

Manchester Enterprise

By MAT D. BLOSSER
THURSDAY, JUNE 14, 1906

Congressman Washington Gardner is in town...

There was a light vote at primary election...

We often wonder if those farmers who get their mail from the rural carriers...

In conversation with Henry Paul, who is highway commissioner in Bridgewater...

Mr. and Mrs. Leonard Baldwin of New Troy are visiting his brother, Douglas Baldwin...

Mr. and Mrs. Eugene Root of Adrian visited his uncle, Root the jeweler, over Sunday...

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Free Prizes! For Boys and Girls

Watches, Cameras, Mandolins, Banjos, Base Ball Outfits, Guitars, Silver Toilet Sets, Target Rifles.

EASY TO GET.

Each package of "VIGOR" (the best Flaked Wheat Breakfast Food) in the world contains a coupon with a letter of the alphabet...

For the Fathers and Mothers, Too!

China Dinner Sets, Silver Tea Sets, Rocking Chairs, Beautiful Parlor Tables.

Jaeger & Dietle.

PRICE, 10 CENTS A PACKAGE.

Manchester City Bakery

Is now ready to Serve you

Ice Cream and Ice Cream Soda.

Fruits, Nuts and Candies.

Eugene Kirchgessner, Prop.

New Shoes!

New Shoes!

ARE NOW ARRIVING.

Take Your Choice.

These Shoes are the best that can be bought and if we can't suit you in one line, we can in the other.

Roller & Breitenwischer.

The Spring Plowing

Can be done easier and better with

The Oliver Plow!

I have a full line and extras. Whatever you need of

FARM OR GARDEN TOOLS.

Come to me.

FRED WIDMAYER.

Manchester.

The Light Underwear Season

is here.

Ladies' and Gent's Summer-Underwear.

In Prices ranging from 5c to 25c per Garment.

Klinks Bazaar

Bargain Store of Manchester.

A NEW LINE OF FANCY AND PLAIN Lunch Sets and Japanese Napkins

At the ENTERPRISE OFFICE.

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LOCAL AND PERSONAL

Haasler has a new advertisement.

Unlabeled seedlings have been numerous on the west side.

Manic, a tonic, for sale at the City Bakery soda fountain.

The Sunday train are pretty well patronized by our citizens.

Our readers may not know that the round trip rate on Sunday trains is half price.

A number of young men went to Jackson, Sunday to see the game between Trenchard and Jackson.

Mr. Geo. Robson of Clinton came on Tuesday afternoon to attend the picnic at Mrs. Daa Gage's.

D. A. Donaldson is on the road this week selling the celebrated state seal fork and buying hay for Louie & Hoffer.

A. Kiebler began delivering ice to private parties Monday morning and the amount was too cool for good success.

The continued wet weather is bad for onion and celery growers.

Manchester Lodge F. & A. M. Initiated two candidates Monday night and will hold a special meeting next Saturday night to initiate them.

F. G. Hooker advertises hay loaders and other farm implements this week.

Wm. Neelbush, president of the Manchester arbiter veries, accompanied by Fred Stutenko, went to Bay City to attend the meeting of the state board, June 12-14.

Louie & Hoffer are baling and shipping a large amount of hay. The wet spring gives promise of a big hay crop and the farmers are disposing of what surplus they have.

Attention is called to the advertisement of Dr. Stein, the Detroit oculist, who will be at the Germania hall, Friday, June 15. It will be found on the 8th page this week.

Mr. G. W. Case and daughter Estella went to Clinton, Monday, to attend confirmation services at the Episcopal church that evening.

The electrical store last Friday afternoon put about 180 telephones out of use. Manager Mason went to work with all the help he could secure, putting things to rights and nearly all are again in working order.

The Lake shore work is again at work on the Highland branch this week. It is rumored that they intend to do a good deal of work along this line in order to put the track in good condition for the through train.

The high school picnic at Wampler's was not attended by many of our usual but those who went away they had a fine time on Saturday was a lovely day. The wind blew hard all day making the water so rough that few ventured out in rowboats until evening.

Now that we have two through trains between Hillside and Detroit over the Ypsilanti branch, the U. S. Express Co. should put messengers on them so that express may be carried on them. If we could get goods by express from Detroit more promptly, we would buy there.

Martin Trumb was working at N. Schuler's factory. The flash of lightning is showing a plank through the joister. It struck a knot and his left hand stopped and was caught by the sharp teeth, nearly mowing the two last fingers. He went to Dr. Conklin's office to have them dressed and the next to the little finger had to be amputated. It is a wonder that his whole hand was not mangled.

There were 804 votes polled Monday on the water works question. It was the largest vote had in this village for several years, which proved the people were interested in the subject. Four ballots were thrown out, leaving an even 800. It would have been taken 300 ballots; a two-thirds vote, to have carried. It is not as if only 800 of 3000. If other wards there were 174 votes yes and 128 no.

There was a terrific thunder storm here last Friday afternoon and rain fell in torrents. The flashes of lightning were unusually rapid and lightning struck in several places but no great harm was done. Andrew Braun's barn was struck and his son and Alfred Braun of Fremont, who was inside the building, having just unloosed some hay, were knocked down and the team was frightened and ran up upon where it was caught. The hay jumped up and ran out of the barn cutting its way into the street as he thought the building on fire. Alfred overrode out but on seeing the road was unpassable. The hay was not burned. The last sound of thunder was heard at 10:30. It has been reported that some physicians worked over him some time before restoring consciousness. He had several times got to his feet and it is a wonder that he was not killed. It was not until 11:30 that he was able to get up all right, only a little sore.

SHARON.

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Man Has No Gizzard

By DR. H. D. HOLTON,
of the Vermont Board of Health.

As a people we move too rapidly and seemingly faster by year we move faster and faster. Too many eat their food without properly masticating it. It cannot, therefore, be properly digested and properly assimilated. Hence the system does not secure the proper nourishment. Organic disturbances follow. There is truth in the saying that we are a nation of dyspeptics. We are so largely from the fact that we hurriedly swallow our food instead of properly masticating it.

In the fowl there is a gizzard or grinding mill that does sufficient work. Human beings have nothing which takes its place. Our intelligence should cause us to take time to properly masticate the food we put in our stomachs. When it is not properly digested it decomposes, gas is formed, the stomach is distended, pressing up upon the heart and interfering with its action.

The blood is not supplied with the proper elements and becomes poor; the kidneys are required to do extra work to strain out waste products from this impoverished blood, and there is a breaking down of the structure, this often leading to bright's disease and other organic changes. The system thus reduced is in a poor condition to withstand the attacks of the germs of various diseases; hence they get in their work. We have prepared the soil for them: If I sow wheat on the greenward of my lawn I cannot expect to secure a crop. If I prepare the soil by tilling and fertilizing, then the seed has an opportunity to take root. We have prepared the way for the germs by our rapid eating and the consequences follow it.

If the mucous membrane is healthy there is little chance for the germs to secure a hold. But in our hurry and haste we prepare the soil for them. What folly! We seem almost to have a mania for haste. We largely use the telephone. It is a useful servant. In a considerable measure it has taken the place of the slower mail; but now we are impatient if the line is busy or the person we want is not within reach. With all the feverish rush and haste we should at least "go slow" in eating. By all means let us take ample time to properly masticate our food.

Waring D. Holton

THE SALESMAN

The Selling of Goods and the Man Who Sells Them—The Traveling Salesman and the Counter Seller—The Lights and Shadows of the Salesman's Life.

By NATH'L C. FOWLER, JR.
Author of "The Boy-How to Help Him Succeed," "Building Business," "Dealers and Sales," "Practical Publicity," "Fowler's Cyclopaedia of Publicity and Printing," "Columpton," etc.

The salesman was born at the birth of trade, and ever since their dual creation, he has been in increasing evidence.

Selling has become an art. Its practice is universal. It is one of the two fundamental elements of business. It may be said with absolute truth that there is not a wholesale, or a retail, or a manufacturing house of any kind without a greater or less number of selling representatives. The tradesman may know what he wants, and he doubtless is aware that he cannot do the maximum of business without the proper goods, and yet for some reason which has not yet been fully explained, the chances are that he will seldom order these goods by mail, or go after them, but will wait until some traveling salesman has called upon him and advised his trade.

The salesman represents the firm in presenting the goods, and he is virtually the go-between. He is a solicitor of trade, whether he sets goods on the road or from behind a counter.

The traveling salesman, or drummer, is one who solicits outside of the store. He usually earns a higher salary than is paid the counter man, who handles the trade which comes to his store; and, while to be successful, the latter must possess the abilities of the solicitor, yet it is not necessary that he be so alert and aggressive as the drummer who goes from place to place for orders. The real difference between the outside and inside salesman is this: The outside salesman takes the initiative; while the customer, to some extent, makes the first move when buying goods from the inside salesman.

Probably 75 per cent. of the successful merchants began as salesmen, and nearly every prominent wholesaler was at one time a drummer. It is certainly common sense to assume that no man can successfully direct the movements of others unless he has actually done what his employees are called upon to do. True, a man may be an expert at selling and not make a good manager of salesmen or a good merchant for some men's abilities need the direction of a broader and greater mind. It is also true that some sales managers have little actual selling capacity and cannot successfully lead a customer.

All or nearly all of our merchants entered mercantile life through office work or through the selling department. They began either as office boys or as store boys, and after one or more years of mental work, of little value to anyone except to themselves, they became drummers of salesmen. Some boys jump directly from this boyship into subordinate salesmanship. The average boy working in a store receives from \$2 to \$4 a week, \$4 being a fair average. The young salesman seldom receives less than \$8 a week, and occasionally he is paid as much as \$10 or \$12 a week. From the \$12 mark his rise depends upon his proven ability and the conditions under which he is working.

It is extremely important that the boy should start right, that he should cannot himself with some business which he will not outgrow. For the first few years, the boy will be learning and really accomplishing very little. This is his apprenticeship, and during these initial years he cannot hope to receive more than a few dollars a week. When he becomes a salesman, then he begins to rise, and if he has the right kind of stuff in him, and the conditions are right, his rise may be rapid.

The rank and file of country store salesmen, that is, inside men, do not receive on the average more than \$10 or \$12 a week, even after they have become thoroughly experienced. The

maximum pay probably has never exceeded \$25 a week. Department store salesmen in large cities draw salaries of from \$8 to \$30 a week, the average paid in a good salesman of experience being from \$18 to \$20. The average salesman in small city stores, and even in those located in large cities, receive anywhere from \$8 to \$20 a week, comparatively few drawing the latter salary.

There are two reasons why the inside salesman cannot expect to draw more than a moderate salary. First, the customer comes to him, and he does not have to go after the customer, and, second, fully 90 per cent. of inside sellers are women, who are willing to do work for much less than the amounts paid to men. The merchant, in business for gain and not for philanthropy, buys his salesmen in the market and pays market prices, although to the credit of business it must be said that there are a few merchants who invariably pay more than market rates, and in return maintain an unusually high grade of business which is permanent in character.

Resident salesmen of experience, in wholesale houses, command salaries as high as \$3,000 a year, and a few enjoy incomes of \$10,000 a year; but the average annual salary paid to the first-class resident salesman is probably not more than \$1,200.

The traveling salesman usually begins at \$10 a week, and the average salary of a good salesman is less than \$1,500 a year.

First-class traveling salesman seldom receive less than \$2,000 a year. Those of long experience and of exceptional proficiency may enjoy annual incomes of as much as \$5,000, comparatively few reach this latter figure, and a very few exceed it, although there are now on the road a number of traveling salesmen drawing salaries as high as \$10,000 a year, and probably there are some whose annual incomes are not far from double this amount, but these men are great exceptions.

Unless the traveling salesman sells upon commission, all of his necessary traveling expenses are paid by the firm for which he sells.

The salesman on commission is really in business for himself, and his income almost always exceeds what he would receive on salary.

I have said that the inside salesman does not find as good an opportunity for advancement as does the drummer. While this is true, and while I would advise the boy to go on the road in preference to remaining inside, I do not wish to give the impression that there is no opportunity behind the counter. There are many men of strong selling ability who do not seem to possess the aggressiveness necessary for outside drumming. They are natural salesmen, know how to impress the buyer, and understand the goods, but for some reason which they themselves cannot explain, they lack the ability to get out into the open to fight trade face to face. These men are not adapted to outside selling. Their place is inside. Their ability is sure of recognition, although they may have to wait long for it.

The first-class inside salesman frequently becomes a buyer, and thus he may or may not remain a salesman. The traveling salesman is without a home; he lives on trains and in sleepers and at hotels. Every form of temptation is presented. But there is temptation everywhere, and the boy of well-formed character, who is conscientious and faithful, can safely take to the road. Traveling may facilitate the distribution of the bad, but the bad is sure to come out whether one

remains at home or travels. The boy of loose habits, who has little stability, who is easily influenced, and who cannot be trusted, will immediately yield to temptation, and will sacrifice his morals and undermine his health; but if this boy is so weak in character that the road will ruin him, is it not logical to assume that he might just as well be ruined rapidly on the road as to stay at home and undergo a similar but slower process?

A word about the salesman in the country store. While his salary is likely to be less than that of the city salesman, and while the top is not so high, yet I verily believe that the average boy stands a better opportunity for success in life in the country store than he does in the city store. Only our brightest boys will reach the top, and under any circumstances there is only room for a certain number of boys at the top, and the great majority must be content to remain in the lower positions. The country store salesman, even though he may work every other night, is near his home, enjoys a local atmosphere, has a chance to become known, and has the opportunity to amount to something. Certainly, his work, and expenses are very much less.

I am aware that the country store does not offer very great opportunities for success. Neither does the city store. Competition is greater to-day than ever before and greatly lessens the chance of rise of other than the most proficient. The probability is that the average salesman, whether in the country or in the city, will not rise very high in his calling, nor is the member of any other business or profession likely to. There must always be more soldiers than officers. I am simply commending the opportunity offered the country store salesman with those enjoyed by the city store salesman. I believe that if one is satisfied with an ordinary degree of financial success and cares more about himself, his family, his neighbors, and his citizenship than he does about his actual money income, then he is far better off in the country than in the city.

While a good talker does not necessarily make a good salesman, the good salesman is almost always a good talker. Either he talks much and well or else he talks less and very well. There are some salesmen who have little to say, and who seem to possess the ability of saying much in little. But comparatively all successful salesmen are fluent talkers.

The successful salesman must understand human nature. He must know how to approach a customer. The cabbaged boy, the conservative boy, the boy who is not popular with his fellows, is not likely to make a good salesman.

The salesman is pre-eminently a business man. Selling is permanently removed from anything savoring of professionalism. The fact that selling is pure business, and even college-bred business, offers no excuse for lack of school training. A liberal school education, even in the higher branches, is reasonably sure to be of material assistance to the salesman. While I would not recommend a classical college course, I see no objection to it.

If one is to devote his life to the selling or management of mechanical articles, like machinery or electrical apparatus, an institution of technology is to be highly recommended.

Mr. Charles F. Abbott, general manager of The Warner Brothers company, of New York city, in a letter to the author, says:

"Perhaps the traveling salesman has the best opportunity, because he has the chance of making of himself all that there is to himself, so far as business is concerned. If he knows how to sell, and he is sure of recognition. Without this selling experience, which is obtainable only upon the road, he will never be in a position to properly direct salesmen or to handle the distributing side of a business.

"The successful business man usually springs from the traveling salesman, who on the road was a successful seller of goods. Occasionally an unsuccessful salesman becomes a successful inside man; but as a rule, a failure on the road is a failure at home.

"Comparatively few men who are without selling capacity, have the ability to succeed in ordinary business."

Mr. Charles W. Rice, supreme traveling representative of the Order of United Commercial Travelers of America, in a letter to the author, says:

"(1) Traveling broadens a man's ideas and makes him a student of human nature. There is a continual variety in the life of a traveling salesman that makes the work fascinating.

"(2) Larger remuneration for the same ability, than in any other line of salesmanship. The traveling salesman is better than a house or retail salesman because he has the opportunity of going out after his customers, while the house salesman must wait for the customer to come to him. This might seem in favor of the house salesman, but the employer sees a higher value on the services and profits of the man who can go out and get the business. The traveling salesman gives him individual recognition that house salesmen cannot win. He is the representative of the house. He holds a responsible position, because he must decide many questions that the house salesman can refer to his superiors. He gains, in time, a joint proprietorship in his trade, and becomes more or less indispensable, because he can often take his trade with him to another house.

"The principal disadvantages offered by commercial traveling as a business are:

"(1) The traveling man is deprived of home influence and association; indeed of many social advantages.

"(2) He is compelled at times to put up with extremely poor accommodations at hotels and on railroad trains and at small junction points.

"(3) Often the employer wishes to promote to a more responsible and lucrative position a traveling salesman of ability, but the latter fails to get the promotion because the house can find no one to send on the road who can hold up the well-established trade of the traveler."

From the State Capital

Information and Gossip Furnished by Special Correspondent at Lansing.

Lansing—Fire insurance rates are discussed by Insurance Commissioner Barry in the text of his annual report. The commissioner says: "The year 1905 was one of unusual prosperity for the fire insurance companies transacting business in this state. With scarcely an exception the states throughout the union contributed to this result. Low loss ratios per cent., the lowest in its history, contributed her full share to the favorable experience of the companies. As the result of this favorable experience and the competition due to the constantly increasing number of companies bidding for business, material reductions in rates have been made within the past six months. After a careful investigation and study of this question, I am satisfied that the property owners of Michigan are enjoying as favorable premium rates, considering the nature and condition of the risks involved, as are the people of any other state in the union. The utter absurdity of the contention so frequently made, that the business of the companies should be conducted on a system which provided for the collection of simple sufficient rates to pay current losses and expenses, or which rated a community or a state on its own experience alone, is conclusively shown by the San Francisco conflagration. Had the fire underwriters been so criminally reckless as to conduct their business along these lines, San Francisco could never recover from this disaster and the collapse of scores of fire insurance companies would have destroyed the foundations upon which rest the commercial enterprise of this country and thus have precipitated a general panic. In the light of the experience of the past two years it should no longer be foolishly contended by anyone that the conflagration hazard is not an ever present menace. The underwriter who fails to take cognizance of this hazard is wholly unfitted for his task."

Date for Supreme Court Hearings.

The supreme court set June 14 as the date to take up the issue that has been joined between Auditor General Bradley and regents of the University of Michigan relative to the expenditure of public funds in the state. Attorney Henry M. Campbell, of Detroit, has filed a brief for the regents, in which he contends that the board of regents is a constitutional body, is not accountable to the legislature or any of the state's accounting officers, and that they are alone judges of what expenditures should be made. The attorney general's department is preparing a brief in which the opposite position will be taken. The action is by mandamus, the regents asking the court to direct the allowance by the auditor general of certain vouchers for traveling expenses from which he has withheld approval. The broad question of the regents' exclusive control of university funds is at issue. At the same time will be heard the delay in state tax commission to make a horizontal boost of assessments.

Course in Library Science.

It is the intention of the state board of library commissioners to place a short course of library science in the summer schools which are to be held in the normal college, Ypsilanti, and the normal schools at Marquette, Mount Pleasant and Kalamazoo, commencing June 25 and closing August 3. The object of this plan is to place before the teachers of the rural schools, and in the small towns and villages, who are generally the custodians of the school libraries, the elementary training which will enable them to use, and help the pupils to use, the books in an intelligent manner. Special lectures will be given on topics of value to the librarians of small libraries, but the work will be largely practical and individual. The general instruction will be given at an hour when the entire class can be present. Mrs. Mary C. Spencer, secretary of the board, will have general charge of this work.

Resigns from National Guard.

Maj. Oscar Achard, of Saginaw, assistant quartermaster general of the Michigan national guard, has resigned. The cause of his resignation is not made clear at headquarters, but it is known there has been friction because of the major's alleged zeal in assuming responsibilities which were not required by others as properly coming within his sphere of action.

Report of State Oil Inspector.

State Oil Inspector Benjamin reports that during the first quarter of 1906 he collected \$12,214.44 in fees for the inspection of oil in Michigan. After paying the salaries and expenses of the department the inspector has a balance of \$4,114.75 on hand.

Elks Select Bay City.

Bay City won out in the contest over the next meeting of the Michigan Elks association, receiving 38 out of 75 votes cast by the delegates. The election of officers resulted as follows: President, Fred W. Roushville, Lansing; secretary, W. L. Leckie, Dowagiac; treasurer, C. E. Hathrick, Battle Creek; sergeant-at-arms, Daniel Thomas, Bay City; co-organizer, W. E. Weather, Bay City; chaplain, Hox. Killgore, Bay Rapids; trustee, W. P. Boyce, Grand Rapids.

Appointment by the Governor.

Gov. Warner has announced the following appointments: J. Roy Waterbury of Highland, to be trustee of the eastern asylum for the insane at Pontiac, to succeed George Clapperton, of Grand Rapids; Theodore A. Felch, of Lansing, member of the state board of legislation in medicine, to succeed Dr. J. E. Griswold, of Grand Rapids; Art. Wilson, of Lake City, to be county agent for Missaukee county. Dr. Felch, of Gresham, is a son of the late Gov. Alpheus Felch.

ANOTHER VISIT!

The Noted Specialist
DR.
M. F. STEIN,
will be here again.

This Expert Ophthalmician who has testimonials from the leading physicians in every town or city he has visited, tests eyes by means of the latest appliances.

His examinations will assure you of the nature of your ailments.

His treatments of you will be that of a Scientist in his line, and the effects of his treatments will be lasting.

He will be at the office of Dr. Conklin
Where all examinations will be made FREE OF CHARGE
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MIGRATION OF WILD GEESE

How the Old Leader of a Flock Gathers It and Starts on Its Journey.

At the end of March or during the first week in April all the gray geese in the Outer Hebrides collect in one place before taking their departure for their nesting haunts within the Arctic circle.

To estimate their numbers is impossible, and to behold this vast concourse of geese as one of the sights of a lifetime. The vast host of birds stands packed together in a huge plain till the king of the graylegs starts the fight. As the old leader ascends a hundred thousand voices salute him, but none stir till from overhead he gives the call for his subjects to follow him.

Some fifty birds rise in the air and follow him, and as they go gradually assume the wedge-like formation, with three single birds in a string at the apex of the triangle, and in a few minutes are out of sight. When they have been fairly started the king returns, and after a few minutes rest he rises into the air again, and the same process is gone through before he leads off another batch.

Again and again he returns until all are gone but 300 old veterans, which he meets him in the air as he flies back to them. Then, with their sovereign at their head, these also wing their way toward the pole not to return until the following October.

MEASURING DEPTH OF AIR

Atmospheric Envelopes of Earth Determined by Interesting Scientific Observation.

One hundred and 31 miles is the height of the atmosphere as measured by Prof. T. J. S. S. who determines the thickness of the air envelope by noting the difference between the time of sunset and the complete disappearance of blue from the sky. The moment at which the blue changes into black can be observed quite easily by the naked eye when the air is clear, and by trigonometry may be ascertained the distance below the horizon of the sun at the moment of change. By this means may be calculated the height of the smallest illuminated particles of oxygen and nitrogen which give to the sky its blueness of tint by the reflection of the smallest wave lengths of sunlight. The instant of change from blue to black is possibly a little difficult of exact observation, but the method is not more doubtful than that based in the observation of shooting stars. The shooting star method gives a result not greatly differing from the vanishing blue method. The former gives the height of the atmosphere at 109 miles.

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Origin of "Finances."

Many words of most august count prove to be of quite commonplace ancestry when traced to their origin. "Finance" is really only "settling up." Literally, it is just "ending," and was formerly used in that sense, mainly in the English language. Then it came to signify settling up with a creditor, and acquired the special sense of ransom.

Have Coffee Market.

The largest coffee market in the world is the French city of Havre. The imports in 1904 reached 109,983 tons.

French President's Hobbies.

M. Fallieres, the new French president, has an additional hobby to his love of billiards—that is book hunting.