxes 2 40  
Sapallo, hand ..... 2 40  
Scourine Manufacturing Co  
Scourine, 50 cakes ..... 1 80  
Scourine, 100 cakes ..... 3 50

## About "Safe-Cabinets"

Marietta, Ohio, Nov. 13.—We respectfully call your attention to an article which appeared in your issue of October 9 under the caption. "Safe-Cabinets Invalidate Insurance." in which it is stated that "all fire insurance policies embody an agreement that the holder of the policy is to keep his inventory and a record of his sales in an iron safe. etc." Such requirement is made by local rating bureaus in some states, although the term "iron safe" is not defined or standardized. This Chicago case, in which you allege the destruction of a "safe-cabinet," has since been investigated by us through our Chicago representative, who reports that he can find nothing to indicate that our product, the Safe-Cabinet, figured in any such instance.

Quite likely you are misled in using the term Safe-Cabinet as a class name to include all insulated cabinets or light safes, against which we protest on the ground that we originated the Safe-Cabinet Company for the purpose of manufacturing this new patented product and started its manufacture in February of 1905, exploiting it under our trade name the Safe-Cabinet, and protecting it further by registration in the patent office and by numerous state registrations. We have had injunctions granted us in two Federal courts, sustaining our claim that we alone are entitled to the name. Within the past eighteen months, several manufacturers have put insulated cabinets on the market under various names, but none with the name the Safe-Cabinet.

By actual tests we have shown the superior value of our product. That either insulated cabinets or iron safes may be destroyed in conflagrations now and then is possible. There are always human limitations to be dealt with in such matters, but our aim is to contribute all we may in reducing the tremendous fire hazard in our country, in common with many others who are imbued with like purpose. In this instance, at least, we assume that your use of the term as a class name was an inadvertence that you will be willing to correct by the same medium of publicity employed in disseminating the statements complained of.

**THE SAFE-CABINET COMPANY.**



# BUSINESS-WANTS DEPARTMENT

Advertisements inserted under this head for two cents a word the first insertion and one cent a word for each subsequent continuous insertion. No charge less than 25 cents. Cash must accompany all orders.

## BUSINESS CHANCES.

For Sale—One large carpet rack, holding 12 large rolls carpet; one curtain rack, holding 30 curtains; one shoe rack holding 96 pair shoes. All in good condition. Address 567, care Tradesman. 567

I'll sell a Smith Premier typewriter, good condition, regular price \$85.50, only \$9 cash with order. Speak quick. Burton M. Osborne, Camden, New York. 568

For Sale—Peckham's drug store, Freeport, Michigan, surrounded by fine cultivated farms and well-to-do people. No dead stock. Will inventory \$1,500, less 5 per cent. for cash. Interest in proprietary remedy only reason for selling. Come and see us or write Peckham's Croup Remedy Co., Freeport, Mich., for full particulars. 566

For Sale—I have several very desirable timber investments, ranging in price from \$1,650 to \$5,000 each. B. B. Luten, 310 Lumbermen's Bldg., Portland, Oregon. 565

Income To Exchange—I have income city property to exchange for stock of shoes; I have a one-story brick building, 25x80 feet, new; I have two dwellings, 5 rooms each; this property is in Cimarron, Kan., town of 800. My equity \$7,000. Address W. E. Bates, Cimarron, Kan. 564

Wholesale ice cream and candy factory needed in town of 8,000 population. Widow wishes to retire from active life, 15 year established business for sale. Territory comprises 300 miles. \$12,000 business yearly. Also live country grocery needed. Have country store property for sale, 8 miles out on stone road from county seat. \$5,000 clear yearly. Owner has retired. Includes store buildings, residence, large barn, granary and other buildings with 25 acres clay loam soil. Bargain at \$1,800. Write Pine Hill Land Co., L. B. 744, Cheboygan, Mich. 562

For Sale or Trade—Nine drawer National cash register. We have no use for same, owing to having installed cash carriers. H. L. Chandler & Sons, Esbon, Kansas. 561

For Sale—Good clean stock general merchandise, about \$2,000. Will invoice and discount or trade for small home in Michigan. Address Geo. Coffenberg, Conrad, Indiana. 560

For Sale—Clean and well selected grocery stock, inventorying about \$1,000, including fixtures. Sales average \$1,000 a month. Cream station in connection, which makes it a live deal. Owner has other work which requires his attention. Terms cash. Address No. 557, care Michigan Tradesman. 557

For Sale—Drug store and residence combined, in rapidly growing residence district of Dayton, Ohio. Thoroughly modern and up-to-date. It will pay you to investigate. Write for folder showing plans, cuts and terms. The Wyoming Pharmacy, 1300 E. Wyoming St., Dayton, Ohio. 549

## TYPEWRITERS.

Write for catalogue and special prices on high-grade guaranteed typewriters. Free trial without deposit. Whitehead Typewriter Exchange, 186 N. LaSalle St., Chicago. 548

For Sale—\$5,000 stock general merchandise. Good location in one of best small towns in Michigan. Address B. care Tradesman. 547

Flour Mill and Electric Plant—Nearly new 80 bbl. Allis mill and elevator, combined capacity 31,000 bu. No competition for 20 miles around. Also in connection, up-to-date electric plant, lighting town of 800. The entire property cost over \$40,000. Can sell for \$30,000 on easy terms. Profits over \$6,000 net. Rigid investigation invited. Central Michigan, two railroads. Reason, old age and ill health. Mercer Realty Co., Ashton Bldg., Grand Rapids, Mich. 544

Wanted—Stock of general merchandise, clothing or shoes. Address O. D. Price, Macomb, Ill. 541

For Sale—Good brick store building for general store in nice village, and good farming country; will sell at a discount if taken at once. Albert Gipp, Cecil, Wis. 539

## AUCTIONEERS.

Col. W. B. Carpenter, President Missouri Auction School, 14th and Grand Ave., Kansas City, Mo., can convert your stock into cash. Send him \$2 for Fact, Fun & Fiction for Auctioneers, 288 pages, morocco bound. 537

For Sale—The Dolson Drug Co. stock and fixtures. Twentieth Century fountain, Bangs fixtures. Must be sold before January 15, 1913. A bargain for someone. Address H. G. Walz, Rec. 208 Genesee Ave., Saginaw, Mich. 536

For Sale—Good live grocery business, strictly up-to-date stock. Best location in town. Good chance for a live man. Address Lowrie & Coles, Traverse City, Mich. 535

For Rent—Store, 821 Division avenue, south, Grand Rapids. An A1 location for boots, shoes and men's furnishings or any other kind of business. B. S. Harris, 819 Division Ave. S. 550

For Sale—A small stock of drugs and fixtures, formerly owned by C. N. Ware, of Greenville, Mich. Good opportunity for moderate capital. Lee M. Hutchins, Trustee, Grand Rapids. 533

Agents—With or without experience, make big money during spare time. Something new. Big seller. Liebig Medicine Co., Richmond Hill, N. W. 529

Don't lose money on window faded tan shoes. Use "Re-Tan-Um." It does the work. One bottle restores 60 to 75 pairs. Saves \$50 or more. Price \$1 from jobbers. Sent direct prepaid on receipt \$1.25. Two bottles prepaid \$2. Sample 10c. H. L. Brown & Son, Lansing, Mich. 527

Plant And Business For Sale—Fine opportunity for anyone wishing to manufacture furniture, refrigerators, woodenware or automobile bodies and accessories. The A. J. Phillips Co., Fenton, Mich. 526

Business Wanted—I am looking for a good opening for cash; agents and speculators need not answer; give full particulars in first letter. Address M. Tradesman, Box 1261, Cherry Valley, Illinois. 478

I bring buyers and sellers together. Write me if you want to buy, sell or exchange any kind of business or real estate anywhere. Established 1881. Frank P. Cleveland, 1261 Adams Express Bldg., Chicago, Illinois. 357

Bakery—Will stand investigation. Particulars given. A. J. Johnston, 846 Grand Ave., Port Washington, Wis. 554

For Sale—Drug store in one of the best towns in Southwestern Michigan. Located on best corner. Last inventory, \$5,300. A moneymaker for the right man. Address No. 553, care Michigan Tradesman. 553

Enterprise power meat grinder, engine, stuffer and press, for cash, cheap. Used less than three months. Address No. 551, care Tradesman. 551

For Sale—Grocery and hardware stock and fixtures, with or without buildings. A. W. English, Wyocena, Wis. 525

Large profits made with a "Long" crispette machine. One man reports profits of \$1,500 in one month; another \$1,465; another \$600 gross in one week; another \$250 in one day. Many report excellent profits. Splendid locations are open everywhere. Put a machine in a window, small store or small place in any city. It draws crowds—everybody buys. Costs little to start. Big profits soon made. No skill required to operate machine. Send for free book "How To Make Money in the Crispette Business." W. Z. Long, 61 High St., Springfield, Ohio. 524

Physicians and druggists. Will sell my drug store and property in one of the best Central Michigan small towns and live physician a fine unopposed territory. Property first-class. Don't answer unless you mean business. Address 522, care Tradesman. 522

For Sale—Bird's Drug Store, Saugatuck Michigan. Good clean stock, new fixtures, floor cases. Rent \$25 per month. Brick block on main corner. Fine resort trade and soda fountain. News stand. Good reason for selling. 532

I pay cash for stocks or part stocks of merchandise. Must be cheap. H. Kaufer, Milwaukee, Wis. 92

\$800 acre stock ranch for half its value for quick sale; address owner for further information. A. J. Johnson, Merchants National Bank Bldg., Springfield, Missouri. 513

Free—Investing for profit magazine. Send me your name and I will mail you this magazine absolutely free. Before you invest a dollar anywhere, get this magazine. It is worth \$10 a copy to any man who intends to invest \$5 or more per month. Tells you how \$1,000 can grow to \$22,000—how to judge different classes of investments, the real earning power of your money. This magazine six months free if you write to-day. H. L. Barber, Publisher, 433-28, W. Jackson Blvd., Chicago. 515

Drug Store—For sale or exchange. Our drug store, situated on one of the best semi-central corners; old established stand; clean stock; exceptional opportunity; will take part in good real estate; have a good business; can be increased. If interested address Schlosser Bros., 132 W. Chestnut St., Louisville, Ky. 494

Auctioneers—We have been closing out merchandise stocks for years all over this country. If you wish to reduce or close out, write for a date to men who know how. Address Ferry & Calkin, 440 South Dearborn St., Chicago, Ill. 134

For Sale—Drug stock and fixtures, inventory about \$1,500. Must be sold at once. For particulars write Peoples National Bank, Bronson, Mich. 481

Merchandise sale conductors., A. E. Greene Co., 135 Grand River Ave., Detroit. Advertising furnished free. Write for date, terms, etc. 549

For Sale—Owing to ill health, I offer for sale my general stock, inventorying between \$6,000 and \$7,000, living rooms above, storage below. Location exceptionally good. Business established 18 years. Store has always enjoyed an excellent trade. Address John Harriman, Snover, Mich. 512

Will pay cash for stock of shoes and rubbers. Address M. J. O., care Tradesman. 221

Safes Opened—W. L. Slocum, safe expert and locksmith. 97 Monroe Ave., Grand Rapids, Mich. 104

## HELP WANTED.

Wanted—Salesman to call on retail grocery trade, Detroit, introducing new store fixture. Saylor Mfg. Co., 168 N. Michigan Ave., Chicago. 559

Wanted—Clerk for general store. Must be sober and industrious and have some previous experience. References required. Address Store, care Tradesman. 242

## SITUATIONS WANTED.

Situation Wanted—Young man with good habits, five years experience in general store, one year in shoe store. Wages not as essential as chance for advancement. Lock Box 5, Paris, Mich. 543

Wanted—Position in general store by married man, who has had twelve years' experience. Address A. B. C., care Tradesman. 546

Want ads. continued on next page.

**FLEISCHMANN'S YEAST** is to-day sold by thousands of grocers, who realize the advantage of pleasing their customers and at the same time making a good profit from the goods they sell. If you are not selling it now, Mr. Grocer, let us suggest that you fall into line. You won't regret it. 🍞 🍞 🍞 🍞 🍞

# PRINTING

## For Produce Dealers

Letter Heads, Bill Heads, Business Cards

Envelopes, Statements

Shipping Tags, Order Blanks

In fact, everything that a produce dealer would use, at prices consistent with good service. 🌿 🌿 🌿 🌿 🌿 🌿 🌿 🌿 🌿 🌿

**TRADESMAN COMPANY**  
GRAND RAPIDS, MICH.

## THE YOUNG SALESMAN.

### What He Should Know—Things He Should Avoid.

A young salesman should thoroughly know the line which he intends to sell and believe in its merits, that his talk may command the necessary attention and respect of prospective customers.

Among the many other things that a young salesman should know are the values of honesty, tact, good appearance, and hard work. The first, honesty, is appreciated by everyone and is absolutely essential to successful salesmanship. Get your trade to have implicit faith in you and you have made a long stride toward gaining its favors.

A young salesman should exercise tact at all times. When approaching a customer be sure that you are not taking his attention from some other person, either salesman or his trade, as no one likes a "butt-in." When talking values be sure there is no one about who may overhear something that it is not intended for him to know.

Consider carefully your claim upon the customer's time. If he is a busy man make your visit to the point, if there is much visiting to be done do it at the luncheon table or after working hours, if possible, as in this manner the busy man will not dislike to see you call, even though not in the market for your goods. However, when you are entertaining a customer away from his place of business do not talk shop unless he starts it, as this robs entertaining of its value by making the customer think of the commercial rather than the social side of the meeting. Talk shop in his buying place.

On the other hand, there are customers who may be entirely at leisure when you call and who would welcome a friendly visit before getting into shop talk. With these, spend all the time that you feel their business may justify, as with them it is as much an error to be brief and to the point as it is to the contrary with the busy man.

In all instances be careful not to bore a customer by being overinsistent upon selling. Of course, there are some customers who seem to demand considerable persuasion, which should be given them, but even they arrive at a point where to continue means incurring their displeasure. There are buyers whose "No" is exactly "No!" and it is well to understand them the first time. With the customer who is quick to say, "I am not in the market," do not ask him if he is in the market. You thereby give him no chance to "put you out of commission" at once. Rather, tell him briefly of some of your bargains or suggest something that he would likely be interested in. If you do not strike it and he is yet in the market for something you have not enumerated, he will very likely tell you. Many times one of this kind is not exactly in the market, yet will buy a special, but if you give him the chance to say he is not in the market the

chances are that you are through for that visit.

Know the seasons in which buying of different items is prevalent or advantageous to trade. Also, have the best "buys" at your command, that you may call the customer's attention to them without hesitation. Know your customer's inclinations, both in business and pleasure. If he has any special hobby, which we all have, get on and ride; it will inspire good fellowship.

Avoid criticism of a customer's purchase from a competitor. For one reason, it is almost an insult to his intelligence, and another is he is likely to think that you are simply "knocking." There are ways to make comparisons of values much more effective than criticism. You can lead a customer to where he can see his mistake, rather than by telling him about it. Besides, who wants to be told of his mistakes?

A young salesman should know the manner in which his customer's business is transacted. If you are calling on a retail lumber dealer, make a study of the retail lumber business. Acquire all the knowledge possible pertaining to it, that you may be in a position to give information to your trade. It is easy to give information to a customer in such a manner that he may adopt some of the ideas for his own, and he will remember where those ideas came from. In making suggestions, it is only necessary to tell of some very successful dealer employing such ideas. Tell it in an offhand way; if it appeals to your customer he will remember and perhaps take advantage. Every time you help your customer you help yourself.

A young salesman should know that competitors in the same town are entitled to the same price for the same kind of a purchase. If there is one thing that will make a customer sore forever and a day it is to learn that you have sold his competitor the same thing at a lower price than you have given him. The situation or difference in prices may arise in securing an order on a competitive basis, after having sold the first customer at your regular legitimate prices. For instance: A firm instructs you to sell at a certain price, with the privilege of shading the price a trifle when absolutely necessary to secure an order—a take-or-leave-it proposition. Such leeway is some times given a salesman on account of the firm wishing to move a certain item and not wanting to pass up an order for it on account of a competitor's lower price. This should be the only time when a difference in prices to two dealers in the same town, and on the same article, could arise.

Good appearance consists not only of nice attire, but manners, language, courtesy and cheerfulness. A young salesman should see that his clothes from hat to shoes are such as would be expected of a prosperous business man. Clothes enter largely into first impressions, and lend a certain amount of confidence to the wearer. Look successful; "success breeds success." Have confidence in your know-

ledge and ability, as it is very likely that you know more about your own line than the buyer, for while your study and time may be devoted to your line of business, the buyer may have several other lines that he is compelled to give equal attention. Thus, you should know more about your line than he. With this feeling you have at least an even break with him.

For good manners' sake do not go into an office for the first time smoking. It may be offensive to the dealer or his employes. Many business men smoke but do not smoke in their offices. When you learn that a buyer makes a practice of smoking in his place of business a visit over good cigars is a good proposition, but be sure the cigars you offer are good ones. He is liable to judge you by the cigars you smoke. I have seen a salesman go into a customer's office with a cigarette in his mouth. A cigarette is a red flag to some men, even though they have used tobacco all their lives. A great many men have a healthy contempt for a cigarette, so avoid smoking them when soliciting business.

Good language should be used by all salesmen. It is a sign of good breeding and intelligence. Avoid swearing. A framed saying I saw in a big line-yard man's office read: "Please do not use profane language, not that we give a d— but it sounds like h— to others." I have known where young salesmen have failed to make good with certain dealers on account of swearing in the dealer's presence. If you have to swear, do it in your room, where there will be no one to take offense.

Be cheerful; it is contagious. If you feel good and radiate good cheer it is a pleasure to have you call. If you feel "off" or grouchy your customer is likely to catch your mood and then your chances for making good with him are considerable lessened. I know a very successful employer of salesmen who instructs them that when they do not feel right to stay in their hotel until they get in trim, believing that a day spent in idleness is preferable to calling on trade when they can not appear to advantage.

Hard work is something of which the salesman can not afford to be afraid. A salesman may have all the necessary ability and requirements and yet fail by not working. Orders do not ordinarily come to salesmen; they have to go after them. Be on the job and work consistently. Do not be content with having done a good week's business in a day or two, but get just as much more business in that same week as you possibly can. Do more than the firm requires. The salesman who is looking for the end of the week and his salary check is very likely to miss valuable orders. Do not be afraid of doing more than the required amount of work, as firms like workers. A firm will very often overlook a poor showing in volume of sales from a young salesman when it knows he is working hard to get the business, as it believes that a

worker is bound to make good eventually.

Often salesmen have time on their hands between trains, and right here is where many salesmen lose by not taking advantage of this time in writing to their trade and soliciting business, using the long-distance telephone to talk with some nearby dealer on whom you will not call for some time. This time "waiting for trains" can be advantageously employed. Postage stamps and telephone tolls are small expenses when figured against the sales they will influence. When a salesman gets into a small town and finds that the buyer is out of the city, and that there is no train for several hours, drive to some nearby town if possible to make up for having missed the other man. Livery bills are much cheaper than your time and are acceptable to the firm. They mean more orders, and show the firm that you have the work habit. I have seen salesmen lying around hotel lobbies saying, "I got ahead of my route and am going to kill a little time." Such fellows are at the same time killing their chances of success. These fellows could just as well make some additional towns to those on their route and secure just so much more business. Before starting out on a trip it is a good idea to send out advance cards to your trade stating the time, within two days, that you will call on them. Try to follow these cards as closely as possible, as you will find that many orders are saved for you. In event that you find it impossible to make your visit according to the advance card, phone or write the buyer informing him of the fact. Failure to notify buyers that you will be unable to call means that they will not put any dependence in your cards and will not save orders for you.

Time spent in writing to your trade is profitable. A buyer may be ready to place an order by mail, and your letter may be the means of influencing his order to you or your firm, especially if he thinks he is helping you personally. Buyers are good fellows and are kindly disposed toward the salesman who is trying to make good. Your letter makes the impression that you are a "live one" and after business and that you think of them in this connection.

Do not waste your time, but work. You can cultivate the work habit until work develops into pleasure and success. Know good things; avoid the bad ones. Harry Lewis.

### BUSINESS CHANCES.

For Sale—General stock drugs, medicines, books, stationery, jewelry, wall paper, paints, oils and glass. Stock including fixtures and fountain, will invoice about \$5,000. County seat, 2,000 population. Liberal discount for cash. Address P. O. Box 74, Stilwell, Okla. 570

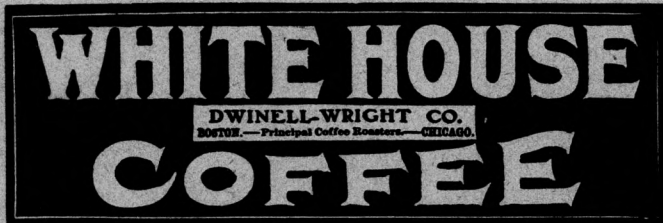
Wanted—A party with capital to invest in a good theatrical enterprise. Shows cleared up \$14,000 last season. This is a sure winner and a real moneygetter. Best of reference furnished. Address Edwin Gary, 203 W. Washington St., Ann Arbor, Mich. 569

### SITUATIONS WANTED

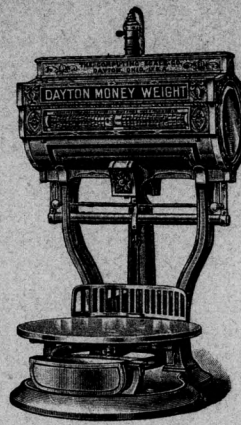
Wanted—Position as traveling salesman. No experience. Will work on commission. Good references. Address 571, care Tradesman. 571



IN the one case, a story of steady increase in popularity—the yearly acquisition of thousands of delighted coffee drinkers and *hundreds of the best retailers in the country.*



On the other hand, the same reliable blend—the same excellence in quality that has always distinguished “White House” from the usual coffees of the stores.



## Let the Other Fellow Experiment

Twenty years' experience in building Computing Scales, is a service that is handed you when you buy a Dayton Moneyweight Scale. There's as much difference in Dayton Scales and “The Other Kind,” as there is between a Swiss Watch and a “Dollar Watch.”

- Buy a Scale with a System
- Buy a Scale with a Record of Good Service
- Buy a Scale with a Ten Year Guarantee
- Buy Dayton Computing Scales

**Moneyweight Scale Company**  
165 North State Street Chicago, Illinois

Have you had our booklet of Store Systems. “The Bigness of Little Things?” It's free, ask for it.

# How About Your Printing?

**T**HIS QUESTION is a very pertinent one for business men, because every day Business Printing takes on added significance as a *factor in trade*. Time was when any sort of printing would do, because not much was expected of it, but nowadays printing is *expected* to create and transact business. For this reason, good printing is exceedingly necessary in every line of business.

We have been producing *good* Business Printing for years. We have kept pace with the demand for the *best* in printing. As a consequence, our printing business has grown splendidly. We have been compelled to enlarge shop facilities, to increase equipment quite regularly. We have the requisite mechanical equipment, and with one of the best equipped, as well as the largest printing establishments in Western Michigan, we are in the very best position to give to the business man the highest standard of *good* Business Printing.

This includes everything, from envelopes to the most elaborate catalogs.

We respectfully solicit your patronage, giving the assurance that all orders will not only be *promptly executed*, but the printing will come to you in that quality of excellence you desire and, withal, at as reasonable a price as it is possible for us, or anyone else, to deliver *good printing*.

Orders by letter or by phone will receive prompt attention, and if you desire, a qualified representative will wait upon you without delay.

**TRADESMAN COMPANY**

:-:

**GRAND RAPIDS, MICH.**

# Hood's Delaware

Is a Staving Good



4 Buckle all Duck  
Arctic.

Made to wear over a  
shoe or boot

Price \$2.62. 5% 30 days for prompt shipment.

You will do well to depend upon us for your rubbers.

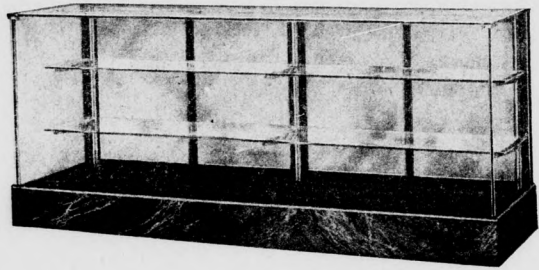
Largest Stock in Michigan.

**Grand Rapids Shoe & Rubber Co.**

The Michigan People

Grand Rapids

# Display Your Holiday Goods



## To the Best Advantage

There is no season of the year when an up-to-date display of your goods will make the difference in your sales that it will right now.

Up-to-date show cases will give you the display and will prove such a convenience that you can handle a much larger volume of business than heretofore.

Our "little crystal" cases, made to place on top of other cases, are just the thing for a holiday line.

We are prepared to make prompt delivery on all our regular goods. Our catalogue will prove of interest to you.

## Wilmarth Show Case Co.

1542 Jefferson Ave.

Grand Rapids, Mich.

Pittsburg Salesrooms  
7th Fl. House Bldg.

Chicago Salesrooms  
233 W. Jackson Blvd.



# TOO LATE

Better a little kindness while living than a floral display at the grave.—W. L. Brownell.

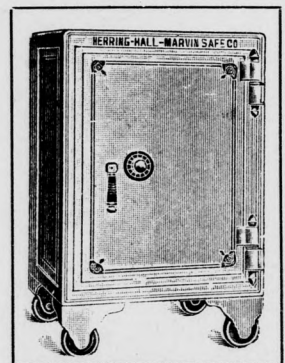
If we could bring ourselves up to the point of doing the things we know we ought to do to-day, we would chase away many of our to-morrow's regrets.

## Think Carefully Then Act Promptly

It makes no difference how large or how small your business may be, it is your business and it is your business also to protect it. How long would you do business with a bank who would leave its books in which your account with it was registered lying around in its office unprotected at night. If you are not the owner of a good reliable safe this is just what you are doing with your own accounts.

**THINK IT OVER**

Write us to-day and we will name you a low price on a dependable safe.



**GRAND RAPIDS SAFE CO.** *Tradesman Bldg., Grand Rapids, Mich.*