

MICHIGAN TRADESMAN

PUBLISHED WEEKLY TRADESMAN COMPANY, PUBLISHERS \$2 PER YEAR

Twenty-Ninth Year

GRAND RAPIDS, WEDNESDAY, OCTOBER 11, 1911

Number 1464

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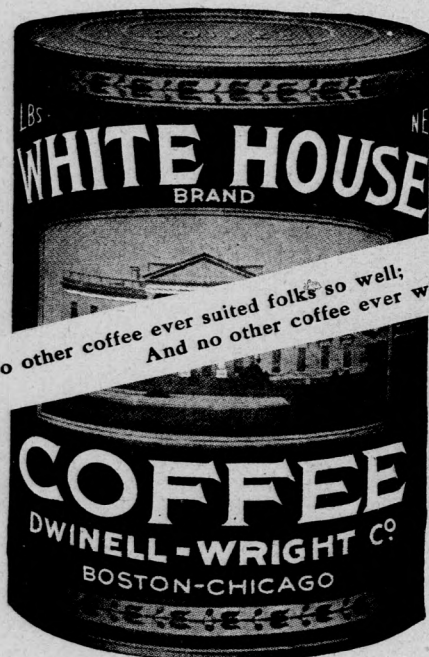
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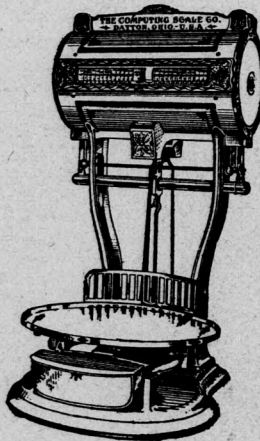
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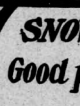
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SPECIAL FEATURES.

Page	
2.	Ten Talks.
4.	News of the Business World.
5.	Grocery and Produce Market.
6.	Clothing.
8.	Editorial.
10.	Saginaw Valley.
12.	Butter, Eggs and Provisions.
13.	The Largest Cheese.
14.	Financial.
16.	Behind the Counter.
17.	Value of Nerve.
18.	The Right Method.
20.	Window Trimming.
21.	Produces a Novel Effect.
22.	Dry Goods.
24.	The World's Food.
28.	Woman's World.
30.	Hardware.
32.	Shoes.
34.	Case of the Grouch.
35.	Subscription Swindlers.
36.	Why They Fall.
38.	Detroit Department.
39.	Catching the Disease.
40.	The Commercial Traveler.
42.	Drugs.
43.	Drug Price Current.
44.	Grocery Price Current.
46.	Special Price Current.

WHEN FARMING PAYS.

There is a great deal said these days about back to the land and back to the farm, and all that sort of thing. Very many books, pamphlets, magazines and newspaper articles are written about it, forming an endless variety of the grave, gay and grotesque. This published matter makes it look very attractive, and the city forgets that all hills are green far away. It is unquestionably true that life in the country has not only its charms and attractions in a purely ornamental and pleasurable way, but that as well it affords the opportunity to get a good living, which many would find more satisfactory than living in the city with its crowded quarters, high prices, discomforts and inconveniences, to say nothing of the healthfulness of outdoor life. There are thousands of men in the city who would be a great deal better off if they went out into the country and took a little land and tilled it. It would be better for them and for their families. It does not follow, however, that this is true in every case.

It requires just as much industry and ability to run a farm successfully as it does to be a clerk in the store or to occupy any of the subordinate positions in a great city. Very considerable danger lies in the alluring statements printed and widely circulated about the beauty and the advantages of life in the country. The beauties may be there all right enough, but the advantages are only for those who know how to avail themselves of the opportunities. Big crops do not come to those who plant the seeds in the wrong place and who cultivate incorrectly. The soil yields a living only to those who know how to handle it. A great deal can be learned from books on these subjects and the agricultural schools and colleges springing up all over this country and Canada are doing a good work, but theory must be supple-

mented by practice, if it is to prove profitable. Poultry raising, for example, looks easy. There is always a market for these products and yet thousands have tried it and failed. On the other hand there are many who have made a success of it, because they have gone about it intelligently, and have given it devoted time and attention. Everything is easy to those who know how, but the difficulty is to acquire this information in working quantities. The country offers a fine field for endeavor, and for profit, too, and gardening and farming are an art, a science and a business just as much as any other vocation.

HONEY TO THE FRONT.

The notable advance in the price of sugar makes this a most opportune time to press the sale of honey. The latter is too often regarded as a luxury quite beyond the reach of the masses when, in fact, taking into consideration its more easy assimilation, it is really one of the cheap saccharine foods. It has recognized medicinal value, and those who find sugar a forbidden article of food may partake of this sweet with no ill effects.

There has been an ill-grounded prejudice against honey owing to the widely diffused idea that it is adulterated; that artificial honey is commonly given on the market. While this is true in some instances, as impositions are true in any articles of food, the stringent legislation of recent years renders it highly probable that in buying honey you get just what you pay for. Artificial comb honey was never a commercial product; and the fear of cheat in this has been a standing joke among bee men, who know that if they could make a pound of it a large reward awaits them.

Obtain a small stock from a reliable producer, and keep it in first-class condition while in your hands; but get it out in sight, to remind people that you have it and to tempt them with its appearance. Explain to them that a cool, damp place is the worst of all in which to keep honey; that it does not granulate in sealed comb; that extracted honey will not granulate if kept above a temperature of 70 or 80 degrees. Those who can not eat it in the raw state may find it a most pleasing food if scalded. Honey, if heated to 200 degrees and sealed while hot will keep indefinitely without granulating. If ants annoy, draw a chalk mark around the goods, and if this is not effective, place the honey on a table, each leg of which is placed in a small cup of water.

THE PUBLIC PULSE.

To the successful tradesman the public pulse should be as important a factor, as is that of the patient to the physician. It is a key to the general needs. And while we may cater to the essentials many times indirectly it is the thing which touches the right spot at the right time that appeals most effectually. The mustard poultice is a recognized remedy in its time and place, but no one wants to be burdened with it when and where it is not needed.

The barometer is one of the easy ways of recording the pulse of the public, aided, it may be, by the help of Uncle Sam's weather man. When a storm is gathering prepare for a special sale of rubber goods and umbrellas. You may do this at any season with fair success, but the purchaser is less certain that he has made a good bargain; in fact, you must coax him more, and still perhaps leave him almost wishing that he had not recalled Jefferson's rule, "Never buy what you do not need because it is cheap." But if you offer this special bargain when the clouds are lowering he congratulates himself on his good fortune in getting such a bargain, and remembers you gratefully for helping him.

Furs may be sold during the sweltering months; but it takes infinitely more argument, more persuasion, than when mercury is down and the thought of stepping outside makes one almost shudder. The more skill used in making goods sell themselves the more energy you will have left to direct along necessary channels.

Local gatherings may suggest a need along certain lines. Special days are at once suggestive of ideas. Seasonableness is always a good word to bear in mind. Study the wants of your patrons every day in the year and prepare for them. It is just as easy to offer goods when there is some special reason why they will almost sell themselves as to delay until their thoughts of the public are entirely in a different direction and you must literally pull and drag them to get attention.

THE INFLEXIBLE RULE.

In the old-fashioned orthography it was a trite saying that a rule was not a rule unless it had exceptions. An exchange tells the story of a man employed on the railroad, faithful in every way, and thoroughly efficient; but he had a wooden leg; and when some one "told on him" the rulings of the road, which provide that employes shall be sound in limb, determined that he must go. Discouraged, and with a family to support, the man in desperation shot himself. Surely this corporation was more directly

responsible for the life than is many a prisoner who has gone to the gallows!

It is this inflexible rule which shuts out from employment such men as "Freckels," and curbs ambition in many ways. A young girl who had passed through the Chicago Law School with the highest scholastic honors, sought and received a desk in a prominent law office in the city, to be paid for in assistance in the mechanical work of the firm. After hiring her, they were appalled with the information through a third party that she was blind. Yet true to their contract, they gave her trial, as confident of her inability to do the work as she was confident of success. Blanche Fearing won, but because the inflexible rule of custom just missed her and gave her a chance to prove her worth.

The skilled teacher makes as few rules as possible, well knowing that there is less trouble regarding exceptions; and that there are exceptions is fully appreciated. Had the corporation which literally condemned to death one of its most efficient and faithful servants been content only with the rule of capability, there would have been one less suicide to record. The man who can do the work well in spite of physical hindrance is entitled to praise instead of discharge. The inflexible rule may prove the most worthless.

A police lieutenant in Cleveland has gained the thanks of many people by his efforts in carrying out a brilliant idea. Complaints were made that the slumbers of some residents in his precinct were disturbed by a milkman. The wagon rattled, the horse's hoofs were noisy and the milkman himself walked with heavy footsteps. The police lieutenant took up a collection from the complainers and now the milkman has rubber shoes on his horse, rubber tires on his wagon and rubber heels on his shoes. It is all quiet in that precinct except for the snores of the slumberers in the early hours of the morning. The next move may be to suppress the snorers.

After a two weeks' trial Postmaster General Hitchcock declares the Government will save fully \$2,000,000 by the transmission of periodical mail by fast freight. The leading magazine publishers have taken kindly to the plan and are co-operating with the Postoffice department in every way possible. The saving will be worth while and the Postmaster General is to be commended for adopting it.

A man's character seldom changes—it is merely revealed.

TEN TALKS

To Bank Clerks By a Practical Banker.

First Talk—Neatness.

A few days ago a man of wide experience and reputation in business circles came into our bank and visited also the various banking institutions in the city. I was anxious to get his judgment concerning our own institution and asked him how it compared with others here and in other cities, and he said:

"I am greatly attracted by your banking office and especially by the homelikeness that makes its appeal as you enter the door. The plainness and neatness of the office and the apparent suitability of all the details. The work you do so quietly and efficiently strikes me as your best advertisement."

Later on in discussing the same subject with his wife, I asked her if she had heard her husband make any criticism with regard to our bank, and because she hesitated I insisted and she finally said: "The only thing which he criticised was the presence of a little swarm of flies which he said evidently had left marks which took from the appearance of tidiness and was wholly out of keeping with the general neatness of the establishment."

I thought of this judgment as one which possibly might be made by a good many other people and it seems to me we do well to have in mind the point of view taken and try in some way to solve this little problem. In connection with our business office it illustrated to me the importance of neatness as a factor in our lives, not only neatness of surroundings but tidiness of the body and its accompaniments.

We should give a great deal of attention to those things which may effect people's judgment with regard to us. We do not any of us like to be closely identified with "smelly" people and when we think of it the matter of absolute cleanliness of the body and the neatness of apparel has a great deal to do with our judgment of our fellows. Expensiveness in clothing is not always an index of suitability of attire and neatness in details. I have known people to dress very inexpensively in a most attractive way.

It is important that we give attention to the little details of our person and of the things which are associated with us so that we shall not in any way give offense to others. A littered desk and an unsightly drawer may be the indications which will lead some one to pass unfavorable judgment upon us.

As a child I had my bitter experiences. Childlike I was always willing to excuse myself from looking after the little things connected with my person that my mother felt very important and I had to be cautioned almost constantly to wash my hands clean, to keep my clothes brushed, to hang up my belongings in the proper way, to clean up after doing a job, and many other little things, but now as I look back upon this tuition I am

thankful that somebody was interested enough in me to keep at me until I became naturally careful with regard to these matters.

Surface neatness is not enough. The sweeping of the dust under the bed or into the corners so that the center of the room looks well does not satisfy the ideal of cleanliness in the case. We must be intrinsically neat and it must be a part of our nature, either natural or acquired, in order to have the attribute of the greatest usefulness to us. Cleanliness is said to be next to Godliness. I think neatness may be properly said to be a great factor in righteous living.

I have said these things having in mind our little family circle in the bank and the importance of working together in trying to have our banking office and all its appointments such as to make a favorable appeal to the general public which enters here. We must not any of us be too particular about just what seems to belong to our individual duties. If we see things which ought to be a little better, even outside of our particular domain, we do well to have such a community of interest as to be helpful to each other in the accomplishment of the general purpose. I mean that we must not be "finicky" about just what belongs to us to do. We are here together as a well appointed and well arranged family circle, in which each takes an interest in the other, each contributing to the purpose of making an institution that will have value in the community and do its part in a way that will commend it to the people at large, as filling a place unusually well in our city. If each one does his part, and it is well to do a little more than is actually required, with a graciousness that is apparent, our bank will make a record of which we may all be proud.

This word is not in the way of criticism, for I know you all do unusually well, but it is for the purpose of calling your attention to the little things of which we should be mindful not only occasionally but all of the time. We can not neglect the smallest detail connected with the neatness of our person or the tidiness of our desk or the attractiveness of our banking interior without a loss to all of us of something which will add not only to our satisfaction but to our reputation. Charles W. Garfield.

Driving a Bargain.

Wishing to hire a horse and buggy in order to drive about the neighboring hills of Nantucket town, they were directed to an old fisherman who could sometimes be induced to let his for a small sum.

"Whar ye goin'?" he asked.

"Oh, just about; nowhere in particular," they assured him.

He cogitated for a few minutes and then replied:

"Wall, I hain't got no use for th' old hoss fer a day or two, so ye kin hev 'im. I generally gits a dollar a day, but seein' ez he's purty lame, guess I'll hev ter git two."

What Some Michigan Cities Are Doing.

Written for the Tradesman.

The Herrick Casket Co., of Lyons, is asking the town for the old gasoline engine factory and is planning on adding to its output.

There were 30,000 paid admissions at the recent Saginaw Exposition and Land Show and practically all the manufacturers participating in the "Made in Saginaw" show signed contracts at once for space for next year's exposition.

Mayor Rietdyk, of Muskegon, is in favor of a get-together meeting of the business men and farmers of Muskegon, Oceana, Newaygo, Mason and Manistee counties to discuss ways and means of securing better transportation facilities. He suggests that the meeting be held at Muskegon at an early date.

The Reo Company, of Lansing, which employed 1,200 men last season, expects to employ at least 500 more hands this year. The big shops have resumed operations after inventory and will be busy until August 1, next year.

An alleged blocking of a street crossing at Battle Creek recently for twenty-five minutes by a Michigan Central freight train is stirring the people of the Food town to wrath. Blockades of crossings for eight to twelve minutes, whereas the legal limit is four, are said to be of common occurrence and the editor of the Moon suggests that the police force take a hand, since other measures seem to have failed, and with the aid of clubs force the train crews to clear the crossings.

Geo. Bardeen, promoter of the so-called Bardeen electric road proposed from Kalamazoo to Grand Rapids, via Otsego, says that everything is at a standstill now owing to the fact that the people whom they had expected to take the bonds object to several provisions in the Kalamazoo franchise and will not furnish the money.

Another Michigan electric road that is still waiting for the money to build it is the Michigan and Indiana Traction Co., which proposes to construct a line from Battle Creek to Coldwater, thence into Indiana. The latest word of the promoters is that as soon as a Chicago syndicate is satisfied that the line as surveyed will

be a paying proposition that no trouble will be experienced in selling the stock.

The Kinne Manufacturing Co., a wood working industry of Muskegon, has removed from Muskegon to Muskegon Heights and occupies a new factory of its own.

Jackson's second annual Industrial Fair will be held at the Masonic Temple and Temple garage Oct. 16-21. All space has been taken and the show promises to be a winner.

The Young Men's Business Association of Pt. Huron is meeting with success in its campaign for new members. In reply to letters sent out by the Secretary 100 new members have already been secured.

Sparta has lines out for a new industry—that of the Elkhart Manufacturing Co., of Elkhart, Ind.

Jackson's first Fruit Show will be given Oct. 24-27 in that city under auspices of the Jackson County Fruit Growers' Association.

Battle Creek claims a population of 29,844, or a gain of 4,500 as compared with the Government census of 1910. The figures are based on the new directory.

The so-called "Transportation School," under the direction of the Transportation Bureau of the Detroit Board of Commerce, opens in Detroit this week.

Battle Creek wants 90 cent gas and the Gas Company seems inclined to meet the Council halfway in the matter.

Detroit is arranging for a package car freight service to Upper Peninsular points and the new direct routing through Michigan will give Detroit quite an advantage over Chicago in the matter of time required for shipments to reach destination.

Pontiac's exact bonded indebtedness is \$391,500, or about one-half what it might be under the new charter. Pontiac is to be congratulated on her financial condition since a number of Michigan cities are bonded up to their limit.

Menominee is prosperous, with forty factories operating to full capacity. The Menominee River Sugar Company is opening the biggest season's campaign in its history and will employ 400 men, also paying out \$500,000 to the farmers.

The Lion Motor Company is one of the big industries of Adrian now,

WORDEN GROCER COMPANY

The Prompt Shippers

Grand Rapids, Mich.

distributing a quarter of a million dollars in wages during the year and employing 500 men.

The Armour Company plans to double the capacity of its canning plant at Frankfort within a year. At present the company can handle 1,200 bushels of peaches per day.

The capacity of the salting station at Baldwin will be doubled the coming year. This fall the company has salted down over 41,000 bushels, as compared with 2,300 last year. One of the growers made a profit of \$138.50 per acre with his "cukes."

South Haven has accepted the gift of a cannon, the only condition imposed by the donor being that the gun be fired the Fourth of July and Washington's Birthday each year.

Rates for weekly garbage collection at Marquette, under an amended ordinance, range from 50 cents to \$1 per month.

The South Haven Board of Trade has adopted a resolution favoring the erection of a new high school building there.

A campaign for more business in the Upper Peninsula has been started by the merchants of Saginaw. The city has good railroad connections and service with the territory in question and is entitled to a largely increased trade.

West Main street, Battle Creek, is a "great white way" now, illuminated by thirty-six electric light standard lamp posts of ornamental design, installed at a cost of \$85 apiece. They are placed 66 feet apart and the four lower Tungstens are of 60 watt power, and the upper one 100 watts.

Almond Griffen.

Special Features of the Grocery and Produce Trade.

Special Correspondence.

New York, Oct. 9—Up, up, up go spot coffees and no one seems to think there will be a turn the other way for some time. Of course, there is a limit where the consumer will stop drinking coffee with the freedom of former years, if, indeed, that time is not already here. In fact, we have to note huge sales of chicory as an indication that there is "something doing" in the way of using substitutes. Arbuckle bought 115,000 bags the other day, and this must have involved about 2 1/4 million dollars at the price said to have been paid. Rio No. 7 is quoted in an invoice way at 14 1/2c. In store and afloat there are 2,114,094 bags, against 2,948,607 bags at the same time last year. A lot of Java coffee, said to amount to 30,000 mats, changed hands at about an average of 19c. The transaction made quite a talk, as it was so much larger than usual. Milds generally are firm, with good Cucuta at 16 1/4c.

Japans and Formosas in the tea trade have attracted most attention and sales made have been at full rates. Buyers do not haggle over rates, as they realize it would be a waste of time. Green teas are now becoming well reduced in supply and dealers look for a market showing considerable activity from now on.

Sugar is quiet. There is a falling off in consumption and there is not much activity at going rates. Refiners generally ask 6.75c, less 2 per cent. cash. This is 1.67c more than a year ago.

Rice is firm. There does not seem to be a weak spot in the situation and just now planters are on top. Prime to choice domestic, 4 3/4@5c.

Spices are moving in about the same rut, but, upon the whole, there is some improvement all the time. Supplies are not overabundant, although there seems to be enough of all sorts for present requirements.

Molasses is about unchanged, although the movement is somewhat more liberal as the weather grows more seasonable. Good to prime centrifugal, 25@32c. Syrups are quiet and unchanged—fancy, 25@28c.

Canned goods, like coffee, are mounting skywards, and 3s tomatoes are practically 90c. In fact, this is the quotation for goods that are really reliable. Indeed, there are some goods which have sold for 95c, so the long looked-for "dollar tomatoes seem to be in sight; 10s are scarce at \$3. Corn is selling freely. This is the cheapest article of merit in the canned goods trade. Maine, \$1.10. There is a moderate call for other goods, but all are firmly maintained.

Butter continues firm and the tendency is to still higher rates. Creamery specials, 30@30 1/2c; extras, 29 1/2@30c; process, 24@24 1/2c; factory, 20@21c.

Cheese is firm and steady, with whole milk quoted at 14 3/4c.

Eggs show good demand for the better grades and prices are higher, with the top at 26@28c for best Western. There is still a large supply of good, bad and indifferent stock and this works out around 15@17@19c.

News From the Buckeye State. Written for the Tradesman.

The Ohio State Tax Commission has boosted the valuation for tax purposes of street, suburban and interurban railway companies from \$30,000,000 to \$115,000,000, or approximately 300 per cent.

Dayton is considering two important matters, namely, extension of the water works system and the elimination of grade crossings. Public meetings will be held each week during the fall to ascertain public sentiment on the proposition for bond issues to cover these improvements.

Enrollment at the Agricultural College of the Ohio State University shows a 50 per cent. increase over last year and the school will have at least 900 students this fall. The attendance has jumped from 400 to 900 in two years, showing that agriculture and domestic science are becoming popular courses.

The Grand Commandery Knights Templars of Ohio will meet in Dayton Oct. 11, with many hundreds of Templars in attendance.

The Wholesale Merchants' Board of Toledo will make its third and last Trade Extension Trip of the season during the third week of October in Northwestern Ohio. More

time will be spent in towns and cities visited and fewer stops made. The trip will cover two days.

Walter D. Moore has resigned his position as Secretary of the Dayton Chamber of Commerce, to take effect Nov. 1.

Interest is quickening in Columbus and throughout the State in the proposed Ohio-Columbus Centennial Celebration, to be held in 1912 in commemoration of the founding of the permanent seat of government of the state at its present location.

The butchers of Dayton are planning to co-operate in erection of a public slaughter house and cold storage plant.

An illustrated book of Newark, sixty-five pages, has been issued by the Board of Trade of that city. The book contains the names of the 650 members of the Board.

Almond Griffen.

Activities in Indiana Cities. Written for the Tradesman.

Evansville is growing apace and a city of 200,000 is being predicted within the next decade. Five hundred Evansville boosters met recently on the 600 acre site of the newly acquired steel shovel plant, where clusters of buildings are under construction, and participated in a general jollification.

Ft. Wayne railroads are throwing cold water on the union depot project for that city. Wabash officials state that union stations are all right for the traveling public but are of no benefit to the cities in which they are

located for the reason that travelers are enabled to pass through without spending either time or money there. It is said that two million people pass through St. Louis every year without putting their feet on the streets of the city, as they eat and sleep right in the station.

Electric cars on the new Valparaiso & Northern Road will be running from LaPorte to Gary by Jan. 1.

South Bend has eight steam railroads and is also the hub or trading center for about 250,000 people reached by electric railway lines.

A cleaner Terre Haute will be the slogan of the Civic League of that city during the coming winter. The anti-smoke campaign started last spring will be continued.

The Indiana Federated Commercial clubs will meet in Ft. Wayne Oct. 18-19. Almond Griffen.

A hen which has hatched ducks' eggs and is mothering the ducklings is always pictured as standing on the banks of a stream and very much ruffled because her charges are swimming. Now comes a report from a place near Catskill to the effect that a hen and brood of chickens have learned to swim. The hen acquired a taste for the wild rice which grows in profusion on the flats along the shore of an island and swam out there every day for her meals. This fall she took a brood of chickens over and all have become proficient in the swimming art and prefer the wild rice to their regular meals on the mainland.

Read What ROYAL Users Have to Say

Concerning the Roaster:

The A. J. Deer Company, Hornell, N. Y.

Escanaba, Mich., 8-29-11.

Gentlemen:—I have put in and used one of your ROYAL Coffee Roasters and must say that I am more than pleased with it. My coffee business has **INCREASED MORE THAN 300 PER CENT.**

Yours truly,

No. 5 Royal Roaster

(Signed) JOHN CROSS.

Concerning the Mill:

The A. J. Deer Company, Hornell, N. Y.

Fremont, Ohio, 9-15-11.

Gentlemen:—Inclosed you will find our check in full also freight receipt on No. 8 ROYAL mill.

We might say that we have only used your mill about sixty days, but we are thus far so well pleased with the mill that we would not want to part with the same at **double the cost**, if it were not possible to get another, and knowing that there are a great many other makes on the market and some selling for less money.

Very truly,

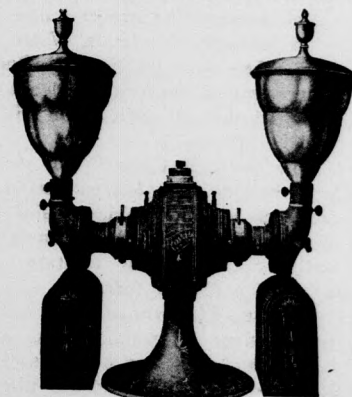
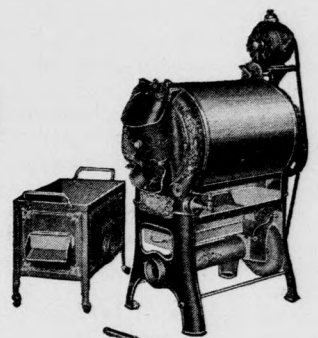
(Signed) BARKER & ADAMS.

Per C. J. Barker.

Write for our complete catalog today

THE A. J. DEER CO. INC.

272 West St. Hornell, N. Y.



The only mill that CUTS the coffee



Movements of Merchants.

Wellston—B. F. Nash has opened a grocery store here.

Adrian—L. F. Finch has opened a confectionery store here.

Alma—John Luchini has engaged in the fruit and confectionery business.

Houghton—George Lanpher has opened a new fruit and confectionery store.

Lowell—James Massenzo & Bro. succeed James Spadafora in the fruit business.

Newaygo—A. E. Burnham has opened a hardware store in the Bentley building.

Grand Ledge—Richard Hamlyn has engaged in the meat business on North Bridge street.

Manistee—Fred C. Noble, Jr., has engaged in the grocery business at 133 Washington street.

Scottville—The capital stock of the State Savings Bank has been increased from \$25,000 to \$35,000.

Gladstone—LaBar & Neville, druggists at Manistique, have opened a branch drug store at this place.

Elmira—W. A. Gabrion has sold his store building to W. A. Gardner, who will occupy it with his drug stock.

Gaylord—James Kennedy has opened his new grocery and restaurant in the Fox building, on Main street.

Holland—Henry R. Brink has purchased the book, stationery, picture and fixture stock of Henry Vander Ploeg.

Crystal—John C. Lewis has sold his stock of meats to Roy Lute, who will continue the business at the same location.

East Jordan—Charles Bacon has sold his confectionery stock and news stand to Warren Myers, who will add a line of cigars and tobacco.

Grand Ledge—M. P. Beach has sold his stock of general merchandise to Grant Mead, who will continue the business at the same location.

Clarksville—M. A. Harvey, recently of Sparta, has purchased the Chapman & Robinson drug stock and will continue the business at the same location.

Gladwin—J. W. Myers and John Englehardt have engaged in the dry goods, furnishings and shoe business under the style of Myers & Englehardt.

Williamston—O. C. Trask, proprietor of the Williamston Knit Goods Co., has opened a store for the sale of his goods at Mason. Mrs. Will Stevens will have charge of the Mason store.

Houghton—George Lamphere has opened a confectionery store in the store formerly occupied by E. R. Hixson, corner of Sheldon and Pewabic streets.

Marion—Geo. E. Orr and E. B. Davis have formed a partnership and together will conduct the variety store which Mr. Orr started some months ago.

St. Joseph—Charles E. Schaefer has opened a book and stationery store on State street. He will also carry a line of office supplies and drug sundries.

Boyer City—M. J. Bolen has sold his stock of bazaar goods and fixtures to Simon Joseph, recently of Detroit, who will continue the business at the same location.

North Branch—E. Schwalm, who conducts a clothing store at Pigeon, has opened a branch store here under the management of his brother, William Schwalm.

Sherman—Louis Rothstein has completed the repairs on the store building which he recently purchased and has installed a stock of general merchandise therein.

Petoskey—W. Nichols, who for some time has held a position as tailor at S. Rosenthal & Sons' department store, expects to open a tailoring establishment of his own.

Cadillac—A. Rupers has sold his interest in the meat stock of Rupers & Larson to William Parrish and the business will be continued under the style of Larson & Parrish.

Westphalia—Peter Thome, engaged in business here for the past thirty-eight years, has sold his stock of hardware and implements to Louis Wieber and will retire from business.

East Jordan—Milan Greeman has sold his interest in the meat stock of Bender & Greenman to his partner, Frank Bender, who will continue the business under his own name.

Kalamazoo—The grocery, hay and grain business of John B. Walsh has been taken over by Fred McQueen, on account of the former's death. It is stated that all obligations will be paid in full.

Lowell—A. B. Cadwallader, recently of Battle Creek, has purchased the art stock and undertaking business of W. R. Bolter and will continue the business at the same location. He will add a line of furniture.

Owosso—The firm of Close & Savage, dealers in grain, beans, wool, lumber and coal, has been dissolved. Mr. Savage having sold his interest in the business to Harold E. Close, but remaining with the new firm on a salary.

Saginaw—Fred W. Neuendorf and William A. Schneck have formed a copartnership under the style of Neuendorf & Schneck and engaged in the drug business at 420 and 422 West Genesee avenue. Mr. Neuendorf will continue the drug store he has conducted at 505 Michigan avenue for the past nine years.

Vicksburg—M. W. Vickers, of Fulton, has purchased Chas. Goostrey's interest in the undertaking and funeral directing business of Goostrey & Critz. Mr. Vickers will continue his business at Fulton, but will move to this place about January 1.

St. Joseph—Charles E. Schaefer, formerly engaged in the drug business, is about to embark in the stationery and book business, carrying a line of fancy goods, drug sundries and toilet articles. He will occupy the J. A. Canavan store, on State street.

Port Huron—James A. Davidson & Co., dealers in carpets and wall paper, have merged their business into a stock company under the style of the James A. Davidson Co., with an authorized capital stock of \$30,000, all of which has been subscribed and paid in in cash.

Munising—H. E. Wild, of this place, has been appointed custodian of C. A. Olson & Co.'s clothing store by R. T. Looney, commissioner of bankruptcy. The stock had been in charge of Sheriff Conry, who executed a writ of attachment. Mr. Wild will remain in charge, pending the appointment of a trustee.

Houghton—The ninety-sixth of the chain of five and ten-cent stores of F. M. Kirby & Co., of Wilkes-Barre, Penn., has been opened in the Haas building, on Sheldon street. C. H. Ruth, former assistant manager of the Calumet store of this company, will have charge of the Houghton store. He will have under him thirty clerks. All of these salespeople have been engaged in Houghton, with the exception of five experienced girls from the Calumet store, who will be here for a few days to instruct the new employees.

Charlotte—The Eaton County Savings Bank and the Merchants' National Bank have been merged and there is now but the one institution, the Eaton County Savings Bank. The stockholders voted that the former should purchase the stock of the latter. The same conditions prevail under the new arrangement as before, no change being apparent except for the name. The commercial branch and the savings department continue to operate the same as in the past and both branches are distinct from each other the same as heretofore. The officers of the consolidated institution are the same as those of the former Eaton County Savings Bank.

Roscommon—The Business Men's Association of this place held a banquet Tuesday evening to celebrate the tenth anniversary of the organization and to promote the spirit of boosting in the Northern county. Over 1,000 invitations were sent out and a large number of them were accepted. The Roscommon business men were among the first in Michi-

gan to recognize advantages to be gained from systematized publicity gained by advertising and other means of making their city known throughout the State and country and even farther. The Board of Supervisors joined the business men in their plans and the boosting spirit spread rapidly throughout other counties until now the whole of the northeastern part of the State is figuring in a big boosting campaign with the Northeastern Michigan Development Bureau leading in all plans. The Roscommon men rightly figured that advertising the productiveness of the country surrounding the city was the best means of helping themselves and their efforts have been fruitful since the plan was first conceived.

Battle Creek—A clever ruse was played upon George A. Southerton, East Main street grocer, by a peach dealer who is said to live in this city one day this week. The vender sold the groceryman eleven bushels of peaches "padded" with paper, old mail order catalogues and rotten fruit at a fancy price and then disappeared. The merchant did not discover he had been "duped" until later, when he notified the police. The fruit dealer had some of the nicest peaches on the top of the eleven bushel baskets which have been seen here this year. The peaches looked so good that Mr. Southerton bought all the vender had. The former emptied out one of the baskets and discovered small peaches and paper in the bottom, but did not think anything of it then. In the afternoon, however, he emptied another basket, and when he found the same padding the trick dawned on him. In the meantime he had disposed of several bushels to his best customers at fancy prices and "kicks" began to come in. According to Mr. Southerton there was enough paper and Montgomery Ward catalogues in the bottom of each basket to make a shortage of a peck, while the peaches below the top were small and many of them decayed. The police have not determined just what charge will be made against the vender when he is apprehended. The latter pulled off a "bonehead," however, for his name was on some of the papers in the bottom of the baskets.

Manufacturing Matters.

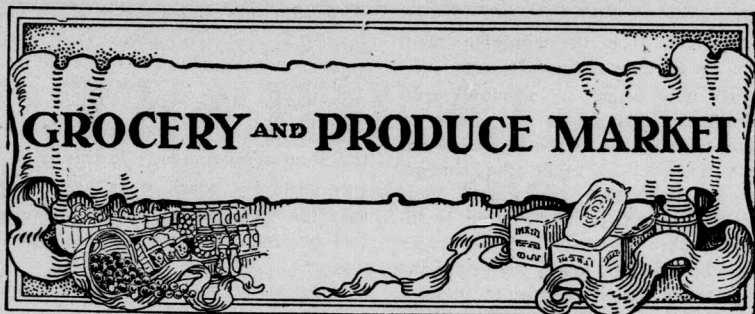
Detroit—The Smith & Baldrige Machine Co. has changed its name to the Baldrige Gear Co.

Detroit—The capital stock of the Mineral Products Co. of America has been increased from \$25,000 to \$35,000.

Zeeland—The Star Furniture Manufacturing Co. is enlarging its plant by building a two-story 40x60 addition.

Fowlerville—The cheese factory owned and operated by J. M. Major burned Oct. 6. Loss, \$2,200; insurance, \$1,500.

Onaway—Laur Brothers will soon carry on a feed mill and elevator business in connection with their feed and grain store.



The Produce Market.

Apples—Wagner, Wealthy, Maiden Blush and Twenty Ounce Pippin fetch 60c per bu.; Pound Sweets, 75c per bu.; Snows and Jonathans, \$1 per bu.

Bananas—\$1.50@2 per bunch according to size and quality.

Beets—60c per bu.

Butter—Creamery continues to show advances over the week before as has been the case for the past two or three weeks. Prices on creamery extras were advanced to 28½c the first of the present week. The accumulations of medium grades have been practically cleaned up and the demand for low grades is increasing as ladlers and renovators are more anxious for supplies than a couple of months ago. The demand has been heavy on the lower grades, but past experiences have shown that as soon as the retail price of creamery extras passes the 30c mark some of the consumers will begin to take a lower grade. Local dealers hold creamery extras at 28½c. They pay 23c for No. 1 dairy and 17½c for packing stock.

Butter Beans—\$1 per bu.

Cabbage—\$2 per crate or 60c per bu.

Carrots—60c per bu.

Cauliflower—\$1.50 per doz.

Celery—18c per bunch for home grown.

Citron—75c per doz.

Cocoanuts—60c per doz. or \$4.50 per sack.

Crabapples—Hyslips, \$1.25 per bu.

Cranberries—Early Blacks from Cape Cod command \$2.40 per bu. or \$6.75 per bbl.

Eggs—The market is in a much healthier condition than during September and prices continue to advance. The present week prices of strictly fresh supplies were advanced 1c per dozen. The demand from the consuming trades is much larger and the quality is reported to be very good. Prices now are fully 1c above prices of a year ago. The holders of storage goods have commenced to withdraw them, as present prices show a margin of profit over the prices at which they were put into storage. Local dealers pay 22c, case count, del.

Grape Fruit—Coming in in a small way, but receipts are too green to quote in a jobbing way.

Grapes—Wordens, Concord and Niagaras, 10c for 4 lb. basket and 12c for 8 lb.; Delawares, \$1.75 per doz. for 4 lb. basket; Blue grapes in bulk command 75c per bu.

Green Corn—15c per doz.

Green Onions—15c per doz.

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

Lemons—California, \$6.25 per box; Verdellis, \$6.

Lettuce—85c per bu. for leaf; \$1 per bu. for head.

Nuts—Ohio chestnuts, 16c per lb.; hickory, \$1.75 per bu.; walnuts and butternuts, \$1 per bu.

Onions—90c per bu. for home grown; \$2.50 per bu. for white pickling stock.

Oranges—Late Valencias, \$4.25 for 96s, 250s and 288s and \$5 for 150s, 176s and 200s.

Peaches—Smocks, \$1.25@1.50 per bu.; Salways, \$1.75 per bu. for fancy.

Pears—Keefers, 75c per bu.

Peppers—20c per doz. for red; 60c per bu. for green.

Quinces—\$2.50 per bu.

Radishes—15c per doz.

Squash—1½c per lb. for Hubbard.

Sweet Potatoes—\$2.75 per bbl. for Virginias and \$3.75 for Jerseys.

Tomatoes—65c per bu. for ripe and 50c for green.

Turnips—50c per bu.

Poultry—Local dealers pay 9c for broilers; 9c for springs and fowls; 5c for old roosters; 9c for ducks; 8c for geese; 12c for turkeys. A year ago this week dressed turkeys were bringing 22@25c in the New York market. The ruling prices to-day are 15@20c, giving ground for the belief that turkeys will be 4@5c lower than they were a year ago.

Veal—Local dealers pay 6@10½c.

Think Geo. M. Pullman Originated Pullman Car.

Manchester, Vermont, Oct. 7—I thank you for sending me a copy of the Michigan Tradesman containing historical article by A. S. White on the Pullman sleeper, which I have read with interest. I am personally not able to comment upon the statements made by the writer, except that I do not think it possible that the first sleeping car built by Mr. Pullman bore the name of his brother, as stated in the article. I think it likely that his brother's mechanical skill was used in adapting an old passenger car into the first sleeper made in the Pullman form, but I never before heard it suggested that the brother was the author of the principle on which the sleeper was built, which involved the radical change of the folded up upper berth containing in the daytime all of the bedding of both the upper and lower berths of a section as used at night.

Robt. T. Lincoln.

The Hauser, Owen, Ames Co. has increased its capitalization from \$75,000 to \$125,000.

The Grocery Market.

Sugar—All refiners are now quoting granulated at 6.75c and will probably stay there until the market declines. Raws are unchanged, but the supply is no larger than it has been. Home-made beet sugar is being offered at Western points at a decided fraction under Eastern refiners' prices, and it may be that the latter will wish to get into this competition. If they do, sugar prices will surely decline. If they do not, the chance is that there may be no decline during October. The demand for refined sugar is quiet.

Tea—Japans are in good demand, with prices firm in all grades. The shortage of China greens are turning consumers of these teas to Japans. Large shipments of both Japan and China teas are being held up at San Francisco by the ruling of the Secretary of the Treasury against the admittance of artificially colored teas. These teas are being chemically analyzed and the result will be watched with interest by importers. Teas already rejected at United States ports amount to more than 400,000 pounds, but are finding a ready market in Canada, where the laws are not so strict and where more low grade teas are consumed. Formosas are steady and prices are firm. The entire crop of Congous has been sold from the primary markets, and most of the other varieties are short and the market is tending upwards.

Coffee—The demand is just fair from the retail trade, but it is expected with the coming of colder weather there will be more activity shown by buyers. The prices in Brazil continue to hold at a higher level than the spot markets of this country. Milds also show an advance, probably as much as ¼c per pound. As recently reported, milds are now endeavoring to catch up with Brazils, they having had nowhere near the advance that Brazils have had. Java and Mocha are unchanged but steady to firm.

Canned Fruits—Apples have declined somewhat, and New York State gallons can now be bought at \$2.50 in a large way. The demand is light. California canned goods are unchanged and quiet, and so are small staple canned goods.

Dried Fruits—Currants are selling in this country at slightly less than the cost to import, which condition will probably not last very long, as the season of active demand is approaching. Citron is about 1c higher than a week ago, due to reports of short crop. Other dried fruits are dull and unchanged. Prunes are still very firm and packers generally are not quoting. The few that are want 6½c basis, which is very high. Peaches are not very strong, and buyers are not interested. Apricots are still high and dull. Raisins show a decline of at least ½c per pound, and the demand is light.

Canned Vegetables—Eastern canners claim that the tomato pack is a very short one, but as many factories are still running it will be some time before it will be possible to state with assurance as to the size of the pack. Prices, however, are firm and

there is a fair demand for the time of year. This year's pack is wanting in quality, for the growing conditions were so unfavorable that the fruit ripened badly, and the average quality of the pack is therefore poor. The canning season on corn is practically over and from all reports the pack has been a large one. It is estimated that the country used over 10,000,000 cases last year, and if prices are reasonable it will be fully as large during next year. Peas are scarce in some grades and there is sure to be a famine before another packing season unless some large stocks have not been accounted for, which is hardly possible.

Cheese—The make is normal for the season and the quality is running fully up to the standard. For the week the market is unchanged, and no important change is in sight.

Syrups and Molasses—Glucose advanced 5c per 100 pounds on Oct. 6. Compound syrup is unchanged and in fair demand. Sugar syrup is dull and unchanged. Molasses is quiet and dull. All sweets will improve in demand as soon as the weather gets a little cooler.

Fish—Cod, hake and haddock are unchanged, but firm and comparatively high. Domestic sardines are steady on a basis of \$2.25 for quarter oils in a large way. The demand is light. Imported sardines are unchanged and quiet. Salmon is unchanged throughout and is fairly active. Mackerel is decidedly stronger and higher. Holders of Norways have not been offering fish for several days, but during the week they offered some at about \$2 per barrel above previous quotations. Advices from Norway tell of about half a catch. Irish mackerel are likewise higher. Some holders have advanced about 75c per barrel, while many have withdrawn from the market. There are no shore mackerel available.

Provisions—Pure lard is active at ruling prices, while compound is steady and unchanged, with only a fair demand. Barrel pork, dried beef and canned meats are all in seasonable demand and unchanged, except that some packers have advanced canned meats about 5 per cent.

Expect Cut on Rubber Shoes.

It is the understanding in the trade that a drastic cut in rubber shoe prices is to take place in February next and it is maintained that were the trade not on an artificial basis the lower prices would now be in effect. It is learned from good authority that the United States Rubber Company some time ago bought crude rubber heavily on a basis of \$1.25 for up-river Para, considerably above the present level of the crude market.

Bay City—The Kneeland, Buell & Bigelow Co., manufacturer of lumber, lath, etc., has changed its name to the Kneeland, Lunden & Bigelow Co.

G. S. Steins has purchased the stock of the Economy Drug Co., at 367 South East street.



Clothing



Successful Clothing Merchants Good Window Advertisers.

The window is an all-important part of a haberdasher's shop. Here is an all-important reason why. It is safe to say that 50 per cent. of the purchases made by a man are transacted on the spur of the moment, or because a window display reminds him of his wants. Do you wish to try this out? Make a note of the sales of any particular article for one week without that article being on display in your window. Suppose you try it on garters for a week. Then make a neat, but not necessarily large, display of a few lines of garters for a second week and note the effect. The sales will jump up at once. The writer has tried this many times and it has never failed to prove the rule. So the value of the show window as a sales maker is established. The only question is to make it as effective a sales maker as possible.

Window dressing should be thought of as window advertising. If effectively done, it is good advertising. In every case the newspaper and other advertising should go hand in hand with the window advertising. If gloves are featured in the paper advertising, give gloves a prominent place in the window. Connect the two by the use of a small card telling the price and the fact that they are being advertised. This has a double value. Many people think that any article that is largely advertised must be good or it would not pay. They are, of course, right, for all the advertising in the world will not establish the sale of a poor article.

The most successful haberdashers, as well as other merchants, are those who have paid a great deal of attention to their windows—men who have recognized to the fullest extent the value of a "telling" display—a catchy trim.

The shop-front should be made as modern as the money at hand can make it. The shop-front is to the shop what the setting is to the valuable brilliant, or the frame to the picture. A poor window will kill the most fetching display of the most valuable goods.

The shop window was primarily intended to admit light to the interior. That is one of its essential functions still. But we do not criss-cross them with heavy iron bars or cover them with clumsy wooden shutters as of old. That is unnecessary now and it is far better for the watchman to have an unobstructed view of the interior than a mere glance at the exterior fastenings of the shutters.

The old-fashioned window and shop-front was a mere convenience. The new-fashioned shop-front is a most valuable asset to the shop.

A very good shop-front can be put in for a small sum of money. But it is best to put in a better one and

"skimp" a little on some of the interior fittings until the time comes when they may be bettered. The first expense in the shop-front should be made the last. It is not economy to do a little now and a little then. Do it and have it done at once.

Just what shape the windows should take is a debatable question. The one most favored, or the one that should be most favored, is the one that will give the largest expanse of window front without encroaching too much upon the room inside the shop.

The vestibuled front has many advantages. It is a convenient place for prospective customers to enter and inspect the goods on display. They are away from the jostling crowd. They are almost inside the store instead of being past it before they have taken in the whole display.

Whatever is done in this line should be done thoroughly. The shop-front is a sign of the times. If it is thoroughly modern so is it a sign of modern methods prevailing inside. The old-fashioned heavy-fronted shop is a sure sign that the owner is in a "rut," asleep at his post.

A neat appearance is absolutely necessary if a good impression is to be made on the passerby—the casual customer who is a possible permanent one. The front will help to gather in the profit that will enable the haberdasher later to make the necessary improvements inside—so commence at the front and work backward.

The window is intended to admit light to the interior during the daytime, but itself must be lighted at dark. The very best and not the cheapest system of lighting should be installed. It should be so arranged that it is not seen from the outside but casts its strongest rays upon the goods on display.

The interior casing of the window must be at least air tight if it is to serve its purpose well. Keep the dust out if it is at all possible. This casing may be of wooden panels, glass or mirrors and perhaps a combination is best.

It must be so arranged that the windows can be trimmed with the least amount of labor and in the shortest length of time. This is very often forgotten in making interior window casings. As long as there is a hole large enough for the window trimmer to crawl through some merchants think it ought to be enough; but can he work to advantage if he has to tunnel through his trim and the casing all the time?

There is another reason why the trim should be accessible. Very often a customer desires an article that is on display. It may be that a similar article is for sale in the shop, but unless the haberdasher is accommodating and secures the coveted article for the customer he is looked

upon with a certain amount of suspicion. Sell from the window. Put a sign up to that effect. It pays.

Just how often a window trim should be changed is a puzzle to some merchants. Some begrudge the time it takes to make the change. Some are always "trimming." It is safe to state that if the shop is located where there is a large traffic and where a great many men pass the shop every day it is wise to make a frequent change. If the traffic is more transient than regular there is no reason why a good trim should be taken out in less than a week's time—provided always that the goods on display are not so delicate that they will fade or otherwise lose value. Never allow a loss to occur in this way.

Some haberdashers change a portion of their trim every day or two. This is done by making a more permanent showing at the rear and sides and using a center section for a changeable display. In this way the work of trimming is much lighter while the haberdasher has the advantage of a constant change of display.

A neat front and a beautiful trim are all the more noticeable where those of other shops are just ordinary. If you are to make the most of your opportunities you will make your windows an allurementsomething to draw attention to the shop.

Price tickets and window cards are almost as valuable as the fittings of the window. They are little arguments in favor of the goods on display. And yet so many neglect these. Some because they have no one in the shop who can make good cards. Some because they would not have them if they could. Some think they cheapen their wares if they put a price on them. Suppose you note how many men ask you the price of the articles you are showing before you make the sale and how many ask you the price after they say they will take it. That should be as good an argument for or against the use of price tickets as you can get.

You show to the best advantage articles of wear that are daily required by most men. The goods are there to examine at their leisure, they can weigh well the style, beauty, attractiveness, probable durability and desirability. But put a price ticket on these and you have opened up negotiations that are likely to lead to a sale.

Price tickets can be purchased so cheaply that no one need be without them. They can be had in hundreds of styles and there is no reason why they should not be used.

The interior arrangement of the shop should be such that the largest amount of merchandise may be displayed. Your goods are bought to sell, not to keep. If they are left in the cartons, or packages, or put in drawers, or cabinets, they have to be brought out before they can be sold. Showing them sells them. The newest ideas in shop arrangement to-day is to have a maximum display of goods. So many people forget what

they want that they have to see it before they can remember that they want it.

In many large shops 40 per cent. of their sales are considered due to the shop arrangement. If this is any way near the mark it is high time that the haberdasher began to study this important branch of shop keeping.

If by arranging neckwear in counter cases 40 per cent. of the sales are due to this arrangement wouldn't it be foolish to stick to the stock boxes on the shelves? Try it out. Experience is the best teacher—others' experience is just as valuable as our own until we find our own is more reliable along any particular line.

It might not be out of the way to advise that the methods used by others of displaying goods in the window and in the interior of the store should be carefully studied and when a new idea creeps to the front it should be immediately appropriated and put into use. It has often been found that moving a line of goods from one location to another has helped to increase sales. The getting of departments into their best place in the shop is largely one of experiment. It is a well-known fact that it is best to have the collar and neckwear departments near the door. Some other departments are best at the rear of the shop. Experiment until the best location is secured.

Put time and money and brains into the displaying of the wares you have for sale and you will never fail to find customers who will thank you for your efforts in making it easy for them to shop and for reminding them of what they need.—A. E. Edgar in Haberdasher.

Settled Him.

"Sir," said the haughty American to his adhesive tailor, "I object to this boorish dunning. I would have you know that my great-great-grandfather was one of the early settlers."

"And yet," sighed the anxious tradesman, "there are people who believe in heredity."

Why.

Willis—He calls himself a human dynamo.

Gillis—No wonder; everything he has on is charged.

Those Michigan Merchants

who are now enjoying the biggest and most satisfactory Young Men's and Little Fellows' trade are doing it on the merits of

Graduate Clothes (Sizes 31-40 - \$12-\$20)

Viking Clothes (Sizes 31-40 - \$7-\$11.50)

Wooly Boy Clothes (Sizes 6-17 - \$3.75-\$10)

and other moderate priced lines made by

BECKER MAYER & COMPANY CHICAGO
VIKING GRADUATE VIKING SYSTEM
EST. 1842 CLASSY CLOTHING

The Man Who Knows Wears "Miller-Made" Clothes

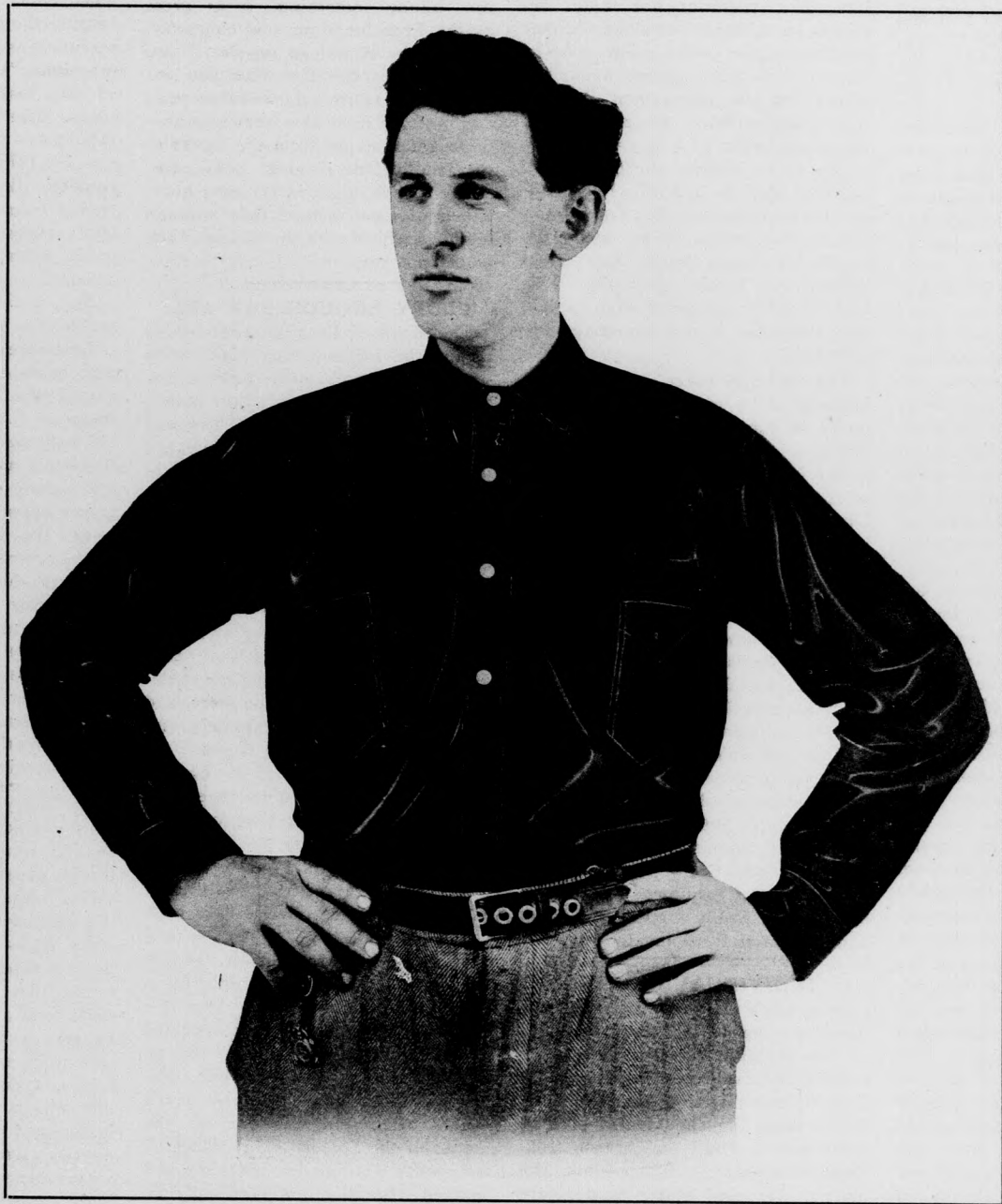
And merchants "who know" sell them. Will send swatches and models or a man will be sent to any merchant, anywhere, any time. No obligations.

Miller, Watt & Company
Fine Clothes for Men Chicago


The IDEAL Clothing Co.'s WORK SHIRT is always BIG enough and LONG enough

The photograph reproduced below is of a man 5 feet 11 inches tall, weighs 200 pounds, measures 34½ inches from center of back to wrist, and is wearing THE IDEAL CLOTHING COMPANY'S regular stock work shirt, size 15½.

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Our Spring Samples are now ready for your inspection. We have taken great pains in selecting our new line to get fabrics that WEAR BEST, patterns that LOOK BEST and colors that WASH BEST. Do not place your order until you have seen this, THE BEST, line on the market. 



THE IDEAL CLOTHING Co.
GRAND RAPIDS



MICHIGAN TRADESMAN

DEVOTED TO THE BEST INTERESTS
OF BUSINESS MEN.

Published Weekly by
TRADESMAN COMPANY
Grand Rapids, Mich.

Subscription Price.

One dollar per year, payable strictly in advance.

Five dollars for six years, payable in advance.

Canadian subscriptions, \$2.04 per year, payable in advance.

Sample copies, 5 cents each.

Extra copies of current issues, 5 cents; of issues a month or more old, 10 cents; of issues a year or more old, 25 cents.

Entered at the Grand Rapids Postoffice as Second Class Matter.

E. A. STOWE, Editor.

October 11, 1911

Always boost the man who employs you. Speak favorably to your friends of the proprietor who pays you your salary and of the goods he sells. When you can not do this it is time for you to hunt another job.

THE PERILS OF UNIONISM.

The strike on the Harriman lines and the Illinois Central is not creating the sensation to have been expected from a struggle involving 35,000 men. The stock market, which usually takes quick notice of labor troubles on the railroads, reflects no feeling of alarm on the part of those who have their money invested in the securities of the properties affected. The newspapers have few scare heads on the strike except as pitched battles occur when the union forces seek to intimidate or murder those who are willing and want to work. These episodes of violence have, in several instances, resulted in fatalities, and so accustomed have the people become to the methods of the unions in conducting their controversies that a few killings are looked upon almost as a matter of course. The man needing employment for the support of himself and his family who seeks a job does so at the peril of his life, and the union recognizes as entirely legitimate the cowardly attack in the dark, the hurling of rocks from ambush, the tactics of the slugger, the methods of the footpad. So defiant have the unions become of the constituted authorities that when a strike occurs the necessity of calling out the troops is one of the first questions considered. In the present strike the troops had to be called out at several places for the protection of property and lives. In almost any other country this would be called civil war, and this is about what it amounts to. Such a condition is not pleasing to contemplate, for some day there may be a strike of such large proportions that it will be war in fact. The unions would precipitate such a war, not to uphold the freedom of men to employment but in denial of that right. What the unions stand for is the exclusion from honest employment of all who through conscientious or other scruples will not join their ranks, and repeatedly have they demonstrated their willingness to slug or slay to enforce this exclusion.

The present railroad strike is not

for better wages nor for shorter hours; it is not to correct any grievances that the men may have nor to cure any evils claimed to exist. The various trades in the railroad shops have their unions, and these unions are recognized. Ambitious leaders have effected a federation of these various unions and now demand that the railroads recognize the federation and deal with the trades through this federation instead of direct. This would give them a big club over the railroads, instead of several small clubs, and the railroads naturally object. The federation not only demands recognition, but makes further conditions that only union men be employed in any capacity about the shops, that no union man shall be discharged without the consent of the organization and that when forces are to be reduced the union shall say who shall be laid off. It is hardly necessary to say that an organization that would make such demands does not have any great amount of public sympathy. This lack of public sympathy may explain why the strike is not attracting more notice.

The strike, however, is of sufficient importance to call attention to the perils of unionism and its methods. Its aims are not to enforce human rights but to deny them, to enslave men, not to make them free. The bludgeon, the rock, the knife and the gun are recognized as legitimate arguments in the conduct of the debate.

The recent furniture strike in this city gave Grand Rapids a near view of the methods of unionism, with its riots, its attacks upon defenseless men, its intimidation of those who wanted to work, its terrorizing of women and children and its constant menaces to property. The strike here was comparatively mild mannered and innocent, but it served to illustrate what unionism leads to and stands for and Grand Rapids is now glad that the furniture manufacturers stood so firmly for the open shop and industrial freedom.

INDIVIDUAL RIGHTS.

Once more the hunting season is at hand, and again will there be more or less struggle between those trespassing and those trespassed upon. It is not passing strange that the sport which takes life should also take so much patience and forbearance from those involuntarily dragged into the matter. In many places farmers are uniting to defend themselves against the outlawry which opens their gates, and frightens their stock to the point of stampeding, even if a stray bullet does not leave some valuable animal dead or wounded for life; and this by people who in most instances are entitled to the name of being honest, law-abiding people.

It is not honest to insist upon coming upon the premises of another and hunting the wild game, even although that other does not want to shoot them himself. He may have various reasons for wishing their protection, not least of which is their economic value to him. It is a fact

well authenticated that every quail is worth five dollars to the farmer as a weed-seed and insect destroyer. Yet they are being fast decimated if not locally exterminated. His herds are frightened needlessly, and take on little flesh when constantly harrassed by reports of the gun, and he must keep a sharp lookout against the forest fire, carelessly set by a cigar stub in dry leaves.

And yet, he pays taxes—more in most instances than the sneak who occupies his lands without permission. If you must hunt, if the mania for "killing something" is as great as the Frenchman says is characteristic of the American people, if you care not for the fact that you are helping to exterminate useful animals and birds, at least have sufficient honor to get a permit from the owner of the land before taking possession. There is little glory in bringing home a bag of game gained only through methods which even the chicken thief would not employ.

GLORY ENOUGH FOR ALL.

The death of Rear Admiral Schley recalls the incident in his career which gave him most prominence. Sampson was in charge of the American fleet at Santiago and Schley was next in command. It so happened that on the morning when the Spanish fleet came out of the harbor Sampson was off on duty at Guantanamo, several miles away, and when he returned there was nothing left of Cervera's fleet except wrecks and ruins. Then there arose an unfortunate controversy as to who should have the credit of that really remarkable victory. Sampson claimed it, although he was not there, and others said it was a captain's victim's victory. Schley's famous remark was, "There is glory enough for all of us." The dispute raged fast and furious for a long time, and perhaps the best enquiry by way of a solution is what would have been said if Cervera's fleet had vanquished the Americans and who would have been blamed. Manifestly Schley would have been held responsible, and if he was to be held responsible for a defeat, why should he not have the credit for a victory? He conducted himself admirably throughout that affair, and the majority of public opinion was with him. He was much sought after, and was one of the heroes of the Spanish War, whom all Americans were glad to welcome and applaud. Socially and personally he was a very attractive man, the number of whose friends was legion. He won for himself a place in American history, and no reference can be made to the Spanish-American War without honorable mention of Admiral Schley.

OLD-FASHIONED THINGS.

The beautifully wooded peninsula at Harbor Springs is illuminated at night by lanterns, a marked contrast to the electric-lighted cottages and the most up-to-date methods of the summer residents in every other respect. The return to the old-fashioned lantern is for a pur-

pose—that of enjoying the ways of olden times.

There are many other evidences of the pleasure in looking back, even in the fast age of automobiles. Certainly the reward in so doing is quite the reverse of that experienced by Lot's wife. There is a pleasure in briefly resurrecting the old ways, even although we may not care to adopt them more than temporarily. There is a satisfaction in some instances that we have progressed. Thus but yesterday we passed a gang of men cutting buckwheat with the old-fashioned cradle, a necessity in this case because the ground was too soft from recent rains to permit the use of the machine. "Well, I'm glad," exclaimed one, "that I didn't live in the olden times. This is too slow for me." It is safe to say that the bit of experience was healthful in his case, giving him emphatic illustration of what he owed to his forefathers, who bought the land; making him more willing to work, when improved machinery was at hand on almost every side.

But, again, there is the growing pleasure in resurrecting some of the old treasures in wearing apparel. The gold beads of great-grandma are now among the society girls choicest treasures. And the growing love for old-fashioned things is being applied to people as well. Among the better classes a respect for the aged grows apace with that for things ancient; the two are linked together with reverence. The grandfather's clock is the more valuable with grandfather near it to tell stories of the past; and grandmother, who can do the beautiful hand embroidery, is no longer an object to be placed in a dark corner. Wholesome is the retrospective glance backward; it renews kindly greetings and keeps green tender memories.

Dr. Wiley is no health faddist. He does not believe in adulterated food, but he wants enough to eat. He thinks people have too many fancy eating ideas. He says: "With some it's nuts, with some vegetables, with some fruits and with some it's just general starvation. But most of them forget that what the body wants is good food and plenty of it." He says he was a starvationist once, but it was from necessity. He was in college and did his own cooking. His diet was largely corn meal and molasses, and when he left college a physical wreck he was threatened with tuberculosis. He adds: "Everybody expected then I was going to die. I guess there are some now who wish I had." No one looking at Dr. Wiley to-day would ever imagine he was once a physical wreck. A good rule is to eat what agrees with you and leave the rest alone. "What is one man's meat is another's poison" is true. A good many people think too much about what they must or must not eat and suffer the consequences.

Many a man who when caught whines that temptation overtook him, has spent most of a lifetime hurrying along trying to catch up with temptation.

ITALY'S SURPRISE.

While the papers have been devoting their attention to the situation in Morocco, Italy has stepped up with a pace that has set all Europe into a commotion, and at times has promised to stir up an international tumult of no little importance. At the present writing it would seem that Italy will secure permanently the Province of Tripoli, paying probably a price which will seem little better than seizure to the Turks.

It has required little military genius to effect the capture. With complete possession of the Mediterranean, the Turks cut off from overland march through Egypt, there was on way to reinforce the garrison at Tripoli; and those within were in very poor position to defend themselves.

There are various ways in which the Ottoman Empire can prove itself not yet dead. There is such a thing as carrying the matter so far that other powers will take a hand in what is generally regarded as not fair warfare. Germany will, doubtless, strive her best to be mediator, and all peace loving people will rejoice to see her succeed. That Italy has long desired the province is well known. But she gave practically no warning that she was about to strike.

According to W. T. Stead, the man at the head of the Ottoman Empire is capable, peace-loving, desiring friendship with the great powers rather than entangling alliances. "A man of slow but steady intelligence; a man genial and sympathetic in temperament; a man modest and retiring rather than ambitious, but nevertheless a man capable of firm resolution, and not by any means incapable of conceiving a high ideal and adhering to his purpose with an altogether unexpected degree of firmness."

It is to be deplored that his plans for the elevation of his subjects must be diverted to a defensive policy for the nation. The clash of swords has no legitimate place in this twentieth century. The peace policy may be maintained, even although through outside mediation. There is no glory in without warning sending a fleet to destroy forces almost defenseless.

WOMEN OF THE CIVIL WAR.

A movement is announced of erecting a memorial costing half a million at Washington in memory of the women of the Civil War and one person has already pledged \$50,000 on condition that \$300,000 be raised within a year.

The proposed recognition, even although fifty years after, is certainly most deserved. For those familiar with the struggle well know that in many homes there was as much of bravery, of self-sacrifice and of labor done by the women as by the men. It is always harder to await any critical test at a remote distance; and those who suffered, knowing that a battle was imminent, experienced more pain, intense and prolonged, than did the regiments drawn up before the enemy. In the one case it was activity, a chance to do; in the other, that hardest of all

human tasks—to wait. The suspense worked with the imagination, and if possible magnified dangers. It is the inevitable law of human thought.

Then there were the hardships of taking up the double portion at home, of serving in the two-fold duties of parent and protector. The harvests must be secured, the planting done, or there would be starvation in the home. Brave hearts and hard working hands kept the home together. The conflict of steel was turned against the soil. No truer soldier ever rested after the battle than the mothers who gave their entire strength and energy without complaint in the home work which the soldier had been forced for the time to abandon.

There were Clara Bartons and Mary A. Livermores, who served nobly. They were leaders on the side of mercy. Without them the battles would have been many times more terrible. Yet as the common soldier was needed to effect the plans of the ablest general, away back in thousands of humble homes were the women of the nation working, praying, suffering, accomplishing. And it is but just that they should thus receive grateful, although tardy, recognition.

IN REMINISCENT VEIN.

It may be the semi-centennial of the Civil War; it may be the fact that thought, like fashion, moves in cycles. Certain it is that while a few years ago we cared little for the past, we are now going more and more back to it. The present and future are as important as ever; and yet back of to-day we are glad to look, and proud to take a little time for considering the achievements of the past.

Marking historical spots is receiving more attention. While the people of Braddock are contesting as to which of two disputed places is the one where the British General actually fell, the D. A. R. are arranging to mark the graves of Princess Aliquippa, who entertained Washington when in the vicinity.

Now it is announced that Mrs. Nicholas Longworth will take part in the celebration of the centennial trip of the first steamboat down the Ohio and Mississippi Rivers by christening the replica of the original boat, which was built by her great-grand uncle, Nicholas J. Roosevelt. A descendant of Chancellor Livingston, who was one of his partners, will be present at the Pittsburg celebration, and it is hoped that a descendant of Robert Fulton, another partner, will also come.

Such anniversaries mean much to Americans as a nation and as individuals. They mark the milestones in our progress. They revive old memories and create new hopes and ambitions. The little craft which was the pioneer in a river traffic from the world's greatest workshop to the sea was humble in comparison with the steamers which now connect New Orleans with coal and steel. Its promoters little dreamed of the results from their enterprise. As we behold

them to-day it is fitting to take a brief retrospect of the past. We owe this to the men who paved the way for us. We owe it to ourselves to apply the achievements and the experience of the past in working out a still more glorious future.

NUTS AS FOOD.

It is a bit of the old-time spirit which caused the teacher to smile a dry smile when the pupil offered, as excuse for tardiness, the fact that he had to gather the nuts. While faithful in school work, he was quite puzzled to know why this gathering of a part of the farm crops should be regarded as anything but legitimate employment.

Once nut gathering was considered but amusement for children; now it has become a part of the world's harvest. Nuts are food, condensed in form, nutritious as well as appetizing. The nut crop belongs to the owner of the land as surely as do his apples and potatoes. His family have found out many combinations which curtail the sugar and meat bills and yet render the table even more attractive. Nut butter, nut bread and nut cake have been added to the confectionary products long recognized.

Press the nuts into their rightful place. They are not simply to amuse the youngsters; to serve with the Thanksgiving feast. They are a food, as easily assimilated as any of similar food value; as capable of wide variations. Salted hickory nuts are greatly relished by many. The meats of hickory nuts, butternuts and walnuts make a rich mixture when chopped that takes the place of other carbonaceous food. The danger of ill effects from eating them is like that from candy, greatly over-estimated; and those combining salt will find them in moderate quantity a most helpful food. If you find sales for the home grown nuts poor, something is wrong. It may be an over-supply locally, which enables every lad in the neighborhood to get them for the picking. More probably, it is because the real worth of the nut as a food is not realized. Get busy enlightening the public and the demand will grow.

SMILE THE WORLD NEEDS.

A photographer who was striving to get a good picture of a school was quite annoyed by a by-stander who amused himself in making some of the pupils smile and thus necessitate a new exposure, although the day was cold for the work. The wag, no doubt, thought that he was being very witty, but others regarded the matter from an entirely different point of view.

Smiling is usually a good thing, yet it can be greatly overdone. There are those who smile when it hurts the feelings of others; those who smile behind your back; and those who smile simply because they have not brains to originate anything else. Such people are invariably bound to create trouble sooner or later. They had much better hide their faces than smile at the wrong time. The smile

of derision when the victim is not present is sure to impress others with proof of their insincerity.

The smile is not a thing to be worn always. There are times when it carries with it a lack of sympathy. The face is the index of the heart—or, at least, it should be. The smile which is meaningless is one of the most insipid of things. In fact, we may almost consider it synonymous with grimace.

Smile from the heart, but do not smile if it is going to put another into an unpleasant place or frame of mind. The smile which merely calls public attention to a blunder of some one else should be effaced. That which expressed joy at the misfortune of another has no legitimate place in humanity's plane. Genuine good will, gladness and friendship are a part of the smile which the world needs. That which veils insincerity, which fosters wounds of pride, which brings only trouble to another is a base mockery of one of the best things in life.

IGNORING DANGER SIGNAL.

But a few days ago a child slipped inside the iron railing at a circus and, before any one could intervene, a lion had terribly lacerated it. A short time ago the writer saw a boy climb upon the railing in front of a lion at the "Zoo." Almost instantly a workman some distance away shouted: "Boy; get down." And the "boy" knew at once who was meant, for he slid down as fast as though the lion were really grabbing for him—which it was a great wonder did not happen—and ran away, probably thinking what an old crank that man was.

It seems to be a part of the human make-up to tempt the danger signal, wherever it is posted. Passengers are warned to keep their heads inside the car windows, yet the rule is violated every day, and by those whom we would expect to know better. The thing that is forbidden has looked the most alluring ever since the memorable first days in Eden.

As a rule, the danger signal is put up, not for the accommodation of the one who gave it publicity, but for the convenience of others. The railing around the cages of the carnivora is for the protection of the people; and yet guards must be in constant attendance to keep some one from transgressing. It may be the spirit of dare-deviltry, of doing as one pleases irrespective of rules, or, as doubtless was the case of the little child, through ignorance.

It is high time that we learned, each and every one of us, that the danger signal means something. Its interpretation should be given for all. Even the child not old enough to read must learn to obey. The lion behind the bars will brook no familiarity and grant no special favor just because it is us. It may not even be visible or its claws may seem out of reach, but it works with lightning rapidity and it is safe to conclude that those in charge are better able to judge the limit at which the danger signal should be placed.



News and Gossip of Interest to Business Men.

Saginaw, Oct. 10—The growing importance of the Thumb district as a contributing factor into the mercantile and wholesale life of Eastern and Southeastern Michigan has not been better illustrated than this week. The Wholesalers' and Manufacturers' Association of the Detroit Board of Commerce, traveling in the finest special train that the Michigan Central could collect among its rolling stock, is spending three days in the Thumb district, which means the counties of Tuscola, Sanilac, Huron and parts of St. Clair. There are four Pullmans and two diners. Over one hundred representative merchants and manufacturers of the first city in the State are in the party. They nearly touched Saginaw Tuesday morning, jumping into the territory they seek by way of Reese, which is only a few miles from this city.

The trip will cost the Detroit gentlemen many thousands of dollars—all of which brings up the objective point. The fact of the matter is that repeated good crops of sugar beets and other farm products, the development of the soil and strengthening of population has made the Thumb district of Michigan one of the richest in the State and all of the big commercial centers are reaching out and grasping for its favor. Saginaw wholesalers and manufacturers, led by the foresight of President Cimmerer, of the Board of Trade, and President J. D. Swarthout, of the W. & M. Association, saw the rich possibilities that lay literally at the feet of the metropolis of the Saginaw Valley and which were knocking at the door for admission. Two trade extension trips were made into the district by Saginaw boosters in autos. Railroad connections were made more advantageous for them and they were the guests of this city on special occasions. Bay City took a hand at cementing trade relations by helping the new railroad to Caro and Port Huron trade extensionists invaded the district in a special train.

The Thumb district is being feted and dined and treated as it never has been before. It is considered one of the richest prizes that any locality in the State offers for development of territory, and the Saginaw gentlemen, with their well organized campaign of extension, are already feeling the effects of judicious boosting made several months before this present trip of the Detroit junketers.

Coincident with the approaching close of the present season of lake

shipments and navigation the Trade Interests Committee of the local Board of Trade has mapped out a campaign for more trade in the Upper Peninsula, especially in the commissary camps of the recently developed hardwood districts of the Upper Peninsula. An enthusiastic meeting of Saginaw wholesalers was held last week. Ralph C. Morley, Fred J. Fox, J. W. Symons, George F. Dice and others addressed remarks looking toward a betterment of railroad service which would give wholesalers and manufacturers of this city a quick delivery into the desired points in Northern Michigan. The Upper Peninsula trade extensionists recently visited Detroit by boat, the purpose of the trip being to secure quicker deliveries. In the past Detroit firms have been shipping by the first boat in the spring, then at intervals in the summer and boatloads at the close of navigation. The gentlemen from the Upper Peninsula believe that they can secure fresh goods during the winter months and have expressed a kindly feeling towards Saginaw houses, if they can get the goods within reasonable time after filing the orders. The M. C. Railroad has promised a through car leaving Saginaw each night and arriving in St. Ignace the next evening, and shipped out from the latter point at once if 1,000 pounds of freight are guaranteed.

Intermittent but continued rains almost all last week have turned the farming districts of this section of the State into a quagmire and the harvesting of beans and sugar beets has been almost at a standstill in all localities. More rain has fallen than in any corresponding period of time during the summer. What beans were left in the ground were thoroughly soaked, while the beans that were pulled and waiting for the threshers were spoiled. Sugar beet pulling was impossible. The sugar factories have run past the date set for slicing operations, but it is likely that all factories will be going this week if conditions of last week are not continued.

George W. Perkins, right hand man for J. Pierpont Morgan, was in Saginaw for a short stay Thursday, being with President Wm. Cotter, of the Pere Marquette system, on a tour of inspection of the physical properties of the road. Mr. Perkins addressed the Detroit Board of Commerce Wednesday and while in this city stated that the improvements already made and those projected and under process of completion for the P. M., following the \$8,000,000 loan

by his house, met with his hearty approval. He stated conclusively that it was not the intention of the P. M. to adopt a policy of retrenchment such as the M. C. and other roads have announced in improvement work.

The Star of the West flour mills, at Frankenmuth, started operations last week in a thoroughly modernized set of buildings erected since the disastrous fire early last spring. The mills have a capacity of 100 barrels a day.

Announcement was made a few days ago that Swinton & Reynolds, wholesale and retail book and stationery dealers, would retire from business with the advent of the new year. They have been in business here thirty years and are one of the landmarks of Genesee avenue.

Henry Hoffman, proprietor of one of the biggest retail grocery and

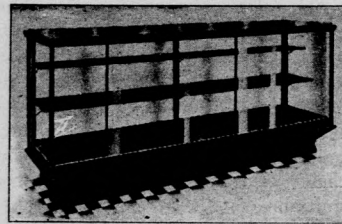
meat markets in Mt. Pleasant, died in St. Mary's Hospital, in this city, last Tuesday. He was 45 years old, was married and leaves a widow and two children. He was a great worker in the Knights of Columbus of the Isabella county town and was well known in mercantile lines to the wholesale trade of the State.

Last year Cass City announced itself as the champion bean shipping city of Michigan, and this fall statistics based on a year of shipments over the Grand Trunk road show that 171 carloads of beans were sent out from September, 1910, to a corre-

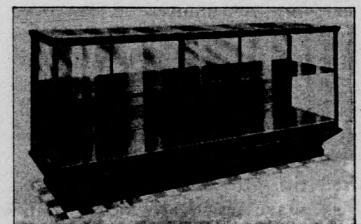
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Bread made from SAMICO won first premium in 1909 and 1910 at Michigan State Fair, Detroit

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Have Been Continuously on the Market
For Over FORTY YEARS

Think of it—FORTY years of QUALITY

The FLAVOR of vinegar is the dominating power for QUALITY and is what makes good palatable salad dressing and pickled condiments. The Pure Food Law compels all vinegar to contain the requisite strength for pickling, but FLAVOR is QUALITY and makes a satisfied customer.

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It Satisfies

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St. Laurent Bros. Pure Peanut Butter

All size glass. Tin and fiber pails. Also preparers of the famous Valley Brand Salted Peanuts. Order through your jobber.

ST. LAURENT BROS., BAY CITY, MICH.

sponding date this fall. The number of bushels is given as 117,560. The farmers received \$225,000 for their offerings.

The produce market remained at a steady figure during last week, with offerings fair and the demand at a normal state. Several new varieties of apples made their appearance. Saginaw county grown hickory nuts were among listed quotations.

Chester M. Howell.

Good Place in Which To Live.

Saginaw, Oct. 10—The making of a city requires a long look ahead.

Business men of Saginaw planned an industrial city—a place for manufacture and distribution. The policy of diversified manufacturing and adequate transportation facilities has been successfully pursued.

The Saginaw Board of Trade, incorporated in 1863, was accepted as the best means of associating the progressive citizens and of giving effect to the industrial policy.

The so-called boom has wisely been avoided. A healthy growth has been steadily maintained. The city is prosperous. There is abundant thrift.

Twelve radiating lines of steam railway, together with a rapidly developing electric interurban system and Great Lakes water transportation, give unexcelled facilities for distribution. Rates are favorable. Service is quick, direct and frequent.

Nearly five hundred going factories are now producing one hundred and fifty distinct lines of merchandise and machinery in Saginaw.

Saginaw early realized that an industrial center must first of all provide a desirable place to live. Facilities to promote the enjoyment of life, the protection of health and the improvement of the mind have been generously provided.

The public schools include manual training, domestic science, vocational instruction, trade schools, night schools, normal schools, business schools and engineering schools in addition to the usual branches. Free text books are provided for all pupils.

Saginaw challenges comparison with all other American cities of its size in the matter of public improvements, school privileges, park areas and other metropolitan features. The city contains nearly one hundred miles of paved streets, three hundred acres of public parks, together with public baths, playgrounds and social centers.

With a population of 50,510 by the census of 1910, Saginaw has more than thirty public school buildings. There are nearly sixty churches. There are more than two hundred fraternal and social organizations with convenient meeting places.

Metropolitan daily newspapers, provided with associated press telegraphic service, are published morning and evening and circulate widely throughout a large territory.

Strong banks, with cash resources approximating twenty millions, afford a safe depository for savings and a reliable and convenient resource for local business enterprise.

All leading lines of jobbing and wholesale are well represented.

Artisans mostly own their own homes. The city is so situated that large building lots can be purchased at a low price, enabling the people to provide their own homes and have the healthful comforts of fresh air, sunshine and gardens. There is no congestion. This condition will continue even when the city has grown to ten fold its present population and importance.

The Saginaw factories train an abundance of skilled labor, while the Saginaw schools and the immense surrounding territory, of which Saginaw is the metropolis, constantly refresh the supply of labor in the city.

Saginaw is the best located American city for interchange with the Canadian provinces by both rail and water.

Saginaw labor conditions always have been and undoubtedly always will be tranquil and satisfactory.

The Merchants' and Manufacturers' Association, organized in 1906, has a subscribed fund of over two hundred thousand dollars for the promotion of industrial development. This splendid available resource enables the Board of Trade to quickly respond in the event of any new and desirable industrial opportunity.

Saginaw is the center of population for the State of Michigan and is the metropolis for the north half of the State.

Saginaw is the metropolis of the renowned Saginaw Valley—an area of over 6,000 square miles—unrivaled in its fertility, beauty and natural resources.

Saginaw is the center of the coal mining area of Michigan. The city is likewise the center of the lumber, salt and sugar industries of the State.

The United States census shows \$20,000,000 in five years added to Saginaw factory capital. A gain of 267 per cent.—compare any other American city.

Practically an unlimited supply of hydro electric current is now available at rates that will compare with any other American city.

Taxes are low.

The climate is unique and healthful. There are no violent winds and no extremes of heat or cold.

The Saginaw Board of Trade now embraces a membership of nearly one thousand business and professional men. Its enterprise is unconfined. Fifteen working committees are giving constant and intense devotion and initiative.

All things are working together for good in Saginaw.

Joseph P. Tracy, Sec'y.

Fake and Special Advertising.

The Board of Trade in condemning all special and fake advertising and urging its members to confine their publicity expenditures to legitimate channels only has taken a position that should affect a big saving to the merchants and professional men of the city if they have the courage to adopt the recommendation made.

Special advertising that is unpro-

ductive is nothing more nor less than a gift, and most frequently it is a donation made in the most grumbling spirit. The considerations which enter into such subscriptions are too numerous to mention, but so influence the merchant that he is inclined to let himself be "held up" rather than offend interests or individuals to whom he is personally indebted for business favors. The solicitor knows when he presses the merchant for space in programmes, booklets and special advertising schemes that he is getting something for nothing, and he is aware that the merchant knows this fact, too. However, all such schemes are generally masked under the protection of a local charitable society or fraternal institution and a representation is made that the proceeds will be devoted to a good cause.

Seldom is this true. The profits go to the solicitor as a general rule and the merchant receives neither thanks nor returns for this courtesy. He is immediately forgotten and only those who refuse to be misled into giving for such "fakes" are remembered.

The position now taken by the Board of Trade is identical with that which held the Retail Merchants' Association together for many years, during which time it is safe to say that a hundred thousand dollars was saved to its members. This saving was only made possible by the united action of all the members of the Association. It was a rare instance when one member wandered from the reservation and lent himself to the support of any fake or special advertising. The Association's policy in time became so generally known and the loyalty of its members thoroughly appreciated that it became the custom for promoters of these schemes to first secure a list of the members of the Association before starting on a canvass. These members were then left unsolicited.

The Board of Trade has it in its power owing to its larger membership to work a great saving for the merchants and professional men of this city and if it can inculcate the germ of loyalty to this action as firmly as the members of the Retail Merchants' Association left it there will be an immediate end to all programme, special, fake and other unproductive advertising. — Saginaw Courier-Herald.

It is easier to climb down a tree than to climb up, which explains why the top is never crowded and why there is always room there.

The Way It Works.

"How much is sugar to-day?" asked the woman with the basket of the grocer at his door.

"Same old price, ma'am," he replied.

"And coffee?"

"The same."

"And onions and potatoes?"

"No change."

"But didn't they pass that reciprocity bill a month ago, and didn't the papers say that everything would be cheaper?"

"That's it, ma'am—that's it, and things are cheaper."

"But you said they were the same old price."

"That is for certain things. If you want to buy geese feathers or shoe pegs the prices are down 50 per cent., and the people all over the country are being made happy."

A speedometer is not needed to ascertain when one is going down hill. The state of the buildings and fences sufficiently proclaim the fact.

Dandelion Vegetable Butter Color

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

Manufactured by Wells & Richardson Co. Burlington, Vt.

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

WANTED

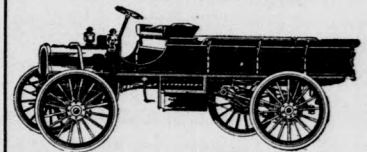
Good manufacturing business, to occupy three story brick building 50 x 150 feet with cement basement.

Inquire of

S. J. REDFERN,

Ovid, Mich.

Chase Motor Wagons

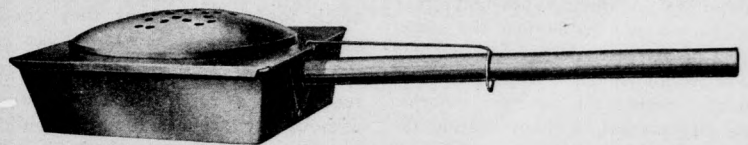


Are built in several sizes and body styles. Carrying capacity from 800 to 4,000 pounds. Prices from \$750 to \$2,200. Over 25,000 Chase Motor Wagons in use. Write for catalog.

Adams & Hart

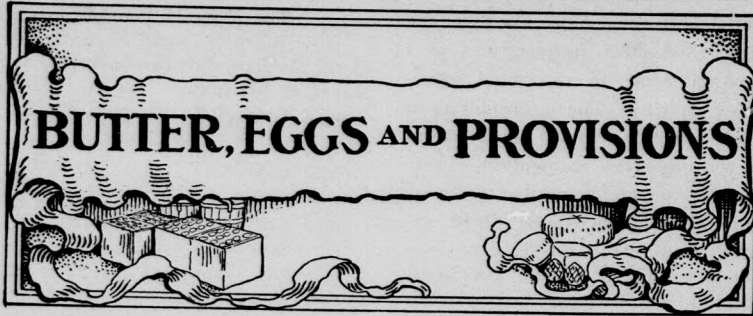
47-49 No. Division St., Grand Rapids

Lansing Crown Top Corn Popper



Seasons the corn just to suit the taste the same as in a spider or kettle. The unpopped corn falls automatically through the holes in the crown of the cover. This feature makes it out-sell any other popper made. Steel handle that can't get hot or burn off. Polished steel and perfect construction. If you want the popper business, buy this popper.

The Gier & Dail Mfg. Co., Lansing, Mich.



The Grocer Has Nothing To Fear.

He gets up so early each morning, 'tis said,
He meets himself often, just going to bed;
He hooks up his horse, and to market he goes,
For cabbage and lettuce, as ev'ry one knows,
Potatoes, tomatoes, cucumbers and beans,
And pays for the load the last cent in his jeans.

The drummers (dod-rot-'em), a dozen or more,
Take up all the room in his gro-cer-y store;
And each has a bargain! The greatest on earth!
He sells to the grocer for double its worth.
If drummers were customers buying for cash,
Believe me, the grocer could cut quite a dash!

And, speaking of customers, listen to me!
There's some of them crooked as crooked can be;
They'd eat up the grocer, his wife and her cook,
And brazenly order them charged on the book;
And these are the ones, from Beersheba to Dan,
That spoil the repose of the gro-cer-y man.

But then, in the end, when the gro-cer-y man dies,
And goes up to settle accounts in the skies,
I think they'll be easy on him, and I hope
They'll give him good pasture and plenty of rope.
At all events, friends, he has nothing to fear,
The poor devil gets all the hell required here.

—Patrick King.

Justified in Opposition to Proposed Market Innovation.

At a meeting of the Retail Grocers' Association, last week, a vigorous protest was voiced against the proposed establishment of a retail city market and a committee was appointed to place the views of the Association before the Common Council and the Board of Trade. A retail market such as is proposed would represent the unfairest kind of competition for the grocers in their green goods trade. With nominal rent to pay, no deliveries to make, no credit to give, no clerks to hire, no telephone, light, heat or taxes to provide for the staller on the market could undersell the grocers at every point. The market would not get all the business, by any means, because there are many who would not take kindly to the cash and carry principal, even although it were cheaper, but there would be just enough of a diversion of trade to put a crimp in the grocery business. The grocers would still be obliged to carry the green stuff and maintain their equipment and their taxes and other expenses would go on just the same, but a most desirable portion of their trade would be taken from them, especially during the summer months. The city market, without heating facilities, would probably suspend during the winter, but there would not be much consolation in this, for the trade would be disorganized.

The opposition of the grocers to

the city market is more or less selfish, which is but natural, and, no doubt, will be admitted, but a strong case could be made against the retail market from the viewpoint of the taxpayer. The present market, located on the island, is good enough as a wholesale market, where the farmers and jobbers and grocers can meet to trade, but, far from the center of population and without street car facilities, it is obviously unfit for retail purposes. The establishment of a retail market would involve the purchase of at least three sites in as many different parts of the city. These sites would have to be graded, paved and furnished with shelter and by the time the markets were ready to do business the city would have a good deal of money invested. In fact, it is likely a bond issue would have to be the first step in carrying out the project. And then would the consuming public receive any benefit, either direct or indirect, in a reduction in the cost of living? The theory is that the market would give the consumer the chance to deal direct with the producer and thus save middlemen's charges, but is this the way it would work? A few of the market gardeners might maintain stalls in the retail market, but anybody familiar with the conditions knows that the gardeners, farmers and fruit growers are entirely too busy during the summer months to engage in the retail trade. They come in early, sell their loads as soon as they can and then hurry back to get another load ready or to look after the growing crops. They could not afford to waste half a day at the market and there would not be enough profit in it to employ a clerk to do the business for them. The market stalls would be in the hands of city traders who would buy of the producers just as cheaply as they could and would get as much money from the consumer as the traffic would bear. The producers would get no more than under the present system, even although they received as much, and if the consumer saved much more than the delivery charges they would be doing exceedingly well. The stall sellers would not be in business for the fun of it; they would charge as much for their stuff as they could get.

As a matter of fact, the city already has a retail market system without any expense for sites, buildings or maintenance in the hucksters. There are 121 hucksters doing business on the city streets and they do business exactly as the stall keepers in a city market would do it, except

that they have their wagons and make deliveries. The hucksters have to take out licenses, which is equivalent to paying a very moderate rent, but they have no taxes, lighting, heat, telephone or clerk hire to pay. Their expenses are reduced to a minimum. And yet do the hucksters sell their stuff any cheaper than the grocers? If anything, the hucksters charge higher prices and in the matter of weights and measures can often do what the grocer would never think of attempting. A retail city market would be nothing more than a collection of hucksters and the only difference would be that they would be stationary instead of on wheels.

Not Fair.

A colored parson once went home to dinner with one of his congregation. They had a particularly fine chicken, of which the dominie ate with great relish. "Dat's a mighty fine chicken," he told his host. "Whar you git dat chicken?"

"Now, lookey heah, parson," his host replied, "when I heah you preach a powahful fine sermon, I don't come roun' and ax yer: 'Whah you git dat sermon, parson?'"

Wanted—Butter, Eggs, Veal, Poultry and Huckleberries

F. E. Stroup, Grand Rapids, Mich.

References:—Commercial Agencies, Grand Rapids National Bank, Tradesman Company, any wholesale grocer Grand Rapids.

POTATO BAGS

New and Second Hand

Stock carried in Grand Rapids

Can ship same day order is received

ROY BAKER

Wm. Alden Smith Bldg.

Grand Rapids, Mich.

Handling Now—Apples, Fall and Winter Fruit

What Have You?

Both Phones 1870

M. O. BAKER & CO.

TOLEDO, OHIO

The Vinkemulder Company

Grand Rapids, Mich.

We Buy and Sell all kinds of Fruits and Vegetables



We have the output of 30 factories.

Brick, Limburger in 1 lb. Bricks, Block Swiss

Write for prices.

Milwaukee, Wis.

W. C. Rea

Rea & Witzig

A. J. Witzig

PRODUCE COMMISSION

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

"BUFFALO MEANS BUSINESS"

We make a specialty of live poultry and eggs. You will find this a good market. Ship us your poultry and eggs.

REFERENCES—Marine National Bank, Commercial Agencies, Express Companies, Trade Papers and hundreds of shippers.

Established 1873

Established 1876

We Want

Strictly Fresh Eggs
White Beans
Red Kidney Beans
Clover Seed

Moseley Bros.

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

Both Phones 1217

Grand Rapids, Mich.

THE LARGEST CHEESE.

It Will Be Exhibited at the National Dairy Show.

The largest cheese ever made was completed at Appleton, Wisconsin, recently, by Nicholas Simon, a not-

the 1,200 model dairies to do the milking of 8,000 registered Holstein and Guernsey cows at the same hour; the milk had to be cooled to the same temperature; and the thirty-two sanitary cheese factories which manufactured the curd had to

draw the cheese to the railroad for shipment and a huge derrick was used to get it on board a flat car.

The cheese will be on exhibition at the National Dairy Show to be held in Chicago from October 26 to November 4. President Taft will visit the show the morning of Monday, October 30, and, following his address, he will be invited to cut the big cheese, after which it will be distributed in small lots to visitors at the show. Robert H. Moulton.

Care of Egg Cases.

Written for the Tradesman.

Before filling egg cases, unless they are new and clean, they should be taken outdoors, opened, the cases, flats and fillers, thoroughly aired and sunned, if there be sunshine. All soiled or musty flats, fillers, excelsior or straw should be destroyed by burning.

When empty cases are received from the commission houses or wholesale egg dealers this work should be done before they are carried into the village grocery or country store. By the way of returned egg cases the detestable roach finds its way into groceries which had never before been troubled by its presence.

In the spring crates which have been unused all winter may have been infested by mice leaving a scent which necessitates the destruction of fillers and packing and a thorough cleansing and airing of cases. It is better to remove all the contents of the crates before storing away for winter. Containing no nesting material, mice will not often trouble the bare cases.

In the fall various insects creep into the crates for an all-winter's nap, and in order to dislodge and destroy them the crates should be emptied before each filling. The packing in the bottom may be shaken out and then replaced if sweet and clean.

Again, do not wait until the day to

ship eggs before seeing that the cases are in shape for use. Repair those which need a nail here and there or a whole board in place of a broken one. Put in whole fillers and see that everything is right. Then the cases may be filled in a hurry, if need be, and no anxiety felt as to their safe condition for handling.

When repairing a crate do a good job. Do not be afraid that you will send away better ones than come back. You will be repaid in the safe handling of your eggs and you will set an example which others may imitate. E. E. Whitney.

Advice To the Judge.

A colored man was brought before a police judge charged with stealing chickens. He pleaded guilty and received sentence, when the judge asked how it was he managed to lift those chickens right under the window of the owner's house when there was a dog in the yard.

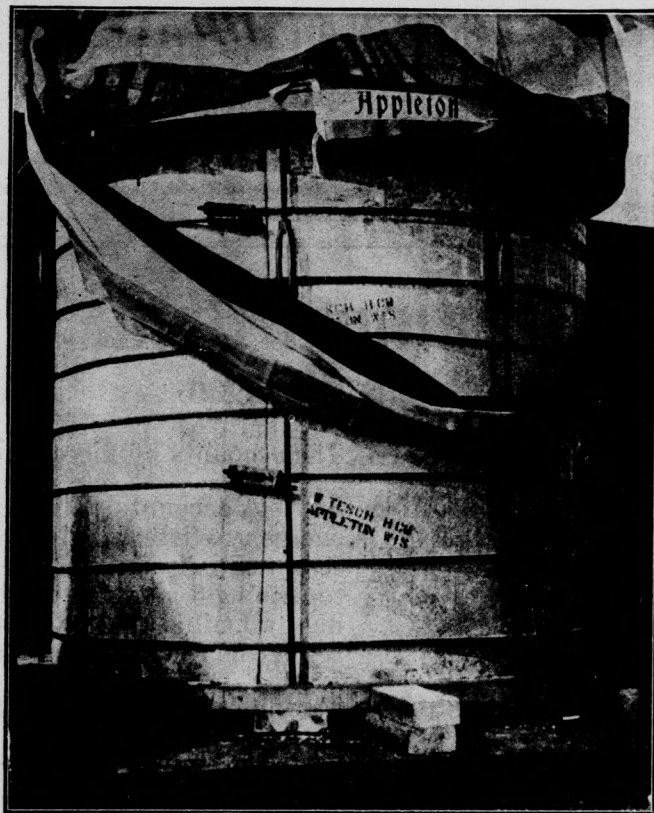
"Hit wouldn't be of no use, Judge," said the man, "to try to 'splain dis thing to you all. Ef you was to try it you like as not would get yer hide full of shot an' get no chickens, nuther. Ef you want to engage in any rascality, Judge, yo' better stick to de bench, whar' yo' am familiar."



Mixing The World's Largest Cheese

ed American cheese expert, assisted by Dairy and Food Commissioners John D. Cannon, of Wisconsin, and A. W. Parkins, of Minnesota, and forty expert cheesemakers. It weighed 12,361 pounds and contained exactly 12,000 pounds of curd, 330

follow the same process to make the curd uniform. Every tool or implement which came into contact with the curd was sterilized. It required 144,100 pounds (seventy-two tons) or 18,000 gallons of milk to produce the 12,000 pounds of curd, which



The World's Largest Cheese Ready For Shipment

pounds of salt and thirty-one pounds of rennet, but not an ounce of coloring. The cost of building the cheese was between \$5,500 and \$6,000 and, as the risk is so great, it is probable that no one will ever again take the chance of making one so large.

To successfully manufacture this gigantic cheese it was necessary for

was delivered in cans, each containing from 125 to 130 pounds of curd.

The different lots of curd were mixed in two troughs, each ten feet long, four feet wide and three feet deep, and the entire mixture then poured into a mammoth cask, five feet in diameter and five feet deep, which was braced with iron hoops. A team of six horses was required

SUMMER SEEDS

If in need of seeds for summer sowing such as Turnips, Rutabaga, Dwarf Essex, Rape, Sand Vetch, Alfalfa, etc., ask for prices.

Alfred J. Brown Seed Co. Grand Rapids

Hammond Dairy Feed

"The World's Most Famous Milk Producer"

LIVE DEALERS WRITE

WYKES & CO. Grand Rapids, Mich.

Michigan Sales Agents



Trees Trees Trees

FRUIT AND ORNAMENTALS

A Complete Line

GRAND RAPIDS NURSERY CO.

418-419 Ashton Bldg., Desk B :: Grand Rapids, Mich.

Don't Pay a Fancy Price for Vinegar

SEND US AN ORDER TO-DAY FOR

Robertson's

COMPOUND

GRAIN, SUGAR AND GRAPE VINEGAR

The price is 13 1/2 cts. per gallon with one barrel free with each fifth barrel shipped this season

F. O. B. Kalamazoo, Lawton, Grand Rapids, Saginaw, Jackson, Detroit, Alpena, Traverse City or Bay City. F. O. B.

STOCK ALWAYS ON HAND AT THESE POINTS

An Ideal Pickling and Table Vinegar Satisfaction Absolutely Guaranteed

Lawton Vineyards Co.

:: Kalamazoo, Mich.



Quotations on Local Stocks and Bonds.

	Bid	Asked
Alabastine Company		190
Am. Box Board Company, Com.	90	
Am. Box Board Company Pfd.	23	
Am. Gas & Elec. Co., Com.	55	58
Am. Gas & Elec. Co., Pfd.	42	44
Am. Light & Traction Co., Com.	304	305
Am. Light & Traction Co., Pfd.	107	107 1/2
Cities Service Co., Com.	70	71
Cities Service Co., Pfd.	76 3/4	77 1/2
Citizens Telephone Company	92 3/4	93 1/2
Commercial Savings Bank	163	170
Com'th Pr. Ry. & Lt. Co., Com.	57	58 1/4
Com'th Pr. Ry. & Lt. Co., Pfd.	88	89 1/2
Dennis Bros. Salt & Lbr. Co.	95	100
Denver Gas & Elec. Co., Bonds	92	94
Flint Gas Co., 5% bonds	96 1/4	97 1/4
Fourth National Bank	180	185
Furniture City Brewing Co.	92	95
Globe Knitting Works, Com.	120	125
Globe Knitting Works, Pfd.	100	101
Grand Rapids Brewing Co.	220	225
Grand Rapids Gas Lt. Co., Bonds	100	101
Grand Rapids Ry. Co. Bonds	100	101
Grand Rapids Nat'l City Bank	158	165
Holland-St. Louis Sugar, Com.	14	15
Kent State Bank	250	251
Grand Rapids Savings Bank	165	
Lincoln Gas & Elec. Co.	26	27
Macey Company	96	98
Michigan Pacific Lumber	10 1/2	12
Mich. State Telephone Co., Pfd.	99	100 1/2
Michigan Sugar Co., Com.	108 1/4	109 1/2
National Grocer Co., Pfd.	80	81 1/2
Old National Bank	196	198
Pacific Gas & Elec. Co., Com.	63	66
Pacific Gas & Elec. Co., Pfd.	87 1/4	88 1/4
Peoples Savings Bank	210	
Saginaw City Gas, Bonds	98 1/4	
United Light & Ry. Co., Com.	52	55 1/2
United Light & Ry. Co., 1st Pfd.	78	81
United Light & Ry. Co., 2nd Pfd.	67	70

October 10, 1911.
There has been further re-action in Michigan Sugar common due probably to weather conditions. We, however, are informed by sources which should be very reliable that the recent heavy rains will tend toward larger beets but that the sugar content per Acre will be practically the same. The companies will have to handle a greater volume of beets and prolong their season slightly.

American Light and Traction has shown advances with sales at 305 on the common and 107 on the preferred.

Sales on Citizens Telephone stock have been made at 93 and better "ex-dividend."

Macey Company preferred is very firmly held. The company will very soon pay off its entire bonded indebtedness, making this preferred issue a first lien on all of the companies assets.

Last week's sheet should have shown sales of A. L. Dennis Salt and Lumber Co. stock at par instead of at 95.

Peculiarities of the Local Banks and Bankers.

New and distinguished honors have come to President James R. Wylie, of the Grand Rapids National City, the past week. He is a grandfather, a little daughter having been born to Mr. and Mrs. Archie McLeod, of South Bend.

In the reorganization of the Commercial Savings staff, following the resignation of H. N. Morrill to become business manager of the Board of Education, Clyde L. Ross is made Cashier, Dexter Pratt Assistant Cashier, Tuler E. Wheeler Auditor and Wm. Dosker Receiving Teller. The reorganization of the staff gives each of those named a promotion and for each the promotion comes as a reward for long and faithful service. In politics President Graham may not be a great admirer of the merit system, but in his own business he believes in it thoroughly and he also practices it.

The Postal Savings Bank has been taking in between \$200 and \$300 a day since it began business on Sep-

tember 20 and one of the unexpected features in the business is that the depositors are mostly of a class it was supposed would be the very last to feel the need of such a place for the disposal of their surplus. Business men, manufacturers, teachers, doctors, lawyers, insurance agents—even newspaper men—are on the list, men whom it would be supposed would make use of the banks. There are, of course, some foreigners, but they are in a minority. One advantage of the Government deposit is its secrecy as well as security. Under the law the postal bank will make no disclosures. In other words, the postal deposit can not be garnished. Thus there has been created a haven of rest, a harbor of refuge, a zone of safety for those who are in financial distress and still want to lay something aside for the rainy day. It is possible the statemen who placed narrow limits upon the amount that any one depositor can have to his credit were wiser than they intended to be.

If a farmer negotiates a mortgage bank loan the chances are that the bank will be either the Commercial, the Peoples or the Grand Rapids Savings. These three are the "granger banks" in the city and, given the direction from town the farmer lives, it is not difficult to guess which of the banks gets the business. If the farmer comes from the district north of the river to three or four miles north of Leonard street the chances are about four to five that he calls on his friend, "Bob" Graham, of the Commercial. If he hails from Paris, Grand Rapids, or the southeast, the business call is on his friend, "Charlie" Garfield, of the Grand Rapids Savings. From up Sparta and Rockford way they all see "Bill" Anderson, of the Fourth, and Mr. Anderson directs them either to the Commercial or Peoples. President Hefferan, of the Peoples, is "Tom" to most of the population in the direction of Jenison, Lamont and Eastmanville and they head for him when they want funds. E. D. Conger, of the Peoples, has a wide acquaintance among the farmers of influence in the county acquired in the days when he was Senator William Alden Smith's right hand man and the business that goes direct to him may come from almost any direction. The Kent State is not strong on farm loans, having a decided preference for city realty.

No statistics can be given, but, according to the "granger" banks, more than the usual number of farm loans

Merchant's Accounts Solicited
Assets over 3,000,000

GRAND RAPIDS SAVINGS BANK

Only bank on North side of Monroe street.

Kent State Bank

Main Office Fountain St.
Facing Monroe

Grand Rapids, Mich.

Capital - - - - \$500,000
Surplus and Profits - 250,000

Deposits
6 Million Dollars

HENRY IDEMA - - - - President
J. A. COVODE - - - - Vice President
A. H. BRANDT - - - - Ass't Cashier
CASPER BAARMAN - - - - Ass't Cashier

3 1/2 %
Paid on Certificates

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

Grand Rapids National City Bank

Monroe and Ottawa Sts.

Capital \$1,000,000
Surplus 350,000

City Trust And Savings Bank

Campau Square

BRANCH
Monroe and Division Sts.

Capital \$200,000
Surplus 40,000

The capital stock of this bank is owned by the stockholders of the GRAND RAPIDS NATIONAL CITY BANK.

There is Nothing in Safe Banking that we Cannot Perform

PEOPLES SAVINGS BANK
OF GRAND RAPIDS, MICHIGAN

RESOURCES	Condition May 15, 1911	LIABILITIES	
Loans	\$1,796,212 34	Capital Stock	\$ 100,000 00
Banking House	35,000 00	Surplus	100,000 00
Cash and Clearing House Items ..	131,604 98	Undivided Profits	15,517 26
Deposits with Reserve Agents ...	271,622 67	Deposits	2,018,922 73
	\$2,234,439 99		\$2,234,439 99

Savings Department Reserve 18 %

Commercial Department Reserve 27 %

THE FOURTH NATIONAL BANK

UNITED STATES DEPOSITORY GRAND RAPIDS, MICHIGAN

OFFICERS

WM. H. ANDERSON, President
JOHN W. BLODGETT, Vice Pres.

L. Z. CAUKIN, Cashier
J. CLINTON BISHOP, Asst. Cashier

This bank pays 3 per cent. on Savings Certificates if left 6 months, and 3 1/2 per cent. if left one year.

On Savings Books we pay 3 per cent. if left three months and compound the interest semi-annually. We solicit your patronage.

Old National Bank

Grand Rapids, Michigan

SOLICITS The accounts of merchants.

OPENS Savings accounts with anyone, anywhere, paying 3% semi-annually on all sums remaining 3 months. Banking by mail is an easy matter, let us tell you how easy.

ISSUES Savings Certificates of Deposit bearing interest at 3 1/2 % if left one year. 3% if left six months.

EXTENDS Courteous treatment to all.

Capital and Surplus

\$1,300,000

Resources

\$8,000,000

LET US SERVE YOU

are being negotiated this fall. These are not "distress" loans, however, but almost invariably represent a purchase sale. A farmer who wants to annex an adjoining forty, the tenant farmer who has saved some money and needs help to become a farm owner, the young men who are ready to start for themselves—it is from these that most of the applications come and such applications represent not misery but prosperity, optimism, thrift and courage, and there is some fun in doing business with them. Another class of loans is for the settlement of estates. When a prosperous old farmer passes away one or more of his children may want to keep the old homestead with a view to continuing in the way the father trod, and when a division of the farm can not be made the simple plan is to borrow the money necessary to pay off the other heirs and thus clear title. Borrowing of this kind is going on at all seasons. The purchase and estate loans are usually good propositions from the banker's viewpoint and in recent years defaults have been so rare that none of the banks hold farm lands among their "other real estate." Occasional applications are made for loans to pay for a new barn or to buy machinery or for kindred purposes, but the banks, as a rule, are cautious in dealing with such applications, although circumstances make a difference. The farmers have been, as a rule, so prosperous in recent years that when a loan is asked for of this nature the banker is inclined to enquire why there has not been more thrift in planning and sometimes the advice is given to get along with the present outfit for another year.

When a remittance is made by postal order the recipient can get his money without difficulty, and the same is true of a remittance by express order. When it is desired to remit through the banks a draft on New York, Chicago or some other trade center is purchased, and if the recipient happens to be a stranger in a strange town his troubles, instead of being over, have just begun. The stranger must be identified at the bank before he can get his money or wait until advices are received from the bank of issue or the one upon which the draft is drawn. The postal and express method is simple and easy and cases of fraud are almost unheard of. The bank method is often unsatisfactory and, in spite of the elaborate precautions, fraudulent drafts are not at all uncommon. It is estimated the postal and express orders amount to \$750,000,000 annually, mostly in small amounts, and it is easy to believe that one reason for this large diversion of business from the banks is because the banks are not up to date in their way of doing business. A committee of the American Bankers' Association has been studying this matter and has formulated a report to be presented at the annual meeting of the Association to be held soon in New Orleans, with recommendations. The details of the plan favored have not been

given out, but, in a general way, the idea seems to have some trust company in New York, either now existing or to be organized for the purpose, act as a central station, and banks all over the country could affiliate with this trust company on terms that would be fair to both. If a Grand Rapids man wished to make a remittance to Dallas, Texas, he could then buy a bank order from the affiliated bank in this city, the bank issuing it would send advices to the affiliated bank in Dallas and when the recipient called for his money it would be handed over without trouble or delay. This is the method of the postal department and of the express companies, and with them it works satisfactorily. The method would have to be modified somewhat to apply to the banks, but there ought to be enough money in the business to make co-operation among the banks profitable.

William H. Anderson takes great pride in the wood lot on his big farm up in Sparta. It covers about ten acres and it is virgin elm, beech and maple. The underbrush is cut out, fallen timber is cleared away and rank growth is kept down by the sheep and cattle which graze through the woods during the summer. A road winds among the trees and a ride over this road is one of the treats for visitors to the farm. The wood lot is one of the beauty spots of the farm and Mr. Anderson is planning to make it even more interesting and attractive. The farm vegetable garden occupies a couple of acres adjacent to the woods and the garden fence will be shifted to take in a couple of acres of the wood lot and then a ramble will be laid out through this tract and trees, bushes and wild flowers of all kinds will be planted. There will be hickory, butternuts, walnuts and chestnuts for those who want to go nutting in the fall, dog wood for spring bloom and fall color, poplars, willows, sassafras, sycamore, witch hazel and as many other kinds and varieties of native trees and shrubs as possible. He has already had a lot of trillium bulbs planted and has ordered native lillies, columbines, iris, hardy astors and other native wild flowers to plant this fall. These things would grow naturally, if given a chance, but they have been kept down by the sheep and cattle. This little patch of the woods hereafter will be protected.

Money and Character.

Written for the Tradesman.

By the way one handles money we may learn to some extent his character.

He who pays it over with reluctance, as if he were giving up a part of himself, is somewhat of a miser. He who clutches at it as if it were an animal trying to escape him is very greedy. He who wads it up "any old way" and crams it into his purse or pocket does not appreciate its true value; he is a spendthrift.

He who slaps money down on the counter or table in a boisterous man-

ner is too reckless for a position of responsibility. He who holds out his hand, palm upward, to receive his change or pay is not greedy or covetous. He only wants his just due.

He who takes (not receives) his change from another's hand may be inclined to "take" what does not belong to him; or it may denote a lack of training in deference coupled with a hard struggle to "pick up" his living.

He who handles money with dignity, folds it carefully and puts it away securely has a proper estimate of its value and is wise in investing it. He who carries his money in his vest pocket is not distrustful of his associates; he is usually generous, free-hearted, easy-going and knows how to make money in large dealings.

He who leaves his money at home when he attends any gathering where he is liable to be called upon for a subscription is not public-spirited; he wants all the benefits of civilization but is unwilling to donate for the support of public institutions or enterprises. He who pays a debt with rejoicing is worthy to be trusted again.

E. E. Whitney.

Keep your lips sacred to truth and purity. For the sake of your boys and girls, if for no other reason, never say a word that might bring a stain to their souls; and run from any man who is not thus careful about his words.

GRAND RAPIDS FIRE INSURANCE AGENCY

THE McBAIN AGENCY

Grand Rapids, Mich. The Leading Agency

The Clover Leaf Sells



Office 424 Houseman Bldg.

If you wish to locate in Grand Rapids write us before you come.
We can sell you property of all kinds.
Write for an investment blank.

We

Buy and Sell Timber and Public Utility Bonds

Gas, Electric, Telephone
and Industrial Stocks

We will be glad to send you
our weekly quotations

Kelsey, Brewer & Company

Investment Securities

401 Mich. Trust Bldg., Grand Rapids, Mich.

WE WILL

BUY---SELL---QUOTE

Securities of BANKS, TELEPHONE, INDUSTRIAL AND
PUBLIC SERVICE CORPORATIONS
Ask for our quotation sheet

C. H. Corrigan & Company

343 Michigan Trust Building Grand Rapids, Michigan
Long Distance Telephones—Citizens 1122, Bell 229

If all your time is not taken

You Can Add to Your Income

Selling Life Insurance for

The Preferred Life Insurance Co. of America
Grand Rapids, Mich.

ASK US HOW

WILLIAM A. WATTS, Sec'y and Gen'l Mgr.

BOND DEPT.

of the

Continental and Commercial Trust and Savings Bank

The capital stock of this bank is owned by the Continental and Commercial National Bank of Chicago.

Combined Assets over \$200,000,000

Offer high grade Municipal, Railroad and Corporation Bonds and Debentures to yield investors 3½ to 6%. Correspondence invited.

J. E. THATCHER, Michigan Representative, 1117 Ford Building.
GEO. B. CALDWELL, Manager Bond Department.



Continue To Build Your Castles in the Air.

Songs have been sung about them, stories have been written about them and sermons preached about them; and in most cases the men and women who build castles in the air are laughed at merely because they have not gone about the building in the right way.

Is it foolish for the ten-dollar-a-week clerk to sit at his desk and build a castle in which he sees himself sitting at the head of affairs, smoking a twenty-five-cent cigar and drawing a big salary? Surely not, if he then and there sets about and lays the foundation in the right way. The mere fact that he wishes to have a position that can allow him a twenty-five-cent smoke and lets it go at that, will, in all probability, find him in the same position five years later; but if he digs down deep, lays his foundation with care and thought, he can realize his wishes and become what is considered a success. But the building is entirely in his own hands. I don't care what position a man fills, there is always a chance for him to improve. Even office boys differ in the way they stamp letters. The boy who builds his foundation right will stamp those letters right; he won't just think he has so many to do and do them any old way just so they get done; he will think about the stamping, and by so doing will discover the right and wrong way and adopt the quickest and most economical way to stick those stamps on the right hand top corner of the envelope; he won't ask half a dozen foolish questions, but will go ahead and do his work correctly. That boy has laid the cornerstone to the building of his castle; and no matter how small his position may be, he'll soon have the opportunity to build the first floor. And by constantly keeping the finished product before his mind, thinking out each story as he goes along, learning by observation and study the best way to build it as he comes to it, he'll find before many years that the castle he built in the air has materialized; and, by his studying and working on it step by step, always working from the foundation up without trying to put his roof on before his walls are complete, that his castle is substantial and will withstand the wear and tear of time and usage.

The trouble is, with most of us today, we only build a finished castle; we don't trouble about foundations; we most of us don't even choose the ground on which to build it. We see ourselves driving an auto; that is our

castle in the air. We say: "I'll have one of those some of these days," and in the next five minutes squander as many dollars in some foolish purchase. The days of the Arabian Nights are over. Aladdin and his wonderful lamp no longer exist. This is an age of "show me." The Missouri phrase has spread all over the world; but the man who builds the foundation to his castle right and shows he is right can get the co-operation of those who employ him. Bell built his castle in the air and then set to work and, in spite of ridicule and opposition, built his foundation; and story by story he progressed until we to-day see the materialized castle—the telephone. Marconi built his wireless telegraphy; Stephenson his steam engine; Harriman his great railroad across the continent; DeLesseps his Suez Canal; Field his Atlantic Cable; Edison his phonograph and a hundred and one other inventions and so on down the line. Castles in the air were thoughts of deep thinkers who went ahead and, step by step, stone by stone, built them into realities which have been, and are, blessings to mankind.

Build your castle in the air, but do not shirk the laying of the foundation necessary for the building of it. Let your vision in the air be, as it were, the architect's plan from which you work, and then with care and energy in time the building will be complete and your castle a reality.

Principles of Salesmanship.

A New York wall paper house has issued a folder giving instructions to salesmen, and although they apply more especially to wall paper, the principles may fit in many cases. Here they are:

You must proceed by easy stages from the opening to the closing of a sale.

Your opening must win attention, inspire confidence and prompt your customer to go further into your line.

Your description and explanation of the various papers must arouse interest.

Make your customer feel that you have a personal interest in him.

When the right paper seems to please, use a little persuasion and close the sale right there.

Have the closing of every sale so that you have made a friend as well as a customer.

Aim to sell satisfaction.

John's book was only one of millions of things the sweetness of whose taste ended entirely in the mouth.

The Boy Who Was Fired.

Ten days ago a busy department head found himself in need of a boy who would be to him about what Charles D. Norton is to President Taft—a right hand man for details.

A common boy—as boys go—would not do; this boy must have energy, snap, courage and, most of all, initiative. He must know how to use any talent he might have, without being told more than thirty-seven times.

While making a Sherlock Holmes search for such a boy, our D. H. was called on the 'phone one day and asked by a friend of his, "Can you use a live boy over there?" The friend was told that such a boy was needed, and asked that he call right away.

When he came this is about the way the conversation ran: "You're looking for a job, ar you?"

"Yes, sir."

"Why did you leave Blank Company?"

"I was fired."

"Fired?"

"Yes, it was this way: Another boy and I were told to carry some bundles to a waiting auto-delivery wagon in front of the factory. My chief told me that these should be down town at the earliest possible minute. When the auto driver didn't show up, I jumped in, drove down town and delivered the bundles and was back at the factory in thirty-five minutes. The boss fired me on the spot when I returned, saying I had exceeded my authority."

The department head was thoughtful for a minute and then asked: "When can you come to work?"

"Right now."

He went to work and three days later the department head saw him speeding through the factory at a rate which would put the comet to shame. He stopped the boy and said: "Where are you going?"

"I am looking for Mr. Blank?"

"Do you know him?"

"No, I never saw him, but I will find him."

And he did find him, and he has found everybody else he has been sent to look for since he took his new position.

This boy is now in the employ of that company and has the kind of stuff in him that makes successful men.

That "Message to Garcia" story which was immortalized by Hubbard is talked about a lot, but it is too seldom the good fortune of the writer to see a practical demonstration of this teaching.

Further cogitations are not necessary to predict the future of this young man.

It might be said, however, that while this fellow was discharged by a thoughtless employer, he was really FIRED with an all-potential determination to make good and to do not only things he was told to do, but the things he saw that needed to be done. Grant E. Curtis.

A Life Shaver.

"What was the best job you ever did?" enquired the first barber.

"I once shaved a man," replied the second ditto. "Then I persuaded him to have a hair-cut, singe, shampoo, face massage, sea foam, electric buzz, tar spray and finally a tonic rub."

"What then?"

"By that time," concluded barber No. 2, "he needed another shave."

G. J. Johnson Cigar Co.

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

Henry Smith
FLORIST
139-141 Market St.
Rm. 208
GRAND RAPIDS, MICH.

IMPORTED FROM HOLLAND

Try It Yourself

Take home a can of
DROSTE'S PURE DUTCH COCOA

Have your wife prepare it. Get her verdict and then you'll know how pleased your customers will be when they have tried it on your recommendation.



The quality and price make DROSTE'S the best cocoa on the market for you to handle. Each can you sell is another step gained in the "good will" of your customers.

If you do not already carry DROSTE'S we will gladly supply liberal samples.

H. Hamstra & Co. American Representatives Grand Rapids, Mich.

IMPORTED FROM HOLLAND

IMPORTED FROM HOLLAND

IMPORTED FROM HOLLAND

VALUE OF NERVE.

It Is the Best Ally of the Job Seeker.

Don't be afraid. You may have ten times the qualifications of the doubt the other fellow will get the job. If he hasn't brains back of his nerve and bluff and self-confidence he will be dropped, of course, at the end of a few days or weeks. But those few days or weeks give him a chance to make good by study and hard work. He can replace the bluff in his equipment with knowledge.

I know a man in this city who came here, a green country boy of 16, and cashed in his nerve for \$40 a week. I'm not going to give you his name, but here is his story as he told it to me:

"I came to the city a great overgrown boy. I was only 16 but I weighed 138 pounds and looked large and a good deal riper than I was. I got a room to stay in and then started out to get a job. I hadn't any special idea of what I wanted to do; almost anything was in my line. I wasn't particular. As I wandered around my eye rested at last upon a sign: 'Hotel Jones,' the old hotel, of course.

"That looks like a good place to work," says I, and in I went. 'I want to see the boss,' I said to the clerk.

Fun For the Clerk.

"He looked me over and winked at the young woman behind the counter. 'Want to see the boys, do you? Well, just step in through that glass door over there and pick out the first man you see inside. He'll be the boss; there isn't any one else in there.'

"I suppose he thought he'd have a little fun at my expense and that I'd come out through the transom. He couldn't really have thought I had any business that would interest the proprietor.

"I marched in through the glass door as bold as brass. 'Do you want to hire a good man?' I asked the gentleman sitting at a desk. He turned around—it wasn't very light in there or he would have noticed the alfalfa in my countenance—and he said:

"Ever had any experience in the restaurant business?"

"Sure," said I.

"Can you speak French and German?"

"Yes," said I.

"We are about to make a change in our system, checking into the dining room and some other things, and we need an extra man. I don't happen to have in mind any one I know. What would you be willing to work for?"

"This sounded good. I thought it over for a minute. 'Well,' I said, 'I don't see how I could come for less than \$20 or \$25.'

"He tapped the ends of his fingers together thoughtfully. 'I guess we can manage \$25,' he said. 'We need a bright, active man.'

"He had one of the fellows take me up to the room that went with the job. I may mention here that not until I had been working a week did I find out that I was getting \$25

a week and not \$25 a month. I had thought when I asked that figure a month I was doing all that could be expected in the way of bluff, but it seems I was not.

"The first thing the boss did was to take me out and introduce me to the cook. He was a Frenchman and he hands out a piece of paper with some writing on it in French.

First Duty as Translator.

"One of your duties,' says the boss, 'will be to take the menu from the chef every day and translate it into English for the tables the following day. The chef can't write English you know. This one here is for to-morrow and you can fix it up some time to-day.'

"I took the menu and looked at it. I felt gloomy and down hearted. I may say that I didn't know a word of French or German—that was all part of the grand larceny I committed in taking this job. I would have answered 'Yes' if he'd asked me if I could talk Chinese or walk on my hands up a ladder of swords. I was an earnest boy and I meant to have a job.

"I took the menu and looked at it. I would have to do something to show human intelligence. I puckered up my brow. 'Cook,' says I, 'I ain't used to your handwriting. I'll bet you can make a better pie than you can a letter "g."'

"Oh,' says he, genial like, 'can't you read heem?' And he puts his big fat finger on the sheet and reads her off to me, line after line.

"Good for you,' says I; 'I see it is writing, sure enough. I'll get the swing of your fist in a few days.'

Solution Found To Problem.

"The first chance I got after that I slipped out for a think. You can guess I didn't want to lose that job after doing so much mental work on it and using such a lot of raw nerve. How was I ever going to change those infernal menus from French into English? I had about given up the answer when a book store sign caught my eye. I went in and backed the clerk into a corner.

"Say,' says I, 'when a fellow like me has to translate French words and don't know any French, what does he do?'

"He don't,' said the clerk.

"But this ain't no joke,' said I. 'You see, I got a job to-day to translate the dinner cards for a hotel and what I want is to find some book or something about French talk.'

"A French dictionary,' said he. 'But,' he adds, 'did you say all you have to translate is just menu cards?'

"That's all, mister.'

"I've got just the thing for you. Here's a book with a glossary of all the French menu words. You can look 'em up in here easy.'

"I bought the book and went back to my room. I sat down with that French book and the menu card and I worked at them all night. I didn't get a wink of sleep, but I did get that infernal menu translated. There may have been a mistake or two—maybe somebody was surprised and disappointed by what he got when he ordered from my English version.

But it was right enough to get by without a whimper from the chef or the boss.

"I kept staying up of nights and working at my edible French words. It was a tough pull, but I kept at it and toward the end of the week things began to go easier. In about ten days I could transform a French table d' hote into an English dinner with hardly a glance at the dope book. You can't get the whole French language into a few menus, so I didn't have so much to learn after all. Any little breaks I made at first were put down to my trouble in reading the chef's writing and no one ever guessed that I didn't know a word of French when I came into the hotel that first day.

Hard Study Brings Results.

"My other duties being in plain English came more easily. I had to be on duty at meal times to check out the waiters. But there was nothing about it at all except the French study that called for any brain work. In addition to my wages I drew a free room, free cigars and free this and that until my weekly takings amounted to at least \$40. I certainly had cashed in my nerve for all it was worth. No one guessed what a kid I was and I could have stayed on, I guess, as long as I liked.

"But I soon saw I was not doing myself any good. I was taking in money, but I had got in with a crowd of spenders around the hotel and did not have a cent of my pay left at the end of the week. Worse than that, what I was doing was purely mechanical. I wasn't learning anything. So I decided to quit.

"I went to work at one of the leading restaurants for \$9 a week. Quite a come down, wasn't it? But here I started in right to learn the business. I kept at it hard and when the proprietor opened a New York hotel he took me with him. I stayed with him until I had saved \$15,000. Then

I came back home and started in the restaurant business for myself.

Failure Not His Fault.

"But here I failed. It was not altogether my fault; some friends on whom I relied put me in a position where I couldn't do a thing but drop. They took everything I had, the creditors, except one little old counter. My wife was sick in the hospital at the time. They closed me out of my house and took everything I had except the bum counter. But that was worth something.

"I still had my nerve, the creditors couldn't get at that. So I rented a little corner up near the depot and put in a lunch counter. That little place was a winner. I made money hand over fist. Now I have two restaurants and feel myself secure from any further accidents with the creditors.

"Nerve has always paid me. I only failed once, and then it was some one's else lack of nerve that let me fall through." Stanley R. Osborn.

He Could Use It.

"The impudence with which an impudent politician demands his favors," said Secretary of State Knox, "reminds me of the impudence of young John Gaines, a Brownsville boy. One winter day the skating was good in Brownsville, and a hockey game was proposed. John Gaines, his skates slung over his shoulder, rang the doorbell of one of our oldest inhabitants, an 1812 veteran with a wooden leg.

"Excuse me, sir,' he said, 'but are you going out to-day?'

"No, I believe not,' replied the veteran kindly. 'Why do you ask, my son?'

"Because if you are not,' said John Gaines, 'I'd like to borrow your wooden leg to play hockey with.'"

Confidence is the sheet-anchor of all successful business.

FOOTE & JENKS' COLEMAN'S (BRAND)

Terpeneless High Class
Lemon and Vanilla

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

FOOTE & JENKS, Jackson, Mich.



Dollars for You

Mr. Grocer, in pushing **HOLLAND RUSKS**. Good for Breakfast, Lunch and Dinner. **Holland Rusks** are so appetizing served with fruits and cream. Urge your customers to try them. We employ no salesmen. We put the **quality** in our goods. Jobbers and retailers like to sell them because they are repeaters. Order a sample case. Five case lots delivered. Advertising matter in each case.

Holland Rusk Co. Holland, Mich.



THE RIGHT METHOD.

Advertising Experiments Often Lead To Success.

If every retail merchant who wishes to increase his business—and that should embrace every storekeeper—would give up the habit of turning over in his mind whether or not he is going to do any advertising, and devote his thinking to the problem of how he is going to advertise, he would be much more prosperous. No one ever yet reached the limit of possibilities who did not use publicity, and no one ever will make out of his business all that can be made out of it until he devotes time, thought and money to advertising.

There are some who claim they are getting along very well in the old foggy way of just waiting for business, letting their customers find them out and come to them without solicitation, but such success is only half-success, and the business that comes in this way is due to conditions which are peculiar and would not prove lasting where there was competition. Some men get along in spite of themselves, for the reason that customers must patronize them or go without the goods; but even under those circumstances proper advertising would increase the trade very largely.

If there is any merchant reading this who is not advertising, let him now take the matter up, with the determination to do so, and see what a little enterprise will accomplish. Let him think out for himself how to best reach his trade, stimulate more active buying on the part of those customers already his and add new faces to the visitors who come to his store.

There are many little schemes evolved to attract and build up trade, some of them being worthy of consideration. For example, a dry goods journal is quoted as telling of a very clever and successful advertising scheme used by a clothier. This enterprising merchant conceived the idea of distributing bricks as a means of advertising his store.

These bricks, labeled "17" in white paint, were left on porches and doorsteps of both old customers and prospects. The significance of this strange proceeding remained a mystery for two days, when a full-page advertisement in the morning paper finally revealed the secret—that these bricks were simply to mark the seventeenth anniversary of the Jones Clothing House, and that each brick returned to the store would be counted as 25 cents' value on any purchase amounting to \$1 or more.

When results were tallied up a week later it was found that out of the one thousand bricks distributed, eight hundred and sixty-two had been brought back to the store. These effective little representatives, after having thus nobly served their purpose as a medium of advertising, were then carted off to the house of the merchant to be further utilized for much needed repairs.

Perhaps it may not be advisable to thus throw bricks at the trade gen-

erally, but the instance is quoted for the purpose of starting the merchant to thinking. If not bricks, then what? Use your originality and see if you can not develop a scheme that will be original, and yet answer the same purpose. It is individuality that tells, and the man that keeps his brain working on these things is the man who succeeds.

The trouble with too many is that they hesitate to spend the money which is represented by the trade discount of 25 cents on the dollar. They can not figure out where the advantage to them comes in when they only get 75 cents in cash for a dollar's worth of goods. They fail to figure on the benefit to be derived from the publicity thus given the store and the future purchases of customers who are thus attracted for the first time.

There are men who go into business and fail because they spend money too recklessly. There are probably many more who are unsuccessful because they are too stingy. There are still others who are not extremists either the one way or the other, but who do not get along simply because they are mistaken in the application of the money spent. All advertising will not pay. That is too much to expect. The thing is to get the kind that will pay, and use it, even if there has to be a little costly experimenting. An oculist once said he supposed he spoiled a bushel of eyes before he learned to properly apply his knowledge. Today he is one of the most prominent men in his profession. It is so with advertising. It must be experimental at first, but there is always the chance that the first or second experiment may be the right one. The thing to avoid is giving up if the earliest attempt does not produce.

History tells of a boy, afterward a famous man, whose mother had to repeat over and over again some instructions she was giving him. His father called out, impatiently, "How can you have the perseverance to tell that blockhead that twenty times?" "Because," answered the mother, "if I did not tell him the twentieth time all the other nineteen would be wasted." Here is the secret of the success of persistence. There must always be a first time, and it may be lost as to effect if there is no second to follow it up. It is the constant dropping that wears away the stone.

The only way to give any question a fair hearing is to listen to both sides of the story. Advertising is the life of trade. It can not be said that any person was ever yet really successful in business who did not advertise in some manner. What that manner shall be, it is admitted without debate, is the problem. It must be worked out to its solution in accordance with the surroundings and conditions in the particular locality where the merchant is situated. One thing he can accept as a fact, however, and that is that he must advertise. Dull seasons as well as seasons of activity in trade must have attention in this line, and summer presents the opportunity the same as

winter. The only difference is that goods at one time appeal to a certain class in a certain way, while at other seasons there must be a different kind of publicity. But there is always some buyer to be influenced.

Neither must the value of advertising be reckoned by its immediate returns only. A special feature sale may not net large profits to the advertiser, or it may not net any actual profit at all; it may even show a loss on the sale of that special feature. But if a new customer is brought into the store for a 50 cent purchase and continues to trade there regularly, there can be no question in the mind of the fair-thinking person as to whether or not that special sale paid.

The whole trouble in the matter of advertising is that so many people have taken a little fling at it in a wrong way, expecting too much, that a bad name has been given it which it does not deserve. There are people who could not sell goods for the most reputable and responsible house in the country, simply because they are not salesmen. There are buyers who would bankrupt any store for which they made purchases just because they do not know how or what to buy. There are advertisers who can throw money away without the slightest return, just because they do not know how to advertise. But a jobbing house would not close its doors because one salesman failed to make good; it would get other salesmen. The retail store would not go out of business because one buyer could not purchase advantageously; it would get a new buyer. Yet there are unfair merchants, and lots of them, who condemn advertising after an abortive attempt at publicity, who never pause to consider that the fault lies not at the door of advertising, but that the method of doing it is to blame. Talk to the man who has made it pay, and hear his experience. You will never make the most out of your business until you have advertised.

Right Way To Use Cuts.

"Somebody who is a crank on statistics," said a retail man the other day, "will figure out sometime how much money is spent annually for cuts for advertising purposes. I imagine the figures could be gathered, and I imagine the total would be simply amazing. But a harder task and one that would have a greater educational value would be to discover just how much of this expenditure was wasted. In other words, how many of the cuts ordered were not adapted to the needs of the advertising user. Now in a primary sense a cut is intended to show as attractively as possible the article advertised. To do this it must be an accurate reproduction of the article. A cut of a shoe, for example, that does not look like the shoe it is used to show, that varies from it in pattern, color or material, is useless and worse than useless, since it proclaims that statements made by the advertiser are incorrect. On the other hand, I maintain a cut may idealize

the article advertised or show it to the greatest advantage. I call to mind certain clothing catalogues put out by great manufacturers. If a cut of a given garment is compared with the garment itself, it is seen that every detail is correct, yet no man ever looked as well in the garment as the illustration, nor does the prospective buyer expect such a result, and this is just as true of any advertising cut. But money spent for cuts that do not show the merchandise, or are not relevant to the text of the advertisement itself, is, in my opinion, money spent uselessly, and not only that, but the space used for its display is also useless. Bear in mind I am speaking entirely of advertising of the retail store and for the consumer. The advertising of the wholesaler or manufacturer to the retailer presents other conditions. Here attractive even although irrelevant cuts may be used at times, since the retail dealer already has a good idea of the story the manufacturer intends to tell, and the main object of the advertisement is to be a reminder rather than a direct business getter. But even here in connection with attracting illustration I believe in merchandising illustration as well, and without the latter no advertisement is exerting its greatest pulling power."

Lax Methods.

The commercial credit of a man in business depends upon his promptness and ability to pay his debts. Many printers take offense at houses which closely follow up their collections. This is wrong. Too many printers are constantly in hot water for not doing this very thing. The largest factor of cost usually entering into printing is labor, which must be paid for weekly. Printers therefore should insist upon prompt settlements. The public is inclined to do what is demanded of it. If printers permit their trade to be lax in the payment of accounts, they will accept this as the regular method of trading in the printing business, and consider it no hardship when they take plenty of time to pay their bills.

Why is it that there are still so many storekeepers who pay their bills in money instead of making use of a bank account? There are occasional instances where a bank is not available, but not many, and the loose system of using cash instead of checks is fraught with endless possibilities for mishap. A check is a receipt, and is proof of payment even if a receipt is lost. It goes through the hands of the payee and back to the bank, making a complete chain of history for itself which can not be gainsaid. Money in a bank establishes a credit which is valuable to a merchant. It puts him in line to receive accommodations from the financial institution when the time comes that he needs such accommodations. It makes of a bank the best kind of a reference. It avoids the necessity of keeping large sums of money in the store. By all means use the bank.

The Men and Religion Forward Movement

A Campaign to promote the Moral and Religious welfare
of the Men and Boys of North America

Great Eight-Day Campaign

Grand Rapids, Mich.

Oct. 15-22

*Visitors From Western Michigan Invited
Speakers And Experts Of International Fame*

This is an effort so to relate every man to the life of Jesus Christ that, so far as He is concerned, a better condition already exist, and so far as He touches others, He will help them in the upward trend. It does not deal in beautiful generalities but is most specific in saying that complete manhood will be the result of a man's accepting all that Christ offers him, and of His giving all that He has to others.

How can more men be brought into the church, and how can those who are in the church be aroused to such activity that we shall have a mighty crusade that will result in making this a better world? The Men and Religion Forward Movement is the answer.

The social problems of our great city, the strife and confusion of the industrial world, the boy problem and other grave questions of both Church and State call for a genuine, intelligent, masculine Christianity. As men of a Christian country we must stand for a higher plane of living; we must have a broader conception and show forth a more earnest and truer expression of the great teachings of Jesus Christ.

"The man who professes religion today can no more divorce it from his every-day life and retain the respect of his neighbors than he can set apart his political or his financial or his artistic or his social nature and ask people to judge him by any one of these. They are all part of his character, his personality; and by his works we know him. The worship of God, however we shall define Him, is not by prayer alone, or by church subscriptions, but by our lives as human beings in every relation to other human beings."

**You Cannot Afford To Miss This Eight-Day Campaign
Especially Not Tuesday And Wednesday
October 17 And 18**

Write Men & Religion Forward Movement, Y. M. C. A., Grand Rapids, for Program



Window Appliances For Fall Window Trims.

Written for the Tradesman.

Autumn leaves, sprays and clusters; boughs and branches rich in autumnal coloring, autumn vines and fruits—and, in a word, whatever is impressively suggestive of fall—should be used in connection with our displays of fall goods.

I saw a very tasteful window in a large clothing establishment the other day in which the poinsettia vine, gracefully interlaced with trellis-work, was the dominant decorative note. Another clothier's window had a profusion of oak leaves and sprays on the floor and back of the window. These leaves and sprays were artificial, to be sure, yet they look just like natural leaves—the resemblance being so close that it would hardly occur to the casual observer that there could be any doubt about their being the real thing.

Golden rod makes an excellent decorative feature—and one peculiarly appropriate for a fall trim. Golden rod grows in profusion in most sections of our country; so that the merchant in the smaller town or city ought not to have any difficulty in securing all of it he needs. The cost need not be much, for there are plenty of ambitious boys who will gladly undertake to supply him with all he may require. From the small boy's standpoint this is a very attractive job, this of supplying merchants with golden rod, for it happily combines business and play.

If one can not get genuine golden rod, he can buy artificial golden rod sprays that look very like the real thing—and the advantage about the artificial sort is that they can be used again next fall.

So with all these artificial leaves, vines, flowers, sprays, clusters, baskets, etc. One can get almost anything in this line he wants—foxtail sprays, maple leaves and vines, oak leaves and sprays, acorn vines, chestnut sprays, grape branches, wild grape vines, woodbine vines, artificial moss, drooping poppies, morning glories, pond lilies, adiantum sprays, etc., etc. There is practically no end to the variety of decorative leaves, vines, flowers and fruits that the manufacturers of such wares are offering to the trade. It is really surprising how inexpensive these wares are.

Of course if one can use real leaves and branches and vines and fruits, it is really better; but with many dealers such a thing is out of the question. In the first place leaves, say, with fine autumnal color-

ing, are scarce and hard to get; and after you once have them they soon dry out and lose their luster. Real flowers soon fade and real fruit must be renewed frequently.

I have noticed that so many merchants, particularly the smaller ones, seem to be extremely conservative in their expenditures for window appliances—stands and racks of the better sort for their goods, and papier mache, electrical and scenic decorations, arches, posts, etc., whereby their goods may be shown to the best advantage. It is a short-sighted policy. Money spent on window appliances is money well invested; for the show window is one of your chiefest trade-building agencies. It ranks right along with advertising. Even the people who read your newspaper notices and are so favorably impressed with them that they resolve to visit your store and buy certain things that appeal to them, pause to have a look at your windows before entering. If the metal stands are old and quaint, or if they are dingy-looking; if the arrangement of the goods in your window is just commonplace, with hardly a single touch of originality, character or sentiment in the whole trim, is it any wonder that some of these people whom you have already convinced by your advertisement should change their minds at the last minute?

The show window is a little stage. It should have adequate scenic equipment.

Window appliances are durable—provided they are handled properly. You do not have to buy everything at once. Suppose you buy a papier mache cornucopia—you will really need one for getting up a harvest display, or whenever it is desired to suggest the idea of prosperity and plenty; that cornucopia will last for years. And so with posts, arches and scenic decorations.

Merchants ought to buy their window appliances just as they try to buy the goods that they carry regularly in stock; i. e., they ought to buy advisedly—seeking to get the best—and thus start right in the accumulation of their window equipment. If it is well bought and properly cared for it will last indefinitely.

Big stores have a special room in which all this window equipment is stored when not in use.

All artificial flowers, vines, leaves, sprays, clusters, fruits, etc., are carefully packed in boxes and labeled so that the contents of the box can be ascertained at a glance.

Generally this room is not only a

store room for window appliances, but it is also a kind of work shop in which the window trimmer builds devices and appliances of his own contriving. It may have a work bench, a cabinet for paints and oils, varnishes, etc., and a box or chest for a few simple tools, such as a plane or two, a saw, hatchet, hammer, brace and bits, a few chisels, sandpaper, glue pot and other paraphernalia that the trimmer may require in working out his designs.

A good many merchants, of course, will have no occasion for going into the matter so extensively; but even the small store should have some place where window appliances can be stored when not in use. Otherwise they will be very apt to get broken, misplaced or damaged beyond the hope of repair.

It is wonderful, when you come to think about it, how attractive store windows really are.

The interest and variety and charm of the city are, to a very large extent, due to genius of the window trimmer.

Walking through the principal shopping sections of the city, and looking at the various windows, has come to be a species of recreation with an increasingly large number of people.

Pull down the blinds and turn out the lights of the metropolitan stores and shops and the city would immediately take a dull and uninteresting look.

But the small merchant in the small town or city ought to remember that, if a window trim can attract a throng in the big city, where people are used to seeing scores and hundreds of windows, a really meritorious window in the smaller town, where people are not so used to them, should create a sensation.

And it will.

The fellows in the smaller towns and cities that are getting the business are the fellows that are getting up the niftiest trims.

Overhaul your window fixtures and appliances. If they are old, dingy and dilapidated, buy new ones; if they can be brightened up and repaired, fix them up. If you need addi-

tional appliances, consider the necessary outlay as a profitable investment. Equip yourself with the things you really require in order to put on a good trim.

And begin with a bang up good fall trim with plenty of autumnal color and sentiment.

Chas. L. Philips.

Knew It Was a Beauty.

An officious merchant was showing a lady some parasols. He had a wonderful flow of language, and was ever ready to elaborate on the rare qualities of the goods he was showing.

As he picked up a parasol from the counter and opened it he held it up before the customer and, surveying it with admiring glances, said:

"Now, there you are! Isn't it lovely? And observe the quality and finish of the silk. Look at the general effect. Pass your hand over the silk and notice how smooth and nice," and he gave it to the lady. "Really, now," he continued, "don't you think it is a beauty?"

"Yes," said the lady. "That's my old one; I laid it on the counter here."

Wilmarth Show Case Co.

Show Cases And Store Fixtures

Take Division St. Car Grand Rapids, Mich.

MAPLEINE

The Popular Flavor

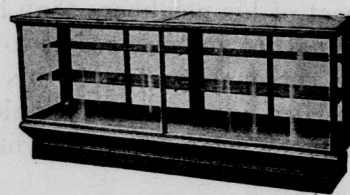


A STRONG DEMAND HAS BEEN CREATED FOR this new and delicious flavoring. It adds richness and delicacy to Cakes, Candies, Puddings, Icings, Ice Cream, Etc. and makes a Table Syrup better than Maple at a cost of 50c a gallon.

See price list.

Order a supply from your jobber, or The Louis Hilfer Co., 4 Dock St., Chicago, Ill.

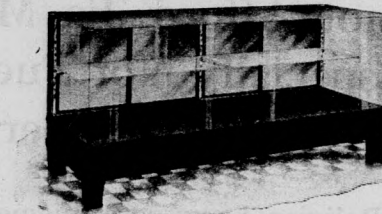
CRESCENT MFG. CO., SEATTLE, WASH.



Paragon Case No. 58

Lowest in Price

Made in large enough quantities to meet competitors prices



American Beauty Case No. 412

A Case of Quality

See it at Spring's or Steketee's
Grand Rapids

Our 84 page catalog is free

GRAND RAPIDS SHOW CASE CO.

GRAND RAPIDS, MICH.

The Largest Manufacturers of Store Fixtures in the World

PRODUCES A NOVEL EFFECT.**Moving Stocks To Different Places in Store.**

One of the prominent characteristics of the great American public is a restless desire for something new. If it is not actually new, then something with at least the appearance of newness.

To appreciate this fact and play upon it is one element of successful merchandising.

If a new store is opened in the town all the people will go to it at least once, just to satisfy their curiosity as to its appearance. They will imagine the goods are better, the stocks cleaner and the service more satisfactory than in the older store where they have been accustomed to dealing.

This may be true, for a new broom sweeps clean. Unfortunately, too, the merchant who has been in business for years in a certain place has his trade established and believes he has no competition to fear, often becomes careless as to thorough cleanliness, is not particular to touch up his stocks with the latest novelties and allows himself and his force to become inconsiderate in the matter of courteous attention to customers.

These things should not be, but too often they are the case, and only the fact that there is no better place to trade keeps the people from deserting the store.

Then the same spirit of restless desire for newness causes the public to tire of going to the same old arrangement of stock and fixtures week in and week out, from year end to year end. The vision becomes jaded and rests with weariness upon the too familiar sight. It may see a new stock of handkerchiefs or ribbons, but they are in the same place as the old, arranged in the time-honored manner. It may be a fresh supply of breakfast food, but the well-known cartons stare down in brutal familiarity from the accustomed shelf. It may be a late arrival of confectionery, but there it reposes, the same old kinds in the same old jars and dishes, just as it has been welcoming the visitors from the beginning of time or at least that is the impression produced upon the mind of the customer.

Now, of course, a reasoning mortal would readily figure out that these various items must be simply the reproductions of what has been there before. That the merchant would not give any place to the confections if he never sold them, and that the same is true of the other goods mentioned. But the trouble is too many people are not reasoning beings. They have the power, but they do not use it. They allow themselves to fall into the belief that these are the same old things, and, thinking so, they can not be blamed for not wanting them. They have gotten into the habit of finding them there, and they know before entering the store just what they are going to see.

There is no inspiration in this, and no temptation to purchase. The eye

sweeps the room, observes the accustomed tiresomeness of arrangement and does not have to hunt for anything. Knowing where everything is and locating each article without any effort of search, creates the impression that the stock is small. Passing from there to another store where there is not nearly so large a display the belief is engendered that the contents of the latter are much more numerous simply because obtrusive familiarity does not throw everything into the eye at a single glance. It requires searching to discover the whereabouts of certain things, and this, in turn, inspires curiosity. Then there is interest and when there is interest the mind is open to receive suggestions which may lead to business.

By this chain of reasoning we are brought back to the influence of newness—change, if you please to call it and the merchant of practical ideas may turn it to good account. He can not be continually moving about from post to pillar, starting stores in sundry locations, but he can move the contents of his store from pillar to post, and clothe the entire stock in a garment of changed appearance which will be a relief to the eye, and arouse interest.

This can not be done every day, but it may be successfully accomplished four times a year at each successive season, and there will then be four direct appeals to public curiosity, coming so rapidly, one upon the other, that a new one has arrived before the preceding change has lost its novelty.

In addition to satisfying the public desire for variation the opportunity is thus given, at the same time, for the more prominent display of strictly seasonable goods.

Inventories often reveal a number of things which should be reduced in price, placed on the bargain counter, and pushed off into the hands of purchasers with all possible speed. But it is not of bargains we are now talking. It is the re-arrangement of stock, staple and seasonable merchandise, as well as shopworn and out-of-season goods which must be haide over to the tender mercy of the clearance sale.

In the fall, for example, what is to hinder the bringing into prominence of fall goods? If possible remove the dry goods department to another part of the store from that it has occupied so long, making it change places with groceries, or shoes, or some other department, which, in turn, goes to another aisle or counter. This may seem like a game of Pussy-wants-acornor, but, so be it, the public has a taste for games and will enjoy playing it.

The possibilities of the move are not exhausted when the departments have been interchanged. Do not spoil it all by placing the goods of the various stocks in the new locations in precisely the same order as they were in their old quarters. Bring something else to the front. Put the white goods in the relative position formerly occupied by silks or dress goods; put the ribbons where the laces were; move the crackers around to where the tea and coffee canister heretofore rested; let the cutlery exchange places with jewelry, and so throughout the store. It may take a little time and trouble, but it will be like newly furnishing a room, and, even if the new arrangement is not as pleasing as the old, it will create comment, and will add variety to the displays.

Always keep in mind one thing—seasonable goods to the front. Each time the change in arrangement is made the seasonable stocks get greater prominence and their drawing power is multiplied many times.

This moving around process also keeps merchant and clerks in closer touch with the contents of stocks as well as their condition. This in itself is a great gain.

The important feature—not to be forgotten—is the effect on the public, which will be more far-reaching than will appear on the surface. Customers will not fully realize the change it makes in the relief it affords them, because we are too often ignorant of what really attracts us, although we can tell quickly enough what repels.

Electric Power From Wind.

There has never been a time when the forces of nature were subjected to such searching scrutiny to determine their availability for the development of mechanical power as they receive at present. This arises mainly from the progressive use of electricity.

Among other things it is believed that the wind can be utilized to a far greater extent than in the past, especially for electric lighting. With this object in view the average state of the wind has been investigated in England. It is found that for approximately half the time the mean wind velocity is ten miles an hour, and for about one-third of the time fifteen miles. In the winter the average is higher. The great difficulty arises from the calm periods, which may last days, or even a week, but it has been shown that economical lighting plants can be based upon wind power by providing gasoline motors to take up the work whenever the wind fails.

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.



Review of the Dry Goods Staples.

Cotton Goods—The past week has seen a lessened activity, to a certain extent, on many lines of cloth, especially on domestic lines. Buyers are not buying for the future to any extent, and there seems to be good reason for this condition in the fact that the cotton market has not reached a staple price. Sellers are in the market to sell, and are using all inducements there are to make buyers take cloth, but buyers are not fully satisfied to lay in any stock as yet. There seems to be a growing impression with many that tariff changes are likely, and many do not care under the circumstances to contract for long future delivery. There is still a moderate demand for goods for export, and the amount of cloth sold has reached quite large proportions during the past month.

Ginghams—Have been sold in fair quantity by some of the leading houses whose lines of fabrics are reliable and of the better quality, but it is certain that many have not done as well as they expected on their lines. Some of the houses which have bought gingham in quantity are likely to stand in to lose some money if the feeling which is developing extends to any large degree, for some cloths are likely to be offered at less than the prices now quoted if cotton should settle to a low price. One thing which is noticeable is that the converters are doing a fair business in comparison with some other sellers. Some of the small converters, however, have not obtained their share of the business. Some prices have already been offered at about $\frac{1}{8}$ ¢ off from the prices which were quoted some time ago, but some buyers do not know this. Buyers still need goods of many descriptions, but they are buying as necessity demands, and are not laying in any stock ahead. This holds true with many retailers in most lines, although on some of the fabrics which had attractive prices they have bought a fair stock ahead.

Hosiery and Underwear—This is a between-seasons period in both hosiery and underwear, although the slow buying of the past produces business now for spring which ought to have been placed weeks ago, and duplicates for fall are being received earlier than usual because the initial spring business ought to have been done long before the present week, but has not been, and the fag end of this trade is now being transacted. Fall duplicating is being done on both hosiery and underwear, and in some instances is heavy. The weath-

er is not auspicious for fall buying, but a cold snap will hustle it.

Not being slaves to the buying habit, buyers have left much to be desired in the way of business in the knit goods market, and there are mills to-day needing business which have in the past made records of being steadily busy, during seasons of depression and slow business. That is, there are mills now curtailing which have in past years been always busy, but this does not prove that the whole knit goods market is in bad shape, for such is not the case. For instance, a big mill in Massachusetts making women's and children's ribbed underwear is now running on a four-day-a-week schedule. This is looked upon as one of the most successful and well-managed knitting mills in the country and its running on a little better than a 50 per cent. basis now might be construed as indicative of less than a 50 per cent. business in the general market, but this does not follow. Certainly, business is on a much better than 50 per cent. basis, for this mill makes goods and sells through two jobbing houses only, that is, these two jobbing houses take all of the mill's product. The mill has poor distribution in confining its lines to these two houses, as the present time proves, and it is a safe assertion that the whole trouble here lies in too restricted a distribution, taking into account the fact that a near-by mill, not making as high-class or fine a line, sells to practically every jobber of knit goods in the country. Its product is much more competitive, and is in good shape so far as the volume of business booked for the fall and spring seasons are concerned.

Linens—The linen markets have been marked by a much greater breadth and a larger measure of confidence in the holding up of prices. For the last month or so buyers have been holding off, claiming that the prices asked were too high, and expecting them to come down, but they have evidently gotten over this idea as indicated by the buying of last week, which has been very steady both in spot and future orders. It is becoming more and more evident weekly that retail stocks are at a very low point, and it would seem that retailers are beginning to realize this fact. They are now buying household linens steadily to meet the coming Thanksgiving trade. Buyers have exhausted the supplies of the lower and medium grades of damasks and the finer grades are also in rather short supply. Bordered linens, to judge from results up

to date, are proving one of the largest sellers in the market. These linens were put on the market as a novelty in dress linens, and manufacturers of spring and summer costumes and even cutters-up are anxiously trying to secure immediate delivery to meet their advanced orders. They are finding it rather difficult, however, for the demand of crashes and dress linens is much larger than was expected, in fact, it would not be surprising if spring, 1912, orders broke all previous records. For the time being, the finer grades of dress linens are selling best, presumably because jobbers are finding it very difficult to secure the lower grades.

Fall Collars.

A large variety of collars is being shown for fall. While the newer models do not show the regulation sailor collar, many are made with the new shaped sailor, which almost reaches to the waist line, but is considerably narrower than the old style. Large, round collars and pointed collars are also much in evidence.

Hoods and hood effects are meeting with considerable success. Some of the coats have the collars made so as to have an adjustable hood which can be used to cover the head, when desired. When unbuttoned it forms a sailor collar.

Double collars, consisting of a deep cape collar coming over the shoulders and a small turndown collar, usually of another material, are also seen in the lines. While the majority of coats have the turndown collar, a few are made with the standing military collar.

A little miss of 5 years who had been allowed to stay up for an evening party was told about 8:30 to go to bed. Very, very slowly she moved toward the stair. An aunt, seeing her reluctance, asked: "Helen, can I do anything for you to help you?" "No," replied Helen, "I will get there altogether too soon as it is."

Pony Coats.

For popular priced garments it is difficult to find any fur which will meet all the requirements necessary so well as pony skin. For this reason pony skins are again being extensively used. The natural pony is sharing the favor of the dyed variety, and when combined with nutria or beaver trimmings makes a good looking coat for a small price.

It is well to mention in this connection that the real Russian pony coats are the kind mostly used, as the calkskin does not find ready sale, now that the best grade of pony has dropped to reasonable prices.

Japanese Silk Plant in Seattle.

Japanese capitalists will build a big raw silk manufacturing plant in Seattle, half of the \$1,000,000 capital being subscribed by silk producers in the famous Fukushima Province of Japan and the remainder being taken by capitalists interested in the industry. The company will be known as the Fukushima Raw Silk Manufacturing Co. *Yenaski Nabatame, who interested Japanese silk producers in the project has spent thirty years in the United States and is in close touch with the silk merchants of this country.

The thing that stands in the way of the advancement of too many men is that they only think that they are thinking. When you are working your mind, you must get right down to it.

We are manufacturers of

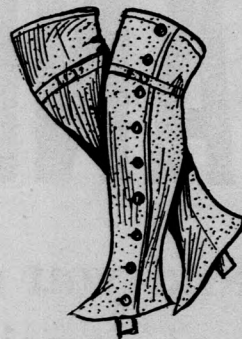
Trimmed and Untrimmed Hats

For Ladies, Misses and Children

Corl, Knott & Co., Ltd.

20, 22, 24, 26 N. Division St.
Grand Rapids, Mich.

LEGGINGS



Sta-dry Fit-rite Sta-up

Here is something new in the legging line and it is our opinion that the special features are of real value to wearers of this item. Prices are no higher than the old style. Our line comprises various kinds and grades for men, boys, ladies and misses wear. Ask one of our representatives.

Grand Rapids Dry Goods Co.

Exclusively Wholesale

:::

Grand Rapids, Mich.

We close Saturdays at one o'clock

Attitude of the Retail Dry Goods Dealer.

Much has been said during the past few months regarding the general business situation in dry goods. Possibly, certain buyers have made conditions appear much worse than they actually were, so far as sales were concerned. It is certain that many of the retailers have been doing a healthy business during all these hard times which have been experienced by the jobbing and manufacturing trades. In the past conditions were such that merchants came to the market and bought certain stocks of goods, the amount of the goods being determined, to a large extent, by the feeling of the merchants, and this feeling was imbibed not from the actual conditions taking place, but to a large extent from the selling houses.

In this manner it was customary for the retailers to buy larger stocks of goods than they actually needed. Conditions have changed to-day, so that the merchant buys in small quantities and is not overstocked, and if he does not sell the small amount of goods which he purchases, he buys no more until he sells what he has. This condition may not have appeared very prominent to many people, but it is a fact, nevertheless, and is the nearest approach to the cash way of doing business which retailers have ever adopted.

It is certain that conditions have changed to a large extent. Merchants are more conversant with the actual and general business conditions and the whole attitude is such that trade seems to have taken a new start and the business done is approaching more nearly a regular and staple trade rather than a business gamble which has surely been in evidence in some of the past years.

There is a certain ratio of increase which industries will endure, but when this point has been exceeded, it is certain that conditions will result in which sales will not be so large. Retailers have been surely in a better position, as far as sales go, than either mills or jobbing houses, but there is another condition in which retailers have practically unlimited power, and it is that regarding the prices at which goods sell. Many retailers are in the habit of selling cloths at the highest prices which consumers will pay, and this condition has resulted in the present prices. Costs seem to affect the retailer's price very little, for when jobbers and manufacturers sell cloth at reduced prices, as is being done at present, retailers are not in the habit of reducing their prices to any extent.

Jobbers have figured on many of the prices which are being offered to-day that the retailer will make about 33 per cent. and sell cloth at reduced prices from what he did formerly, but in the majority of cases, the retailer will never do this, and the reason is that his trade has been educated up to certain prices for certain lines of cloth, and to reduce prices on one or two lines would be to make his other lines appear high.

Therefore, to keep his prices all in accord, he will sell the cloths at the rates which he formerly received for them, and the cost at which he gets them cuts no figure with him. The retailer may argue that if prices go up he can only obtain his regular price, but even under this condition, with the highest prices he ever paid for cloth, he secures, as a general thing, a high profit on the article, while if prices go down, it means just so much more to him. Many writers are to-day arguing that the retailer's prices will be lower, because manufacturers and other sellers have been forced to make lower rates, but this has never held true in the past, and is unlikely to result at the present time.—Wool and Cotton Reporter.

Ingrain Still the Leader in Fiber Carpets.

The steadily increasing demand for carpets causes dealers in merchandise of this kind to look for a large volume of business during the fall and winter. Rugs and art squares are at their strongest in the spring, being looked upon as more particularly a warm weather floor covering; but even in that particular, carpets have been making inroads into rug popularity during the last two years. The unprejudiced person, following the tread of events, can not fail to be impressed by the growing call for carpets.

From a double point of view, therefore, it is found desirable to persuade the customer to take the offer. A sale thus made is not only more satisfactory to the merchant, in that he has sold that with which no fault is expected to be found, but it is more remunerative as well.

The parlor carpet is expected to do service for years. When it has been sold and laid, it should be of such grade and in such pattern as will guarantee service to the buyer; none the less should it represent a satisfactory sale and a reasonably good profit for the merchant who has handled the goods.

So far as fiber carpets are concerned, ingrain is still the leader. Of moderate price it has always been much favored and is still strong, particularly throughout the rural sections. Velvets, too, are selling well, although higher in prices than the first above mentioned. For hall and stair carpets, velvet and body Brussels always get a large share of attention. Body Brussels is one of the best wearing carpets made and has middle or moderately-priced circles.

As both Oriental and floral designs are offered, the choice must depend largely upon the character of the trade. Some of the keen observers have lately noted a sharp drift toward the floral patterns. Orientals are the more brilliant, and it is really surprising, therefore, to note at this time, when tastes generally are tending to extremes, the preference exhibited for those quieter and less striking designs.

Like everything else, however, the public tires in the steady use of one thing and after awhile drifts into other channels. Whether or not this

means a still greater popularity for the floral patterns is hard to determine and for the present must remain a matter of conjecture only.

The "New Thought" in Business.

There are among business men those who still move along in their particular fields of industry like so many cogs in a wheel. They have little ambition and still less pride in their work. Beyond the dollar they do not see. No conception is had of the magnitude of the field in which they are laboring, nor of the wide influence it may have upon the development of civilization. And we find men of this character in every kind of business, not even excepting the preaching of the gospel. Material gain is the all-absorbing theme. Yet some of these achieve financial success, probably because of favorable circumstances, although little substantial service is rendered either to the industry in which such success is gained, or to society.

Merchants everywhere are beginning to take note of the relation of their business to civilization and to progress. No better illustration of this fact is found than in the hearty support accorded the Tradesman in all parts of the country. An ill-printed and poorly edited bulletin will no longer suffice as the spokesman for merchants. What is wanted is a magazine measuring up to the importance of the business as related to men and affairs, edited with all the care required in producing the standard magazines of to-day. The Tradesman has opened up the way for a new ideal in trade journalism, and the business man with breadth of view and an appreciation of high standards is demanding that his trade magazine shall be the equal of the best publications, no matter how broad their fields.

This all tends toward a more cultured atmosphere in business circles. More and more men are becoming deeply interested in what they are doing rather than in what they are accumulating. While the financial end of the business should receive proper attention, the business man of the future will be more than a mere gatherer of dollars. He will be an intensive student, filled with an ambition to discover new methods and new devices through which

greater opportunities will come for the development of trade and commerce. This will not come primarily from a love of personal gain, but rather from the natural student's love of research and investigation.

The purpose of the Tradesman has been to encourage the men who are doing things in the mercantile field, to stimulate the trade as a whole, and to carry into non-progressive communities the message of "a better way." That it has met with such marked success is evidence of the encouraging upward trend and the splendid progress made in recent years in the business world.

The day for work; the evening for review, resolve and rest; the night for slumber and renewal.

Boom Your October Sales

OUR LEADERS WILL
HELP YOU DO IT

Our "BARGAIN BULLETIN," just off the press, lists a great many leaders in seasonable merchandise, viz:

**Sweater Coats
Underwear
Hosiery
Knit Goods, Etc.**

the surplus stock of a number of Eastern manufacturers, purchased by us for "SPOT CASH," thus enabling us to give the trade *greater value than ever.*

Write us at once and our Bargain Bulletins will be mailed to you free.

"We ship goods on approval."

Eisinger, Dessauer & Co.

Wholesale Dry Goods

114 South Market Street, Chicago

(When writing please mention
Michigan Tradesman)



We Are Now Showing

An up-to-date line of

JEWELRY

Collar Buttons	Cuff Buttons	Bracelets
Necklaces	Watches	Jewel Cases
Breast Pins	Beauty Pins	Scarf Pins
Veil Pins	Belt Pins	Fobs, Etc.

Our salesmen will show you the line

PAUL STEKETEE & SONS

Wholesale Dry Goods

::

Grand Rapids, Mich.

THE WORLD'S FOOD.

Factory Products Meet All Human Requirements.

The less than one thousand people who made up the population of Pittsburgh in 1786 and who were charged with supplying food to the town and surrounding country had a more difficult problem to solve than is met with comparative ease and economy by the Pittsburgh of to-day with 533,000 inhabitants; being also a distributing center for a densely populated surrounding country.

In the earlier period steam, electricity, cheap transportation, machinery were not available in the cultivation of the land, production and distribution of food. Supplies, unless obtained in the immediate vicinity, had to be carried by team from the seaboard. The dealer in imported products—the sugar, tea, coffee, spices and other articles of foreign production—went to market once or twice a year for such articles. The farmer grew the grain and the nearby old-fashioned grist mill, by the river side, or close to the creek, sheltered by plumed elms, ground by means of burr stones the delicious nutty flour and fine bolted meal needed for the settlement. We imagine its product had a finer flavor than the grist from the huge roller mill of to-day.

Home-made bread in those earlier days was the pride of the housewife, as were the jams, jellies, pickles and catsup that occupied the broad shelves of the storeroom. The butter and cheese were either home-made or the product of a nearby dairy. The trifty women of early Pittsburg were noted for skill in the art of cookery and knew all about delicate feasting, for, besides experience, they kept on their book shelf such volumes as "The Art of Cookery," by Mrs. Glasse, the first edition of which was born about the date on which the Gazette made its advent.

As one turns the pages of such a musty book he finds a desire filling his mind for the return of "ye old-fashioned" dishes, but thankful that the dinner of the well-ordered household of 1911, while no richer in the supply of palate tickling dishes lacks that prodigal or lavish provision which the colonists regarded essential to a social dinner.

Thus we find about the date the Gazette Times began its career Washington presided at a dinner at Mt. Vernon, where first came soup, followed by fish, roasted and boiled; then meats, salmon, fowls, etc. The dessert was apple pies, pudding, etc., after which ice creams, jellies, etc., were served and then watermelons, musk melons, apples, peaches, nuts. Wine was included in the menu and the feast was crowned with coffee.

Rich indeed were the tables of the well-to-do early settlers. There was plenty of game and those who lived by the seashore had an abundant supply of fish. Instead of paying \$75 to \$100 for one dozen terrapin or \$1 for a roe shad they had only to send a slave or servant to the Chesapeake

or some great stream to have without cost what to-day are the costliest of foods. There is quite as great a supply of fish now as in the olden time, but then there were less than 4,000,000 people to be fed, while now 90,000,000 desire terrapin, oysters and the delicacies of the sea. The demand is more closely adjusted to supply, which in many instances is inadequate, as lobsters at 30 to 40 cents the pound proves.

Hard Work of Housewives.

The generous dietary of the early period made life hard work for housekeepers, whose social standing rested in a great measure upon their knowledge of domestic economy and skill in the art of cooking. The nabobs of Colonial times demanded much of

overwork. They don't do it now. The spinning wheel has taken a back seat with the stage coach, and the back yard bake oven is rapidly following them into oblivion. The women of to-day realize that it does not pay to shorten their lives and sour their tempers over a red hot oven and an obstinate batch of dough."

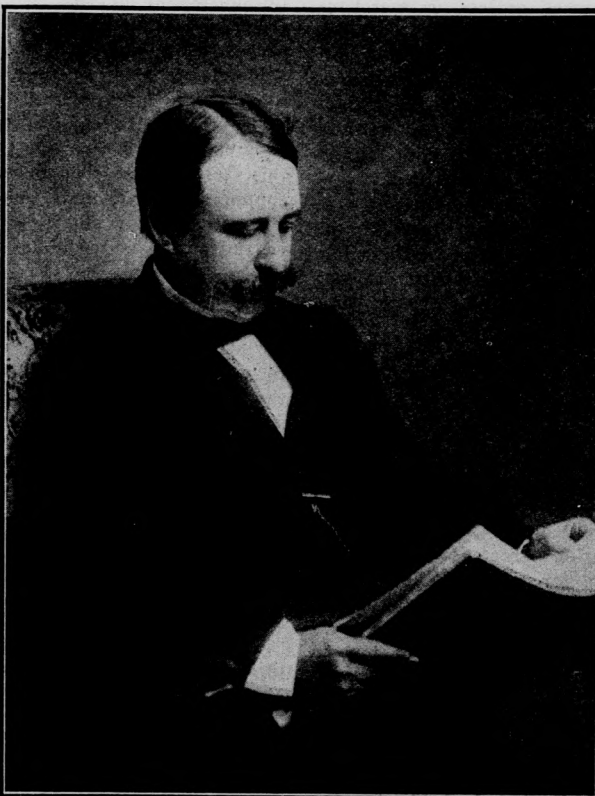
The Passing of Drudgery.

In that paragraph is the explanation of the great change that has been wrought in the food supply. Quietly, almost imperceptibly, the evolution of the food supply has progressed until a revolution has been accomplished that has made drudgery as applied to modern housekeeping a misnomer.

The progress of the work was hin-

Open To Inspection.

The two great factors to dispel prejudice was the open factory door, the key to public confidence and publicity. The factory says, "Come, and



Frank N. Barrett

their wives, for good living was their creed.

One has only to visit the few surviving homesteads of the eighteenth century to be impressed with the provision made for supplying food for the proprietor and retainers, often numbering many hundreds. The mill, the smoke house, the orchard, gardens, cellar, store house, were all on a liberal scale, for supplies had to be in readiness for six months or a year ahead. And all this imposed increased labor and care.

It was the great baker of modern Pittsburg, S. S. Marvin, who used to furnish bread to half a million people, who said, "The world's changing, you see. People are learning lessons from the birds and are enjoying life more and starving less each year. The women broke themselves down at middle life, in the olden time, by

dered by prejudice and pride, for the old-time housekeepers were jealous of the factory, believing that food prepared in such a place was unwholesome and that its sanitary condition and that of its workers were such as to make it impossible to prepare foods ready or almost ready to be served at table comparable with home-made products. This feeling was natural and it had foundation, for some proprietors of food manufacturing plants used to be careless or indifferent as to the quality of raw materials and methods of handling, preparing and preserving. This old-time prejudice has almost disappeared, for the huge modern kitchen where absolute cleanliness rules and where scientific and experienced chefs preside has won the victory it deserves.

Evidence

Is what the man from Missouri wanted when he said "SHOW ME."

He was just like the grocer who buys flour—only the grocer must protect himself as well as his customers and it is up to his trade to call for a certain brand before he will stock it.

"Purity Patent" Flour

Is sold under this guarantee: If in any one case "Purity Patent" does not give satisfaction in all cases you can return it and we will refund your money and buy your customer a supply of favorite flour. However, a single sack proves our claim about

"Purity Patent"

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Just as Sure as the Sun
Rises

VOIGTS
**CRESCENT
FLOUR**

Makes the best Bread and Pastry

This is the reason why this brand of flour wins success for every dealer who recommends it.

Not only can you hold the old customers in line, but you can add new trade with Crescent Flour as the opening wedge.

The quality is splendid, it is always uniform, and each purchaser is protected by that iron clad guarantee of absolute satisfaction.

Make Crescent Flour one of your trade puliers—recommend it to your discriminating customers.



Voigt
Milling
Co.

Grand Rapids
Mich.

see, and test; we seek quality not only in materials, but labor."

No better illustration of the truth stated can be had than right in the city of Pittsburgh, in that great modern food factory that sends its products all over the civilized world until its name and its trademarks are household words. Space between the factory and the home has well nigh been obliterated because transportation is so cheap that consumers 1,000 miles or more away can buy at as low cost as those resident in Pittsburgh.

Before dwelling on the relation of the factory to the home, so far as most products are concerned, it will be well to consider changes wrought in the great staples. Take, first, the most important, that of flour and its manipulation.

No longer does the wheat grower take the wheat to the nearest mill to be made into flour, but sells the grain in the nearest market, from which it goes to some larger milling center such as Minneapolis. In all there are twenty-five to thirty cities with modern flour mills with a capacity of grinding 45,000,000 barrels of flour a year. And the marvel is that so perfect is the system that the mill is satisfied if its balance sheet shows it has made five cents on every barrel milled. Let those think over the fact who hurl anathemas of the exactions of concentrated capital, commonly called trusts.

Flour and Bread.

The old method of milling has given way to a process of reduction by means of rollers, whereby there is no waste and the flour is rich in nutritive qualities and of a color that produces the white bread society demands. Follow the flour into that wonderful bakery in Pittsburgh and note that the human hand or foot is eliminated in breadmaking.

Our grandmothers from 1786 and until recent years kneaded the dough and manipulated the loaves by hand, or the old time baker tramped the dough with his feet. To-day the dough is mixed in oak tubs that move on swivel wheels that carry it under a set of revolving steel knives which work the dough. When ready it is conveyed to a machine which moulds a number of loaves by the operator simply pressing a lever. These loaves, all weighing the same, are placed on a canvas belt and carried to a large reel oven—an immense wheel with movable shelves that revolves over a fire beneath. The same sort of an oven is used to bake crackers. The up-to-date baker wraps the bread in paraffine paper so that it may reach the home in perfect condition, without exposure to dust, dirt or atmospheric influence.

The housekeeper can not bake bread so uniformly good and at as low cost as the modern bakery.

The Modern Leavener.

In this connection another great force in the evolution of the food supply demands attention. It is one of those "big little things" that change conditions and help along revolution. It is called a leavener and is commonly known as baking

powder, an article that has improved the dietary of a nation and done more than any other agent to disprove the old-time charge that the United States was a nation of dyspeptics. Heavy hot breads, pancakes and dumplings did and always will injure the physical condition of the people.

It is only about fifty years ago that the trade in liquid yeast disappeared and baking powder was substituted, to be followed later by cakes of dry yeast and the universally used little cube of compressed yeast. Formerly the housewife used saleratus, bi-carbonate of soda and cream of tartar for leavening. These articles were adulterated and, being used carelessly, there resulted yellow pancakes and jaundiced biscuits. An Indiana druggist conceived the idea of taking pure bi-carbonate of soda and cream of tartar and mixing them in proper proportions with a neutral filler such as rice or potato starch, in a scientific way so that there would be no variation in its leavening power. This was put into tin cans. He gave the preparation a name and at once it came into general use, and there is no longer lamentation heard all over the land because of failure in baking. We now have phosphate baking powder; others containing alum and a number of meritorious brands of cake and compressed yeast.

Sugar Then and Now.

Sugar looms up as the other universally used food. In 1786 it cost more a pound to refine sugar than it costs to-day for one pound of granulated sugar. Up to the time of the Civil War nearly all the sugar raised and imported was consumed in a raw state. It came from the West Indies in huge and unwieldy hogsheads and boxes and from other parts of the world in tierces, bags and mats. It was dirty, of poor color and generally had to be ground by the storekeeper before it was offered to consumers.

The object of refining is to cleanse or purify the sugar and rid it of animalcule. The molasses must be extracted and the sugar made chemically pure. The principle upon which refining is based is that increased purity is obtained when a substance is crystallized out of a solution; as the process is repeated a higher degree of purity is obtained and, save a small content of water, it is chemically pure. Formerly raw sugar made the bulk of the supply; then consumers began to use refined more freely, until 60 per cent. of the quantity used was hard sugar, 40 per cent. soft. Later and now 80 to 90 per cent. of the sugar used is granulated.

Changes in Sugar Refining.

Four great changes cheapened the refining process, bringing its cost from 4 cents or more the pound in 1860 to one-half to five-eighths of a cent in 1911. The first radical change was the use of steam for heating; the second the introduction and general use of the vacuum pan for boiling the sugar at a low degree of heat and to save fuel; third, the use of bone black or animal charcoal in the filters; fourth, and probably the

most far-reaching in reducing cost, the centrifugal machine which reduced the time for refining from two weeks to twenty-four hours.

This last change forced the remodeling of all existing refineries. And it came about by accident. William Moller, an old-time and noted sugar refiner, in visiting a laundry in Newburg, N. Y., noted the wringing of clothes in a centrifugal machine, which is a double cylinder, the inside one with sieve-like sides. As the

machine revolved it threw the clothes against the side, purging them of water. Mr. Moller argued that if it did that it ought to purge sugar of molasses. After several trials he succeeded in building one strong enough to withstand the pressure, and forced a revolution in refining sugar.

Coffee and tea were commonly used in 1786. The former came from the East Indies, the latter from China, and always in sailing vessels. The long passage through the tropics

Buckwheat

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aged the coffee beans, while the sweating in the hold of the ship gave a brown tinge to the coffee, and thus Old Government Java was the prime favorite. To-day 80 per cent. of the coffee supply is grown in Brazil; less than 2 per cent. comes from the East Indies. It is transported in steamers, and thus is lost the advantage which a long passage gave to coffee, the flavor of which improves with age.

To Pittsburgh belongs the credit of introducing package coffee, after coating the beans with a preparation which saves flavor and acts as a clarifying agent. The discovery made its originators worth millions, and gave to them the first place in the coffee trade of the world.

Tea in the early period came from China and was poor in quality and yet its consumption up to 1850 was larger per capita than it has been in recent years. Now the supply comes from Japan, which last year furnished 43 per cent., China 32½ per cent. and the new tea fields of India and Ceylon 24½ per cent. of the imports. It was not until 1848 that Japan opened its ports to the world and not until 1856 that Japan sent 2,000 pounds to the United States, while the import has averaged 46,000,000 pounds annually for the last three fiscal years.

In 1786 inferior and adulterated tea was common. To-day every pound imported is wholesome by reason of the United States law which requires the inspection of imports.

The Universal Package.

Allusion was made to the introduction of package coffee by a Pittsburgh firm and of baking powder in tin cans by an Indiana druggist. These and other early instances of putting food products in packages marked the beginning of a new era that has displaced almost entirely the sale of food products in bulk. It is the reign of package and proprietary goods, for which publicity is relied upon to create demand. While their cost to the consumer is greater the convenience of the package and its insurance against short weight, dust, dirt, insect pests, atmospheric changes, etc., causes the people willingly to pay the higher price. The distributor saves time, trouble and expenses in the distribution of foods in packages.

As an example, take oat meal, two pounds of which can be purchased in bulk for 7 cents, while a two-pound carton of the same costs 12 to 14 cents. The buyer in ninety-nine cases out of 100 will pay the higher cost for the reasons assigned; the dealer avoids weighing and wrapping and risk of spoilage. Most of the dried fruit so commonly used is now grown and cured in this country, which no longer needs the raisins or prunes of Europe. We still rely on Greece for currants and Italy for citron, but look to California for raisins, prunes, apricots, peaches, oranges, lemons and many other products unknown to our markets fifty years back. To-day many of these products are sold in packages. One pound

of seeded raisins can be bought for a dime or thereabouts.

Means Work for Many.

What it means to the people is indicated by the fact that to produce that package and its contents gave employment for some one in each year of the following stages:

- Cultivation and producing.
- Picking and caring.
- Cleaning and preparing for machine.
- Making the machines.
- Operators for the machines.
- Making wood pulp.
- Making paper cartons.
- Designer for label or carton.
- Engraver for making the plate.
- Printers in colors.
- Makers of colors.
- Lumber workers.
- Box makers.
- Raisin packers.
- Transportation.
- Insurance.

Brokers' fees, jobbers' profit and retailers' profit.

A comparison of the methods involved in the food production during the past forty years, with previous periods shows that the elimination of waste has been one of the greatest factors in increasing the variety and quality of food products and in reducing cost. At the close of the eighteenth and during more than half of the nineteenth century waste seems to have been inevitable.

As an illustration we have only to recall the housewife's preparation for the winter's supply of meats, fish, preserved fruits and vegetables to realize the wonderful changes wrought and which have improved not only the dietary of the people of the United States, but of the countries of the world.

Formerly dressed hogs were obtained and the housekeepers used spare ribs, made sausage, head cheese, pickled hams and shoulders. It demanded hard labor to make these things; to hang the spare ribs in the garret, to be kept in condition by the cold and ready for use as wanted. The blood, entrails, bones and hair were wasted. And so it was with the steers until Chicago led the way in the slaughter of cattle, hogs and sheep, utilizing every particle of the animal but the squeal of the hog, the bellow of the steer, the bleat of the lamb. And here steam and machinery comes into play so that a steer or hog is slaughtered and in less time than it takes to write this paragraph the animals have been killed, dressed and the carcasses sent into cold storage. The saving of the bones, blood, hair and entrails means lower cost for edible portions, which are sent to the ends of the earth in refrigerator cars and steamers and scores of by-products manufactured, the list of which would fill half a column of the Gazette Times.

In the stockyards one firm has kitchens with white enameled walls and appliances, with floors and closets subject to close sanitary inspection. The workers' hands are examined and treated by a manicurist. This plant covers ten acres; its buildings a floor space of fifty acres. On its



A Merchant Asked His Customers

whether they would rather have a monthly statement or a statement in full after each purchase, as given by

With Only **The McCASKEY SYSTEM** The End of Drudgery
One Writing

More than 75 per cent of his customers voted in favor of The McCaskey System. This merchant, Mr. O. Zimmerman, of Jamestown, North Dakota, writes:

"Desiring to learn the wishes of my customers in regard to a system to handle their credit accounts, I submitted to them a choice between a monthly itemized statement furnished with each purchase, the latter being the principle of The McCaskey System. At the close of the experiment, I am glad to say that a large majority of my five hundred customers expressed themselves in favor of The McCaskey System which entirely eliminates disputes and improves our collections, enabling us to do a more careful credit business."

There are more than 70,000 McCaskey Systems in use in the United States alone. When will you join the army of McCaskey users?

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McCaskey Systems for years have sold from \$35.00 and upwards, according to type and size.

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England—Dominion Register Co., Ltd., Manchester.

Australia—New Zealand.

THE LARGEST MANUFACTURERS OF CARBON COATED
SALESBOOKS IN THE WORLD

floor 300 cattle can be cut every hour. Its prepared foods require 10,000,000 tin cans every month.

In Cans and Bottles.

A mention of a few of the products prepared in one of these slaughter house kitchens indicates how the factory has come to be the saviour of women, no longer forced to toil and labor incessantly to provide a variety for the family. The list includes:

- | | |
|-------------------|-------------------|
| Corned beef, | Deviled ham, |
| Roast beef, | Soups, |
| Dried beef, | Extract of beef, |
| Sliced bacon, | Preserved fruits, |
| Veal loaf, | Jam, |
| Ham loaf, | Pork and beans, |
| Vienna sausage, | Chili con carne. |
| Boneless chicken, | Mince meat, |
| Salad dressing, | Plum pudding, |
| Jelly, | Pickles, |
| Ox tongue, | Olives, |
| Lunch tongue, | Tomato catsup, |
| Corned beef hash, | Chili sauce, |
| Chicken tamale, | Fruit butter, |
| Potted ham, | Condensed milk. |

Very many of the above articles are sold all over the land for one dime, each tin holding a portion for three to five persons. The good housewife has only to warm and serve such things as are eaten hot, but most of the things mentioned are served cold and thus going to market, preparing the articles at home, time and expense of cooking and waste are saved and a true economy practiced.

The first course at dinner, soup, can be had of splendid quality, prepared in a factory kitchen far cleaner than the average home kitchen and enough for a family of five at a cost of a dime, or three tins for 25 cents. Large tins cost 20 to 30 cents. One firm distributes 25,000,000 tins of such soup every year, embracing twenty-one kinds.

Confidence in the Factory.

Another firm puts up and markets 18,000,000 packages of condensed mince meat every season. Had your grandmother been told that she could use a package of mince meat, instead of spending days in preparing a supply, she would have felt insulted, for her skill as a cook and her reputation as a fine housekeeper were challenged "by a dirty factory where refuse was used and cooked by unskilled workers." To-day she has confidence that the factory kitchen is a model, that trained cooks and scientific cooking can be trusted to turn out day after day food of uniform quality and fit for a king's table.

No longer does the farmer make butter and cheese, for the nearby creamery takes the milk and makes both articles so that the average quality of the product is higher than when every farm had a dairy.

When fresh fruits and vegetables are properly cooked and placed in the right sort of a package and hermetically sealed, all perishable products are available in any part of the world every day in the year. The modern art of preservation is based on the application of heat to a degree which sterilizes the contents, thus killing the germs or spores which produce fermentation. Pound for pound there is far less danger in

food so preserved than in the same quality as ordinarily obtained in fresh condition in the open market.

All Foods in All Seasons.

Canned foods include about every sort of perishable product, are safe and more economical than the same articles used in a fresh condition. It may be conceded that flavor is to a greater or less extent impaired, but that is offset by all foods being at command at all times in a sound and palatable condition. One example will suffice to demonstrate the difference between raw and prepared food:

If Pittsburgh and the epicures of the East End have an appetite for fresh peas during the fall, winter or early spring they send South for peas that are picked, packed into crates and after two or three days stowed in the hold of a steamer which in three or four days more lands them in Baltimore or Philadelphia, where they are docked, stored and sold by a commission merchant and sent by rail to the buyer in Pittsburgh, a week or ten days after picked from the vine. When they are shelled they are not uniform in size, flavor or texture and are costly. The epicure realizes this and instead sends to a first-class grocer and for 12 to 15 cents secures a tin of peas uniform in size, color, texture and of a flavor close to peas fresh from the garden and costing one-third the price of a like quantity of fresh peas. That it can be done, and accomplished with such speed and at so low a cost is a miracle. Literally peas of the best brands reach the consumer without their ever having been touched by a human hand. How it is done is characteristic of the manner in which most all canned fruits and vegetables are grown and preserved in tin cans.

Garden To Table, Untouched.

The grower sows the peas with a drill; when ripe the vines are mowed, taken at once to the factory, inspected, pitched into a viner, a box-like machine with canvas belts and beaters which break the pods, releasing the peas, which are discharged at

its base, while the vines go out at the top, to be taken away for fertilizing. The peas are taken to a cylinder and sprayed to remove the slimy liquor, then placed in a cleaning machine, from which they are sent by a conveyor and deposited in a revolving cylinder from which they come graded into five or six sizes. Next they pass through a cleaning machine, from which they fall upon a broad grooved rubber belt, on each side of which girls watch and pick out any broken or yellow peas. They are then blanched in a machine, after which they are passed to the fillers and put automatically into the tins, which are capped and sent to the re-tort room, cooked, run through a canal of cold water. In two and one-half hours from the time the vines were cut the peas are ready to be sent all over the world, practically fresh from the farm, perfectly cooked, sweet and tender. And they cost the consumer from 8 to 20 cents the tin. In 1786 to 1866 the housekeeper had only dried peas, tough and flavorless.

Better Food Cheaper.

It is within forty years that the waste of cotton fields, the seed, has been made to give the world a valuable oil, one of the best frying mediums that can be had. Scores of other products are made from it. Another new product about 30 years old is glucose, used extensively by the candy makers, preservers and brewers. Mixed with sugar cane syrup it is sold under proprietary brands. Here, however, our grandmothers had the advantage, for they had a liberal supply of maple syrup at low cost and could make pure sugar syrup by melting deliciously flavored cane sugar. Now maple sugar syrup is scarce and expensive.

Science, steam, machinery, are now applied to the cultivation of food products and their preparation, under exacting sanitary control, so that the world is better fed at lower cost than ever in its history. State and National pure food laws guard the supply

so that unwholesome foods have passed away and adulterated articles either forbidden sale or sold for what they are. Thus does progress provide abundantly, adding to the comfort of humanity and enforcing economy and right living.—Frank N. Barrett in Pittsburgh Gazette-Times.

The Wicked Majority.

"Success in aeronautics, as in most things," said a prominent aeronaut, "is achieved by patience and faith in one's self. Pessimists, like my friend's new gardener on Long Island, would not accomplish much in work like mine." This man was raking leaves off the lawn one fall day when a neighbor, passing by, enquired of him:

"Where's the gardener who used to work here?"

"Dead, sir," was the reply.

"Dead," said the astonished neighbor. Then, musing, he added: "Joined the great majority, eh?"

"Oh, sir," the gardener interrupted in a shocked voice, "I wouldn't like to say that. He was a good enough man as far as I know."

Good Quality.

When Mark Twain went to Washington to try to get a decent copyright law passed, a representative took him out to Chevy Chase.

Mark Twain refused to play golf himself, but he consented to walk over the course and watch the representative's strokes. The representative was rather a duffer. Teeing off, he sent clouds of earth flying in all directions. Then, to hide his confusion, he said to his guest: "What do you think of our links here, Mr. Clemens?"

"Best I ever tasted," said Twain, as he wiped the dirt from his lips with his handkerchief.

The art of taking hold of things is excellent. But better by far is the knack of letting go of everything that would annoy and harass. Let it all go; nothing will give the world a brighter look.

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ESTABLISHED 1868



Taking a Mean Advantage of a Husband.

Written for the Tradesman.

When I see any woman ill-treated, misused and downtrodden, I am ready to dip my pen in vitriol and go after the foul fiends who are abusing her. Naturally, I have a little pride of sex and when I get to digging down for the ultimate cause of some grievous wrong or iniquity, I take a pardonable pleasure when I am able to show that the cause in any particular instance is MAN. I am ever ready to uphold the innate nobility of womankind.

Nevertheless, I aim to wield an impartial cudgel, so when I see some defenseless male sorely buffeted in the conflict of life—and especially when I see one being done to death or all but done to death by her who should be his helpmate and consoler—manifestly it is my bounden duty to leave off for a little time upholding the nobility of womankind and fly to the rescue of the helpless man.

Just now I have in mind a neighbor of mine, poor Mr. H. I always think of Mr. H. with poor or some other adjective of commiseration prefixed to his name. Mr. H. is a clergyman. Some years ago he got an affection of the throat that compelled him to retire from the active ministry. He went into the real estate business and now preaches only semi-occasionally. Mr. H. did not shake off his Christian character with his change of occupation—mark that!

He has made good in the real estate business and manages to earn an income ample for all their wants. They own a comfortable, well-furnished home, Mrs. H. has plenty of good clothes and does not undergo the martyrdom of petty economies and scant spending money which is the lot of most minister's wives.

Mr. H. is bright, intellectual and fine-looking, and in personal traits and characteristics unquestionably one of the very salt of the earth. Of course, he has no bad habits. He never drinks a drop and does not even smoke. He is the nicest, neatest, most orderly man about the house you could find in a day's journey. He is a living example of all the virtues, patient, forbearing, kind and ever ready to overlook the faults and failings of others. Mrs. H. simply does not know what it is to have a cross word from him.

You would think that the very least she could do in common decency would be to recognize the fact that she is unusually blessed among women, and appreciate him for what he is and make him comfortable and happy.

Unfortunately, there is a little streak of meanness in Mrs. H.'s composition and she takes advantage of the dominie's goodness. He can not cuss and swear like an ordinary sinner of a man when he is irritated and put out. The dignity of the cloth and his own high sense of what is becoming on the part of a Christian and a gentleman will not permit him to get angry and talk back. So she has him at her mercy, and Mrs. H.'s mercy is not of the wide and expansive variety.

She nags at him continually, first about one thing and then about another. She wants him to be dressed up spick and span all the time as if ready for the pulpit, while he prefers business clothes for everyday, and would rather not take his wearing apparel so seriously. She is all the time keeping up a certain position in society because of his ex-ministry, and insists on their attending all manner of sociables and church fairs, which he cares nothing about. The poor man had enough of all that kind of thing while he was preaching. She dictates about every little detail of his life, what he shall eat and how much and how often, and makes him drink Japan tea when he likes Oolong or breakfast black better. She interrupts him in conversation, makes corrections to his statements regarding unimportant details which do not matter at all one way or another, and frequently contradicts him out and out when it is entirely uncalled for and unnecessary.

She does all these disagreeable things just because she knows she can do them without encountering any unpleasant consequences. The high code of conduct to which he rigidly holds himself in public and in private will not permit him ever to retaliate. It is too bad! Mrs. H. can be very agreeable when she wants to be, and I should like to see her mated to some cross bear of a husband whose feelings would have to be stroked just the right way ever to get a pleasant word out of him. She would change her tune immediately.

It is a fault of the (so-called) gentler sex that they do not know when they are well used. Give them an inch and they will take a mile. A woman with a drunken brute of a husband who comes home and smashes the furniture and gives her a black eye will beg the judge to let him off; ten chances to one she will spend all her spare time telling the neighbors what a smart man her Jack is and how kind and good to her he always is in every way, ex-

cept just once in a great while when he gets out with the boys and takes a drop too much of "that unfortunate liquor." This is woman's nature when she is suffering most grievous wrongs. But let her know that she has the upper hand, let her have a kind, good, indulgent husband who humors her every whim, and she will give him a wretched day if he crosses her wishes enough to wear a necktie of a color that does not please her.

I am constantly distressed because in this world things are not better evened up. The good man I have cited as a striking example of the overbearing husband certainly has an unwieldy accumulation of patience, kindness, humility and stand-and-take-it-ive-ness—altogether too much for any one person. If his surplus of these amiable qualities—what he has over and above all his real needs—could be divided around among half a dozen men who are now disagreeable grouches, the half dozen would all be transformed into acceptable members of society, and their homes would be made happy. Mr. H. would still have enough of these excellent traits we have been speaking of, but Mrs. H. would have to change her tactics and go more softly.

Sometimes when Mr. H. is hoeing in his garden, he sings an old revival song, "Will There Be Any Stars in My Crown?" It should be explained that Mr. H.'s singing is interdicted in the house, because it makes the wife so nervous; but she allows it outside, or rather, she can not well prevent it. So I hear his rich, melodious baritone pealing out on the fine old refrain—

"When my light has gone out and my sun has gone down,
Will there be any stars in my crown?"

On these occasions I always feel like assuring him in this wise:

"My good sir, there certainly will be stars in your crown. Do not worry a moment for fear there won't be. If there are not stars in your crown,

there won't be any in anybody's; there simply won't be any crowns. I confidently believe that you will be fairly entitled to a crown of the largest size and the most magnificent brilliancy." And often, oh, how often! do I long to give this exemplary man a friendly tip to the effect that if he only knew how, he might just as well make Mrs. H. "know her place," keep a civil tongue in her head and let him have the "say" about a little something once in a while, without seriously impairing the radiance of his celestial headgear. Quillo.

The Trouble.

A fond mother who was entertaining friends at tea was mortified beyond measure to see her little son crowding food into his mouth with his knife.

"Eldon," she finally remonstrated, "what did I tell you about using your fork?"

"I know, mama," confessed the youngster, "but this one leaks awfully!"

Until Then.

"Will you be mine?"

"Yes, until we are married."

"Until we are married?"

"Yes, then you'll be mine."

Hart Brand Canned Goods

Packed by

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

Michigan People Want Michigan Products

Sales Books SPECIAL OFFER FOR \$4.00

We will send you complete, with Original Bill and Duplicate Copy, Printed, Registered and Numbered, 5,000 Original Bills, 5,000 Duplicate Copies, 100 Sheets of Carbon Paper, 2 Patent Leather Covers. We do this to have you give them a trial. We know if once you use our duplicate system, you will always use it. No more for trial in any other way. For description of bills, covers and special prices on large quantities, send us THE ORDER, THOMSON, 1928 Michigan Ave., Grand Rapids, Mich. Agents Wanted. NOTE:—In placing an order, do not expect to furnish copy of print, be desired. It takes from 10 days to 2 weeks to execute orders.

Shorthand and Typewriting

Thorough—Practical—Up-to-date

Write for new catalog

CHURCHILL'S INSTITUTE

Powers' Theatre Bldg.

Grand Rapids, Mich.

YOU HAVE MADE A MISTAKE when you buy a Christmas line without first seeing our samples. If our salesmen do not call on you write us and we will see that one does.

THE WILL P. CANAAN COMPANY
105 N. OTTAWA ST. GRAND RAPIDS, MICH.

Incontrovertible

We don't have to prove that

Coffy Toffy

Is the best selling specialty we have originated this year—we admit it. Just try a pail with next order.

PUTNAM FACTORY, National Candy Co.
Grand Rapids, Mich.

"Kidding" the Office Girl Is a Bad Habit.

The vocation of the girl with a desk near the office entrance is generally conceded by the average postman and salesman to be one organized especially for their entertainment, and this idea is confirmed in their mind if the occupant of the accessible desk is at all attractive in appearance or chatty in inclination.

"The 'kidding' habit in a business office is the worst one I know," complained the manager of a large publishing house. "Few of the men who come in here on business seem to realize that the girl in the reception room is there for the purpose of answering business questions only, and that in addition to this work other duties are incumbent upon her. It is not an unusual thing for some salesman to spend from fifteen minutes to half an hour 'kidding' the office girl. If he fails to do this through lack of opportunity in coming in, he never neglects to accomplish the feat on his way out. Frequently I have to await the convenience of some business caller's departure to get the attention of the office girl for my work."

Another manager of a wholesale house expressed himself as bitterly opposed to the "kidding" process and the waste of time which it incurs. The following is an extract from his memory at one particular day when every business caller seemed extremely voluble.

"I was not aware that the office girl I had recently engaged was so

good looking until two salesmen had asked her name and another had called her a 'peach.' The fact that the office boy sharpened her pencils and kept her supplied with ice water from the cooler was further proof of her comeliness. Besides all this testimony to the cause of beauty she entertained a good, wholesome opinion of her own charms. She had a very demure and somewhat pious way of dropping her eyes, but notwithstanding this virtue I observed at different times that she could also throw artful and coquettish glances at the habitues who hovered about her desk.

"I was particularly anxious one morning to have her assist the book-keeper, a primitive, somber woman who had been in my employ for years, in making out statements. She came in a little later than usual, and while waiting for her to remove her hat, smooth out her auburn hair and settle down to business the postman arrived with the 9 o'clock mail. He tossed mine on my desk without a word, but turned, with what I considered an idiotic smile for a middle-aged man, to Miss Fetching.

"Wonder if this is from the right fellow to-day," he simpered, holding the letter high.

"Oh, do give it to me, please," the owner of the letter pleaded.

"I've half a notion not to," the postman threatened, dolefully.

"But why?" Miss Fetching queried. "It's mine."

"I know, but I'm jealous of this fellow."

"This remark from the enamored

envoy of Uncle Sam was accompanied by a look so foolish that I could not help wondering what form of torture the civil service would apply if they caught him with it on.

"After a half audible, 'Oh, you silly,' from Miss Fetching, there was a lively scramble and after rightful possession was attained, the gray uniform disappeared.

"It was twenty minutes after 9, and while I was deciding whether I had better call Miss Fetching down or not, a city salesman strode in. Notwithstanding that the door of my private office was ajar, he stopped short at Miss Fetching's desk and, although he lowered his voice, his remarks carried distinctly to me.

"You look mighty sweet in that blue dress this morning," he said.

"Miss Fetching pretended to accept this as gross flattery and a prolonged argument ensued. It was twenty minutes before he deigned to enter my office with a most cordial, 'Good morning,' as a preliminary to his query, 'Anything I can do for you to-day, Mr. Brown?'

"I was not reticent in telling him that he would oblige me in the future by not monopolizing the front office. As a punishment I withheld an order that I would otherwise have placed with him.

"After his hasty retreat I proceeded to Miss Fetching's desk, only to find her comparing resort notes with an advertising man who had just dropped in in response to a letter I had written.

"This debate was not adjourned

until 10:30. In the meantime I decided to place my advertisements in some other publication, and it was some consolation to know that some other business was losing money via the 'kidding' habit as well as mine.

"A business man managed to overcome the wiles of Miss Fetching at this juncture and came straight into my office. After our interview ended it was nearly luncheon time and I resolved in my own mind to see that Miss Fetching was kept busy for the remainder of the day. You can imagine my surprise when I found her discoursing gayly and beaming roguishly on—my son, just home from college, the inspiration of his visit to my prosaic old office suggesting itself only through the dire need of some spare change. My entrance, under the circumstances, made more of an impression on my son than on Miss Fetching's bevy of morning adorers, but I evened up with him for his lack of business policy by cutting his monetary requisition in two.

"Before I went out to luncheon I sent for the janitor, and I saw Miss Fetching shudder as I gave the following orders:

"Knut, I want you to move Miss Fetching's desk over there in the corner near the safe and put the book-keeper's desk near the door."

"When I returned in the afternoon the change had been effected. My angular book-keeper was perched high at the entrance and Miss Fetching sulked in her new anchorage, well off the firing line."

EVER NOTICE?

That you seldom see soiled packages on Grocers' shelves of either Postum, Grape-Nuts or Post Toasties—the great cereal sellers

"There's a Reason"

Postum, Grape-Nuts and Post Toasties Don't Roost on the Shelves

They have the merit claimed for them, and heavy continuous advertising of that merit keeps them moving. If any grocer, wholesale or retail, gets a bit too much stock, the Postum Co. always stands ready to move it at once and send check to cover.

But that don't happen very often nowadays.

Better keep well stocked. There's no risk. The sale of every package is guaranteed.

Postum, Grape-Nuts and Post Toasties are as staple as sugar and flour, and the profits much more pleasing.

Postum Cereal Company, Limited, Battle Creek, Michigan



How To Compete With Mail Order Competition.

Since I have been practically out of business I have had more leisure time on my hands, and in consequence a better chance to get acquainted with the farmers and to get their views on business and public questions than I had in the rush and hurry of trade, and have also felt like expressing my opinions more freely.

Take the catalogue house question, in which I have always taken a lively interest; although this in my opinion is of secondary importance when compared with the lack of business sense and general foolishness manifested by the majority of the dealers, yet it is with us to stay, and no amount of abuse or hot air is going to change the situation. We are not going to beat it by putting two stores in a town, thus doubling the expenses and dividing the profits, where one would be ample, and for this situation in the hardware and implement trade the jobbers and manufacturers are responsible.

An implement traveler going into a town and finding all lines well represented will, rather than lose out, make almost any kind of a contract. I know both from observation and experience that this is true, and the present deplorable condition of the implement trade is largely due to this one fact.

But to get back to our mutton: A few days ago I took up in an altogether friendly way this catalogue house question with an intelligent young farmer who had been a very good customer of mine, but who I knew sent considerable money to these concerns. He admitted in the beginning that the only reason he had for patronizing them was to save dollars and cents, and said that he was willing to pay a reasonable margin over their prices to the home dealer, but when he came to being stuck for 50 to 100 per cent. more he thought he was justified in sending his money away, to which I could only assent. He then related the following incident to confirm his position. He said:

"A short time ago I wanted a stuffing box, and as they did not have it at your old place of business I went to another store and found one, for which they asked me \$4.50, but finally stated that as they had ordered it for a customer failed to take it and they would let me have it for \$4. I did not buy, but went home, took out my mail order catalogue, and found the price for the same pattern was \$2. I ordered it, and with

the 25 cents freight it cost me just \$2.25."

I then said to him: "The dealer you went to handled this matter dead wrong; this article is so sold called for that I would not carry it in stock, and it was a sticker on his hands, and he should have been glad to sell it to you mighty close to cost. If I had still been in business and you had come to me, I would not have had this in stock, but would have ordered it for for \$2.50, which would have left me 25 cents profit for my trouble." To which he replied that that was entirely reasonable, and that he would rather have bought it at home at that price than to have sent off for it.

Through the catalogue the consumers are pretty well on to what our goods cost us, and it should be our aim to carry and push those lines which turn over the most frequently, and not too many of a kind, and cut out the slow seller, and the ones that are liable to become stickers.

Now here is the point I want to make: The catalogue house is only a retail store on a large scale, the same as you find in all of our towns and villages, the only difference being in the greater variety of stock they carry, and the amount of business they do.

This last feature enables them to go to the manufacturer and buy this stuffing box (which I am only using as an example) at the same price the jobber charges the dealer, and no doubt the catalogue house buys as many of them during the year as most any of the Kansas City pump houses. Notwithstanding this fact, I hold that as they are retailers they should not have jobbers' prices, and if the various jobbers' and retail dealers' associations can not make the manufacturers see this in the right light, they should disband and shut up shop.

Surely the trade of more than fifty thousand retail dealers in hardware and implements is worth many times more to them than that of all of the catalogue houses on earth.

Old Hardware Man.

Ruskin must have had the Knock-er in mind when he wrote: "In all things throughout the world, the men who look for the crooked will see the crooked, and the men who look for the straight will see the straight."

Beneath the stillness and glow of the autumn stars man sometimes discovers unsuspected depth and riches in his own human nature.

Where Some Businesses Lack.

The implement business is fortunate in one respect, that is that it is not often that a great many salesmen are required to take care of the business of the average establishment. This makes it possible to keep a closer check upon the individual ability of the salesman than it would be if a larger number were employed. This is important, too, for it often happens that a business suffers from lack of salesmanship ability upon the part of the employes of the concern. Sometimes even the proprietor is not a skillful salesman. Of course this would not matter so much in case he is a good executive and manifests good judgment in the selection of men to represent him in the sales department.

But it is a fact that some businesses really suffer in not attaining their normal development, or lose ground, because of a lack of selling ability among the employes. This is a point the proprietor can not exercise too much care about. Almost any dub can sell goods if the line of customers is composed of men who know just what they want and will come in and ask for it. Under such circumstances it would be possible to keep up the appearance of prosperity, and even to enjoy a moderate degree of prosperity for an indefinite time, but it would be impossible to make the business grow much, and the introduction of new ideas becomes exceedingly difficult under such conditions.

The salesman is he who can rise superior to whatsoever conditions confront him and make good under all circumstances. The test of his ability may come any day, and it is how he meets these tests that constitute his claim to be a salesman, and which measure his worth to his employer. There is no part of the implement business which requires more watchful attention than does the compar-

ative selling ability of the men who are employed to show goods and to make sales. The ultimate success of the store depends to almost a primary extent upon this one department.

Don't be a waiter. Get a move on and have a little initiative. How do you expect to ever be able to run a store of your own if you get in the habit of always waiting for some one to tell you what to do next?

Reluctance to do it will make difficult most any easy thing.



A Good Investment

PEANUT ROASTERS
and CORN POPPERS.

Great Variety, \$8.50 to \$350.00
EASY TERMS.
Catalog Free.

KINGERY MFG. CO., 106-108 E. Pearl St., Cincinnati, O.

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Best Equipped
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Steam and Water Heating
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The Weatherly Co.

18 Pearl St. Grand Rapids, Mich.

Mr. Retailer—Just a word to tell you that we absolutely stand behind every roll of OUR TRAVELERS ROOFING.

Clark-Weaver Company

32 So. Ionia Street

Grand Rapids, Mich.

The only EXCLUSIVE WHOLESALE HARDWARE in Western Michigan

Foster, Stevens & Co.

Wholesale Hardware

10 and 12 Monroe St.

::

31-33-35-37 Louis St.

Grand Rapids, Mich.

Review of the Binder Twine Situation.

Various factors enter into the binder-twine situation. The state of the crops, the condition of supply and demand of materials and the labor element all play an important part in the question of price and output. Last season the largest producers of binder twine were slow in fixing prices. The International Harvester Company did not announce prices for 1910 until November 4, 1909, and the Plymouth Cordage Company on March 2, 1910.

There are seven prisons now prominent in the binder-twine field. Four of these prisons are carrying over 800,000 pounds of twine more than they did a year ago. Two prisons refuse to report. At the beginning of the last season the International prices were: Standard and sisal, 6½c; 600-foot manila, 7¾c; pure manila, 8¾c, with the reduction of ¼c on carload lots. The Plymouth Cordage Company had previously announced the following schedule of prices: Sisal and standard, 500 feet to the pound, 6½c; 550-foot, 6¾c; 600-foot, 7¾c; pure manila, 650 feet to the pound, 9c for small lots, Central Western delivery, ¼c advance for Minneapolis delivery; ¼c less on carload lots.

These prices were lower than other companies were selling for. These latter revised their prices to meet the International and Plymouth quotations.

Although the wheat production did not come up to general expecta-

tions, the binder-twine men did not suffer a panic, nor did they raise the price of twine. Dealers in twine were caught with a low supply, owing to the fears engendered by pessimistic reports on wheat. The state-prison trade in twine was not satisfactory the past season. The Minnesota, South Dakota, Kansas and Missouri prisons sold 17,392,655 pounds of binder twine in 1911, compared with 19,368,550 pounds in 1910. They are carrying 4,054,170 pounds, as against 3,265,000 pounds in 1910.

Five out of seven prison plants sold 20,089,655 pounds this year. The North Dakota and Michigan prisons declined to furnish any data. The Minnesota state's prison sold binder twine at one-half cent below the prices of the International and the Plymouth companies. The Michigan prison sold its product through arborers, farmers' clubs and other direct methods, and did not depend upon dealers. From January 1 to July 31 the foreign-made importations of binder twine amounted to 8,968,323 pounds.—Implement Age.

The greater care you take, the fewer losses and errors you will make. There is more loss in retail stores through carelessness than in any other way. Employers encourage men who do not spell loss to them.

The true art of salesmanship is to sell goods at a profit. Any duffer can sell goods under cost.

The Handicap of Vice.

A certain amount of amusement and recreation is essential to the well-being of every normally constituted human being. That man who can always be on the job and who never wants relaxation is not a normal man; he is a freak. Fortunately he is as scarce as any other variety of freak. This is a matter which must be taken into account in running a business, and in the smaller town it is a matter of considerable more importance than is usually accorded to it. There is a popular supposition to the effect that temptation to wrongdoing is far more plentiful and alluring in the larger city than it is in the small town. To only a limited, and in only a qualified, sense is this true. There can be but little question that the variety of temptation is greater and that it may be more alluring in aspect, but it must not be forgotten that the inclination to respond to the temptation, or to be attracted by the lure, is not as great in the city as it is in the town. The fuller life led in the larger centers of population makes this seemingly paradoxical statement true.

The very paucity of amusement in the smaller town makes for a greater and more dangerous self-indulgence in those few forms of dissipation that are available. There is a natural reaction from labor, and this must find vent. There are fewer opportunities, and the direction taken by the reaction is very often deleterious to health and morals, to say nothing of

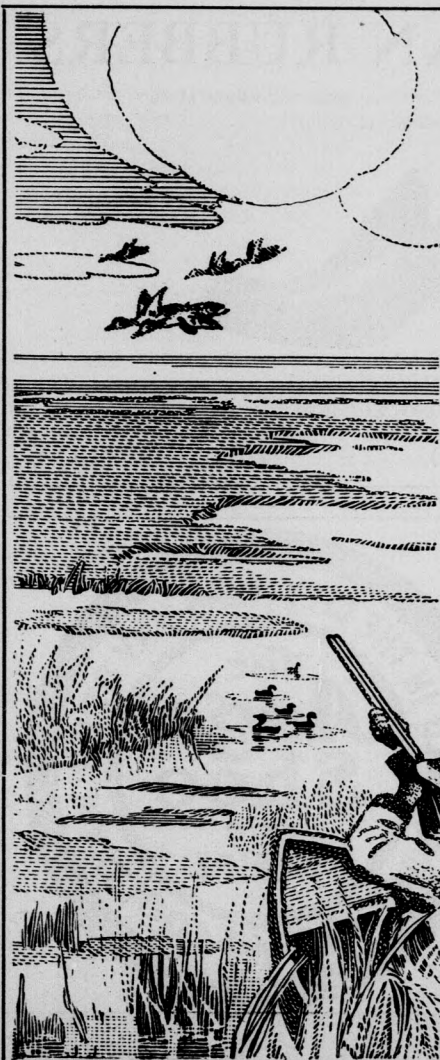
the crippling effect it may have upon the business efficiency of a man. In other words, there is a greater danger of excess in the country than in the city, despite the conspicuous examples of moral dereliction furnished by the cities, and this inclination to excess converts amusements and recreations that are merely questionable in the city into positive evils in the country.

Modern business is a hard struggle at the best, and success is won against serious handicap. So handicapped is the man who would get to the front that he can not afford to add to his handicap by any of the vices. This is a bit of worldly wisdom to which clerks in country stores may well give serious heed. By all means take all the recreation possible, but do not let that relaxation become a vice.—Implement Age.

To Fight Machine-Made Glass.

Manufacturers of hand-blown window glass from all over the country plan more effective competition against machine-made window glass, which, they say, is ruining their trade and to appoint a committee to treat with the window glass workers, who demand higher wages.

Attending manufacturers say there will be no attempt at price fixing. They say they seek simply to solve conditions that have resulted in a 5 per cent. drop in the price of window glass and a 40 per cent. decrease in the wages of window glass workers in the past seven months.



Push "The People's Powder"

Because you have always sold one brand of ammunition, don't overlook the fact that Robin Hood Ammunition is *coming* and coming fast. Robin Hood stands on a clean-cut platform—makes big claims and proves them.

ROBIN



HOOD

AMMUNITION

(NOT MADE BY A TRUST)

is loaded with perfect combustion powders that "get next" to sportsmen by giving greater penetration, less recoil, more perfect pattern at less cost.

Greater Profits—Easily Made

You can't afford to overlook our special co-operative selling plan. It will start a profitable trade in Robin Hood—delight old customers and make new ones.

Write for Plan

ROBIN HOOD AMMUNITION CO.
Bee Street, Swanton, Vt.



Fall Shoe Selling Full of Opportunities.

Written for the Tradesman.

Fall is simply chockful of opportunities for the wide-awake shoe dealer. While the central portion of our country has not been visited by frost thus far (September 3), and while in many parts of the country there has recently been a suggestion of midsummer weather carried over and sandwiched in between delightful September nights, it is not too early for the shoe merchant to begin planning some methods for accelerating the sale of his fall footwear.

Most of us can recall a time when the "seasonable-idea" was not worked very extensively in connection with the shoe business. A shoe was a shoe, and weather was weather. The same shoe was worn through the summer into fall; and, if it lasted that long, clean through fall into winter. The end of the season, insofar as that shoe was concerned, was the total collapse of its serviceability as a shoe. When it had been half-soled for the last time; when the lines of its original comeliness (assuming that it originally had comeliness) were a vague and remote memory; when interstices in the stitching began to admit rather too generously the frost and snow and slush of winter—then it began to dawn upon the wearer that he had better have a new pair of shoes. So, by and by, he dropped in at the shoe dealer's and bought him another pair—pretty much like the old ones in the matter of leather, weight and finish.

Happily for the shoe merchant the idea of seasonableness was seen to be highly applicable to footwear. Whether the idea originated with the designer, the manufacturer, the retailer or the consumer, or whether they all played a part in the elaboration of it—anyhow we have now arrived at a point where seasonable footwear is the only accredited sort. The man or the woman who desires to maintain his or her reputation as a good dresser must give vastly more thought to the subject of footwear than used to be the case. We have distinctly summer shoes, distinctly fall shoes, distinctly winter shoes and distinctly spring shoes.

Benefits of Seasonable Footwear.

I make bold to say that the new order of things is vastly superior to the old.

Footwear designed and made primarily to fit the needs of a given season is better footwear than the

sort we used to use in all the seasons indiscriminately.

It is better, first, because it is more comfortable and rational. Some people of a somewhat parsimonious bent doubtless sit up and think hard of shoe manufacturers and shoe retailers when they read some of the clever newspaper announcements concerning "nifty creations in the way of fall shoes." "Why all this hue and cry about 'fall shoes?'" they enquire; "our summer shoes are not worn out yet." They are inclined to resent the notion of having this word season continually coupled up with shoes.

But there is good sense at the bottom of all this production and distribution of seasonable footwear.

The summer shoe is built to impart the maximum of comfort, along with adequate wear and service features, for summer use. It is made out of lighter material. The upper leather has less left to it; and it is more porous, thus providing better ventilation. If it is made out of tan leather—and tan shoes are the most sensible of all shoes for summer wear—you have, in addition to an extremely porous leather, a degree of flexibility that imparts comfort to the foot. But these merits are also now being imparted to leather and finishes in quite a variety of summer styles—and all along the line the effort is making to produce a really comfortable summer shoe. These shoes feel grateful to the feet. They help us to bear with better grace the incidental discomforts of hot weather. Surely any cause so essentially worthy and humane ought not to be tabooed.

Looking at the matter from the standpoint of a disinterested spectator, this subject of summer footwear is in itself an interesting phase of our general topic. Summer shoes, both for men's and women's wear, are becoming increasingly fetching, looking at them merely as specimens of latter-day shoemaking. But aside from that they are, as I have intimated, ever so much more comfortable than summer shoes used to be; for, as I have said, so-called summer shoes were nothing more than our old winter shoes projected into summer. They were heavy, cumbersome and hot. The pores were clogged with grease, thus preventing proper ventilation; and in them our feet sweltered and grew tired. But not so with our summer shoes of to-day.

Now, when fall comes, we celebrate the event by donning shoes appropriate to the requirements of

the season. As the days become shorter and the evenings cooler it is well to have shoes of a heavier build. And the propriety of such foot-protection is apparent when the cold rains come on and heavy frosts begin to fall during the nighttime. At the same time we do not want to carry any unnecessary burden in the way of shoes too hefty for the actual requirements of the season; so wear shoes that are neither distinctly summer shoes nor distinctly winter shoes. In other words, we wear fall shoes.

So I might go on almost indefinitely, pointing out the various features that are characteristic of the shoes built for the several seasons. But this is not necessary. The important thing to bear in mind with reference to all this is, that the main thing aimed at is more actual comfort and more real service for the man or the woman who wears the "seasonable" shoe. Anybody who complains of all this exploitation of seasonable footwear is a mercenary project, pure and simple, and has not gone to the bottom of the proposition.

Fall Shoe Advertising and Trims.

The profitable retailing of shoes has come to be very largely a matter of advertising and window trimming. Of course these are things that count; but the announcements and the window displays are the important things in making for successful exploitation.

I have recently noted some very

attractive fall shoe windows in my own city. Current creations in fall shoes for men's, women's and children's wear lend themselves easily to interesting and nifty displays. Autumn foliage, flowers, vines and clusters are being used to give that subtle fall "touch."

Dealers who handle shoes—whether exclusive shoe merchants, dry goods merchants, general storekeepers, clothiers or haberdashers—will find it to their profit to devote considerable thought to new and impressive ways of displaying their fall shoes. Seeing is wanting, you know; and you want to show the people the new and attractive offerings that you have proved for them in the matter of seasonable footwear.

In newspaper announcements, booklets, folders, circular letters and all other forms of advertising fall shoes should occupy the center of the stage.

People are learning to respond to the idea of the seasonable in their shoes; and now that we are fairly started in a distinct season with vast possibilities for substantial gain to the real hustler, every shoe dealer ought to get busy. Cid McKay.



AMERICAN RUBBERS

For the best trade—for those requiring fit and style as well as durability



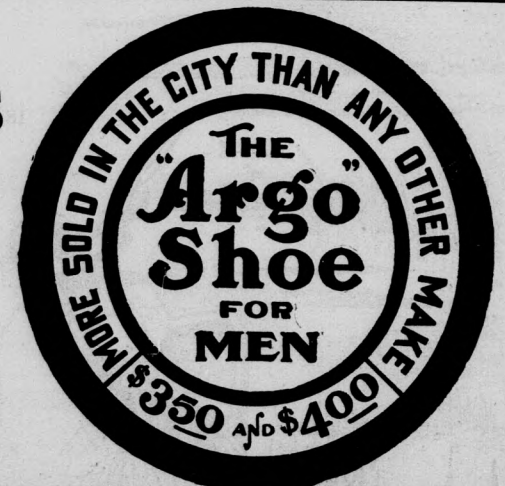
All the new shapes in

American, Woonsocket and Para Brands

DETROIT RUBBER CO.

DETROIT, MICH.

THE
SIMMONS
BOOT
& SHOE
CO.
TOLEDO
OHIO



THREE PAIRS OF SHOES.

Some Experiences of Trusting and Distrusting.

Written for the Tradesman.

When I kept store at the "Corners," being also postmaster and serving mail to seventy-five families, waiting upon people from 5 a. m. until 10 p. m. if any wished to be accommodated so early or so late, I had considerable experience with credit customers.

The merchant who desires to do a strictly cash business should not attempt to conduct a general store among farmers accustomed to ask for accommodation, off and on, for a day or two, a week, or two or three months. When there were a dozen or more stores within a radius of seven miles where the merchants would be very glad to get the farmers' trade and allow them all the time desired on accounts, it would be very foolish for a merchant to try to compel the people to adopt a cash system all at once and expect to retain their patronage.

Many of those farmers were "as good as the wheat," which, being interpreted, means that a man who has wheat can market it any time and raise needed money. Many book accounts are not "as good as the wheat," even although they are finally paid without any trouble; you can not raise money on them on short notice except at a big discount. There were those, however, who needed only to be notified that money was wanted and they would get it in some way. If they had no crop or stock ready to sell they could borrow it. Such customers would be appealed to only as a last resort.

When time was wanted on purchases at the store it would be something like this: "Can I get trusted until after harvest for groceries and some few other things?" "Is my credit good for a pair of shoes until I come in again? I haven't the money to-day." "I want to run an account with you for a month or two until I sell my wool (or perhaps it would be beans, or hogs, or lambs, or fat cattle). Now, if you can't wait on me that long, just say so; or if you get in a pinch let me know. I might have it sooner; if not, I could get it for you."

According to the varying circumstances of each individual would be the reason assigned why credit was wanted. Some who offered no explanation why they desired credit were, no doubt, paying cash elsewhere for goods which the home store had to sell at an equally low price; but the bargains in soap, matches or some necessity on which a whole family could save no more than 25 to 50 cents on a year's supply attracted them elsewhere. When they took a day to visit that distant store they bought much more than they intended and it left them short of cash when every-day needs had to be purchased at home.

To come back to the three pairs of shoes: One day a gypsy caravan halted long enough to get their horseshoeing done at the shop across the way. Men, women and chil-

dren crowded into the store to look, to buy and to be shod. Owing perhaps to terrifying tales of gypsies heard in childhood, I naturally distrusted them. Calling my wife from the house I asked her to help wait on them and watch them. We did it the best we could, but failed in one particular. Their purchases amounted to several dollars, among them a pair of shoes for a young man. As soon as possible I began replacing goods and discovered that two shoes had no mates. I went at once to the blacksmith shop, where the men were still waiting for their horseshoeing to be completed, and found the young man wearing two new shoes, of the same style but different sizes. I asked him to come back to the store and exchange one for a mate to the other, and he left with both feet fitted as well as shod.

Late in the summer or fall I was taken in on a pair of shoes by a young man who was at work for a farmer by the month. He had come as a stranger in the spring. There was to be a party that night, his employer was away from home and he said he had no shoes fit to wear to the party and no money because his employer was away. I let him have the shoes. He never returned to his work and I have never heard from him since. His employer said there was some pay due him, but he kept it as a forfeit for quitting his job without notice or consent. I give the young man the benefit of the doubt, that is, that he thought his employer would pay for the shoes out of the balance due.

Third and last: After keeping store in one location for nearly seven years, with one vacation of two weeks, I sold out. I sold only because I did not want to be planted, as some of my customers said they would have to do for me if I did not get out of the store. A year later I was keeping a small store at Delhi, a mile and a half from our home on the farm. I started the store for the same reason that I granted credit: because the people asked me to do so.

One afternoon my oldest son came down and attended store while I drove home to supper. It was the year that the Michigan Central Railroad completed its double track, straightened curves and built concrete bridges between Ypsilanti and Chelsea. Every family in the village that could do so kept boarding house for railroad workmen and frequently there were boarding cars on the side track for weeks at a time. When I returned to the store I learned that one of the men from the boarding car had been trusted for a pair of shoes. This was contrary to my rules and instructions.

Without waiting to consider whether it was the fact of my business reputation being endangered, or that the boy needed to be suitably impressed was the impelling motive, or that the value of one pair of shoes was of any great consequence, I asked the man to whom I paid store rent if he would watch the store a few minutes. Then the boy and I hustled down the mill switch to the

side track. At the boarding car we were told the men had gone to the river for a bath. Up the track a hundred rods perhaps we made for the Huron River. Our customer had finished his bath, was dressed and just about ready to put on the new shoes. I informed him that the boy had granted credit without authority from me, and I demanded the money or the shoes. He offered nothing more satisfactory than a promise to pay the next week, and I took the shoes.

The memory of the occurrence has always been a source of amusement. An unpaid account usually has a quite different effect upon the creditor.

In starting a store in a new location I hoped to adhere to strictly

cash trade, but found it necessary to adapt the business to the circumstances of the people. In granting credit I determined to be very careful whom I trusted and not to worry over an account. Out of about \$2,300 book accounts in thirty-one months there was only \$4.28 of bad ones, all else was paid before or a while after I removed my stock from the place. When a person or family moved away from the village and wanted to go away free of debt, I bought a stove, a pile of stove wood, axe, saw, potatoes in the ground, chickens, a setting hen with eggs—anything that I could use or sell—to help them out. They felt better to have debts paid, and so did I. A little help keeps some people honest. E. E. Whitney.

Gold Seal



Square Deal

RUBBERS

Order now and be prepared
It is sure to snow

Goodyear Rubber Co. :: Milwaukee

W. W. WALLIS, Manager

Leather Top Rubbers

The best are always the most economical for the wearer and return the largest profits to the dealer.



These rubbers are "GLOVE" brand, rolled sole; Duck Lumberman's Overs. More serviceable rubbers are not made.

The tops are an excellent quality of boarded calf, the tongue being of the same stock identically as the outside of the top, thus affording full protection against deep snow and slush. These tops are of such wear resisting quality that our customers are often requested to buy for their trade extra rubbers to be sewed on the old tops which remain good after the first pair of rubbers have worn out.

These tops come in 8-in., 11-in., 14-in. and 17-in. heights. Let us quote you prices.

HIRTH-KRAUSE COMPANY
Grand Rapids, Mich.

CASE OF THE GROUCH.

Its Drastic Treatment and Inevitable Result.

Written for the Tradesman.

John Livingston Evans, a man in middle life—old enough anyway to know better—woke up one morning crosser than any ten bears. It would be a great comfort to say that this with 'Lif Evans was something unusual, but the real truth of the matter is that it was anything but that and, if anything, it was growing worse. The guardians of the night had taken good care of him and he had slept the sleep of the just. No worry of any kind had had a chance to steal in and fret him and there he was a big two-legged, fault-finder with a frown on his face dark enough to suggest an early coming thunder storm and not a reason for it unless getting out of the wrong side of the bed is a reason; and this would not hold, for the man hadn't yet got up.

His yawning and stretching was attended with something like a roar and a cheery "Good morning, dear," came in from the next room; but the answering "Morning" had nothing good or pleasant about it and the owner of the voice in the other room knew what was before her and, naturally enough, shrank from it. Then, womanlike, she determined to meet the disagreeable at least halfway and so avert if she could not wholly avoid at least something of the coming gloom. There is nothing like sunshine for banishing darkness, which after all is only a matter of eyesight, and when the good women left her chamber nothing but Chancer's "Up rose the Sun and up rose Emily" could do justice to the Goddess of the Morning as she entered upon her kingdom downstairs.

"Now, Nora, we are going to have a long, hard cruel day unless we can change black to white. We are going to have the best breakfast we've had for a long time. Make the table a picture and I'll see to the coffee. The sally lunn last night was an inspiration and I'll see that it comes from the oven with that particular brown which Mr. Evans believes to be perfection. We'll have an omelet and with those big sweet strawberries, fresh from the garden, we'll begin the day all right and trust to a kind Providence for the rest."

"Ting-a-ling!" half an hour later called the sweet-toned breakfast bell up the front stairs and then some minutes later the morning paper came from the veranda to the dining room with the man of the house behind it. Growly and cross the man looked as he crossed the threshold, and for an instant forgot that he was out of sorts and that the world and everybody in it had it in for him; and no wonder. It was evident that the sun and the morning were in league with matron and maid. The windows had been thrown open and the fresh, invigorating air loaded down with perfume had come in and taken possession. A big cluster of rich just-opening red roses, big al-

most as peonies and washed with dew, nodded "Good morning" from the center of the table and the glitter of glass and silver made as pretty a sight to look at as one can possibly care for at 7 o'clock in the morning, or at any time of day for that matter. At that moment "Emily" came in and, an unusual thing when he was having a "spell," Lif looked up.

There may not be anything remarkable about a sample of dainty lawn with here and there a sprig or spray of faint purple in it, but when the sample is becomingly made up with a lilac colored knot of ribbon at the throat and the sweetest thing in such samples and dresses is at the other end of the breakfast table, "looking as fair as the dawn darling," there is enough of the remarkable in it to make an old crosspatch look, ponder and reflect, and that's what happened then and there. Pretty as a picture? She was as pretty as a posy and the man for a minute forgot even his morning paper; and the posy took the look for a signal and called, "All ready, Nora," and in came the hand maiden with the urn steaming with all the aroma of the coffee-bearing ages, herself not only the bearer of good tidings but prettier than any number of Hebes that the old heathen deities thought so much of.

I'd like to begin and follow through that breakfast. It was worthy of it; big dark red, dead-ripe strawberries, two good bites for every one of 'em; cream, thick and yellow, just right for the waiting fruit. The pig with the paper asked for another saucerful, anyway. Know anything about omelets? Well, Emily did and the delicious brown puffs brought in at the psychological moment drew from old cross sticks a sigh of satisfaction and he could hardly wait for the generous food, which Nora placed before him; and the sally lunn—oh, go away from me—and that coffee—go right back into the kitchen, Nora, and shut the door!

Well, that man ate until he lost every touch of grouchness and rising from the table with, "It was a breakfast fit for the gods, Emily," he went around to the woman behind the coffee urn, kissed her and took his paper to his chair on the back porch where he could read without being disturbed. He did not read a word. He sat there like a dummy, his paper in his lap, blinking through the vine leaves, curtaining the porch at the backyard, turned into a flower garden by "the daintiest woman under the sun," and he grunting and growling—well, if you must know, because!

There it was that John Livingston Evans, Esq., took himself in hand and he wanted to know rather vehemently "because what?" and he hung right there for all the reasons he could think of, and there wasn't even one! And so he was willing to make a miserable day out of a delightful one because for some unknown reason he—he—didn't happen to feel good-natured. That was all there was to it and he could get out of the absurd answer all the consolation there

was in it. So he sat there thinking all sorts of things and wondering how many kinds of fool he was, until a voice from the dining room asked him if he was going to the office pretty soon and if he supposed he could do an errand for her. That seemed to wake him up and, looking at his watch, with an exclamation he started up and was soon flying in spite of ordinance or anything else.

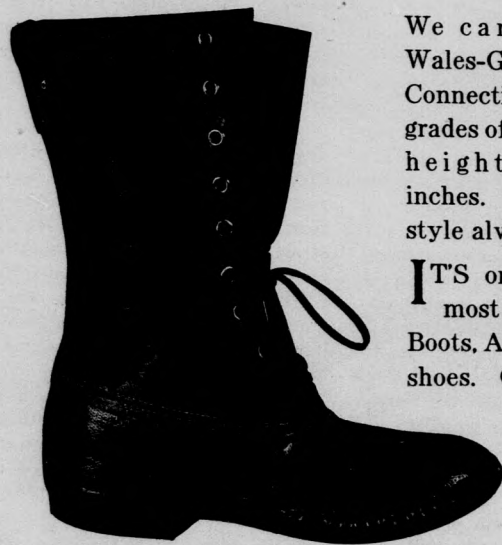
For a few minutes "Get there" was his only thought, but once at his desk and into things, in it all and under it all a single thought stuck and stayed: Had he been learning a life lesson and was it true that the best way to be rid of our own burdens is to try to help other people carry theirs? That seemed a trifle sensible and wasn't the office as good a place to try it as anywhere? and wasn't it the little annoying haps and mishaps after all that made up the sum total of the day's weariness? All right, he'd try it and from office boy up he'd hang on to himself and all what would come of keeping his temper and remembering that the other fellow had his side of the same matter, too.

He wanted the office boy and pressed the button, but the kid didn't show up. At another pause in his mail he rang again and no boy. He banged twice and scared white the youngster came running to say that he was up to his elbows in a job for the manager, who couldn't let him off a minute earlier. For an instant the usual tempest-cloud darkened the of-

fice and the boy got ready for the bolt, but it didn't come. "All right, my lad, if you've done your best, that is all there is to it. Mr. Manager forgets that when I want a boy I want him bad. Take these packages over to Greggs & Johnson and by the time you're back I'll have more ready for you;" and the lad went off without the "lively now" which usually meant, "Be back soon or I'll break every bone in your body."

That is the way it went on all day. Too busy to go home for luncheon he thought of it time enough to phone home and save his wife the bother of preparing any for him. For some reason or other that seemed to do him a little good and in the middle of the afternoon he surprised his wife by phoning to see if she wanted to go to the opera house that night; a fine play was said to be on. It was a hearty "yes" which came flashing back; and somehow that furnished him considerable satisfaction. At all events, when the afternoon mail brought him a letter the contents of which were calculated to lift his hair, he made a remark that he'd put the letter in cold storage for a day or two, and everybody concerned would feel a great deal better; which created a laugh in the office and avoided an explosion which might have been disastrous in the results. In due time there was the soft answer that turneth away wrath and the man who waked up grouchy in the morning had another instance where "just because" wasn't

Here's Our Duck Lumbermen's Over Made for Men, Youths and Boys



We carry it in both Wales-Goodyear and Connecticut makes; two grades of tops, and every height from 8 to 18 inches. Every size and style always in stock.

IT'S only one of our most complete line of Boots, Arctics and Overshoes. Catalog describing them, all yours for the asking.

The Maumee Rubber Co.

224 226 SUPERIOR ST
TOLEDO, OHIO.

Headquarters for Wales-Goodyear and Connecticut Boots and Shoes

exactly the answer for a sensible man to make.

If Mrs. John Livingston Evans was a living joy at breakfast that morning, she was a radiant one at dinner that evening. The Evans dinner table was always something worth while, but when that night the lady came in bright array for the dinner first—just for him—and for the play afterwards, not a trace of the day's perplexities and plagues lingered in his face and he was, as she told him on the way, "his own dear self," and that was good enough for her. "The play, from beginning to end, was a delight"—this is sure; Evans own report. "We had two of the best seats in the house and, as luck would have it, our best friends were all around us; and what do you think! while everybody in the bunch was passing their candy to everybody else what should that dear old John do but out with the biggest box of the best candy that the town provides and not a bit of it that was not my especial delight. What was there strange about that? I'm just going to tell you: For the last ten years John has seemed to be growing away from me. He didn't seem to be caring for me or anybody else any more. The slightest thing seemed to irritate him beyond control and he was all the time ready to fly into a thousand pieces; and this morning all at once he seemed somehow to come to himself and to think of somebody besides himself. He let me know this morning that he was not coming to luncheon and that I must not expect him. This afternoon he asked me if I wanted to go to the play, and now to have him think to do these things surprised me. I'm free to confess I can not understand; but I do hope he is going to keep it up. If he does I'm going to be the happiest woman in the city."

It was John's talk after they got home that put the button on.

"Em, do you know you are the sweetest woman between the two oceans? Well, you are. I've been going around like a dog with a sore head for I don't know how long, snapping and snarling and as ugly and disagreeable as a man can be, and the way you took me in hand and made me see things is a wonder. You may not have intended it—I hardly think you did—but you did make me understand that there is no better way to forget our own fancied grievances than in helping others to forget theirs. I've been trying it today and I know; better than that, I'm going to keep it up and if the worst comes to the worst I want you to give me another breakfast like that and another dinner like that and I'll manage to worry along with the rest;" and there isn't any cross dog in the Evans house any more.

Richard Malcolm Strong.

Grouchy folks find grouchy folks wherever they go. It is catching. Smile and the grouch flies out of the window.

There are few things in life more despicable than the man who blames it on his wife.

SUBSCRIPTION SWINDLERS.

They Occasionally Break Out in New Places.

The subscription representative of the Michigan Tradesman, who is now on a trip through the Upper Peninsula, writes the Tradesman as follows:

Sault Ste. Marie, Oct. 4—When in Central Lake I called on a butcher who, about six weeks ago, subscribed for a butcher's paper of a tall, middle-aged, sandy complexion man. The butcher was to receive two butcher's steels and the paper each week for a year and he paid \$2 cash for the same and has heard nothing yet from it. I saw his receipt and it was written out entirely by hand on a duplicate order book which could have been purchased at any stationery store. The solicitor signed a full name and a Chicago address.

On arriving at St. Ignace I found two bakers with receipts identical in every respect, each of whom separated themselves from \$2 cash for the "Baker's Weekly," with which they were to receive some advertising novelties. That was about four weeks ago and they are still waiting for their papers.

Again, in Rudyard, the same receipts were to be found, about three weeks old and nearly everyone in town has one "for a paper especially in their line." The receipts are all they can show.

To cap the climax, to-day two grocers here in the Soo told me that a fellow of this same description called on them about three weeks ago and tried to sell them the Michigan Tradesman. As luck would have it, they did not subscribe of him—they gave me their orders—but the receipt he tried to make out for them tallies exactly with those I have seen.

What do you know about it?

C. H. Perkins.

Such occurrences are quite common, but, on account of the extreme care the Tradesman has always exercised in selecting its traveling representatives, it has been almost entirely free from this course ever since the paper was established. It has not been entirely free from this blight, however. Two or three years ago it learned that someone claiming to represent the Tradesman undertook to collect money on account who had no relations with the office and never had any relations with the office. No one is authorized to accept money in behalf of the Tradesman who can not present undisputed proof of his authority, and any one who approaches a merchant or business man, offering to furnish the Tradesman, without presenting such credentials, should be set down as fraudulent. In such cases, the Tradesman will esteem it a great favor if the merchant would wire the publication office immediately, so that the imposter can be apprehended and arrested before he leaves town.

One of the most flagrant swindles of this kind ever perpetrated was operated some years ago in connection with the publication of the long-dead Michigan Merchant at Saginaw. The representative of this paper,

which lasted only about a year, called on merchants in the Eastern portion of the State with the remark that their subscription to the Tradesman had about expired. Supposing, of course, that the man represented the Tradesman, or he would not make such a remark—he carried a copy of the Tradesman sticking out of his pocket—the merchants naturally went to their tills and handed the solicitor money for renewals, for which they were given receipts. When they came to look over the receipts, later on, however, they discovered that they were given for a paper called the Michigan Merchant instead of the Michigan Tradesman.

The same kind of deception was practiced by the fakir Cousins, who started the Detroit Trade. This name was chosen by Mr. Cousins—so he said himself—for the purpose of preying on the good reputation of the Michigan Tradesman, and Cousins repeatedly gave people to understand that it was the Michigan Tradesman he represented instead of his own publication.

Such competition is naturally short-lived and reflects more discredit on the man who plays the sneak act than it injures the publication imitated and misrepresented. It is noticeable that a subscription fakir never claims to represent a poor paper. He always solicits a good journal to use as a club to extort money dishonestly and criminally.

Hard knocks are sometimes good for soft heads.

Cultivate the Heart-Felt Smile.

Don't let's be silly—don't let's be a common joker or be frivolous—don't let's grin—but let us learn to look our neighbors and our customers squarely in the eye and smile pleasantly at them. Let's be cheerful. Let us take the chip off our shoulder and let the other fellows scrap and look sour if they think it will get them any place. But as for you and me—let's smile.

Now, maybe you think you know how to smile. Most people do. Maybe you think you do smile—but do you? Why don't you find out? There is a way. I don't want to encourage vanity, but why not smile at yourself in a looking-glass? Imagine your reflection is a customer coming towards you. Greet him just as you are in the habit of greeting your customers every day and see for yourself whether this kind of a greeting would attract you if you were the customer. This is not silly advice. It is scientific salesmanship. It is merely a self-training which every young man who makes a success must have. It is one of the little things that go to make up the man who gets there, and if it brings business—if it causes you to know yourself better and control yourself better—why not?

Just as good health, a knowledge of your goods and a proper ambition to succeed is essential to successful salesmanship, so must we include cheerful, happy, genial conduct. Let's learn to smile. Old Merchant.



Hunting Shoes

Our Explorer Line of High-cut Goodyear Welts is perfect in every detail of shoe construction. They are made from soft, pliable brown French veal skin; keep the feet dry and never get hard.

Our trade mark guarantees your customers the best that can be had in hunting shoe satisfaction.

Rindge, Kalmbach, Logie & Co., Ltd.

Grand Rapids, Mich.

WHY THEY FAIL.

Reasons For Non-Success of Some Merchants.

Among the many causes of failure which I have seen in retail stores, the one which stands out most prominently is "injudicious buying." The merchant often buys too many of the goods he should not have bought. The first causes loss of money, the second loss of customers. The manager of the country credit department of one of the biggest wholesale houses in the country, speaking on the matter of failures among retailers in general, said: "Many thousands of dealers who 'go under' come before our notice, and if I were asked to name one of the most prolific causes of disaster, I would say it is want of ability in buying." The first thing for a buyer to consider when an article is offered to him is: Will it sell? If he has the least doubt he should keep his hands off; or, in the event of new "fads," which he must have, his order should be as small as possible. Quality and price are of secondary importance to style. No matter how good or how cheap an article is, if it does not chance to meet the demands of fashion, if it is not what the customer wants, it is too dear at any price. It should be borne in mind, also, that every dozen shoes or hats which must be sold at or below cost reduces the yearly percentage of profits. It also hurts the reputation of a firm if its stock is full of undesirable goods. I have seen retail merchants lose their entire trade for a season on a certain line of goods because a competitor across the street had styles which were more up to date. If this happens twice the merchant will blame the salesman and will either throw out that line of goods or look for another jobbing house. In these days, when new fads are thrown upon the market every two or three months, it is impossible for a buyer in any line to avoid getting some goods which will not sell readily. In a wholesale house the question of how to dispose of them arises. Some firms order their traveling men to work them off on their customers. This is poor policy and a good salesman will decline to do so, realizing that it eventually will hurt his trade and the reputation of his firm. A good retail merchant who knows his business can not, by the smoothest talk, be persuaded to buy unsalable goods, and if the small, ignorant merchant is made the victim of many salesmen as the dumping ground for such goods, it soon will ruin him. One such instance came under my observation only a few years ago. "The buyer must know what he is buying," said an old business man. "He must know costs and market prices. He must know what is a reasonable price, and must not attempt to go below it, except, perhaps, in exceptional cases. As a rule cheapness means something lacking in quality. He must form the habit of buying nothing that he is uncertain of. He must get into the way of promptly turning down undesirable offers, and

just as promptly seizing opportunities that really are good. The world is full of people who are trying to get your money on false pretenses. If you are to be a buyer you must know them at a glance. Common sense will point them out to you quite as often as actual knowledge. You can cultivate that peculiar judgment a buyer needs. You can learn to look back of things and through people. You must get at real motives. You must know gold bricks instinctively." Very often the manufacturer sent us samples of new fads. If our buyer was in doubt whether they would sell or not, I took the sample, went into some nearby towns, and, in three days, the fate of the style was decided. If all the merchants and clerks liked the style and I was able to sell it in every store without persuasion, it would be a sure success, and we are safe in ordering it. But if everybody looked at it with distrust and the merchants refused to buy it, then it was certain it would not sell to the consumer and we kept our hands off. The traveling man often, by much talk and persuasion, can induce the merchant to buy a few of such styles, but it always hurts his prestige and that of his firm if such goods remain unsold on the shelves. A buyer must have "taste." This natural taste is in-born in some people and some have bad taste in everything, sometimes even in choosing a wife. A man without taste will never make a good buyer; he will always buy unsalable stuff on which the firm loses money. Such a buyer will sometimes buy the same grade of dry goods as his competitor across the street, but, to his astonishment, he finds that his competitor sells them readily whereas he is not able to sell a yard. And what is the excuse for this? The man across the street has good taste and selects nice and tasty colors and patterns, whereas the patterns of our friend are such that nobody wants them. When my first employer sent me to New York to buy goods I had in my mind a certain style which I wanted to introduce. The manufacturer thanked me for my suggestion and said he was only too glad to receive such pointers from his customers; that they in New York were often in doubt what to make, as they were never sure what the country trade demanded and, consequently, were forced to rely almost entirely on guess work. By this it can be seen how valuable a buyer may be to his firm if he has ideas of his own which are good regarding pattern, style, trimming and finish. With such a buyer a firm has the advantage of having styles or patterns of its own. If it can not secure the styles exclusively by preventing the sale of them by the manufacturer to other dealers, it at least has the advantage of being the first in the market with new styles. A buyer should avoid firms that have two or more prices, as they are never to be relied upon. On the other hand, a manufacturer or jobber should avoid dealing with a buyer who uses "petty trafficking" methods, or who tries to squeeze

down the prices of the salesman. Such methods are recognized as disreputable and reliable firms will not want to sell goods to a man who resorts to them. Ten years ago it was an easy matter to sell goods without carrying over a lot of shopkeepers. Then the wholesaler, as well as the retailer, would go to the market twice a year to buy a stock of goods to last him six months. In most cases he bought them on eight months' credit. When the assortment of the retailer ran low, his customers were compelled to take what he had or go without them. If they went to his competitor, they were pretty sure to find the same conditions. Today conditions are vastly different; the buyer must buy what the customer wants; if he does not, he will lose his business. The buyer who says to the salesman: "You must sell what I buy regardless of whether the stuff is desirable or not" is forty years behind the times and does not know his business. To place an inexperienced and injudicious buyer at the head of a business or a department is like placing a cow in a garden as gardener. Both will lead to ruin. The buying of one line of goods from three or four jobbing houses or manufacturers is not in the interest of the small retail merchant. If he gives his trade to one firm it will count up quite a little by the end of the year; his account is considered one worth having and the firm will do its very best to protect his interests. If he divides his business in that line by three or four, no

house cares much for his business. On the other hand, a jobber can benefit a customer who gives him all his business in more than one way. When a buyer goes to market he must always have in his memorandum book a correct list of everything he does not need. Then a list of everything he has to buy—what colors, styles and quantities. Every buyer in a wholesale house should have a book in his office with the numbers that are used in his department from one up. As soon as the traveling salesmen begin to send in their orders he marks down the quantities sold under each number. By this method he can see at a glance which numbers sell and which do not. This enables him to re-order only salable goods. One of the most important things for the buyer to guard against is the buying of too many kinds of one grade of goods. It is injurious to the firm, it confuses the customer in making his selection, and with the jobber leads to much substituting. My customers often said to me when they saw the big line of goods spread out in the sample room: "Now, C. T., don't show me so many kinds, just show me the best styles and the best sellers." This is exactly what every retailer wants—the best values and the best sellers. He finds it difficult to recognize the best values and styles in the big pile of samples spread out before him, and he must depend largely upon the experience, good judgment and honesty of the salesman in pointing out to him the most desirable things to



The Superiority of the Wales Goodyear (Bear Brand) Rubbers is Undisputed

Year after year merchants have handled this line from us with the same uniform satisfaction

The season is before us, Mr. Dealer, when any forenoon is liable to clean you out of the few (Bear Brand) sizes you have left from last spring.

Don't **YOU** think it would be a whole lot better to anticipate your needs a little than to find yourself out of sizes when the rush comes and have to await new stock, while your thoughtful neighbor gets the business.

Get your order for "Bear Brands" in **NOW** and be **THERE** with the goods.

Every customer you supply with a pair of these rubbers you can bank on as being happily satisfied, and that he will never wear anything but the "Bear Brands."

HEROLD-BERTSCH SHOE CO.

Makers **H. B. Hard Pan and Bertsch Shoes**
Distributors **Wales Goodyear Rubbers**

Grand Rapids, Mich.

buy. And it is in the interest of both the salesman and his firm not to betray this confidence. As soon as a buyer loses confidence in a salesman he will withdraw his trade from him. A buyer must read trade journals so as to keep posted on everything that is going on in his line of merchandise. He can never know too much, and can learn something, even should he be a hundred years old, which is not likely to happen. At that age a wise man would say: "Now I know how little I know when I thought I knew all." When an experienced buyer for a jobbing house goes to market for the first time he is always sure to make mistakes. I made them myself when I was sent to market for the first time, but I took advantage of the mistakes and learned from them. Each manufacturer shows him so many samples—and he must look over all the leading factories before he makes selections—that he gets bewildered; his head swims and he does not know where to commence. Then, if he does not look out and does not control himself, he begins to plunge and does not know what he is buying. When the goods arrive he finds many articles which he wishes he had not bought. If a buyer refuses to learn from these mistakes, and continues to buy unsalable stuff, he is not fit for his position, and the sooner he is replaced by a more experienced man the better for the firm. To avoid such mistakes you must reduce your selections three or four times. If forty samples are shown you, select twenty and lay the others aside. Then, from these twenty select twelve or fifteen and, finally, from these select as many as you need of the most desirable styles. Rest assured that if you make your selections like this your stock will be in A 1 shape and you will not lose much on unsalable stuff. There are retail stores, not very large ones either, which carry twenty-four different brands from twenty-four shoe factories. I am told that larger stores carry sixty to eighty brands. In my opinion that is a poor policy. Among so many different makes there must necessarily be too many odds and ends and it must be difficult to suit and fit the customer. It is good policy for the merchant, wholesaler or retailer, to confine his purchases to as few of the best jobbers and factories as he possibly can in order to keep his stock well assorted. He will accumulate fewer "shopkeepers" and lose less money. I do not wish to be understood, however, as advocating the carrying of too small a stock in a prosperous business. On the contrary, that would be a great error, for it prevents the expansion and growth of any business if the buyer refuses to keep the stock well supplied with up-to-date goods. I have seen many instances in the country where a merchant might do twice the amount of business if he were not so conservative in his buying. "Keep abreast of the times" is a rule which also applies in such cases. Only recently one of these cases came under my own observation. I

had an A 1 customer in a small country town, prompt in payment, kept store in good order, but was a little too conservative in buying; he was afraid to handle nice goods. He sold out. The new man had experience, push, energy and tact, and doubled the sales in less than a year. There is one great mistake which many buyers make, and that applies mostly to the young and inexperienced ones. They are inclined to think they know it all and feel that their dignity and authority have been injured if they deign to consult the experienced salesman. This superiority of attitude inevitably costs the firm hundreds, often thousands of dollars' loss on unsalable stuff which would not have been purchased if the advice of an experienced salesman had been asked. I have seen this mistake made in wholesale as well as in retail houses. The man who sells the goods is the man who knows best what the customer wants. The heads of the large department stores acknowledge this by consulting with the salesmen in making their selections and by practically leaving all decisions to their discretion and good judgment. This is also true in equal measure of the traveling salesman. He not only sees what is selling, but he also sees what is not selling, this latter being of great importance to the buyer. I often found it easy to sell to every customer a new style which I believed would be a seller. When I came again, sixty days later, I found all the stuff on the counters at reduced prices. I immediately notified the firm and cautioned them not to order any more of the stuff. But the buyer, relying on the fact that large sales had been made, knew better, and insisted on placing orders for next season. The result was that much money was lost which might have been saved had advantage been taken of the information which came from the man who was most directly in touch with the trade. "Well bought is half sold," is as true today as it was one hundred years ago. I would add to this: "Do as much business as you can with the smallest stock possible, thus getting the best results, which mean the best profits. See that your stock is kept clean of every dollar's worth of unnecessary goods. A concern which works with this method, whether wholesale or retail, is sure to make a success in its business if other important factors are regarded." When going to market do not believe everything the manufacturer or jobber tells you; he wants to sell you as many goods as he can and very often he tries to sell you goods which he can not sell to an experienced buyer. If he tells you after your purchases are made that your selection is a fine one, that there is not a thing on your order which you should not have bought, don't believe him; your eyes will be opened sadly when you see the goods in your store. There is another important warning which I wish to repeat before I close: Never buy a thing because it is cheap. I have seen more money lost in a legitimate business

which caters to its first class trade on job lots which were bought cheap than on any regular line of goods ever bought. In our days the consumer does not care so much about how cheap an article is as about how good and stylish it is. You may offer a \$3 hat to an up-to-date customer for \$1, but if it is not in style, you can not sell it. It is better to pay a little more for goods when you need them than to stock up heavily at a lower price when you do not need them. If they cost more later on, you can get more for them. A buyer should always be on his guard when he is approached by a salesman who offers him a bargain in a certain article. Very often it is a bait with which to catch unsuspecting or ignorant buyers. For it will often happen that the salesman will try to make up for the loss on the bargain by charging more for something else. An experienced buyer despises such methods and will refuse to have anything to do with such a salesman or, if he is a shrewd buyer, he orders the baits only. In many such cases, however, which have come to my knowledge the buyer is still waiting for the baits which he ordered but which he has never received. Some salesmen catch "suckers" by making "job lots." They show a certain article, claiming that they have only six suits, or six dozen or fifty yards left in stock. The "sucker," as they call the man who bites and who is easily fooled, takes the lot at what he believes to be reduced prices. In the next store, and the next and the next, the salesman offers the same quantities. Of course, sometimes such "jobs" are real bargains, but these an experienced buyer easily detects and takes advantage of them. "I know there are many books on selling," said a prominent wholesale merchant. I have wondered why there are not more on buying. In my experience I have noticed that among retailers more failures have been caused through want of skill in buying than through any other reason. Generally the dealer overstocks himself. Again he frequently pays good prices for goods of an inferior quality. This is due to the lack of moral courage on the

part of the retailer to withstand the onslaught of the traveling man and be able to say "NO" more often. When the retailer engages in conversation with the salesman he should have all his wits about him. The retailer should remember that often his own interests do not correspond with those of the salesman, and the best way to avoid these evils is to stick to a reliable and experienced salesman, and not to buy of Tom, Dick and Harry." Says a prominent sales manager, "Buying is a problem of the individual, and it always will be an individual qualification. I would not know to-day what qualifications to ask for in a buyer. So many men of so many types and temperaments are successful buyers that the idea of choosing a buyer to suit is impossible. I know men as buyers who are honest and open enough; I know others who hug the element of foxiness within them, never dealing squarely if they can avoid it. But when both types are successful how can you choose?" And another has this to say: "As to the kind and style and quality of the goods, the knowledge which the manager possesses regarding merchandising is the only criterion of buying. This knowledge never can be exact enough. The goods with which his shelves are stocked have been lying before him through a certain period. He makes it a point to observe how they sell. One line may drag, perhaps, and he seeks to know the reason. Another line may move actively with the least resistance, for which he seeks the reason, also. But having these reasons for and against the sales in certain lines, the manager still is without a guide line upon the future. It is this anticipating the future of trade which calls for the judgment of the merchant. Under the influences of good times many lines will sell, when under reverse conditions they are drugs on the market. It is part of the manager's duty to anticipate the kind of a market which will meet his display, and the success of his venture may be determined wholly by an unexpected condition of public confidence." These are "words of gold," well worth remembering.

Carl Theodore Wellstein.

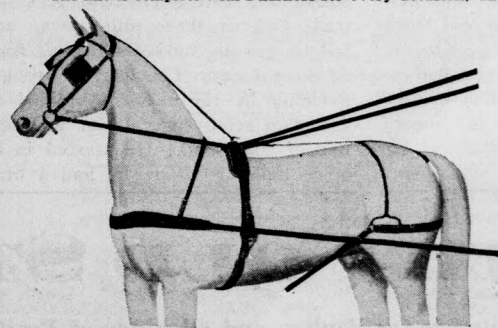
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BROWN & SEHLER CO.
Grand Rapids, Mich.

Detroit Department

Interesting Information From Michigan Metropolis.

Detroit, Oct. 10—Two thousand miniature cowbells have been ordered by the Board of Commerce Wholesalers' and Manufacturers' Bureau as souvenirs of the three days' trip to the Thumb district, starting to-day. "Ring for Detroit" will be printed on one side and "Detroit Board of Commerce" on the other. The little bells will be attached to canes with ribbon and each member on the trip will be supplied with one to give away at each of the three dozen or more stops on the trip. The trolley trips which were made last summer by members of the Bureau were very successful and did much to increase the volume of business coming into Detroit from the towns and cities visited. They promoted a closer relation between the Detroit merchants and their customers. In every place visited the Detroit men received a hearty reception and were invited to come again to make a longer stay. Reports from some of the towns to be visited show great interest is taken by the local merchants in this trip.

Under direction of the Transportation Bureau of Detroit Board of Commerce a little booklet is being routes for making shipments from Detroit to other towns in Michigan, Ohio and Indiana. Names of the towns are arranged alphabetically, each with a distinctive number. Reference to the same number in another section of the book gives the shipper, the names of railroads entering the town and the time that will elapse before delivery from Detroit.

The Directors of the Old Detroit National Bank have submitted to the stockholders the proposition of increasing the capital stock of the bank from \$2,000,000 to \$3,000,000, and a surplus of \$1,000,000. For the purpose of providing stock that can be offered by the Directors to various persons in Detroit and in Michigan who may be of assistance in developing and extending the business of the bank, the Directors are requesting the present shareholders to waive their rights to subscribe for one-half of their pro rata shares of such increase in the capital stock. After the increase has been voted the shareholders will be given an opportunity to subscribe for one new share for every four of the old stock owned by the shareholders. The result will be that of the \$1,000,000 increase, \$500,000 at par value will be offered to shareholders of record Nov. 7, 1911, at \$150 per share.

D. S. Hoover, acting supervising

inspector of steam vessels, has issued a bulletin from Washington modifying the recent ruling forbidding passenger steamers to carry wood alcohol, grain alcohol and denatured alcohol. The bulletin says that until further notice passenger vessels will be allowed to carry alcohol, provided it is not kept in a warm place on board. The ruling affects the Detroit vessel lines, considerable alcohol being carried as freight by the vessels plying out of this port.

Gov. Chase S. Osborn will be the principal speaker at the Board of Commerce luncheon on Oct. 19. The topic upon which he will speak and the location of the dinner have not as yet been decided on.

The Export Committee of the Board of Commerce, composed of John Oldt, of the Burroughs Adding Machine Co.; S. E. Fischer, of the Studebaker corporation; Charles Kingston, of the John Brennan Co., and Edward F. Day, of the American Exporter, and Mr. Copeland, of the Scripps Motor Co., met Monday at the Board of Commerce to complete their plans for a systematic attempt to develop the export business of Detroit manufacturers. On Wednesday a meeting of export manufacturers of the city will be called and the Committee desire them to join in the determination to increase export trade. H. Leonard Winton, of the Grace Harbor Lumber Co., who has visited South America and knows much about the possibilities there, will address the meeting on Wednesday. "If we go after the South American trade like the Germans and English do, we will get it," said Mr. Winton. "They use systematic effort and it pays. There are many details as regards shipping, etc., which the American manufacturer must familiarize himself with, but there is no reason why we can not get the business if we want it and are willing to go after it in an intelligent way." The Board of Commerce expects that the work of this Export Committee will prove advantageous in a large degree to Detroit manufacturers and greatly increase the exports from this city, which already has a large trade in that direction.

It is too often the case that the people right in the neighborhood of a store are neglected. Often dealers, clerks and canvassers will seek for trade two or three miles away and fail to get the business that is right at their doors. This fact is brought to mind by the results obtained by a certain retail cigar dealer who was not of that kind. He started in an office building where he had a little

stand, and he did not stand there idle all day waiting for trade, either. He first canvassed every office in that building and became acquainted with every individual who used the weed, finding out all he could about personal tastes and preferences and extending a cordial invitation to every man in that skyscraper to call on him and let him try and suit them. They did call and he did find something that was just what each one wanted in so many cases that he literally furnished every man in that building who used the weed with tobacco in one form or another. Then he extended his work to a neighboring building and soon had so much of the trade from this source that he also obtained the privilege in that structure. He kept on and to-day is a rich man with cigar stands in several of the big New York City office buildings.

Words of the Wise.

Anarchy never gathered fruit from its own apple tree:

The man in the orchard is always a good citizen.

Better to trust a judge that loves apples than one that hankers after bear meat.

Apples are an antidote for drink and tobacco.

Apples carry the pure food stamps of the great physicians.

The road that leads to the orchard is the pathway to a simple, happy, prosperous life.

The war of life is not won with one victory, however great and complete that may be; it is again and again we are called to the front; to show what is in us and how it comes out under the fire of circumstance.

Good judgment is often a lucky guess.

Just what you have been looking for— **Poultry**

A reliable place to ship your

At market prices ruling day of arrival

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PROMPT RETURNS

We want your shipments

Let them come and we will do the rest

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A perfect cold storage for Poultry and all kinds of Fruits and Produce. Eggs stored with us usually sell at a premium of 1/2c per dozen. Liberal advances. Railroad facilities the best. Absolutely fireproof. Correspondence solicited.

CATCHING THE DISEASE.

Too Many Men Looking For Soft Jobs.

Written for the Tradesman.

O. H. L. Wernicke's article, entitled, "Sorry for the Boy," and which was published in your Sept. 13 issue, is filled with sentiment and truth that every father and son should think over.

When Mr. Wernicke said, "The disease of idleness and the desire for soft jobs is spreading over the land like a pestilence and is a greater menace to the race than tuberculosis," he sounded the key note of alarm which every person ought to respond to.

We have just two classes of people in this world, the materialists and the idealists. The first are governed by experience; the latter by their conscience.

The materialist insists on facts and the force of personal experience. He knows that his life is solid because he has learned that exercise builds the body and brains and keeps them in a healthy condition all the time and he knows, also, that with a healthy set of brains he can attract healthy thoughts. When we attract healthy thoughts we have attracted a force that is not idle. It is that universal force that works perpetually through all active persons.

The idealist is the fellow who never uses his hands. He believes that there is no matter, that everything is spiritualized and is an unseen force that does everything and all we need to do is to believe that we will be supplied with what we need if we ask for it in the right way.

Such teaching as this is the cause of all our trouble. We have too many men looking for soft jobs of this kind and our young men are catching the disease.

The idealist does not respect labor. He even goes so far as to call a man a fool if he works.

The materialist respects the sensible masses and their product. He enjoys their surroundings because he works with them. No man can respect another (as men should respect each other) if he does not work with them, with mind and body. We must love our neighbors by living with them, by eating with them as well as working with them, but the idealist will not do anything but eat, and that must be the best or he will not come back the second time.

The materialist does not believe in helping anyone. He believes in showing every man how to help himself. He knows that Nature intended that each person should eat, drink and sleep for himself as well as to think, work and live for himself.

We have too many teachers in this world. Most every person who is looking for a soft job wants to be a teacher—a leader of some kind. The man who works is the man who thinks, and he knows much more than the ones who do not do anything, and if he only thought so he needs no teacher or leader.

If you will notice, all of the teachers and the leaders are telling the

workers that they are foolish for working. "If you will educate yourself you will fall into a soft job." Some go so far as to say, "The Lord will provide," and by the way these people live it looks as if "The Lord" is providing, for they don't do anything but talk about idealism. These fellows tell us that everything is spiritual. "They neither sow nor do they reap."

With this sort of teaching is it any wonder that we have so many idle young men? They are looking at the idle people and see so much pleasure in being an idealist that it is no wonder that the worker is looked upon as a fool.

The materialist knows that everything real is self-existent, that perpetual creation is going on each moment of the day and night and that all solid gifts of Nature come through working with IT.

The materialist is not a child of circumstances. He makes all of his own circumstances. The idealist is subject to circumstances each day. If he does not beg, he does not eat. Any man with the least bit of intelligence can tell an idealist as soon as he sees him, and every materialist ought to show him how to help himself.

If the materialists would stop feeding the idealists, we would have less idle young men in this world.

If you are a materialist, keep your product to yourself and do not give it to those lazy idealists and the boys will go to work.

We are paying idealists a great price to save our souls, and this very idea is the cause of so many idle young men.

What's the use to talk about the disease? Let's get at the cause of our trouble. Remove the cause and we will not have any disease.

Mr. Wernicke is a materialist, blended with idealism, which is the greatest force on earth. He can see through these things. He knows more than he expresses in his daily life. He would like to tell the world what he knows, but the idealists would interfere.

Any intellectual mind can read thousands of thoughts between the lines of Mr. Wernicke's article, which is full of good seed for young men.

The greatest reformer the world has ever known did not pose as such. Neither did he pose as an organizer. He said, in other words, "Let every man see to it that his own heart and life are what they should be."

Every thought is spontaneous. The man whose mind is filled with progressive thoughts is the reformer of his own age. He needs no other advice. His brains are busy with truth and he builds around him everything he needs and it is done as easily as rolling off a log. But watch the idealist! He has a hard time to keep up with progress. There are so many new things springing up that he can not have his wants supplied and he begs six days every week while the materialist dishes it out.

We must learn the language of Nature. We have to be good "mixers" in Nature and not among men.

The "mixer" among men is the idealist and he needs watching.

It will make any sensible man smile to watch how cunning these idealists are in begging for a living. Their whole scheme is governed by and through the power of suggestion—hypnotism.

We are all more or less subject to this influence. The materialists are the only class who do not "come up" with the "stuff."

Edward Miller, Jr.

Old Glory Was N. G.

"I was foreman in an American silver mine in Mexico when the late unpleasantness broke out," said the man with the husky voice. "When things began to grow hot all the other officers pulled out and left me to face things. The order from the manager was:

"If any rebels appear here you are to run up Old Glory and threaten them with the vengeance of the United States."

"Four days later a gang appeared, and I ran our glorious flag to the masthead, and got off what might be called a fervid address. I was patiently listened to, and when I had finished the chief of the band said:

"It is one beautiful flag, senor, but you would look more beautiful in its place!"

"And they did things?" was asked. "You bet they did! Down came Old Glory, and up I went in its place!"

"Not by the neck?" "Sure, and I'd hung half a minute before the halliards broke. When I came to the offices were looted and the rebs gone, with O. G. tied to a mule's tail and dragging in the dust."

"But—but—" "Oh, that's all. Our flag is a corker here at home, but over in Mexico the climate seems to fade it out. You can't make the greasers see the stars!"

Mother stands for the referendum and the recall on the farm, as Willie learns when he wants to go fishing at an inopportune time.



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Is free from gum and is anti-rust and anti-corrosive. Put up in 1/2, 1 and 5 gallon cans.

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

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

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Why Traveler Should Control His Temper.

Every human being is endowed with something that for lack of a better name we call temper. Some of us have too little, few of us have too much, but many of us have not learned to control what we have, and at times our temper works against our best interests, whereas if we had it under perfect control at all times it would be of great assistance to us.

Developing Temper Control.

Some of the most experienced and successful sales managers have spent a large part of their time in developing temper control in the salesmen under them and teaching it to the young men they are training for road service. A salesman who can not control his temper will not "wear" on a territory. He may be successful for a while, but will gradually lose customers until his being retained on the territory will prove unwise.

To be a successful salesman you must remember that it is absolutely necessary to keep the good will of your customers. If your customer makes a complaint that you think is unreasonable and unjust, do not "fly off the handle" and make him sore. If he is wrong, and you know it, do your best to show him where he is mistaken. By doing this in a candid way without manifestation of temper you make your position stronger and get him in a better mood to look at things your way. But even although you do not convince him and have to agree to his terms you leave a good impression on his mind, whereas had you given way to your feelings you would not only have had to comply with the merchant's terms, but would also have prejudiced him against you.

Good Advice From a Parent.

A few hours before I was married I went to my father and said: "Fa-

ther, you are happily married—I do not remember a quarrel in the family. What advice can you give me?" He answered: "Son, if you are to live happily, both of you must not get mad at the same time." After many years I look back on this as the very best of advice, and I offer it to traveling salesmen. Don't get mad at the same time your customer is.

Lesson From a Hat Salesman.

Many years ago a New York hat drummer gave me a lesson on control of temper I have never forgotten. In a small Southern town the hotel boasted only of one sample room and the two of us were compelled to share it together. The hat salesman spent Sunday afternoon opening up, dusting and smoothing out his samples, and when I went in on Monday morning everything was as neat as a pin. Some five or six trunks of hats were unpacked and neatly arranged. I commented on the nice display. He said, "Yes, I spent a good part of yesterday fixing up. I only have one customer to see and I want to get to him early." He went out and in a few minutes came back and started to pack up. I remarked, "No business?" Said he, "Mr. S— can not come to the sample room on account of a shortage of clerks and he has asked me to bring my samples to the store." So he had to pack up and move them. Most salesmen know that every hat has its place in the trunk and it must be in that place if it is to be kept in good condition. Hats must be packed carefully whether they are to be moved a block or a hundred miles.

After getting my samples straightened out and making a date with my hardware customer, I called on Mr. S—, who conducted a general store, and found the hat salesman just finishing his hat display in the ladies' suit department, which had been assigned to him. While I was waiting, in walked several stylishly dressed women and proceeded to the suit department. In a few minutes they came out and approached the proprietor in a much agitated state of mind. "Mr. S—," they exclaimed in chorus, "we were to have your suit department to-day for a church bazaar and here you have filled it up with a sample line of hats." he proprietor apologized and said he had forgotten about it, but would have the hats cleared out in a few minutes, so the hat drummer was compelled to again pack up and move to a vacant building at the end of the block. This he did in a most compliant manner. By looking at him you would have thought it was a

pleasure for him to pack those hats and move.

That night we both took the same train out of town. I remarked, "You certainly had a hard time selling that bill of hats!" He patted me on the back and said, "Never mind, my boy, I sold the hats and am getting out of town on the train I figured on catching." Ever since then when I have been obliged to wait at my sample room or to stand around for a longer time than I thought was necessary, I have recalled that New York hat salesman's experience, and said to myself, "Never mind, my boy; don't worry; what you want is an order, and it is up to you to get it, even although it does not come as easily as was expected." That hat salesman's philosophy is something that all salesmen can adopt with profit to themselves.—Hardware Reporter.

Gripsack Brigade.

Helping a dealer to sell his line need not make you extra work. On the contrary it will, in the long run, enable you to get more orders with less work; for the dealer buys to sell and once you have shown him he can sell and assist him to do so he will buy from you more readily. The best way in which you can help a dealer is to give him information, which he is usually glad to get, but which in many cases he would not care to ask for. This information may concern trade conditions in general; it may concern how other dealers in his line are combating the mail order houses; it may relate to outside competition. Whatever it is, you should be sufficiently posted to enlighten him. Be careful not to volunteer this information as something which you recognize has a value to him and which you extend gratis as an aid to his business. Ask him a few questions that will draw him out, and throw out whatever suggestions you have to offer under cover of getting suggestions from him. Few men care to show themselves in need of instruction, especially where their business affairs are concerned. Bear this in mind, and when you leave your customer let him believe that any hints you have given him have been given involuntarily and unconsciously on your part. If he is a country dealer he will be glad to learn from you just in what manner the goods he has purchased from you should be displayed for sale, and how they may be attractively advertised. Keep him posted in regard to everything your house is doing and abundantly supplied with catalogues and advertising matter.

In one respect the city solicitor works to a great advantage over the man on the road. It is possible for him to see his customers more frequently and to make definite engagements with them, so that each will know exactly on what day and at what hour his call is to be expected. A good rule for the city solicitor is to make a schedule of his engagements and to adhere to it strictly. If he agree to call on White & Co. Thursday morning at 10 o'clock, he should make it a point to be in their

establishment each Thursday promptly at the stroke of 10, and should not let anything interfere with this purpose. The buyer who knows exactly when to expect his salesman gets into the habit of watching for him and feels that he is being taken care of. He knows that he can rely upon the punctuality of the house in filling his orders, if its representatives are invariably punctual in keeping their engagements. If anything happens that prevents your calling upon a certain customer at the appointed time, be sure to telephone him or drop him a card explaining your absence. If you have an account which is not developing satisfactorily, be wise enough not to raise any objection when your city sales manager proposes sending some especially expert man, from another territory, to see what he can do with your delinquent customer. In such a case never display any resentment that some one else should be allowed to encroach upon your territory. What the sales manager wants is not to diminish your importance or interfere with your operations, but to get results. Show that you are agreeable to any arrangement that will land the business, and not inclined to obtrude your personal feelings when the security of a good account is at stake. A great many men who are soliciting city trade, pile up difficulties for their sales managers by bickering over such small matters as one man's right to solicit a customer in another's salesman's territory. The men who lend themselves cheerfully to the general scheme of getting the best results in the quickest possible time are the men who are thoroughly appreciated.

Faithful To the End.

The flames crackled ominously, the water bubbled in the great pot, and, seated in the shade of a palm, the naked savages began to sharpen their cruel knives.

"Is there no hope?" murmured the doomed commercial traveler.

"None," hissed the ebon chief.

"Then," said the young man, pointing to his sample case, "if you are determined to eat me, at least let me ask you, as a last favor, to try our brand of mustard with the feast. I am convinced that one trial will secure us your permanent patronage, and I—"

But strong arms seized him here, there was a splash and all was over.

Hotel Cody

Grand Rapids, Mich.
A. B. GARDNER, Mgr.

Many improvements have been made in this popular hotel. Hot and cold water have been put in all the rooms.

Twenty new rooms have been added, many with private bath.

The lobby has been enlarged and beautified, and the dining room moved to the ground floor.

The rates remain the same—\$2.00, \$2.50 and \$3.00. American plan.

All meals 50c.

News and Gossip of the Traveling Boys.

An Early Frost.

Soon will the husky hunter men
Hie to the woods resorts,
And bag some deer they never slew,
And kill off fifty quarts.

—Grand Rapids News.

C. R. Garrett, who was injured in a Pere Marquette wreck a short time ago, is able to be about.

Wm. Fitzgibbons, Harry C. Hoag, E. F. Harvey and James H. Bolen went through the regular tortures of being initiated into Grand Rapids Rapids Council, No. 131, United Commercial Travelers, on Saturday, Oct. 7. Pretty classy bunch, this!

Incidentally, Bill Fitzgibbons' many friends will be pleased to see him back on the road again.

U. C. T. members take notice: Unless all accident claims are reported to Chas. Daniels, Supreme Secretary, Columbus, within ten days the claims will be null. The local Secretary, Harry Hydorn, has nothing to do with these claims, although he wants to hear from any member who meets with accident or should be laid up from any cause.

Pleased to state the hotels at Alma, Mt. Pleasant and Clare have gone back to the old rates. The hotel at St. Louis is still holding out, however. Well, the boys can hold as long as the hotel can.

We are glad to report that G. K. Coffey has been vindicated regarding an accident which happened in Scottville recently.

Bert A. Hudson, who injured his leg a short time ago, necessitating his staying at home, is able to get around with the aid of a cane.

Newspaper reports state that the Board of Trade has at last succeeded in having the Pere Marquette put on a morning train from Lansing. Considering what the Board of Trade has done for Grand Rapids, we are loth to take away any credit due it, but the traveling men must get in for some of the glory. The Knights of the Grip and U. C. T. started the agitation some time ago and have been working quietly ever since.

Personally, we would rather see the Board of Trade get a few new manufacturing plants for Grand Rapids rather than morning trains.

H. L. Proper, of Eastlake, had a birthday Oct. 8. He refused to give his age, but 62 won't be very far out of the way. He celebrated the event in Chicago on Oct. 5-6.

Pleased to see correspondence from Saginaw. There are several U. C. T. colonies in the Southern part of the State that might get busy.

The Committee wish to report that all arrangements have been made for the U. C. T. fall-winter dances. The first dance will be held on Saturday, Oct. 21, and will continue every other Saturday night throughout the season. Dances will be held in K. of C. hall, in the Herald building.

Ralph Lichtenauer doesn't feel any worse about his being in the picture than the rest of the bunch do.

Orlo Judkins, of New York, representative for Allen B. Wrisley & Co.,

of Chicago, and Miss Adelaide Adkin were married in Grand Rapids Oct. 5. They intend making their home in Grand Rapids. Knowing Mr. Judkins as we do, we can safely predict that he will make a valuable acquisition to Grand Rapids Council, U. C. T., and he promises us he will transfer from Oak Park, Ill., Council. Mrs. Judkins is a sister of Dr. Geo. Adkin, of this city. The happy couple have the best wishes of the entire traveling fraternity.

Dedicated to the veteran traveler, Sol Downs:

See the happy traveling man

As he shoots right down the line.

The cause of all his joy is this:

The Pere Marquette's on time.

Walter Ryder bought five dozen "fresh" country eggs in Caledonia last week. When he got home with the purchase and his mother commenced to open them, she found ten of the eggs rotten. Seems as if Walt could find decayed eggs in Grand Rapids without going out of town for them.

J. J. Berg, representative for Geo. H. Wheelock & Co., of Rockford, Ill., was in town for a few days last week. Mr. Berg was a former Grand Rapids resident, but now lives in South Bend, Ind.

Messrs. Herrick, Kamp, Dunn, Anderson and Schumaker went North on the Pere Marquette together last week. Mighty sweet bunch this, all representing candy concerns!

Harry McGregor, of Codman & McGregor, Honor, took the M. & N. E. last Wednesday to Kaleva, intending to take the Pere Marquette from there. The Pere Marquette train always stops about 100 feet from the station so it can take water. The passengers are also supposed to get on or off there, as it doesn't make another stop. Harry didn't know this and waited at the station for the train to stop again. Any one who has ever been in Kaleva can imagine Harry's feelings when he saw the train go by. And Kaleva is a dry town, too.

Bill Bosman would make an ideal member of the Executive Committee of the U. C. T. Bill is always on the job, faithful and conscientious. Hope the Executive Committee thinks the same way.

E. A. Losie, M. Benedict and J. Hilliard, merchants of Boone, while going to Luther last week, met with a painful accident. The auto in which they were riding turned turtle. Losie received a broken leg, while Hilliard and Benedict escaped with severe bruises.

J. M. Goldstein.

The Dove of Peace Hovers Over.

A member of 131 was passing away a little time Saturday morning in the lobby of the Pantlind when he observed Wilbur S. Burns and John D. Martin cross the lobby to meet each other, and with outstretched "mits" give each other a hearty shake and with "a smile made of all sweet accord" exchanged the salutation, "Mighty glad to see you, old fellow." Hurrah!

Must Do as Well as Other Markets.

The wholesalers and jobbers who made the Trade Extension Excursion this year held a meeting Friday afternoon to settle up accounts. The financial report showed a balance of \$124.08 left after the payment of all expenses and it was decided to refund this amount pro rata to the contributors to the fund. The dividend was \$2.04 for each member of the party. The Wholesalers' Association will hold a dinner meeting at the Pantlind the evening of October 30 to discuss the results of the excursion, trade conditions and future activities. Several times it has been suggested that the wholesalers ought to get together once a month for sociability's sake and to discuss trade topics, and this meeting will be the first of this nature.

Discussing the recent Trade Extension Excursion into Northern Michigan R. J. Prendergast, of the Lemon & Wheeler Company, last week said it was wonderfully enlightening even although he was familiar with the territory visited. The farming and fruit growing development has been wonderful and there is evidence of thrift and prosperity on every side. Northern Michigan, he thinks, will shove California and the other Western states clear off the boards in the matter of fruit growing, and it will have a great advantage over the Western growers not only in the quality of its fruit but in its proximity to the markets. With rapid growth in population and wealth the North is certain to be a good customer and Mr. Prendergast says that the feeling is so friendly toward Grand Rapids that all the North asks for is that Grand Rapids shall do as well as other markets in the matter of prices, quality and service and not necessarily any better.

Old Officers To Remain Another Year.

Bay City, Oct. 10—Last Thursday evening the annual meeting and election of the Grocers' and Butchers' Association was held and by unanimous vote the officers of last year were re-elected. They are as follows:

President—Wm. McMorris.

Vice-President—John Fritz.

Secretary—D. E. Boughton.

Treasurer—E. E. Funnell.

Corresponding Secretary—George Fuller.

Manager of Collection Agency—C. A. Higgs.

Brief addresses were made during the evening by various members, views were exchanged and several plans for helping in the downing of the "long credit" man were advanced. The President gave a brief review of the year's work and said in part:

"Gentlemen, I am glad to say that to-day the Grocers' and Butchers' Association is in a most flourishing condition, both financially and numerically. Our increase in members the last year has been a source of gratification to myself and other members of the Executive Committee. We have had in operation the

last seven months a collection and information bureau which has helped you all. The chronic deadbeat is quickly becoming a thing of the past to us and we can lay it to only one thing, our bureau of information, through which all members of our body are apprised of long pay and deadbeat customers"

Sheet Metal Contractors Organize.

Battle Creek, Oct. 10—The Michigan Sheet Metal Contractors' Association was recently formed in Lansing, with Arthur Walker, of the Bock-Walker Co., of this city, as President. The organization was perfected for the purpose of permitting the metal workers to keep in closer touch with each other and promote further development in this industry.

The Association takes in practically every city of any size in the State and is largely represented in Battle Creek. There were over 100 delegates from different parts of the State present at the initial meeting. The annual convention will be held February, 1912, probably in this city. The first meeting of the Executive Committee and officers will be held in this city next Tuesday.

The officers elected were as follows:

President—Arthur Walker, Battle Creek.

Vice-President—James Fleming, Lansing.

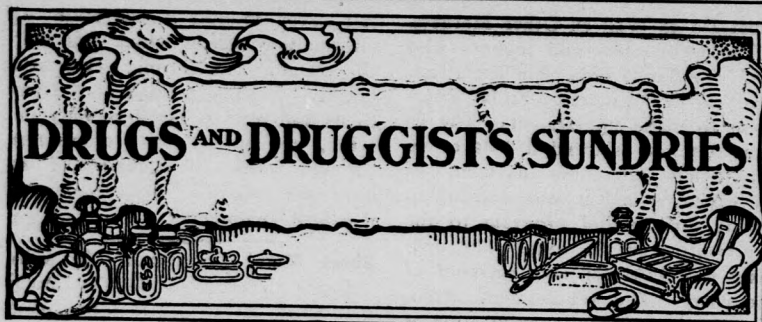
Secretary—F. B. Harrington, Lansing.

Treasurer—James Shouldice, Battle Creek.

Cornelius Crawford (Hazelton & Perkins Drug Co.) has the sympathy of the fraternity in the misfortune which has overtaken his wife. She slipped and fell in her home on Paris avenue a week ago Monday, sustaining a compound fracture of the bones of her left leg, above the ankle. The fracture had been reduced twice, but examination with the X-ray led to the belief that the fracture must be broken and re-set. She was removed to Butterworth Hospital Monday of this week for this purpose, the operation being repeated for a third time. Mr. Crawford's many friends will join with him in the hope that the bones may now knit rapidly and that the patient may speedily recover. Mrs. Crawford is in excellent health and spirits, which will contribute materially to this result.

Kalamazoo Gazette: Henry Lucasse, familiarly known to the candy buying public as "Hank, the Fruit Belt Drummer" and "President of the Gumdrops Trust," and who for several years past has sold the candies of the A. E. Brooks Co., of Grand Rapids, has ended his service with that house and gone into the candy manufacturing business "on his own hook." He has established headquarters on East Main street and his "hand-dipped chocolates" already are winning favor with the bon bon consumers of Kalamazoo and vicinity.

Most of us set a higher standard for our neighbors than we do for ourselves.



Michigan Board of Pharmacy.
 President—Wm. A. Dohany, Detroit.
 Secretary—Ed. J. Rodgers, Port Huron.
 Treasurer—John J. Campbell, Pigeon.
 Other Members—Will E. Collins, Owosso; John D. Muir, Grand Rapids.

Michigan Retail Druggists' Association.
 President—D. D. Alton, Fremont.
 First Vice-President—J. D. Gillo, Pompeii.
 Second Vice-President—G. S. Layerer, Bay City.
 Secretary—R. W. Cochrane, Kalamazoo.
 Treasurer—W. C. Wheelock, Kalamazoo.
 Executive Committee—C. A. Bugbee, Traverse City; Grant Stevens, Detroit; D. Q. Look, Lowell.
 Next Meeting—Muskegon.

Michigan State Pharmaceutical Association.

President—E. W. Austin, Midland.
 First Vice-President—E. P. Varnum, Jonesville.
 Second Vice-President—C. P. Baker, Battle Creek.
 Third Vice-President—L. P. Lipp, Blissfield.
 Secretary—M. H. Goodale, Battle Creek.
 Treasurer—J. J. Wells, Athens.
 Executive Committee—E. J. Rodgers, Port Huron; L. A. Seitzer, Detroit; S. C. Bull, Hillsdale and H. G. Spring, Unionville.

Grand Rapids Drug Club.
 President—Wm. C. Kirchgessner.
 Vice-President—O. A. Fanckboner.
 Secretary—Wm. H. Tibbs.
 Treasurer—Rolland Clark.
 Executive Committee—Wm. Quigley, Chairman; Henry Riechel, Theron Forbes.

REPRESENTATIVE RETAILERS.

Dallas D. Alton, the Veteran Fremont Druggist.

Dallas D. Alton was born at Fremont March 15, 1869, his antecedents being English on his father's side and Irish on his mother's side. He was educated in the common schools of Fremont and in 1887 acted as messenger of the State Senate at Lansing. February 1, 1888, he entered the employ of J. R. O'Dell, the Fremont druggist. He had a realizing sense that he would some time own the business, but he was not able to achieve this ambition until many years thereafter. He spent two years in the main store and five years in the branch store maintained under the name of the Eagle drug store, now conducted by Angus Stewart. He then went to Pentwater, where he purchased the drug stock of J. L. Congdon & Co., which he continued five years under the style of the Crescent drug store. Failing health compelled him to dispose of this business and he went back to Fremont and moved on the old homestead, remaining there four years. The change brought back his health and strength and he then went to Bronson and, in partnership with his father, purchased the drug store of Clinton Joseph, which he continued for three years under the style of the Alton Drug Co.

Mr. Alton then returned to Fremont, where he purchased the three-quarter interest of S. P. O'Dell in the Pioneer drug store. He had had an option on this interest for twelve years prior to the time of purchas-

ing it, the stock having been owned by the O'Dell family for thirty-six consecutive years. M. W. O'Dell still retains a quarter interest in the business, which is carried on under the style of the Pioneer drug store.

Mr. Alton was married September, 1890, to Miss Sadie Baker, of Fremont. They have a daughter 19 years old, who is attending the Normal School at Mt. Pleasant, and a son 17 years of age, who has graduated from the high school of Fremont and will enter the Michigan University, at Ann Arbor, next fall. Mr. Alton is an attendant of the Congregational church and a member of the Modern Woodman. He



D. D. Alton, President Retail Druggist's Association.

is a Mason as far as the Shrine, being High Priest of Fremont Chapter and Past Grand Master of the Grand Council.

Mr. Alton has two hobbies—masonry and fishing. His wife insists that the former is the only one entitled to special mention in this connection, but his friends say that he is an expert fisherman and that his fish are never larger after they are out of the water than they were before. This is about the highest compliment that can be paid a fisherman.

Mr. Alton attributes his success to giving and getting a square deal. He has undertaken all his life to treat his customers the same as he would like to be treated if the situation were reversed. He has undertaken to put himself in the mood and the atmosphere of his customers and the result has demonstrated the correctness of his conclusions and the feasibility of his methods.

The esteem in which Mr. Alton is held by his fellow druggists is fittingly exemplified by his election to the Presidency of the Michigan Retail Druggists' Association at the an-

nual convention held in Flint last week.

Profitable Meeting of State Druggists at Flint.

Kalamazoo, Oct. 10—I am not in a position to give a detailed report of our meeting at Flint, as I am not yet in possession of the transcript from my stenographer. However, I will endeavor to give you a synopsis which, I hope, will help you out. If it is not sufficient, or if there are some points which you would like to have more in detail, let me know, and I will endeavor to furnish the same.

The Michigan Retail Druggists' Association held its convention in the Masonic Temple Auditorium at Flint October 3 and 4, the first session being called to order by the President at 2 p. m. Tuesday, October 3. Rev. C. A. Lippincott, of Flint, gave the invocation, and was followed by an address of welcome by the Mayor. H. R. McDonald, former Secretary of the Association, responded to the Mayor's address and the regular business of the Association was then taken up.

The Secretary reported a membership of 568 and the Treasurer's report showed the Association to be in excellent financial condition.

Tuesday evening an elaborate banquet was served in the dining room of the Masonic Temple at \$1 per plate. President Bugbee introduced E. A. Ross as toastmaster of the evening and the speakers were Hon. Colin P. Campbell, Grand Rapids; L. E. Bogart, Detroit; W. O. Gladding, Kalamazoo; Mr. Lamie, Hillsdale; E. E. Miller, Traverse City; R. W. Cochrane, Kalamazoo; Frank Dulain, Flint; E. Austin, Midland.

The election of officers took place Wednesday and resulted as follows:

President—D. D. Alton, Fremont.
 First Vice-President—J. D. Gillo, Pompeii.

Second Vice-President—George S. Layerer, Bay City.

Secretary—R. W. Cochrane, Kalamazoo.

Treasurer—W. C. Wheelock, Kalamazoo.

Members of the Executive Committee—C. A. Bugbee, Traverse City; C. D. Look, Lowell; Grant Stevens, Detroit.

It was voted to hold the next meeting at Muskegon. The time was left to the Executive Committee.

We had a very good attendance and the meetings were enthusiastic.

The report of the Legislative Committee was delivered Tuesday afternoon by Hon. Colin P. Campbell, who was our attorney during the last session of the Legislature. His report was very complete, and showed that the Legislative Committee had been active and accomplished a great deal of work during the year.

Resolutions were passed supporting Dr. Wiley and his associates in their enforcement of the pure food and drug law, and President Taft in his endorsement of Dr. Wiley's attitude.

It was also voted to affiliate with

the National Association of Retail Druggists.

I am sorry that I can not give you the complete report, as you suggested, and hope this will help you out.

R. W. Cochrane, Sec'y.

Solidified Alcohol.

One of the most wonderful discoveries of modern chemistry is solidified alcohol, the purest grain alcohol in a solid form, molded for the convenience of handling in various sized cubes and irregular chunks. It is easily handled, non-explosive, and the containers are hermetically sealed. Being in solid form, there is no spilling, breaking of bottles or injury to the hands by broken glass, no lamps to fill, in fact, no trouble whatever. It is non-explosive, therefore involves no danger of burning fingers or property, consequently no worry. It is packed in neat metal containers and is molded in cubes of suitable size, to perform the work for which it was designed. When used by jewelers and silversmiths for soldering and brazing, or when used by the artist for heating the pyrography needle, there are no lamps to put out, no wicks to harden, no waste by filling, no refilling and nothing left over, therefore no added expense by evaporation, etc.

Solidified alcohol is put up in metallic containers, and each container is hermetically sealed; there is no evaporation during transit, no waste, no bottles to be left uncorked, and it will last until used. It contains from 80 to 96 per cent. of the best methylated spirits of 190 proof, according to the use for which it is designed. Solidified alcohol is made in chunks or cubes for every use and purpose, compounded and packed for that particular use, thus there is a small cube for soft boiled eggs and a larger cube for hard boiled eggs, still other sizes for coffee percolators, chafing dishes, etc.

The Drug Market.

Oil Wormwood—Has declined.
 Russian Cantharides—Are higher.
 Ergot—Has advanced.
 Manna, small flakes—Has advanced.
 Prickly Ash Bark and Berries—Are higher.
 Oils Bay and Bergamot—Have advanced.
 Sugar Milk—Has advanced.
 Goldenseal Root—Has advanced.
 Lavant Wormseed—Is higher.

Fly Pencils.

Eucalyptol 4 parts
 Oil of anise 1 part
 Liquid paraffin 45 parts
 Paraffin 50 parts
 Melt the paraffin, add the other ingredients and pour into suitable molds. Apply to the parts of the body to be protected.

Indigestion Powder.

Bismuth, carb. 1 oz.
 Sodii bicarb. 3 ozs.
 Ol. menth. pip. 30 min.
 Misc. Half a teaspoonful in half a wineglassful of water just after meals.

WHOLESALE DRUG PRICE CURRENT

Table listing various pharmaceuticals and their prices. Includes sections for Acidum, Ammonia, Aniline, Baocae, Balsamum, Cortex, Extractum, Flora, Folia, Gummi, Herba, Magnesia, and Oleum.

Table listing various pharmaceuticals and their prices. Includes sections for Lupulin, Macis, Magnesia Sulph., Mannia S. F., Menthol, Morphia, Myristica, Nux Vomica, Os Sepia, Pepsin Saac, P D Co., Pcis Liq, Pil Hydrarg, Pix Burgum, Plumbi Acet, Pulvis Ip'ent Opil, Pyrethrum, Quassia, Quina, Rubia Tinctorum, Saccharum La's, Salacin, Sanguis Draac's, Sapo, Seidiltz Mixture, Sinapis, Sinapis opt, Snuff, Soda, Sps, Sps. Myrcia, Sps. Vini Rect, Sps. VI' R't 10 gl, Sps. VI' R't 5 gl, Strychnia Crys'l, Sulphur, Sulpur Subl, Tamarinds, Terebenth Venice, Thebrromlae.



Our New Home
Corner Oakes and Commerce
Only 300 feet from Union Depot

Our Holiday Samples are now on display in our new building. The most complete line ever shown by us. Please make us an early date and get the first selection and best service.

Hazeltine & Perkins Drug Co. Grand Rapids, Mich.

They Will EAT More and BUY More Groceries



If you sell them LOWNEY'S COCOA

Instead of Coffee and Tea

You may make more at first on tea and coffee, but you want your customers to have good appetites. The answer is Lowney's Cocoa. It is appetizing, wholesome and strengthening. Your Lowney's Cocoa customers will be your best customers.

IT'S UP TO YOU



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

Drugs Cheese Brooms

DECLINED

Provisions Apples

Index to Markets By Columns

Table listing various grocery items and their prices, organized by column (A, B, C, D, E, F, G, H, I, J, K, L, M, N, O, P, Q, R, S, T, U, V, W, X, Y, Z).

Table listing prices for Arctic Ammonia, Axle Grease, Baked Beans, Bath Brick, Bluing, Brooms, Butter Color, Canned Goods, Cereals, Cheese, Chewing Gum, Chocolate, Cider, Sweet, Clothes Lines, Coconut, Coffee, Confections, Crackers, Cream Tartar, Dried Fruits, Farinaceous Goods, Fishing Tackle, Flour, Fresh Fish, Fruit Jars, Gelatine, Grain Bags, Grains, Herbs, Hides and Pelts, Horse Radish, Jelly, Jelly Glasses, Maple, Mince Meats, Molasses, Mustard, Nuts, Olives, Pipes, Pickles, Playing Cards, Potash, Provisions, Rice, Salad Dressing, Saleratus, Sal Soda, Salt, Salt Fish, Seeds, Shoe Blacking, Snuff, Soap, Soda, Spices, Starch, Syrups, Table Sauces, Tea, Tobacco, Twine, Vinegar, Wicking, Woodenware, Wrapping Paper, Yeast Cake.

Table listing prices for Oysters, Plums, Pears in Syrup, Marrowfat, Early June, Early June sifted, Pie, Grated, Sliced, Fair, Good, Fancy, Gallon, Standard, Raspberries, Salmon, Warrens, Red Alaska, Pink Alaska, Sardines, Domestic, French, Dunbar, Fair, Good, Fancy, Standard, Strawberry, Tomatoes, Carbon Oils, Perfection, D. S. Gasoline, Gas Machine, Deodor'd Nap'a, Cylinder, Engine, Black, winter, Catsup, Columbia, Snider's, Sinder's, Cereals, Breakfast Foods, Bear Food Pettijohns, Cream of Wheat, Egg-O-Se, Post Toasties, Post Toasties T No. 2, Post Toasties T No. 3, Apetiao Biscuit, Grape Nuts, Malta Vita, Mapl-Flake, Pillsbury's Vitos, Ralston Health Food, Saxon Wheat Food, Shred Wheat Biscuit, Kellogg's Toasted Corn Flakes, Vigor, Voigt Corn Flakes, Washington Crisps, Rolled Oats, Rolled Avena, Steel Cut, Monarch, Monarch, Quaker, Quaker Family, Cracked Wheat, Cheese, Acme, Bloomingdale, Carson City, Hopkins, Riversdale, Warner, Leiden, Limburger, Pineapple, Sap Sago, Swiss, domestic.

Table listing prices for Chewing Gum, Adams Pepsin, American Flag Spruce, Heaman's Pepsin, Best Pepsin, Best Pepsin, 5 boxes, Black Jack, Largest Gum (white), O. K. Pepsin, Red Robin, Sen Sen, Sen Sen Breath Perf., Spearmint, Spearmint, jars 5 bxs, Yucatan, Zeno, Chicory, Bulk, Red, Eagle, Franck's, Schener's, Red Standards, White, Chocolate, Walter Baker & Co's, German's Sweet, Premium, Caracas, Walter M. Lowney Co., Premium, Cider, Sweet, "Morgan's", Regular barrel 50 gal, Trade barrel, 28 gals, Trade barrel, 14 gal, Boiled, per gal., Hard, per gal., Clothes Lines, No. 40 Twisted Cotton, No. 50 Twisted Cotton, No. 60 Twisted Cotton, No. 80 Twisted Cotton, No. 50 Braided Cotton, No. 60 Braided Cotton, No. 80 Braided Cotton, No. 50 Sash Cord, No. 60 Sash Cord, No. 60 Jute, No. 72 Jute, No. 80 Sisal, Galvanized Wire, No. 20, each 100ft. long, No. 13, each 100ft. long, Cocoa, Baker's, Cleveland, Colonial, Colonial, Epps, Huyler, Lowney, Lowney, Lowney, Van Houten, Van Houten, Van Houten, Van Houten, Webb, Wilber, Wilber, Cocoanut, Dunham's, 1/2s, 5lb. case, 1/2s, 5lb. case, 1/2s, 15lb. case, 1/2s, 15lb. case, 1s, 15lb. case, 1/2s & 1/2s, 15lb. case, Scalloped Gems, 1/2s & 1/2s, pails, Bulk, barrels, Coffees, Roasted, Common, Rio, Fair, Choice, Fancy, Peaberry, Santos, Common, Choice, Fancy, Peaberry, Maracajib, Fair, Choice, Mexican, Fair, Fancy, Guatemala, Fair, Fancy, Java, Private Growth, Mandling, Aukula, Mocha, Short Bean, Long Bean, H. L. O. G., Bogota, Fair, Choice, Exchange Market, Steady Spot Market, Strong Package, New York Basis, Arbuckle, Lion, McLaughlin's XXXX, McLaughlin's XXXX sold to retailers only, Mail all orders direct to W. F. McLaughlin & Co., Chicago, Extract, Holland, 1/2 gro boxes, Felix, 1/2 gro, Hummel's foil, 1/2 gro, Hummel's tin, 1/2 gro.

Table listing prices for Confections, Stick Candy, Standard, Standard H H, Standard Twista, Jumbo, 32 lb., Extra H H, Boston Cream, Big stick, 30 lb. case, Mixed Candy, Grocers, Competition, Special, Conserve, Royal, Ribbon, Broken, Cut Loaf, Leader, Kindergarten, French Cream, Star, Hand Made Cream, Premio Cream mixed, Paris Cream Bon Bons, Fancy-In Pails, Gypsy Hearts, Coco Bon Bons, Fudge Squares, Peanut Squares, Sugared Peanuts, Salted Peanuts, Starlight Kisses, Lozenges, plain, Champion Chocolate, Eclipse Chocolates, Eureka Chocolates, Quintette Chocolates, Champion Gum Drops, Moss Drops, Lemon Sours, Imperials, Ital. Cream Bon Bons, Golden Waffles, Red Rose Gum Drops, Auto Kisses, Coffy Toffy, Fancy-In 5lb. Boxes, Old Fashioned Molasses Kisses, Orange Jellies, Lemon Sours, Old Fashioned Hor.-hold drops, Peppermint Drops, Champion Choc. Drops, H. M. Choc. Drops, H. M. Choc. Lt. and Dark, No. 12, Bitter Sweets, as'd, Brilliant Gums, Crya, A. A. Licorice Drops, Lozenges, printed, Lozenges, plain, Imperials, Mottos, Cream Bar, G. M. Peanut Bar, Hand Made Crms, Cream Wafers, String Rock, Wintergreen Berries, Pop Corn, Cracker Jack, Giggles, 5c pkg., Fan Corn, 50's, Azulkit 100s, Oh My 100s, Cough Drops, Putnam Mental, Smith Bros., Nuts-Whole, Almonds, Tarragona, Almonds, Drake, Almonds, California, soft shell, Brazils, Filberts, Cal. No. 1, Walnuts, soft shell, Walnuts, Marbot, Table nuts, fancy, Pecans, medium, Pecans, ex. large, Pecans, Jumbos, Hickory Nuts, per bu, Chico, new, Cocoanuts, Chestnuts, New York State, per bu., Shelled, Spanish Peanuts, Pecan Halves, Walnut Halves, Filbert Meats, Alcant Almonds, Jordan Almonds, Peanuts, Fancy H P Suns, Roasted, Choice, raw, H. P. Jun-bo, Crackers, National Biscuit Company, Brand, Butter, N. B. C. Sq. bbl. 6 bx, Seymour, Rd. bbl. 6 bx, Soda, N. B. C. boxes, Premium, Select, Saratoga Flakes, Zephyrette, Oyster, N. B. C. Rd. boxes, Gem, boxes, Shell.

Table listing prices for Sweet Goods, Animals, Atlantic, Atlantic, Assorted, Avena Fruit Cakes, Beauty Bar, Bonnie Doon Cookies, Bonnie Lassies, Brittle, Brittle Fingers, Bumble Bee, Cadets, Cartwheels Assorted, Chocolate Drops, Chocolate Dtp Centers, Choc. Honey Fingers, Circle Honey Cookies, Cracknels, Coconut Taffy Bar, Coconut Drops, Coconut Macaroons, Coconut Hon. Fingers, Coconut Hon. Jumb's, Coffee Cakes, Coffee Cakes, Iced, Crumpets, Dinner Biscuit, Dixie Sugar Cookies, Domestic Cakes, Eventide Fingers, Family Cookies, Fig Cake Assorted, Fig Newtons, Floral Cakes, Fluted Coconut Bar, Frosted Creams, Frosted Ginger Cookie, Fruit Lunch Iced, Gala Sugar Cakes, Ginger Gems, Ginger Gems, iced, Graham Crackers, Ginger Snaps Family, Ginger Snaps N. B. C. Round, Ginger Snaps N. B. C. Square, Hippodrome Bar, Honey Cake, N. B. C., Honey Fingers As. Ice, Honey Jumbles, Iced, Honey Jumbles, plain, Honey Flake, Household Cookies, Household Cookies, Iced, Imperial, Jonia, Jubilee Mixed, Cream Kips, Lemon Gems, Lemon Biscuit Square, Lemon Wafer, Lemona, Mary Ann, Marshmallow Coffee, Cake, Marshmallow Walnuts, Medley Pretzels, Molasses Cakes, Molasses Cakes, Iced, Molasses Fruit Cookies, Iced, Molasses Sandwich, Mottled Square, Oatmeal Crackers, Orange Gems, Penny Assorted, Peanut Gems, Pretzels, Hand Md., Pretzelletes, Hand Md., Pretzelletes, Mac. Md., Raisin Cookies, Revere, Assorted, Rittenhouse Fruit Biscuit, Royal Lunch, Royal Toast, Rube, Scalloped Gems, Spiced Currant Cakes, Spiced Ginger Cakes, Spiced Ginger Cks Iced, Sugar Fingers, Sugar Cakes, Sugar Crimp, Sugar Squares, large, or small, Sultana Fruit Biscuit, Sunnyside Jumbles, Superba, Sponge Lady Fingers, Triumph Cakes, Vanilla Wafers, Wafer Jumbles cans, Waverly, In-er Seal Goods, Albert Biscuit, Animals, Arrowroot Biscuit, Baronet Biscuit, Bremmer's Butter, Wafers, Cameo Biscuit, Cheese Sandwich, Chocolate Wafers, Coconut Dainties, Dinner Biscuits, Fig Newton, Five o'clock Tea, Frotana, Ginger Snaps, N. B. C. 100, Graham Crackers, Red Label, Lemon Snaps, Marshmallow Dainties, Oatmeal Crackers, Old Time Sugar Cook, Oval Salt Biscuit, Oysterettes, Pretzelletes, Hd. Md., Royal Toast, Saltine Biscuit, Saratoga Flakes, Shell Oyster, Social Tea Biscuit.

Table with 1 column listing various food items and their prices. Includes items like Soda Crackers, Nabsico, Champagne, Sorbetto, and various flour and grain products.

Table with 1 column listing various food items and their prices. Includes items like Jaxon Terp. Lemon, Terpeness Extract, Jannings (D. C. Brand), and various flours.

Table with 1 column listing various food items and their prices. Includes items like O P Laxo-Cake-Meal, Cottonseed Meal, Gluten Feed, and various oils and fats.


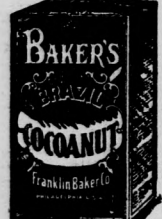

Table with 1 column listing various food items and their prices. Includes items like 5 lb. pails, Hams, Carlots, and various meats.




Table with 1 column listing various food items and their prices. Includes items like Hemp, Russian, Mixed Bird, Mustard, and various oils.

Table with 1 column listing various food items and their prices. Includes items like Sweet Mist, Sweet Burley, Tiger, and various specialties.

Special Price Current

- 12**
- No. 1 complete 40
 - No. 2 complete 28
 - Case No. 2 fillers, 15 sets 1 35
 - Case, medium, 12 sets 1 15
 - Faucets
 - Cork, lined, 8 in. 70
 - Cork, lined, 9 in. 80
 - Cork lined, 10 in. 90
 - Mop Sticks
 - Trojan spring 90
 - Eclipse patent spring 85
 - No. 1 common 80
 - No. 2 pat. brush holder 85
 - Ideal No. 7 85
 - 12lb. cotton mop heads 1 45
 - Pails
 - 2-hoop Standard 2 00
 - 3-hoop Standard 2 25
 - 2-wire Cable 2 10
 - Cedar all red brass 1 25
 - 3-wire Cable 2 30
 - Paper Eureka 2 25
 - Fibre 2 70
 - 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. Standard, No. 3 5 50
 - 20-in. Cable, No. 1 7 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
 - 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 00
 - Window Cleaners
 - 12 in. 1 65
 - 14 in. 1 80
 - 16 in. 2 30
 - Wood Bowls
 - 12 in. Butter 1 60
 - 15 in. Butter 2 25
 - 17 in. Butter 4 15
 - 19 in. Butter 6 10
 - Assorted, 13-15-17 3 90
 - Assorted, 15-17-19 4 25

- 13**
- CIGARS
Johnson Cigar Co.'s Brand
- 
- S. C. W., 1,000 lots 31
El Portana 33
Evening Press 32
Exemplar 32
Worden Grocer Co. Brand
Ben Hur
Perfection 35
Perfection Extras 35
Londres 65
Londres Grand 35
Standard 35
Puritanos 35
Panatellas, Finas 35
Panatellas, Bock 35
Jockey Club 35
- COCOANUT
Baker's Brazil Shredded
- 
- 10 5c pkgs., per case 2 60
36 10c pkgs., per case 2 60
18 10c and 36 5c pkgs., per case 2 60
- COFFEE
Roasted
Dwinell-Wright Co.'s B'ds
- 
- White House, 1lb.
White House, 2lb.
Excelsior, Blend, 1lb.
Excelsior, Blend, 2lb.
Tip Top, Blend, 1lb.
Royal Blend
Royal High Grade
Superior Blend
Boston Combination
Distributed by Judson Grocer Co., Grand Rapids;
Lee & Cady, Detroit;
Symons Bros. & Co., Saginaw;
Brown, Davis & Warner, Jackson;
Godsmark, Durand & Co., Battle Creek;
Fielbach Co., Toledo.

- 14**
- stock by the Tradesman Company. Thirty-five sizes and styles on hand at all times—twice as many safes as are carried by any other house in the State. If you are unable to visit Grand Rapids and inspect the line personally, write for quotations.
- SOAP
Beaver Soap Co.'s Brand
- 
- 100 cakes, large size. 6 50
50 cakes, large size. 3 25
100 cakes, small size. 3 85
50 cakes, small size. 1 95
- Gowans & Sons Brand.
- 
- Single boxes 3 00
Five box lots 2 95
Ten box lots 2 90
Twenty-five box lots .. 2 85
- J. S. Kirk & Co.
American Family 4 00
Dusky Diamond 50 8 oz 2 80
Dusky D'nd 100 6 oz 3 80
Jap Rose, 50 bars 3 60
Savon Imperial 3 00
White Russian 3 60
Dome, oval bars 3 00
Satinet, oval 2 70
Snowberry, 100 cakes 4 00
- Lautz Bros. & Co.
Acme, 30 bars, 75 lbs. 4 00
Acme, 25 bars, 75 lbs. 3 80
Acme, 25 bars, 70 lbs. 3 80
Acme, 100 cakes 2 25
Big Master, 72 blocks 2 85
German Mottled 3 50
German Mottled, 6 oxs 3 45
German Mottled, 10 bx 3 40
German Mottled, 25 bx 3 35
Marseilles, 100 cakes .. 6 00
Marseilles, 100 cks 5c 4 00
Marseilles, 100 ck toll 4 00
Marseilles, 1/2bx toilet 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, 30 10c 2 40
Gold Dust, 24 large 4 50
Gold Dust, 100-5c 4 00
Kirkoline, 24 4lb. 3 80
Pearline 3 75
Soapine 3 10
Babbitt's 1776 3 75
Roseine 3 50
Armour's 3 70
Wisdom 3 30
- Soap Compounds
Johnson's Fine 5 10
Johnson's XXX 4 25
Nine O'clock 3 30
Rub-No-More 3 85
- Scouring
Enoch Morgan's Sons
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

- WRAPPING PAPER
Common Straw 2
Fibre Manila, white 3
Fibre, Manila, colored 4
No. 1 Manila 4
Cream Manila 3
Butchers' Manila 2 1/2
Wax Butter, short c't 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. .. 58
- AXLE GREASE
Mica, tin boxes .. 75 9 00
Paragon 55 6 00
- BAKING POWDER
Royal
10c size 90
1/4 lb. cans 1 35
6oz. cans 1 90
1/2 lb. cans 2 50
3/4 lb. cans 3 75
1lb. cans 4 80
3lb. cans 13 00
5lb. cans 21 50
- SAFES
Full line of fire and burglar proof safes kept in

Michigan Ohio and Indiana Merchants

have money to pay for what they want.

They have customers with as great a purchasing power per capita as any other state.

Are you getting all the business you want?

The Tradesman can "put you next" to more possible buyers than any other medium published.

The dealers of Michigan, Indiana and Ohio

Have the Money

and they are willing to spend it.

If you want it, put your advertisement in the Tradesman and tell your story.

If it is a good one and your goods have merit, our subscribers are ready to buy.

We cannot sell your goods, but we can introduce you to our people, then it is up to you.

We can help you.

Use the Tradesman, and use it right, and you can't fall down on results.

Give us a chance.

The Tradesman
Grand Rapids

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.

Are you looking for a location in prosperous Wisconsin and Minnesota? If so, write Arch. E. Ray, Madison, Wisconsin, for real estate and commercial opportunities. 707

For Rent—Single store on main street of Big Rapids, after January 1st. Best location in the city. Enquire of H. Leonard & Sons, Grand Rapids. 715

Drug and grocery stock for sale. Full prices. Finest location. Very little cash required. Address Dr. Pierce, Beaverton, Mich. 713

I plan complete mail order campaigns. Write result-producing copy for form letters, circulars, booklets and catalogues. Years of experience. Prices and references upon request. D. M. Blish, Effingham, Ill. 712

Good Missouri Land! One farm 200 acres small improvements, one mile to small town. One 321 partly improved, good climate, mild short winters, open range for stock, offered away below value for quick sale. \$9 and \$12 per acre. Address Box 161, Webb City, Mo. 711

For Sale—Stock dry goods and ladies' furnishings, cloaks, suits, furs. Stock from \$8,000 to \$9,000. No old stock. Business only one year old, good trade, good profits. Yearly sales \$40,000. Private reasons for selling. Good brick store, well located in good live town of 4,000 in Central Michigan. A good proposition for a live man with a few thousand in ready cash. Prompt attention necessary if interested. Address No. 710, care Tradesman. 710

For Sale—First-class merchandise proposition in city of fifteen thousand. Old established business. Owner wishes to retire. Address No. 709, care Tradesman. 709

Wanted—Good up-to-date stock of groceries or general merchandise. C. H. Smith, Libertyville, Ill. 708

I have the exclusive sale of a first-class grocery business, located here in Grand Rapids in one of the best paying parts of the city. Rent only \$40 a month. Doing a business of over \$70,000 a year. Stock and fixtures will inventory \$15,000. Will sell at par. This business will bear closest investigation. Has never been offered for sale. Reason for selling, wish to retire. Harry Thomasma, Agent, 433-438 Houseman Bldg., Grand Rapids, Mich. 706

Saw Mill—Bay City on Tillamook Bay, Oregon. Deep water shipping point. Railroad just completed. Terminus Hill's electric road 77 miles from Portland. Experienced man with \$5,000 to \$10,000 can handle proposition and make money. Local demand increasing. For particulars write Bay City Land Co., 701 Spalding Bldg., Portland, Oregon. 704

Blacksmith and wagon shop for sale or rent, rich agricultural region. Population mostly German. Only one other wagon shop in town of seven thousand. A. P. Boock, New Ulm, Minn. 703

For Sale—Good dry goods and shoe business, in best location in town of 950. The best store in town. All new goods and fixtures. Winter goods all in, ready for business. Private reason for selling. Robert Adamson, Colon, Mich. 702

Kodak films developed, 10c per roll, any size. Prompt attention given mail orders. Prints 2 1/4 x 3 1/4 to 3 1/4 x 4 1/4, 3c; 4x5 to 3 1/4 x 5 1/2, 4c. J. M. Manning, 1062 Third Ave., New York City. 701

For Sale—One-half interest in best grocery in Michigan, located in town 5,000 population. Address No. 699, care Tradesman. 699

For Sale—At once at a bargain, small hardware and grocery stock in new farming country, doing good business. Sickness in family reason for selling. Write for particulars No. 694, care Tradesman. 694

For Sale Cheap—Solid plate glass silent salesman showcases electric lighted, sectional shelving, etc. All invoice December, 1910, Grand Rapids Show Case Co., at \$1,600. Will sell for \$1,000, six months time. Lock Box 573, Shelby, Michigan. 688

Cheap for cash and good notes, or will take part in improved real estate free and clear at dollar for dollar, new stock dry goods and fixtures, good business, all bought since fall and winter 1910, in heart of fruit belt. Lock Box 573, Shelby, Mich. 685

For Sale—Only studio in good town; reasonable. Write quick. H., Box 54, Clay City, Indiana. 684

Diamonds at great bargains, \$45 per carat and up; mounted rings and other diamond jewelry bought from private people, sold at half the regular price. Sent on memo, bill to rated dealers. Sold for cash only. Dan I. Murray, Broker, 3 Maiden Lane, New York. 683

For Sale—My bazaar stock, invoices about \$1,200. Reason for selling, sickness and other business. Address O. A. Wood, Alma, Mich. 680

For Sale—Grocery and bakery, doing good business, equipped with first-class fixtures in town 5,000 population. Plenty manufacturing. Largest potato market in Michigan. Best of reasons for selling. Address No. 692, care Tradesman. 692

To Exchange—For shoes and men's furnishings, equity in 160 acres solid heavy timber, near railroad in Wisconsin. Growing in value every year. Address No. 674, care Tradesman. 674

For Sale—Best paying general store in the State. Did business last year of \$65,000. Located in good farming community, brick store building, good clean stock. Double your money in three years. Will accept \$6,000 to \$8,000 down, balance at six per cent interest. Don't miss this chance if you want to go into business or change location. Bishop Bros., Millington, Michigan. 689

Merchandise sale conductors. A. E. Greene Co., 414 Moffat Bldg., Detroit. Advertising furnished free. Write for date, terms, etc. 649

For Sale—Buy at your own price, one National Cash register, 6 drawer floor oak cabinet to highest bidder. Mail your offer. Cost \$550. Good as new. Burns & Kibler, Persia, Ia. 673

For Sale—Tea and coffee business; full line of premiums; established routes, electric mill, horse and wagon, fixtures, etc. A good proposition for the right party. Must leave city on account of sickness. Address V. Hobart, 710 21st Ave., S., Minneapolis. 670

J. L. McKennan, Omaha's noted merchandise auctioneer, is now selling fifteen thousand dollar general stock for L. E. Holmes, Afton, Iowa. Write for my book of reference. Home address Lock Box 478, Omaha, Neb. 679

If you want to buy a store for cash or for part cash and part real estate, we can show you some bargains. Interstate Land Agency, Decatur, Ill. 665

Will sell our stock of dry goods, carpets and rugs with small stock groceries. The main dry goods stock and located in brick store, best corner in town. Reason for selling, poor health. Write or phone C. G. Morris & Son, Athens, Mich. 664

Wanted—To buy, for cash, stock of shoes, clothing or dry goods. Address R. W. Johnson, Pana, Ill. 659

FOR SALE—UP-TO-DATE GENERAL MERCHANDISE STOCK, LESS THAN TWO YEARS OLD. GOOD LOCATION, GOOD BUSINESS. DOING OVER \$40,000 BUSINESS ANNUALLY. INVOICES ABOUT \$12,000. SATISFACTORY REASON FOR SELLING. ADDRESS NO. 654, CARE TRADESMAN. 654

For Sale—Clean stock of general merchandise, including buildings in country town in the Thumb of Michigan. Inventories \$3,000. Reason for selling, failing health. Can reduce stock. Address Lock Box 107, Colling, Michigan. 646

For Sale—A first-class stock of groceries in best county seat town in Kansas. Will invoice 7 to 8 thousand. Sales last year over 80 thousand. Will reduce stock to suit purchaser. Business established over 40 years. Reason for selling, other business. Address A. B. C., care Michigan Tradesman. 638

Safes Opened—W. L. Slocum, safe expert and locksmith. 62 Ottawa street, Grand Rapids, Mich. 104

Grocery stock for sale, located in city of 12,000, store building can be rented or will sell the property. Address No. 555, care Tradesman. 555

For Sale—Good clean stock hardware in Central Michigan, town of 600 population. Address Hardware, care Michigan Tradesman. 645

Do you want to purchase any line of high class business in the West? If so, Write us. Members Portland Realty Board. Address Portland Investment & Realty Co., Yeon Bldg., Portland, Oregon. 639

Write us for plans and prices on a rousing ten-days' sale. Address Western Sales Company, Homer, La. 411

Will pay cash for stock of shoes and rubbers. Address M. J. O., care Tradesman. 221

Cash for your business or real estate. I bring buyer and seller together. No matter where located if you want to buy, sell or exchange any kind of business or property anywhere at any price, address Frank P. Cleveland, Real Estate Expert, 1261 Adams Express Building, Chicago, Illinois. 984

I pay cash for stocks or part stocks of merchandise. Must be cheap. H. Kauffer, Milwaukee, Wis. 92

If you want to trade your store or city property for farm land, write us, stating what you have; it's fair value and where you want your land. We can get you a trade. Interstate Land Agency, Decatur, Ill. 550

HELP WANTED.

Wanted—Assistant manager large general store, must be first-class salesman and well posted in dry goods and shoes. Give reference. Box 129, St. Charles, Mich. 696

Wanted—Experienced salesmen, calling on the dry goods and department trade to carry Komforter Kotton as a sideline on a 10% commission. Address P. G. Mayhew Company, Holland, Mich. 662

Partner Wanted—Refined lady with some cash; a splendid opportunity. C. H. Manigold, Carlshend, Mich. 671

Wanted—Clerk for general store. Must be sober and industrious and have some previous experience. References required. Address Store, care Tradesman. 242

Local Representative Wanted—Splendid income assured right man to act as our representative after learning our business thoroughly by mail. Former experience unnecessary. All we require is honesty, ability, ambition and willingness to learn a lucrative business. No soliciting or traveling. This is an exceptional opportunity for a man in your section to get into a big paying business without capital and become independent for life. Write at once for particulars. Address E. R. Marden, Pres. The National Co-operative Real Estate Company, L 377 Marden Bldg., Washington, D. C. 443

SITUATIONS WANTED.

Competent shoe man, 13 years' experience, 10 years successful manager and buyer, desired similar position. Am 35 years old, now employed but desire change. Address No. 700, care Michigan Tradesman. 700

Wanted—A position in general store by a young man of 7 years' experience. Can furnish best of references. Address Box 455, Shelby, Mich. 714

Want ads. continued on next page.

Here is a Pointer

Your advertisement, if placed on this page, would be seen and read by eight thousand of the most progressive merchants in Michigan, Ohio and Indiana. We have testimonial letters from thousands of people who have bought, sold or exchanged properties as the direct result of advertising in this paper.

Michigan Tradesman

Turpentine Plant To Leave Gaylord.

Luther, Oct. 10—Dr. Albright, Dr. Baker and W. W. Campbell, of Toledo, managers of the Crown Chemical Co., of Gaylord, are in town prospecting with the view of moving their plant to this place. They found the conditions very favorable for the change. We have 20,000 acres stumpage, a good site and abundant water privileges. They met a number of our business men and citizens and submitted a proposition to move their six retort plant here and increase the capacity to a twelve retort plant and add other equipment, if Luther people take stock in the enterprise, so as to assure local interest and support. They offer guarantees and securities to safeguard the stockholders and the operation of the plant. Their proposals were favorably received and a committee consisting of Wm. Reed, E. E. Crandall, F. G. Swanson, Chas. Schall and Norman Buckner were appointed to consider the matter, solicit stock and conduct further negotiations.

The propositions heretofore have come from promoters who had no direct or tangible interest in the business, and who were dependent upon the organizing of a company, buying equipment, etc., for the carrying out of their plans. They have pointed to the plant at Gaylord as evidence of the feasibility and success of such a business. These men own their plant, have experience in operating it and have an established business, and are thus in position to offer something tangible and substantial.

Manufacturing Matters.

St. Joseph—The Boss Machine Co. has been incorporated with an authorized capital stock of \$1,000, all of which has been subscribed and paid in in cash.

Royal Oak—The Royal Sheet Metal & Heating Co. has been incorporated with an authorized capitalization of \$4,000, of which \$2,000 has been subscribed and \$1,000 paid in in cash.

Sparta—The Sparta Milling Co. has merged its business into a stock company under the same style, with an authorized capital stock of \$30,000, all of which has been subscribed and paid in in property.

Lakeland—The Lakeland Motor Works has engaged in business with an authorized capital stock of \$10,000, of which \$5,000 has been subscribed, \$1,050 being paid in in cash and \$3,950 in property.

Buchanan—A new company has been organized under the style of the Simplex Ladder Co., with an authorized capital stock of \$6,000, all of which has been subscribed, \$1,850 being paid in in cash and \$1,150 in property.

Detroit—The K. & H. Lamp Co. has engaged in business to manufacture and sell motor lamps, with an authorized capital stock of \$12,000, all of which has been subscribed, \$4,000 being paid in in cash and \$7,000 in property.

Nahma—The Bay De Noquet Co., manufacturer of lumber, has merged its business into a stock company under the style of the Bay De Noquet Co., with an authorized capitalization

of \$100,000, all of which has been subscribed and paid in in property.

Jackson—A new company has been organized under the style of M. H. Spreen & Co. to manufacture and sell insect destroyer and disinfectant "Fuz," with an authorized capital stock of \$20,000, of which \$10,500 has been subscribed and \$2,100 paid in in property.

Cheboygan—A factory is being erected south of the pea canning factory on the railroad spur, where cider and vinegar will be manufactured. The factory is to be 30x60 and will have a capacity of 100 barrels. The stockholders are A. Parks, A. M. Gerow, A. W. Ramay, D. P. McMullen, George Annand and F. B. Spencer. They have sent their articles of incorporation to Lansing.

Battle Creek—The Kellogg Toasted Corn Flake Co. has installed machinery for making fiber cases for shipping food. Failing to secure the Corl piano factory for this purpose, and with the machinery on the ground, the food company utilized the second floor of the new building and will be able to turn out 1,000 complete containers every hour. It requires but three men to operate the machinery, which works automatically and is a marvelous mechanism, the only convenience of its kind in the city. The basement of the new building contains a machine shop and the second floor is devoted to the fiber case manufactory, thus adding another to the Kellogg Corn Flake Co.'s vast utilities.

The Boys Behind the Counter.

Petoskey—Frank Ely, who for four years has been employed at the Henderson grocery store, has resigned his position there and accepted a similar one with the Chattaway Co.

Big Rapids—Raymond LaJaneuse, of Detroit, has accepted a position as pharmacist at Roussin's Drug store.

Petoskey—Ray France, who for over a year has been connected with the S. Rosenthal & Sons' department store, in the men's furnishing goods department, has resigned his position and taken one in Jespersen's ice cream parlors. His place at the Rosenthal store has been taken by Edward Gross, of New York City.

Petoskey—George Kleber, for four years connected with the Eckel drug store, left Saturday for Big Rapids, where he will enter Ferris Institute for a course in pharmacy.

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

Buffalo, Oct. 11—Creamery, 26@31c dairy, 20@22c; poor, all kinds, 15@20c.

Eggs — Fancy, fresh candled, 26@28c; choice, 24@25c; cold storage candled, 20@21c.

Live Poultry — Fowls, 11@12c; ducks, 13@15c; turkeys, 12@14c; springs, 11@13c.

Beans — Medium, \$2.50; marrow, \$2.60; pea, \$2.50; red kidney, \$3.25; white kidney, \$2.65.

Potatoes—New, 65@70c per bu.

Rea & Witzig.

Will Soon Begin Operations.

Owosso, Oct. 10—The stockholders of the Standard Flaked Food Co., have elected the following directors: H. P. Davies; Hrs. H. P. Davies; M. E. Galvin, of Detroit; Tod Kincaid; J. C. Shattuck; H. B. Sturtevant. All are of Owosso with one exception noted above.

The directors organized by electing the following officers:

President and Treasurer—H. P. Davies.

First Vice President—Mrs. H. P. Davies.

Second Vice President—Tod Kincaid.

Secretary—G. L. Gaylord.

The details of organization now being completed, the company is prepared to rush the erection of the new building. The directors are considering the plans and contract for the construction of the same.

The conservative personnel of the board of directors is a guarantee that the erection of the plant and conduct of the business will be along sound business lines.

Hardware Dealer Asks Help of the City.

Flint, Oct. 10—George W. Hubbard, in behalf of the hardware dealers who retail dynamite, has asked the Common Council for assistance in providing a place where dynamite could be stored and sold without danger to the public. He suggested the designation of some officer of the city to handle the dynamite and sell it to the public at stated times.

"The sexton of a cemetery would be a good man to handle it, because it would then be far enough away from the central portion of the city," he remarked.

"The dealers somewhat innocently have been violating the State law and they are somewhat embarrassed to know what action they should take to have the dynamite handled at a proper place. They would appreciate it very much if the Council would take some action to assist them to a solution of a rather knotty problem."

The matter was referred to the Ordinance Committee and City Attorney.

To Free Much Tea.

Washington, Oct. 10—To expedite the release of hundreds of thousands of pounds of tea held up on the Pacific coast and in Chicago, and to aid in settling the controversy that has raged over the government regulations against the importation of colored tea, the Treasury Department has issued instructions to its customs officers describing in detail the tests to which imported tea must be subjected.

Business has been poor on the Great Lakes this year. Seven big freight boats have been tied up all summer at Buffalo and not one of them has carried a single ton since spring. The boats are large and well built and will probably remain where they are until next spring. Many lake captains are said to be out of a job and the deckhands wan-

der around the decks waiting for something to turn up. No one seems to be able to account for the dull time on the lakes, but when thousands depend for their living on these great waters it means that there is hardship in many homes. Grain, coal and ore have been scarce commodities and unless there is a rush before the season ends thousands of dollars will be lost by people interested in freighting on the Great Lakes.

It is related that at the funeral of the late Myrtle Reed, the famous novelist, property to the value of about \$1,000 was stolen by those who came to attend the service. Spoons and books suffered most and bric-a-brac came next. It is represented that these things were taken to serve as souvenirs. It is stealing just as much to take a spoon or a book as a souvenir as it would be to take it to sell or for any other purpose. It is a lamentable fact of common knowledge that thefts of this sort are carried to a disgraceful extent on very many occasions where opportunity offers. Those guilty are people of presumably good standing in the community and who would be very angry if anybody characterized them as thieves, and yet when they take things which do not belong to them that is the designation they deserve.

More or less has been written recently upon the question of marked yardage for goods that have to be rolled, and the discussion is bringing out many interesting points, showing at the same time that retailers are awake to the matter of economy in business methods when applied to handling stocks. There is no doubt that the publicity being given the subject will bring about the desired reform in some manner, the manufacturers having already given evidence of a disposition to meet the views of retailers when the best plan for accomplishing the required result can be determined. There are two methods that have received consideration, that of marking the selvage, and placing tape within the goods rolled.

A good many people come into every store with a feeling that while they need goods they do not care whether they buy or not. A cheerful salesman will get these customers' money. A grouchy one will not.

If you have a clerk who is bigger than the job you have given him, see if you can not make his job bigger. It is either that or lose him as soon as he finds out what he can do.

One can tell that a horse is well bred simply by looking at him, but one can not be so sure about a man.

BUSINESS CHANCES.

Notice—Nearly new, Grand Rapids residence property to exchange for good general stock in country town of not less than 500 population. Address C. W. Long, 663 N. Coit Ave., Grand Rapids, Mich. 716

For Exchange—240 acre stock and grain farm. Very best of black soil. All good level land, good buildings, creek runs through the place. Will exchange for stock of merchandise or furniture. No real estate. Price \$30,000. B. A. Deffler, Elkhart, Indiana. 717



**WORDS OF
The Wise Merchants**

The Peril in "Free Deals"

**Lieut.-Gov. C. E. COON
Of Washington**

(In his annual address as President of the Washington State Retail Grocers' Association)

"Do you realize what a 'free deal' means? You get one case free in ten, we will say. To do this you invest in merchandise beyond your present needs and tie up capital which you could use to better profit in legitimate merchandising When you venture into 'free deals' you restrict your merchandising capacity by just the amount you thus tie up. Buy as you need and eschew all allurements to the 'free deal.' Retail grocers are distributors; not speculators. Speculative purchases are common enough—too common I believe—but I assert with confidence that they are not profitable one-half the time."

The *only* flaked food sold in America, at the same price all the time—never on a "deal"

basis—but to big and little grocers alike—in any and all quantities—is the original

Kellogg's



Don't Depend On a Dog

We know it is mighty hard work to convince the owner that his particular dog isn't the best all around store protector and the most voracious

Burglar Eater

on earth, but as a matter of fact thousands of stores have been robbed where nearly everything was taken except the dog—and they could probably have coaxed

him off if they'd had any use for him. Dogs are all right for pets, but when it comes to protection for money, books and papers they don't stack up with a

First Class Safe

We have the right kind, the kind you need. Write us today and let us quote you prices.

Grand Rapids Safe Co. Tradesman Building **Grand Rapids, Mich.**

Last Deal on Van Camp's Milk for the Year

THE cost of raw milk advances steadily from now until next spring. This advance is as sure as taxes. It can't be avoided so you will appreciate the importance of the proposition which follows:

We are going to give grocers one more chance to lay in a winter supply of Van Camp's Milk. This will positively be our last big deal of the Season. Order now, get your Van Camp's Milk delivered and billed in October and on every jobber's bill dated in October and sent to us, we will return the bill with the following cash rebate remittances:

\$ 1.00 cash rebate on each	5 cases
2.25 cash rebate on each	10 cases
6.25 cash rebate on each	25 cases
13.75 cash rebate on each	50 cases
30.00 cash rebate on each	100 cases

Good for October purchases only. Order from your jobber's salesman or send your order to your jobber by mail. This deal is open to all retailers through any jobber. Get your order in at once.

*Don't lose this opportunity
to make money*



THE VAN CAMP PACKING CO.
INDIANAPOLIS :: INDIANA