



To Late Holiday Buyers

There is still time to secure the market's choicest stock of Christmas wares.

Complete lines of the world's best holiday sellers are yet available, and our great warehouses contain unassailable proof of our ability to serve you.

We are National Headquarters for holiday goods, and we design to keep full stocks up to the last moment in order that our customers may be given the most perfect service.

Come to market.

Inspect our plainly-marked prices, our unequalled varieties, our 24 karat values, and convince yourself that the Butler Way is the Better Way.

If you haven't a copy of our catalogue handy write for F. F. 947.

BUTLER BROTHERS

Exclusive Wholesalers of General Merchandise

NEW YORK CHICAGO ST. LOUIS MINNEAPOLIS DALLAS

Sample Houses: Baltimore, Cincinnati, Kansas City, Milwaukee, Omaha, San Francisco, Seattle



Klingman's Sample Furniture Co.

The Largest Exclusive Retailers of
Furniture in America

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

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

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

Experience has taught thousands that there

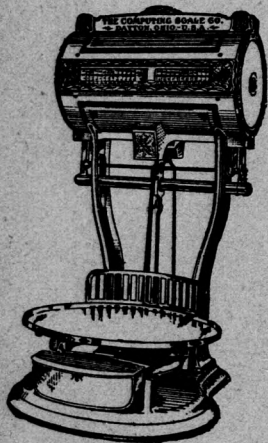
is no economy in cheap, inferior YEAST.

Use FLEISCHMANN'S — it is the

best—hence the cheapest

Give Us What is Lost

If it were possible to regain possession of wasted merchandise and recover the Mountain of Values annually lost through carelessness and inaccuracies, we would make this proposition to every merchant in the world:—"Give us what can be saved by changing the present day methods, and we'll equip every store on earth with the Moneyweight System, and have millions of dollars in gain after paying the cost of such an undertaking."



What you waste would make you rich if you would make up your mind to be the master of your store problems and change your methods from one of uncertainty to one of certainty. We have a system of

gaining full profits—and we teach this system which is used in connection with and built around our system of Computing Scales.

The Computing
Scale Co.
Dayton, Ohio

Moneyweight Scale Co.
58 N. State St.
MASONIC TEMPLE, CHICAGO
Grand Rapids Office, 74 So. Ionia St.
Detroit Sales Office, 148 Jefferson St.

Direct Sales
Offices in All
Prominent Cities

Please mention Michigan Tradesman when writing

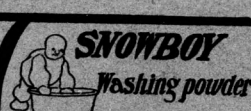
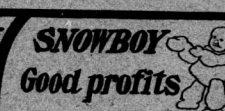
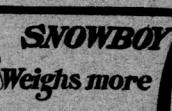


A coffee with a "Clean Score" and our
same old guarantee of absolute probity



Dwinell-Wright Co.

Principal Coffee Roasters
BOSTON—CHICAGO



We are telling YOUR customers about SNOW BOY
Washing Powder every day.

How much SNOW BOY have you in stock?

Lautz Bros. & Co.

Buffalo, N. Y.

Quick Profits



MICHIGAN TRADESMAN

Twenty-Ninth Year

GRAND RAPIDS, WEDNESDAY, NOVEMBER 22, 1911

Number 1470

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Is it fully borne home to you that, if you have perchance this morning done anything that shall have brought sadness to a single human being, the one to whom you are about to talk of the rain or the storm will know of it—his soul will have been warned even before his hand has thrown open the door? Though you assume the face of a saint, a hero or a martyr, the eye of the passing child will not greet you with the same unapproachable smile if there lurk within you an evil thought, an injustice or a brother's tears.

MAETERLINCK.

ANNEXATION OF CANADA.

About the most foolish proposition that it was possible to advance at the present time for the purpose of catching American votes was the advice of the Hon. Champ Clark relative to the annexation of Canada. During the recent campaign in the Dominion over the reciprocity agreement the blunder was made on the part of Mr. Clark and a few others of suggesting that the reciprocity movement was merely the entering wedge for annexation. Although the great majority of reputable American newspapers and public men repudiated any such idea, our Canadian neighbors were impressed and their feelings in the matter were eloquently expressed by the overshadowing majority with which they repudiated reciprocity and all those who favored it.

In the face of such a pronounced verdict of the people of Canada against annexation, for that is what the result of the election meant, it is sheer folly to publicly urge annexation. The only way in which this country can ever hope to annex Canada is by force of arms. It is against American principles to force our rule on those unwilling to accept it. The Canadians have made it overwhelmingly clear that they will have no political relations with us, and patriotic Americans will respect their independence and self-reliance. The great majority of Americans are opposed to the annexation of any more

territory, as our territorial limits are already large enough for all purposes and permit a practically unlimited expansion of population and industry. As the Canadians clearly desire to maintain their autonomy and their membership in the British empire, their wishes are entitled to be respected.

The decisive manner in which the Canadians repudiated reciprocity, which they erroneously imagine was but a cover for annexation, should be a lesson to those Americans who are constantly favoring expansion and the extension of our rule over neighboring countries. Our neighbors do not like us and that dislike is based largely on the fear they entertain that we have designs on their autonomy and independence. This dislike tells against us in our trade relations with these neighbors, hence it is highly important that the jingoes and imperialists should be rebuked and that our Northern as well as our Southern neighbors should be convinced that all we desire is their trade and that we have no intention of interfering in any way with their political methods or their autonomous existence.

A SQUARE DEAL.

When Mayor Gaynor, of New York, signed a new law a few days ago providing that women teachers should receive equal pay with men, he warned the women to "watch out." The significance of his advice is emphasized by the fact that in less than a week after, a resolution was introduced by the Board of Aldermen providing for the replacing of women teachers in the public schools with men.

No fair-minded person will deny the injustice of such a ruling, in the face of the fact that women are in many of the educational fields of acknowledged as superior. They have greater patience with the little ones and more tact, and in special departments have proved their greater worth. With a woman at the head of our National Educational Association, and placed there in accordance with the wishes of the greatest educators of both sexes, the board of education which would strive to bar a teacher from a position simply because of sex is evidently willing to place itself on record as much behind the times.

The woman who in shop, office or schoolroom does a man's work and does it in as efficient a manner is entitled to the same pay. She may have greater difficulties to encounter. If the distinction in regard to sex confronts her, this is in itself an obstacle. She has times without number proved her honor, her faithfulness, her

thoroughness. That in the heart of the metropolis of the nation such bans should now be placed upon her progress seems almost beyond comprehension.

Lucy Stone went "West" to Oberlin to get her education, taking deck passage across Lake Erie and sleeping among the baggage and horses. Women who go "West" now find the privileges widening. And the narrow minded board who would shut out women teachers because they must pay them as much as men may find that the best of these will seek fields where they are willingly granted a square deal.

THE FULL MEASURE.

Just now there is a vigorous campaign against the short measure, and those who strive to make this one of the profits of the barter run quite a risk of an unexpected notoriety, advertising which they will eventually be obliged to pay for even although it warns people from their doors. One can scarcely pick up a newspaper without seeing an account of some one who has thus been brought to justice.

The result is that every one is watchful. Housewives have organized clubs in which one of the prominent themes is the detection of such frauds. The man who buys his winter's supply of potatoes and finds by measurement later that they are several bushels short has the policeman ready to greet the vender on his next trip to town.

Barring the extra vigilance along these lines just now, the ethical nature of the question is as forceful as in the time of the giving of the Decalogue. The doing right is surely recognized—sooner, it may be, than you would think. Even the little child soon learns at which store he gets the most candy for a penny; and he is equally quick to discover that he had much rather trade with the head of the firm when in quest of sweets than with any of his clerks. The bit of pleasantries sure to follow may be an incentive, but the crowded candy bag is a still greater one.

Heaping the measure is one way to get the good will of your patrons and to keep it, while skimping is equally sure to bring you into disrepute. What if the profits are small? You will make enough more sales to more than balance the trifling liberality in measure, while the friendship thus made is sure to bring others to your door. Liberality creates confidence in you. The extra ounce looks larger to the buyer than any two which he paid for. The inclination to stop exactly in the last notch is often judged as showing a willingness to stop before you get to it.

NO STRIKES IN RUSSIA.

The Russian method of dealing with strikers is illustrated by a proclamation issued at New Chang, Manchuria. The Times' correspondent at Shanghai reports the proclamation as an instance of Russian aggression in Manchuria, and states that he has been most careful to verify the translation. The proclamation deals with a strike for higher wages among employes of the oil factories, under the leadership of a certain Wu Wantze: "Now, according to the laws of Imperial Russia the leaders of any movement—such as causing a general strike, a stoppage of labor, or closing the markets and shops—are sentenced to the same punishment as those guilty of rebellion, whilst their followers are also punished very severely. I, the Superintendent, therefore, have on the one hand given orders for the arrest and punishment of the said Wu Wantze, the leader of the said strike, and those with him, and now issue the present proclamation calling upon all employes of oil manufactories to resume work to-morrow morning at the latest. Should anyone disobey my commands he will be instantly arrested and most severely punished. He will then, finally, be banished from the precincts of this port and will not be allowed to linger a single moment in Yingkou. Let all, therefore, carefully obey this proclamation. Do not transgress!"

In New York an experiment is being made with the vacuum cleaner for the cleansing of paved streets and it is very successful. If the system can be used without large expense it will be a great improvement over present methods. There will be no dust and the streets will be cleaner than ever before. Flushing the pavements have a tendency to destroy them, but the experiment proves that the vacuum cleaner inflicts no injury. If New York finds this the best system of cleaning streets the plan will be adopted by every other city that wants clean streets.

A Massachusetts man is making money now because he used his brains last summer and looked into the future. When other farmers in his state were hurrying their strawberries along and rushing them to market all at the same time, he covered his beds with straw and held them back. He kept the straw over the vines until late in August. Now he is picking strawberries that sell for five cents a piece and his neighbors have none to sell. Perhaps next year they will all follow his example, and then the market will be flooded in October.

MAIL ORDER BUYING.

Interesting Extracts From Mail Order Catalogues.

Third Paper.

Written for the Tradesman.

In the first paper, published in the Tradesman Nov. 8, page 36, a part of a paragraph was accidentally omitted. See second column. The complete paragraph is as follows:

Any merchant could profitably employ a considerable time just in studying one of the large mail order catalogues. Constant appeal is made along the line of saving money. Over and over again the statement is made that goods would cost so much more of the local dealer. Time and again goods are described as "the best for the money to be obtained anywhere." "Buy of us and save 10 to 50 per cent. on every purchase," is another oft-repeated injunction.

For the benefit of those who are too busy to procure and study one of these catalogues we will now quote some very interesting statements, some of which will need no comment from us:

"The poorest place in the world to buy groceries or dry goods is the little country store, where the supply is renewed yearly, at the best. (The cracker barrel I sometimes thought lasted two years.)"

This statement does not originate with the mail order concern, but was written for them or to them by an Ohio woman and given prominent place in the catalogue. The country storekeeper who buys crackers in five or ten barrel lots to save a little freight and discount, and in consequence retails stale crackers, is furnishing mail order patrons with one excuse for sending away for goods. Few stores there be which can not or do not secure supplies of groceries once a week or oftener, and can order even a twenty pound box of crackers at a time if larger quantities last too long. Fresh crackers could be made a prominent attraction, the amount sold greatly increased and customers pleased instead of disappointed.

"All prices quoted by us are subject to market changes." If any mail order patron tries to beat down the local merchant with catalogue price quotations it will be quite convenient to come back at him with this fact if prices have changed considerably on the kind of goods in question.

"Remember that no matter where you buy goods you pay the freight anyway." "The freight rates on goods ordered from us will cost you exactly the same to your station as an equal quantity of the same goods will cost the retail dealer if shipped to him by his wholesaler or jobber.

They should have added "if the wholesaler is in Chicago." But they did not. If the wholesale house is in Detroit, Jackson, Saginaw or Grand Rapids, twenty-five to fifty miles distant from the retail dealer, and Chicago is from 100 to 250 miles, will the freight charges be the same? We all know the answer.

Again, the mail order patron pays the 100 pound rate on twenty, fifty, up to 100 pounds. It costs him at a certain point 37 cents freight on a harness, churn, washing machine or 100 pounds of sugar. A local merchant in the same locality pays 10 to 13 cents per 100 pounds on freight from Detroit or Jackson, and that amounts to 300 pounds. That is another side of the question which should be shown to the mail order patron.

"We treasure no ill will and have no quarrel with any retailer, jobber or manufacturer." Local merchants should profit by this example and bend all their energies toward the main purpose—getting and holding trade. It is a waste of time and energy to quarrel.

"This anti-catalogue campaign has had no injurious effect whatsoever. * * * It constantly attracts attention to us, our merchandise, our attractive prices and our fair methods of dealing with our customers. * * * These retailers banded together in their associations do not fight fairly. In fact, they resort to the most questionable methods in an effort to injure us and our business."

From the foregoing and much more of the same nature we learn that the catalogue houses are watching their opponents with intense interest. They are studying the other side of the game as well as their own. The local dealer has the same privilege.

"We have gone about our business quietly." Yes, this system has grown to immense proportions without waking many of the home merchants. But they are waking up now. They are not going to sit quietly by and let outsiders pick their trade to the bone. They have a right to organize and co-operate against competition. They are justified in pointing out everything that can be truthfully said against mail order buying and in favor of dealing at home. Neither side can make permanent gain by any unfair or untrue representations.

Every merchant should do his best for his customers without the latter having to argue for or demand just and equitable terms. If a merchant can not consistently meet catalogue house competition on every article needed by his patrons, then cheerfully and honestly concede the fact and let the customer buy such things where he can do best. Keep the good will and confidence of the people in your own locality. It will pay better than to dispute or quarrel.

Space will not permit quotations and comparisons of prices as we would like. However, put the following statements and a few prices from a mail order catalogue alongside the goods and prices in the home store and draw your own conclusions:

"The man who saves \$10 or \$15 on a sulky plow, \$25 to \$50 on a vehicle, \$10 to \$25 on a stove or range," etc., etc. "Our great business, which has taught the people how to make 50 or 60 or 75 cents buy as much

merchandise as they used to get for \$1."

Barrel churn, 15 gal., wt., 36 lbs.	\$ 3.33
American churn, 10 gal., wt., 43 lbs.	5.25
Union churn, 10 gal., wt., 37 lbs.	4.98
Wood fiber pail, 10 qt., wt., 3½ lbs.	.30
Globe crimp washboard, 2 lbs.	.23
Brass washboard, 2½ lbs.	.35
Eclipse washtub stand, 19 lbs.	1.10
I. X. L. step ladder, 7 ft., 20 lbs.	1.37
Fiber washtub, 23½ in., 17 lbs.	1.50
Cyclone washer, 1½ lbs.	.85
Toledo rotary washer, 75 lbs.	5.50
Corn basket, stave, 1 B., 3½ lbs.	.22
Humpty Dumpty egg crate, 12 doz. size	.25
Black pepper, ground, 1 lb.	.20
Cayenne pepper, ground, 1 lb.	.29
Mustard, ground, 1 lb.	.23
Ginger, ground, 1 lb.	.23
Cinnamon, ground, 1 lb.	.55
Cloves, ground, 1 lb.	.29
Baker's chocolate, 1 lb.	.23
Cocoa, Van Houten's, 1 lb.	.74
Shredded cocoanut, 1 lb.	.15
Seth Thomas' alarm clock, nickel	1.10
Leather axle washers, 1 coil, 12, 14, 16	.19
Henty books, per vol. (postage, 9 cents)	.18
Oliver Optic books, cloth ...	.27
Stereoscopes (postage, 16 cents extra)	.45
Falcon letter file, 10x12, 3 lbs.	.45
Dixon's cabinet lead pencils, 1 doz.	.32
Rawhide shoe laces, 1¼ yd., per pair	.05
Eagle pencils, 140, 1 doz.	.10

One might go on examining prices wherever he happens to open the mail order catalogue and he will discover that the goods which he can identify as the same kind and quality as those found in the home stores are not much lower. The small per cent. in some cases would be fully balanced by postage, money order fee and freight charges. But the great bulk of the goods listed in the mail order catalogue are quoted as the concern's own brand or manufacture or the manufacturer's name is withheld. No purchaser can know the quality until he gets the goods, uses them or wears them out.

Take the churns, above quoted, for an example. We find that our local hardware dealer sells the same. For 17 or 25 cents more than mail order catalogue price he will spend time to show the different makes, instruct the purchaser as to the operation and care, allow him to take it home for his wife's approval or return and exchange, and save him freight charges and other expenses not less than 45 cents.

The home merchant can meet these prices on known and staple articles for cash. He can not be expected to sell at Chicago prices, save the customer all freight, postage and other expense and grant three to six months' time without interest.

Just one or two more quotations: "If you are a dealer, and buy this stove of us, whether you buy one,

ten or a carload the price is the same, \$14.95 each. You can add \$10 for profit and still give your customer better value for the money than on any stove bought of any other stove company."

There is chance for plenty of comment on the above. We wonder if a dealer could be found who would load up with those stoves and offer them at \$10 above the price their customers would have paid f. o. b. Chicago?

One more, and this is a warning to all:

"As a further favor we will appreciate it if our friends will send us all newspaper articles in which we are mentioned by name, also all circulars, advertisements, etc., in which our name is used or our business and methods discussed. * * * When unwarranted liberties are taken with our name and business we generally have something to say."

They have their friends—staunch ones, too. We heard a preacher—not a boy but a grandfather—in his sermon mention one of the great Chicago mail order concerns as "one of the great institutions of to-day which is a blessing to humanity."

This suggests the idea that it would be well for every local dealer to adopt as a rule to guide him in all phases of this momentous problem of combating mail order competition, this injunction:

"Be therefore wise as serpents and harmless as doves."

E. E. Whitney.

In His Line.

"How were you on athletics in college, son?"

"I was good at relay events, dad."

"That's what I understood. Well, you kin just relay all the carpets your ma took up last fall."

G. J. Johnson Cigar Co.

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

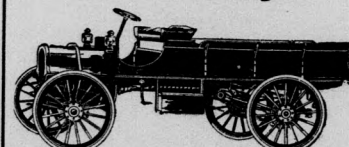
The Clover Leaf Sells



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.

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

NEW YORK MARKET.

Special Features of the Grocery and Produce Trade.

Special Correspondence.

New York, Nov. 20—Spot coffees show little, if any, change in any respect from last report. Buyers are taking small quantities and roasters show little interest. Stocks must be running rather low throughout the country; but the general idea seems to be to go slow. Rio No. 7 in an invoice way is quoted at 15c. In store and afloat there are 2,150,450 bags, against 2,831,478 bags at the same date last year. Sales of mild coffees have been of small lots and quotations are without change. Good Cucuta 17½c.

When any rice is sold full rates are asked—and obtained; but demand is slow and will be for six weeks, while holiday goods are taking so much time and attention. Receipts are not especially large, but there is enough to go around. Prime to choice, 4¾@5c.

A decline of some 90 points in raw sugar has had its effect on the refined market. With a good big crop of Louisiana sugar almost in sight the outlook certainly seems to favor a lower level. At the present rate granulated is 1½c higher than a year ago. The volume of business is not extensive.

Teas are steady and unchanged. Stocks are sufficiently ample to meet all requirements but are not tremendous. The question of "coloring matter" is the chief topic of conversa-

tion and a prompt conclusion of the whole matter is earnestly hoped for.

The spice market runs along as usual and nothing jumps out of the rut. Demand is for just enough stock to keep grinders going and the situation is a waiting one. Not a particle of change is noted in the quotations since the last report.

Colder weather has "heartened" the demand for molasses and the week's business has been fairly satisfactory as compared with some others. Good to prime open-kettle is still quoted at 25@32c. Syrups are steady and unchanged.

It is said that Southern packers have sold 90 per cent. of their pack and are not inclined to consider any offer for the remainder below 95c for standard 3s, while \$1 is not unfrequently "in evidence." Corn is in fair request and, luckily, the supply seems sufficient to meet requirements. Peas are firm and in limited supply. It seems highly probable that peas will be higher than for years before another crop is harvested. Other goods are steady and quotations are well sustained.

Butter is firm, but the volume of business has been of only an ordinary character. Creamery specials, 35c; extras, 34c; firsts, 31@32½c; held stock, 31@33c; factory, 21½@22c.

Cheese is steady, with whole milk quoted at 15½c.

Eggs are in very light receipt of desirable stock, and quotations still tend upward. Finest Western white

stock, 35@38@40 and even 43c. The general run, however is around 28@30c, and the outlook favors sellers.

Observations by the Indiana Philosopher.

Evansville, Ind., Nov. 21—The only thing a man needs to be ashamed of is his ignorance of things that other people know real well.

It is not other people's faults that cause our troubles. It is our own mistakes that hurt us.

We never think about the pick and shovel. We sit around and wait for others to dig up the treasures.

We are within ourselves miserable interferences which never move on original thought. We are always looking for a leader.

We are ready for organization. We see what wonderful power there is in it, but we fail to organize ourselves.

Thoughts are like figures. We must add, subtract, divide and multiply them in order to find the truth concerning any proposition.

If we cling to the supernatural, we can not move with the real. The real is progressive, supernatural things are dead.

Righteousness is faithfulness. Faithfulness is created by personal energy, personal energy is natural.

Man advances and necessarily advances through his personal energy backed up by his thoughts after his has subtracted errors.

Errors are necessary. They are mile posts that teach us how to fig-

ure out what thoughts are the best to use.

We deceive ourselves by not looking at ourselves. We keep our eyes on the wrong thing when we think our power comes from without.

When a man thinks, he is creating thoughts. These thoughts either do him good or harm, and his life is the product of his mind.

"Mind," as the Christian Scientists call it, is not the product of our brains. It is another myth.

Edward Miller, Jr.

The Public Has Rights.

Kalamazoo, Nov. 21—Cases such as you have experienced of the delivery of a shipment to the wrong address or the assumption on the part of the driver of an express wagon to sign the name of the consignee to the receipt should be probed to the bottom. I note with some pleasure, mixed with disgust, the confession of the carriers which you refer to in your article in the Tradesman of Nov. 8 that the retention of their job with the express company's depends upon their ability to do questionable things so smoothly that they may not be caught at it and I sincerely believe that if more people would take the same position that you did in your contention with the express company which failed to properly deliver the shipment of peaches that they would wake up to a realization that the general public not only has rights but, that it demands that these rights be respected.

Wholesaler.

Works Both Ways Toward Profits

That article you sell is rare on which you make a double profit. In fact, it's doubtful if you know of any such article. There is one, however, and a mighty good one, too.

We speak of Dandelion Brand Butter Color.

On this your first profit comes from your buttermaking customers. Then you take a second profit from their butter which you sell.

And, at the same time, you're giving them the best Butter Color it is possible to make—the best color in the world—bar none.

In Dandelion Brand you offer a Butter Color that never turns rancid or sour. Nor does it affect the taste, odor or keeping qualities of butter. The greatest authorities and leading buttermakers everywhere lend it their heartiest endorsement.

Now, is there any reason why you shouldn't send your order for Dandelion Butter Color today?

Dandelion Brand

THE BRAND WITH



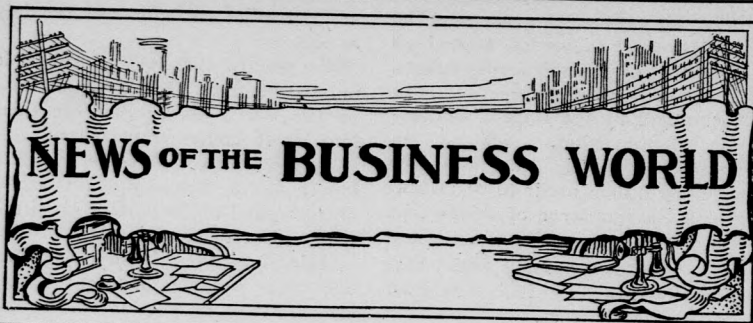
Butter Color

THE GOLDEN SHADE

We guarantee that Dandelion Brand Butter Color is purely vegetable and that the use of same for coloring butter is permitted under all Food Laws—State and National.

Wells & Richardson Co., Burlington, Vermont

Manufacturers of Dandelion Brand Butter Color



Movements of Merchants.

Fowlerville—Daniels & McGee have sold their bakery to W. C. Frederick, formerly of Lansing.

Sault Ste. Marie—John Erickson & Co. succeed Pakka & Hokkanen in the grocery business.

Freeland—A. Deitiker will engage in the general merchandise business here about December 1.

New Baltimore—E. N. Shank, recently of Hamilton, Ind., will open a drug store here December 1.

Crystal—The Crystal Mercantile Co. is succeeded in general trade by Robert VanStone, of Fenton.

Traverse City—O. W. Rice & Co. have opened a grocery and hardware store at 805 West Front street.

North Adams—A. Dietz & Son are the successors to A. I. Butterfield in the dry goods and shoe business.

Buckley—Josiah A. Quigley, hardware dealer, died at his home here November 20, of apoplexy, aged 58 years.

Leslie—The Crout & Darling Co., hardware and implement dealer has changed its name to the Darling & Freeman Co.

Marenga—I. J. Adams has sold his grocery stock to Robert Raymond, who recently conducted a grocery store at Albion.

Pontiac—Thompson & Roat have opened a meat market in connection with their grocery store at 388 South Saginaw street.

Sand Lake—O. C. Pemberton has sold his drug stock to C. D. Lane, the Harbor Springs druggist, who will conduct both stores.

Gladwin—D. Mills has sold his stock of groceries and shoes to Bert Henderson, formerly of Metamore, who has taken possession.

Nashville—The Michigan Stores Co. has closed its branch store at Hastings and removed the goods here, consolidating the two stocks.

Battle Creek—Ernest Bazley, who conducts a chain of meat markets throughout the country, has opened another at 38 East Main street.

Middleton—Fred Bolyard has sold his interest in the hardware stock of Crismore & Bolyard to his partner, who will continue the business.

Almena—Arthur Upson has sold his stock of general merchandise to Clarence Townsend who will continue the business at the same location.

Gobleville—Frank Friedman is now sole owner of the dry goods, clothing and shoe stock conducted under the style of The Frank Company.

Kent City—J. M. Burpee, formerly of Coopersville, has purchased the M. C. Shipman stock of dry goods and

groceries and will continue the business.

Dowagiac—John S. Cook, recently of Chicago, has leased the Lee building and is installing a stock of jewelry, cut glass and musical instruments.

Sparta—M. A. Hummel has sold his bakery and confectionery stock to J. A. Cook, formerly of Newaygo, who will continue the business at the same location.

Boyne City—C. Silverstein, who for the past fourteen years has been engaged in the dry goods business here, is closing out his stock and will retire from trade.

Holland—H. J. Fisher, who recently engaged in the drug business here, is erecting a two-story brick building which he will occupy with his stock when completed.

Grand Ledge—Martin Maier has engaged in the harness business, having purchased a stock and installed it in the new brick store building which he recently erected.

Wyman—James W. Murtaugh, general dealer, has uttered a chattel mortgage for \$2,400 covering stock and fixtures, in favor of Charles Merrill, of Breckenridge.

Morenci—Carl Baum and Clarence Fellows, who recently sold their bakery at Reading, have purchased the Fred Colgrove bakery and taken immediate possession.

Elmer—Henry Sheldon has sold his stock of general merchandise to Mrs. Martha Bringle, who has taken possession and will continue the business at the same location.

Maple Grove—Ben Meekhof has sold his stock of general merchandise to Herman T. and Abraham Lucas, of Zeeland. The new comers will take possession March 1.

Clarendon—Ballentine Bros. have sold their stock of general merchandise to Mr. Northwood, formerly of Chicago, who will continue the business at the same location.

Hastings—Jerry Elliott has engaged in the general merchandise business under the style of the People's Cheap Store, in the building recently occupied by the Michigan Stores Co.

Detroit—The Triplex Tire Sales Co. has been organized with an authorized capital stock of \$30,000, of which \$16,000 has been subscribed, \$2,500 paid in in cash and \$700 in property.

Detroit—A new company has been incorporated, under the style of the General Grocer Co., with an authorized capital stock of \$100,000, which has been subscribed and \$10,000 paid in in cash.

Detroit—The Hunter-Wolf Co. has been incorporated to buy and sell at

wholesale and retail, furniture and furnishings of all kinds, with an authorized capital stock of \$10,000, of which \$6,000 has been subscribed and paid in in cash.

Hudsonville—Henry Yonker has traded his store and stock of goods to Benjamin Sterken for Sterken's farm, stock, farming utensils, crops, etc. This farm is known as the Whipple farm. Mr. Sterken will take charge of the store December 1.

Battle Creek—Stephen Spear has severed his connection with the Dobbins Hardware Co. and purchased the Kendall Street Grocery Co. stock. The stock of the company was recently taken possession of by attorney H. F. Jacobs as trustee under a chattel mortgage.

Caro—The bakery and confectionery stock of James Shaw & Son has been closed for inventory, a chattel mortgage having been given to A. J. Randall as trustee for the benefit of forty-one creditors. Assets, \$550; liabilities, \$1,500, the largest account being only \$150.

Ionia—Jay Harwood's general store at Tremayne's Corners, seven miles south of Ionia, was burglarized Nov. 18, after the store closed and \$75 was taken from the till. The Harwoods were in the habit of leaving a part of the day's sales money in the cash drawer, and this was all silver. The entrance was made through a back window and nothing else in the store was taken.

Manufacturing Matters.

Kalamazoo—The capital stock of the Kalamazoo Corset Co. has been increased from \$900,000 to \$950,000.

Detroit—Alger, Smith & Co., dealer in lumber, has increased its capital stock from \$936,000 to \$1,500,000.

The Rose Machine Co. has increased its capital stock from \$20,000 to \$30,000 and changed its name to the Rose Label Machine Co.

Quincy—The Wilson Packing Co., of Jackson, has taken a long lease of the Kirby cider factory and will utilize it for manufacturing sauer kraut.

Bear Lake—E. V. O'Rourke has purchased the interest of his partner, Niels Anderson, in the creamery and will continue the business under his own name.

Saginaw—The Saginaw Wood Products Co. has been organized with an authorized capital stock of \$2,000, all of which has been subscribed and paid in in cash.

Detroit—The Fibre Tire Protector Co. has engaged in business with an authorized capitalization of \$25,000, which has been subscribed and \$2,500 paid in in cash.

Detroit—The Detroit Tube Products Co. has been incorporated with an authorized capital stock of \$40,000, of which \$31,000 has been subscribed and \$5,000 paid in in cash.

Detroit—The Security Motor Switch Co. has engaged in business with an authorized capital stock of \$10,000, of which \$5,020 has been subscribed and \$5,000 paid in in property.

Brighton—The National Food Products Co., of Detroit, which bought the local butter factory, has just com-

pleted a \$5,000 addition, which will double the capacity of the plant.

Detroit—A new company has been organized under the style of the Visible Spark Plug Co., with an authorized capital stock of \$10,000, of which \$5,500 has been subscribed and \$1,000 paid in in cash.

Detroit—The Simpson Fibre Tire Co. has engaged in business with an authorized capital stock of \$100,000, of which \$52,000 has been subscribed, \$2,000 being paid in in cash and \$50,000 in property.

Saginaw—The Saginaw Sash & Door Co. has been incorporated with an authorized capital stock of \$5,000, of which \$4,000 has been subscribed, \$1,000 being paid in in cash and \$3,000 in property.

Detroit—The Belle Isle Garment Manufacturing Co. has been incorporated with an authorized capital stock of \$25,000, of which \$12,700 has been subscribed, \$1,100 being paid in in cash and \$11,000 in property.

Detroit—The Central Foundry Co. has merged its business into a stock company under the style of the Central Foundry Specialty Co., with an authorized capital stock of \$25,000, of which \$15,510 has been subscribed, \$2,500 paid in in cash and \$10,000 in property.

Detroit—P. V. & E. L. Marshall Inc., has engaged in the manufacture of men's hats and caps and women's hats, caps and millinery and automobile clothing, with an authorized capital stock of \$5,000, of which \$3,300 has been subscribed, \$300 being paid in in cash and \$3,000 in property.

Clare—The Consolidated Light and Power Co., of which J. L. Hudson, of Detroit, is President, has purchased the Milling Light and Power Co. here. The Detroit concern is now constructing two dams on the Chippewa River and is preparing to furnish power to a number of small towns.

Monroe—The Elkhart Manufacturing Co. has engaged in business to manufacture, buy and sell electrical and mechanical appliances and devices, with an authorized capital stock of \$25,000 common and \$35,000 preferred, of which \$52,500 has been subscribed, \$20,000 paid in in cash and \$5,000 in property.

A photographer may put your picture in his show case, unless you warn him in writing not to do it. The law has been changed to that effect. Many people ask to have their photographs displayed in a photographer's window and are proud of the fact that they are important enough to be on exhibition. Sometimes people object to the use of their pictures in that way and if so they can write a note to the photographer, requesting him to remove the photograph from the show case.

We are none of us any better than we ought to be and many of us are a great deal worse.

Some of the most genuine and heart-brewed tears never leave the eyes.

Little things cease to be little if you look at them right.



The Produce Market.

Apples—Wagner and Twenty Ounce Pippin fetch \$3.25 per bbl.; Pound Sweets, \$3 per bbl.; Snows and Jonathans, \$3.50 per bbl.; Baldwins, \$3.50 @4 per bbl.; Spys, \$4@5 per bbl.; Russets and Greenings, \$2.75 per bbl.

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

Beets—50c per bu.

Butter—There is an exceptionally active demand for all grades of butter, both print and solid packed and fresh and storage. The market is firm at about the same prices as a week ago. The make, however, is lighter than usual, and the demand exceptionally good, considering the extreme prices. No relief seems in sight, and the market will likely remain firm until the production increases, which it will not do until early in next year. Local dealers hold factory creamery at 34c for tubs and 34½@35c for prints. They pay 27c for No. 1 dairy and 19c for packing stock.

Cabbage—60c per bu.

Carrots—60c per bu.

Cauliflower—\$1.50 per doz.

Celery—18c per bunch.

Citron—75c per doz.

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

Cranberries—Early Blacks command \$2.80 per bu. or \$8 per bbl.; Late Howes, \$9.50 per bbl.

Cucumbers—75c per doz. for hot house.

Eggs—There is an active demand for fresh eggs and the receipts clean up each day upon arrival. The market is firm at an average advance of 2c over a week ago. The receipts continue extremely light. Storage eggs are in fair demand, with the best grades selling at 1@2c per dozen advance. The production will probably increase in the near future and the market will likely remain firm and high for some time. Local dealers pay 30c per doz. for strictly fresh.

Grape Fruit—Florida has advanced to \$5.50 per box of 54s or 64s.

Grapes—California Tokay, \$1.50 per box of 20 lbs. net; California Malaga, \$1.75 per crate of 20 lbs. net; Imported Malaga, \$3.50@5.25 per bbl., according to weight.

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

Lemons—California, \$4.75 for choice and \$5 for fancy.

Lettuce—Hot house, 10c per lb.; head, \$1 per bu.

Nuts—Ohio chestnuts, 16c per lb.; hickory, \$1.75 per bu.; walnuts and butternuts, 75c per bu.

Onions—\$1 per bu. for home grown; \$2.50 per bu. for white pickling stock; \$1.75 per crate for Spanish.

Oranges—Floridas, \$3.50 for 126s to 216s; Navals, \$3.85.

Potatoes—The market on potatoes has advanced 10c per bushel over quotations of a week ago and dealers have been kept busy filling orders. Outside buyers are paying 75@80c. Local dealers obtain 90c in a small way.

Poultry—Receipts of both dressed and live poultry are increasing and it looks now as though there would be a good supply for the Thanksgiving trade. Prices are about the same as a week ago on most of the line. Local dealers pay 8c for broilers, springs and fowls; 5c for old roosters; 10c for ducks; 9c for geese; 15c for turkeys. These prices are for live weight.

Radishes—25c per doz. for hot house.

Squash—1c per lb. for Hubbard.

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

Turnips—50c per bu.

Veal—6@11c, according to quality.

Another Ten Cent Advance in Potatoes.

The situation in the potato market is very peculiar. All dealers are anxious to unload their stock, but unable to get equipment.

The demand in the consuming markets has been heavy enough to more than take care of cars which were being loaded and, as a consequence, values have been forced higher and the market is easily 10c per bushel stronger to-day than it was one week ago. Should the demand continue and cars be as scarce as they have been, the market will probably be forced a few cents higher.

This is not a healthy condition and is purely what is known among dealers as a "car market."

In a great many localities the warehouses are filled to capacity and buyers are unable to accept any more stock. At such points, where the storages are not filled, the movement is free and it will not be many days, under present conditions, before all of the storage houses will be filled.

It is impossible to tell when the car situation will be relieved, but just as soon as it is, there is no question but what there will be a decided decline in prices.

A. G. Kohnhorst.

John Karcher formerly engaged in trade at Freeport, has opened a grocery store and bazaar seven miles from Remus. The Worden Grocer Co. furnished the grocery stock.

The Grocery Market.

Sugar—Refined grades have been marked down under 10 points, placing New York granulated on a 10 basis and Michigan granulated on a 5.90 basis (N. Y. basis). The decline of the past two weeks is said to be caused by the oversupply of beet and also the fact that beet refiners are anxious to get their stocks out of the way before the arrival of Cuban cane sugar in January. The demand which has been very small for several weeks has again taken on more activity and the retail trade are taking supplies of about usual size for November.

Tea—The market is in a very unsettled condition, caused by the Treasury Department refusing to change the methods of testing teas. The tea men of New York, however, seem to be dissatisfied with everything the Treasury Department has done in regard to tea testing, and anyone would be at a loss to know just what these men do want, and why they continue to raise such a howl about the present conditions in regard to the testing of teas for color.

Coffee—There is a gain in the visible supply of coffee according to figures compiled by the New York Exchange of 760,000 bags for the month of October. The demand shows an increase which is thought to be caused by the cold weather of the past week. The coffee market is weaker. Although most holders persist that the undertone is still as strong as ever, the bear speculative element have been able to depress prices at least ¾c per pound. This applies not only to all grades of Rio and Santos, but to all grades of milds. The demand for coffee is feeling the effect of the high prices and the general resentment over what is supposed to be a trust, and the market is very dull. Mocha is decidedly scarce, and some holders have advanced prices ¼c during the week. Java unchanged and quiet.

Canned Fruits—Reports from the coast state that the California packers are well sold up, only a few lots of any size being left. Local wholesalers state that their stocks of canned fruits after filling their future orders are very small. The berry packers in the east are reported as being completely sold out and stock in wholesalers' hands are very small. Apples show no change, but the situation is steadier than it was expected to be, as the pack appears to be about over.

Canned Vegetables—Tomato prices are unchanged during the week, but the market is firm with only a fair demand. Corn is fairly steady and in moderate demand. Peas still very high and fairly active. Pea seed is costing about twice the usual price, which will surely affect next year's pack. The delivery of future peas was short, in some cases the wholesaler only getting about 50 per cent. of his original order, and after filling his future orders he is also short and will be compelled to look for supplies to replenish his stock.

Dried Fruits—Raisins are not overly strong and are ruling on a comparatively low basis. The demand is

no more than moderate. Currants are unchanged and quiet. Other dried fruits unchanged and quiet. Prunes show no change for the week, but an occasional holder will shade the market. The demand is light. Peaches are about ½c easier, but in light demand. Apricots are also easier, but the decline has not helped the demand, which is light.

Salmon—There is a very good demand for most grades of canned salmon at present, and while the pack was a large one there is every reason to believe that prices will be higher next April. The grocer who buys now will not regret it as prices will not be likely to decline before another packing season. The pack of "pinks" is estimated at 2,500,000 cases compared with 1,000,000 cases a year ago and it is said all but about 300,000 cases of the pack have been sold.

Cheese—The factories are about closed for the year, and stocks in storage are lighter than a year ago. The market is healthy and no change is looked for in the near future.

Syrups and Molasses—No change in either glucose or compound syrup. Sugar syrup and molasses are both unchanged in price and quiet.

Provisions—The market is steady and unchanged. If the demand continues dull a decline can be looked for soon. Both pure and compound lard are firm and in fair demand. Barrel pork, canned meats and dried beef are steady, unchanged and in moderate demand, except that some holders have advanced canned meats about 5 per cent.

Fish—Cod, hake and haddock are unchanged and steady, the demand being fair. Domestic sardines are firm, as the pack is about over, and is said to show a shortage. The demand is fair, but prices show no change for the week. Imported sardines are in light supply, but indifferent demand. Salmon on spot shows no change, but a fair demand considering the high prices. Orders for 1912 salmon, subject to approval of price, are now being taken. Mackerel continues firm and in fair demand, no material change having occurred during the week.

Bean Receipts and Demand Light.

The bean market seems to be doing practically nothing and remains rather steady. The demand is very light and receipts are not heavy at the elevators. Ordinarily, December is a dull month and can expect but little action in beans.

New York State is underselling us, both on white beans, and red kidney beans in the New England market.

Most of the wholesale grocers have received their beans bought on contracts and are not inclined to buy more than for their immediate needs.

A few red kidney beans were taken last week for export for Cuban and Porto Rican trade, but this feature was not a material help to the price.

E. L. Wellman.

Guy W. Rouse, Manager of the Worden Grocer Co., is home from Mt. Clemens, where he spent three weeks.



Quotations on Local Stocks and Bonds.

	Bid	Asked
Am. Box Board Co., com.	23	
Am. Box Board Co., Pfd.	90	
Am. Gas & Elec. Co., Com.	62	64
Am. Gas & Elec. Co., Pfd.	44	45½
Am. Light & Trac. Co., Com.	294	295
Am. Light & Trac. Co., Pfd.	107	108
Cities Service Co., Com.	78	79
Cities Service Co., Pfd.	79	81
Citizens Telephone Company	93½	94½
Commercial Savings Bank	175	180
Com'th Pr. Ry. & Lt. Co., Com.	60	60½
Com'th Pr. Ry. & Lt. Co., Pfd.	89½	90½
Dennis Bros. Salt & Lbr. Co.	85	91
Denver Gas & Elec. Co., bonds	93	95
Flint Gas Co., 5% bonds	96½	97½
Fourth National Bank	185	193
Furniture City Brewing Co.	85	91
Globe Knitting Works, Com.	125	130
Globe Knitting Works, Pfd.	100	101
Grand Rapids Brewing Co.	210	225
Grand Rapids Gas Lt. Co., b'ds	100½	101
Grand Rapids Ry. Co., bonds	100	101
Grand Rapids Nat'l City Bank	164	165
Holland-St. Louis Sugar, Com.	12½	12½
Kent State Bank	250	251
Grand Rapids Savings Bank	175	
Lincoln Gas & Elec. Co.	29	30
Macey Company	95	98
Michigan Pacific Lumber	10½	
Mich. State Tele. Co., Pfd.	97	99
Michigan Sugar Co., Com.	100	103½
National Grocer Co., Pfd.	80	82
Old National Bank	198	200
Pacific Gas & Elec. Co., Com.	66	67
Pacific Gas & Elec. Co., Pfd.	88	90
Peoples Savings Bank	225	
Saginaw City Gas, bonds		98½
United Light & Ry. Co., Com.	52	55½
United Lt. & Ry. Co., 1st Pfd.	78	80
United Lt. & Ry. Co., 2nd Pfd.	67	70

November 20, 1911.

Trading in Cities Service Co. stock has been nearly at a standstill during the week awaiting a definite announcement of the deal for a new property. We have had a confirmation of the purchase and will have the details early next week.

American Light & Traction and Commonwealth Power Ry. & Lt. continue active at slightly better prices. Over six hundred shares of American Light common have been purchased by local investors during the past two weeks.

Michigan Sugar common is a little stronger, sales being made within the last few days at 103@104½. Holland St. Louis has been offered quite freely and prices have declined to around 12½@12¾.

Messrs. Withey and Hefferan Oldest Bank Presidents.

This city will be well represented at the annual meeting of the American Bankers' Association in New Orleans this week. President James R. Wylie and Arthur T. Slaght, of the Grand Rapids National City, and President Robert D. Graham and mercial, are attending the meeting. Vice-President Clay H. Hollister intended to go, but the news of the death of McGeorge Bundy in Antwerp and the return of the body to Grand Rapids for interment this week prevented. Mr. Hollister, as chairman of the Committee on Negotiable Bills of Lading and as Secretary of one of the subordinate associations, is well known in the National Association and there will be many expressions of regret that he can not attend.

The bank clerks' Institute of Banking, in its course of study this winter, might well have a few lectures on the old-fashioned virtues of honesty, integrity, sound principles and courtesy, and who in Grand Rapids, whether in or out of banking circles, is better fitted to be the instructor

in this department than Thomas Hefferan, President since its organization twenty-one years ago of the Peoples Savings Bank. Mr. Hefferan to-day is one of the finest examples of the gentlemen of the old school to be found in Western Michigan. He is as courteous and kindly to calico as to silk, to denim as to broadcloth, and in his daily life there is no difference in his conduct as between the man who toils and the merchant or the capitalist. Mr. Hefferan is rounding out a long, useful and active career. As a boy he worked on the farm and in the lumber camp, as a young man he advanced to the mill, the yard and then to the business office, and still a young man he graduated into the lumberman on his own account. He came in contact with all sorts of men, he encountered all sorts of people, he met with all sorts of business experiences, and from it all he learned the great lesson in life, that it is not the clothes a man wears but the man himself that makes the difference. He believes in honesty and character and in his own life exemplifies what he believes. The young man entering upon a career can not do better than study Mr. Hefferan and take him as his model in all that relates to right living, right principles and kindness of nature. His life in itself is a sermon.

The Credit Men's Association has long urged the enactment of a law making it a criminal offense to issue checks unless the money is on deposit in the bank to pay them. The need of such a statute is well illustrated by a case now pending in the local courts. Harry Lantz, who has been conducting a small "what not" store on West Bridge street one Friday afternoon made a tour of the downtown stores, ordering all sorts of goods and asking in every instance that they be delivered C. O. D. at his rooms after 2 o'clock Saturday afternoon. The goods were delivered as he directed and in payment he handed out checks drawn by his wife and endorsed for the exact amounts of the bills presented. One of the twenty or more merchants who made deliveries had his suspicions aroused, called up an officer of the bank upon which his check was drawn and learned that the Lantz had no account at the bank. The news spread rapidly down the line and the merchants made a rush to get their goods back, and in this they succeeded. But for the suspicions of one merchant this pair of crooks would have hastily packed up

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

GRAND RAPIDS SAVINGS BANK

Only bank on North side of Monroe street.

GRAND RAPIDS

FIRE INSURANCE AGENCY

THE McBAIN AGENCY

Grand Rapids, Mich.

The Leading Agency

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 Bldg., Detroit
GEO. B. CALDWELL, Manager Bond Department.

GRAND RAPIDS NATIONAL CITY BANK

Resources \$8,500,000

Our active connections with large banks in financial centers and extensive banking acquaintance throughout Western Michigan, enable us to offer exceptional banking service to

Merchants, Treasurers, Trustees, Administrators and Individuals

who desire the best returns in interest consistent with safety, availability and strict confidence.

CORRESPONDENCE PROMPTLY REPLIED TO

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.

several hundred dollars' worth of goods and would have had until Monday noon at least to make their escape. They were arrested under the old law of securing goods under false pretenses, the only charge that could be made against them, and it is a question if even this law will hold them. He can claim that his wife gave him the checks and he supposed she had money in the bank. She can claim that she signed under duress. Neither can be made to testify against the other and, in the complexities and intricacies of the law, both may get away. If there were a simple and direct law making it a criminal offense to issue checks on a bank where no money is on deposit conviction would be easy and punishment certain and the punishment could be made commensurate with the law. Under the old law of securing goods under false pretenses the same rule obtains as in petty larceny. If the fraud is less than \$25 the maximum punishment is ninety days and the offenses can not be made cumulative. Lantz's checks aggregated several hundred dollars and but for an apparent oversight on his part in handing out two or three in excess of the petty limit at the very worst he would have had to face a punishment that would have scarcely served as a warning. This is a ridiculous situation, an open invitation to frauds, and the Credit Men's Association should make the most of it when the next Legislature meets. It may be contended that the merchants who took checks in payment for C. O. D. deliveries, or permitted their delivery clerks to do so, were careless, and, no doubt, they were. It should be remembered, however, that the check is an exceedingly popular institution. It is used everywhere and by everybody. It plays a larger part in modern business than currency or coin. The merchants handle checks by the hundred and the thousand, and it is rarely that one comes back as not good. They become accustomed to good checks and when one does come along that is not good it is the most natural thing in the world that they should bite. The fact that the check is used so extensively and plays so important a part in the business of everyday life should be a further argument in behalf of a law for the protection of this form of credit against fraud.

The Peoples Savings Bank is the only bank in Grand Rapids to have had the same President from its beginning, but the Michigan Trust Company is also in that class. Lewis H. Withey was elected President when the Trust Company was organized, twenty-two years ago, and he still holds that office, and it has been under his skillful management and direction that the company has not only been able to distribute generous dividends to stockholders, but to accumulate a surplus and undivided profits two and a half times the capital stock. Mr. Withey is as keen in business, as wise in council, and in the same high degree has the confi-

dence of those who have dealings with the Trust Company, and he works nearly as hard as he did in other days. But Mr. Withey has also learned how to enjoy life and for several years he has taken a trip of two or three months in the spring for rest and recreation and this is how he has kept young.

Activities in Indiana Cities.

Written for the Tradesman.

Members of the Richmond Commercial Club made a trade excursion trip Nov. 15 in automobiles, making stops at Union City, Winchester, Lynn, Fountain City and other towns.

Terre Haute is an important shipping center, having four trunk road systems and twelve different lines. These roads handled in round numbers last year 3,650,000 tons of freight out and inbound.

The Evansville Manufacturers' Association will open a labor bureau in a few days, which will provide all classes of labor for the factories and will tend to bring employer and employee closer together.

Since the meeting of the National Waterways Commission at Ft. Wayne to consider the need of a ship canal across the state connecting Lakes Michigan and Erie the South Bend Chamber of Commerce has been gathering data on freight costs. South Bend's total tonnage annually exceeds 8,000,000 tons and comparison of the all-rail freight rates from South Bend to New York with Chicago's rail and water rates to the eastern terminal makes the need of the canal seem very plain to shippers. The Chicago and South Bend rates are, respectively, as follows: First class, 63, 72; second class, 55, 62½; third class 43, 48; fourth class, 30, 32¾. Changing the terminal from New York to Boston, the figures are: First class, 70, 79; second class, 61, 68½; third class, 48, 53; fourth, 34, 37½. It costs 3 cents more per 100 pounds to send agricultural implements from South Bend to New York by rail than it does from Chicago to New York by rail and water. Wool shipped in carload lots from Chicago to South Bend costs 22 cents. It costs 49 cents or just a little more than twice as much to send the same wool from Chicago to New York, although the distance is nearly ten times as great. Sending this wool by rail and water from New York to Chicago costs 38 cents, while the all-rail rate from New York to South Bend is 62 cents.

Almond Griffen.

Doubtful Meaning.

A small boy was taken to task by his mother.

"Why can't you be good?" she asked.

"I'll be good for a nickel," he responded.

"You should copy your father," she said, "and be good for nothing."

Perfectly Safe.

"I should think you'd be afraid to let your boys run your automobile?"

"Oh, no; I have it insured."

We recommend the purchase of the

Preferred Stock

of the

Cities Service Company

at prevailing low prices

Kelsey, Brewer & Company

Investment Securities

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

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

3½ %

Paid on Certificates

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

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 3½% 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

Fourth National Bank

Savings Deposits

3

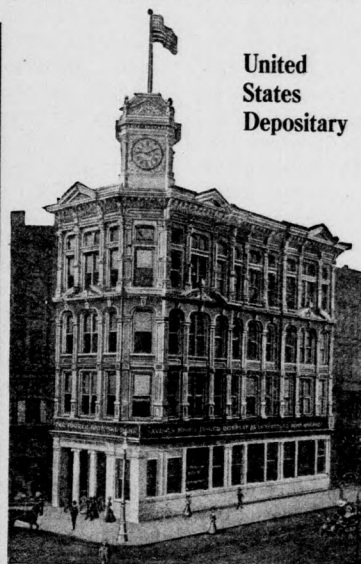
Per Cent
Interest Paid
on
Savings
Deposits

Compounded
Semi-Annually

Capital
Stock

\$300,000

United
States
Depository



Commercial Deposits

3½

Per Cent
Interest Paid
on
Certificates of
Deposit
Left
One Year

Surplus
and Undivided
Profits

\$242,000



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.

November 22, 1911

SOMETHING DOING.

There is something doing in interurban circles, but what the something is has not yet developed. The rumors relate to the Michigan United Railway, the Holland interurban and the Muskegon interurban, not collectively, but each road with its own private and individual story. In regard to the Michigan United the rumors are to the effect that Hodenpyl, Hardy & Co., of New York, and E. W. Clarke & Co., of Philadelphia, are at the head of a syndicate that is negotiating to take over the management under a long time lease, and this rumor has at least the merit of plausibility. The Michigan United is an interurban system that comprises about 225 miles of road, the city lines at Jackson, Lansing, Battle Creek and Kalamazoo and the interurbans from St. Johns by way of Lansing and Mason to Jackson and from Jackson by way of Marshall and Battle Creek to Kalamazoo, besides short lines to the resorts near Lansing, Jackson and Kalamazoo. This system strings together some of Michigan's liveliest and best towns, all of them growing, and traverses some of the best farming country in the State. This system has earnings sufficient to pay interest charges, dividends on \$1,000,000 preferred stock and leave something for surplus, but more money is needed for the development of the territory and for extensions and, as the largest interests are held in England, this money is difficult to obtain. Under lease to the Eastern capitalists the English interests would be secure in their income and there would be no trouble as to funds for development. It might be expected the Lansing line would be pushed on from St. Johns to Saginaw, giving the Saginaw Valley direct communication with the Capital. The Kalamazoo line could be extended to Allegan or South Haven and the long-delayed direct line from Grand Rapids to Battle Creek, through the Gun Lake and Gull Lake districts—which eminent authorities assert is the best interurban proposition in Michigan—could be undertaken. In other directions extensions could be made that would promise satisfactory returns. The Hodenpyl, Hardy & Co. and E. W. Clarke & Co. control would have a double incentive in making these ex-

tensions. One would be the natural desire to make the most of the opportunities offered and the other to make a larger market for the power generated by the Commonwealth Power Railway and Light Co., in which the same interests predominate. The Commonwealth Company has a dam nearly completed on the Au Sable and has several other dam sites on the river available for future development. It has a big dam at Croton on the Muskegon, a smaller one at Rogers Crossing and three or four other sites along the river awaiting a sufficient demand to warrant building. It has a water power plant at Allegan and another at Otsego and has steam plants at Kalamazoo, Jackson, Flint, Grand Rapids and other strategic points. The Michigan United lies right in the heart of the Commonwealth territory and the close affiliation of the two companies through a common control would be of great advantage to both. Therefore the rumors relating to the Michigan United have plausibility.

Names are not mentioned in the rumors relating to the Muskegon and the Holland interurbans, but that the Commonwealth interests have a hand in the deal is denied. It is known that options have been given, that figuring is being done and that something may result, but who is back of it is not stated. A merger of these two properties would at least possess the elements of sanity, and it is believed the negotiations are along this line. Under the present conditions neither property is much more than earning interest charges and no great improvement can be looked for, at least not in this generation. Under a single management many economies would be possible. One management, one set of offices, one city terminal, one freight department, one repair shop, one emergency power house would be enough where now two are maintained. Instead of cut-throat competition for excursions, resort traffic and across the lake freight there could be co-operation. A merger would reduce expenses and increase earnings, and the two lines, with a total of about 100 miles of road, would certainly be not too big a proposition for one management to handle. Both roads need extensions to bring out the possibilities of the territory to greater advantage. The Muskegon line should be pushed on to Pentwater and Ludington, or eastward into the Hart district, penetrating the fruit belt. The Holland line, which now terminates at Saugatuck, should be extended to St. Joseph or through to Michigan City to receive a share of the rapidly growing Chicago summer traffic and fruit trade. The extension to Michigan City to connect with the Chicago interurban would give the Holland line beyond the city of Holland an excuse for existence and the returns would certainly warrant it. It is certain the merger would bring new blood into the management and in the shake-up this city would be benefited by the better service that would be given.

EVADING THE LAW.

The ordinary common carrier endeavors as best he may, by fair means and others, to recoup himself for any loss or diminution of earnings he may experience from having to comply with some statutory requirements or order of the Michigan Railroad Commission or Interstate Commerce Commission. Instances have been cited where the railroad companies have greatly overcharged the weight of shipments. Other instances have been cited where the express companies have failed to file with their agents in all cases the new tariff carrying the rate recently ordered by the Commission, but are continuing the application of the old or higher tariff. It may be claimed—and with some force—that in certain instances both in the freight and express line that the new tariffs are filed with local agents, but that through carelessness they are not referred to in their offices and become mislaid and the old rates continue. This is what might be termed "educating the child against his will" by the Commission's continued effort to force upon the carriers the necessity of keeping a proper file of their latest tariffs and being governed thereby in the assessing of charges.

The Michigan Railroad Commission spent several months of time in the study of the question of express rates and held several hearings. It was brought out during these hearings that in fourteen other states where similar hearings had been had by the Commissions and orders had been made reducing their rate that the express companies appealed to the courts. Therefore the Michigan Commission, in view of the fact that the Legislature of 1911 was to assemble shortly, after the last hearing held on the matter of express rates, decided it might be advisable to incorporate the findings and decisions of the Commission in a bill before the Legislature and permit the express companies, if they chose, to comply with the statute of the State rather than an order of the Commission. This, of course, the express companies fought bitterly, but the Commission was in perfect harmony with the committees of the House and Senate and was responsible for the drafting of the bill which gave expression to its findings and, therefore, the bill was enacted into law, which in substance reduced the express rate in this State approximately 19 per cent. and prohibited the charging thereafter of two minimums in the transportation of a single shipment; that is, where a charge of 25 cents would be made upon each of two roads over which a shipment traveled, the rule now is that the charge be 25 cents only, plus 30 per cent. of the 25 cent charge to cover the expense of interchange at junction points. Further, that the charge for any distance and any weight over two lines of railroad shall not exceed by 30 per cent. the charge made by either of such lines for the transportation of the same

package the same number of miles over one line.

The Commission was not only successful in getting the express companies to adopt this, but also induced them to apply these same rates on interstate shipments originating in Michigan and it is now industriously engaged in ascertaining if these several tariffs are being filed and complied with in all the local offices of the State. The Commission is to be congratulated in having accomplished this and yet realizes that there is much more to be accomplished in the way of correcting poor and improper service.

SOWING THE WIND.

The editor of the Tradesman recently secured judgment against the United States Express Co. for \$1 and costs for the value of a basket of peaches which was not only delivered to the wrong address, but was receipted for by the driver who made the delivery and who signed the name of a man he had never seen and with whom he was in no wise acquainted.

The request to appeal is accompanied by a demand that the court costs are to be made as expensive as possible, with a view to deterring anyone else from starting a similar suit against the company. In other words, the express company proposes to make the enforcement of claims so obnoxious and so expensive that no one will have the courage to tackle a monopoly of that character. In this particular case the express company has mistaken its man. The other party to the controversy will stay by the express company to the bitter end and carry the case to the Supreme Court, if necessary, to maintain the right of an American citizen to compel the express companies to observe the ordinary laws of honesty and good faith.

It is a common remark that no one can recover damages from an express company without resorting to legal proceedings. This remark is not quite right because there are cases where express companies have actually paid losses without being sued; but, as a rule, they undertake to avoid the payment of claims by resorting to subterfuge, dishonesty, circumlocution and fraud and by intimating to the claimant that they will fight the case to the end and make the litigation as expensive as possible. This is not in keeping with American ideas of fairness and fair play and the claimant in this case proposes to show the United States Express Co. that it must obey the laws of the land. Furthermore the Tradesman will undertake to exercise such influence as it can command to secure further legislation at the hands of the next Legislature, prohibiting express companies from accepting forged signatures of consignees made by their drivers.

To show some of the handicaps under which patrons of the express companies labor, attention is called to a communication entitled *The Tyranny of Express Companies*, on page 9 of this week's issue.

Detroit Department

Great Change in Caring For Furs.

Detroit, Nov. 21—"Look at these depleted vaults," said the head of one of the largest fur houses in the country as he flung open the doors leading to one of the big cold storage rooms where most of the finest of the furs belonging to Detroit women have been stored all through the summer months. One by one, however, they have taken out their sables and seals and lynx, their broad-tail, ermines, chinchilla and fox until scarcely anything is left in the vaults of the two big cold storage plants that house nearly all the fur valuables in Detroit and the environs during the warm weather. There were about a hundred buffalo robes and others of fur and those great enveloping coats that smother a human to make him look like an exploring Dr. Cook or a Peary out for the frigid zone, but which motorists are reserving for the time when Jack Frost gets in his most vicious nips.

"I think each of the two big cold storage houses in this city would get about 10,000 different garments, from a \$2 fur tippet for the baby to a \$2,000 broadtail coat such as we had this summer in our keeping," said the big fur man. "More people have furs to-day than ever before. It is one of the most telling evidences of a much higher standard of living, resulting from more money in circulation among all classes of people. But whether it's the stenographer, or telephone girl, who has an \$18 set of near furs or the woman who has a cherished sealskin, it's all the same—they don't want to have them eaten up with moths. All the old-time methods of caring for furs, such as sprinkling them with tobacco, throwing in tar bags, and pounds of camphor balls have been pretty well forsaken for the cold storage system.

"Most people have an idea that the furs are hung in freezing temperature and kept there all the summer. That is not true. Experiments, made by the Government, have shown that parasites, like all other things that live, can not bear the sudden changes of temperature. A steady cold or a steady heat is not near so effective in destroying life as a rude change from one to the other. We put the furs in a temperature of 18 degrees and then transfer them suddenly to one of 50, then back again to 18 and then to 50, and no moth germ can stand the treatment.

"But there is a use for cold storage vaults which I discovered myself and which I think will become widely known and popular in time. I have found these vaults a good place for my hay fever friends. It is wonder-

ful what relief they find down here, not only while they are here but for many hours, and sometimes several days afterward. I think I'll take out a patent on my discovery and become rich, for you know how a hay fever patient suffers and how he'll do anything under heaven to get a little relief."

The Tyranny of the Express Companies.

Oxford, Ohio, Nov. 21—Who will deliver us from the tyranny of the express companies? The foregoing question is purely rhetorical. It is not expected that the editor of the Outlook or any one else will hazard a reply.

On the 26th of June, 1910, I shipped my steamer rug from the American Express office in Hamburg, delivery to be made to the steamer Lake Manitoba at Liverpool August 4. When I timidly suggested that the package might miscarry, I was silenced with that positive sort of assurance with which Matthew Arnold asserts that miracles do not happen. The rug missed the boat. Consequently the pleasure of my return voyage, via the Northern route, was somewhat akin to pain. After my arrival at home I corresponded with the American Express offices in Hamburg, London, and Montreal, and also with the steamship company and the Montreal office of the Grand Trunk Railroad Company. On the 10th of December that rug was delivered to me, and now I have it to hand down to posterity. Of course I paid carrying charges to the utmost farthing.

Hear yet another instance in proof of my contention that express is a vain thing for safety. On the 1st of October, 1909, I sent my winter coat to a well-known dry-cleaning establishment in Cincinnati. Those in charge of the matter averred that they had returned the garment to the express office at the expiration of six days. Nine and one-half months later, or August 12, the package came to hand. Where it had been in the meantime no man knoweth unto this day. It had become necessary to buy a new coat and the one recovered was hopelessly out of style. Nevertheless, I paid the usual express charges in full.

My present cause of anxiety is a package returned three weeks ago to a New York department store. I prepaid forty-five cents expressage. Parcels ten times as large are carried from London to Liverpool by post for a six pence. But mine is lost. Tracers find no trace. Some day next spring when winter goods are being

put away in moth balls that article of merchandise will turn up, and my money will be refunded by the department store.

Why not a parcels post?

Frances G. Richard.

Stung.

"You call this cake angel food?" said the harsh husband.

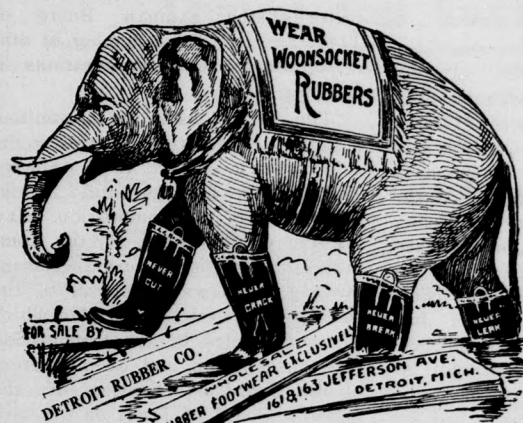
"Yes, dear," said the timid wife, "but if the diet doesn't seem exactly what you want, here are some devil-ed crabs."

He Got His.

An aged colored man was engaged in burning the grass off the lawn of a young broker when the latter returned to his home and, thinking to have some fun with the old man, said:

"Sambo, if you burn that grass, the entire lawn will be as black as you are."

"Dat's all right, suh," responded the negro. "Some o' dese days dat grass grow up an' be as green as yuoh are."



The Easy, Comfortable, Long-wearing Kind

Elephant Head

Rubber Boots

The fine new brand made by the Woonsocket Rubber Co. All styles

Detroit Rubber Co. Detroit, Mich.

Just what you have been looking for— **Poultry**
A reliable place to ship your

At market prices ruling day of arrival

NO COMMISSION

PROMPT RETURNS

We want your shipments

Let them come and we will do the rest

Poultry



Poultry

Schiller & Koffman

323-327 Russell Street
DETROIT

(Weekly quotations furnished on request)



An Old Friend in a New Shape

Green Seal Cigars

New Size—STANDARD
Three for a Quarter

Detroit Cigar Manufacturing Co.

Detroit, Mich.

BOOTH COLD STORAGE DETROIT, MICH.

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.



News and Gossip of Interest to Business Men.

Large Sugar Beet Payment.

October payments from the Saginaw sugar factory, one of the branches of the Michigan Sugar Company, approximated \$175,000. This is the first payment of the season, and the November payment is expected to be much larger. At the present time the factory is slicing about 800 tons per day, with plentiful shipments being received and reports that there are still many beets in the ground, owing to the bad weather which has prevented operations in pulling. From present indications the season promises to be a good one for the company and for the growers, who year by year increase in numbers, owing to the certainty of the crop and readiness with which the product can be disposed of and turned into cash.

Owosso Is Disturbed.

A little incident occurred in this part of the country the other day that illustrates the peculiarities of men. Owosso was sadly disturbed by a storm and one or two of their business institutions were wiped out. There was no disturbance at the Saginaw end of the country, and it was hoped there would be none. But at the end of the trouble the Secretary of the Saginaw Board of Trade asked that if there was to be any change the change might result in the transfer of a noted industry to Saginaw. The answer that came through a Detroit paper was to the effect that Saginaw was trying to "steal the buttons off a dead man's coat." No particular reason was given why a dead man should be disturbed even should such an operation be in progress.

Saginaw Will Oppose.

Saginaw is prepared to make a strong fight against the proposed proposition of the Tax Commissioner's preliminary report as to corporate excess. There is a feeling here that considering the large number of small corporations existent in cities the proposed legislation would be unfair, not only to Saginaw, but to other cities. This being the feeling the city is naturally inclined to assist the rest of the State in its opposition to the proposed legislation and the following resolution has been adopted by the Board of Trade:

"It is respectfully represented for your consideration that the preliminary report of the Commission, dated October 7, 1911, had the consideration of the Committee on Taxes and Insurance of the Saginaw Board of Trade at four meetings.

"The Commission's printed report

has been supplied to each member of this Committee and to each director of the Saginaw Board of Trade and to a large number of other representatives of corporations in Saginaw.

"The discussions in the Committee indicate a widespread interest in the subject, and a more than ordinary study of the findings and recommendations of the Commission. At a meeting on November 13, the Committee on Taxes and Insurance unanimously voted a disapproval of the so-called corporate excess plan which is recommended by the Commission for consideration and at a meeting of the Board of Directors of the Saginaw Board of Trade on the 14th instant it was unanimously voted to oppose this plan and the Committee on Taxes and Insurance was instructed to formulate and present a statement of the Commission and to furnish a copy of the same to the Governor.

"On behalf of the Saginaw Board of Trade and by direction of the Committee on Taxes and Insurance."

Business Notes.

The Kenneth Anderson Manufacturing Co., a wholesale steam fitting house, in business in Detroit for twenty years past, has moved to Saginaw. A. B. McCreery, of the company, is looking after the preliminary arrangements.

A perennial struggle is before Saginaw in an effort to fix by city ordinance the dock lines and width of channel of the river. The city has been time and again troubled with high water, and the idea of the ordinance seems to be that by widening the river and making new dock lines, a change that will be effective may be brought about. Others who have given the problem consideration incline to the belief that the Government improvements in deepening the channel will solve the problem.

Patrick McManmon, former alderman and member of the Water Board and a well known business man, is dead at an advanced age.

During the year just closed there were laid in Saginaw about six and a half miles of water mains.

The latest thing in the anti "red light" campaign is the closing of bars in the houses. Women conducting places have been notified by the police to discontinue the sale or dispensation of intoxicating liquor in any form under penalty of being ordered to pack their baggage and get out of town. They have no legal right to sell liquor, but have apparently continued to do so.

Tuesday afternoon the Charter Revision Commission of twenty-three members, elected by the voters of Saginaw this fall, got down to work and organized. The first event was a banquet given by the three commissioners to the others, at the Elks' Club, for the purpose of improved mutual acquaintance. J. W. Brady.

Columbus Discovers.

"I was taking three or four days off the road in New York City when Columbus Day came around," said the drummer, "and as they make it a legal holiday in that state all the Italians were out. I came across only one who was running his fruit stand instead of carrying a flag and marching about. An idea struck me, and I walked up to him and said:

"This is Columbus Day, eh?"

"Yes, she greata day," he replied.

"Big man, Columbus?"

"Yes, bigga man."

"He belong to Italy?"

"Yes, yes."

"He sail away to discover?"

"Yes, he sail."

"He discover?"

"Yes, bigga discover."

"But what does he discover?"

"That was a poser for him. He scratched his head and looked around in a helpless way, and finally said:

"You come again and I tella you."

"Three hours later I came around for the answer, and he rushed out and shook me by the hand and exclaimed:

"I getta dat—I getta her!"

"Then you've found out what Columbus discovered?"

"Yes, yes, yes! I gotta her."

"Well' what was it?"

"He discover he damn nicea banan!"

Strange.

"I suppose you find living less expensive since you took to gathering your own mushrooms?"

"A little," replied Mr. Growcher. "We don't save anything on the mushrooms, but all our friends have quit accepting invitations to dinner."

The Only Way.

The dove returned to the ark. "We shall have peace," it cried; "there is no land to fight about and nobody to fight."

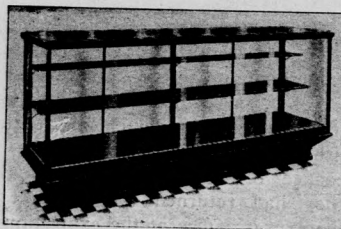
Symons Brothers & Company
Wholesale Grocers
Saginaw :: Michigan

SAGINAW MILLING CO.

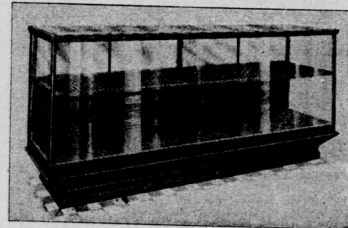
SAGINAW, MICHIGAN

Samico, Uncle Sam, Upper Crust,
King K, Blue Bird Flours
Mill Feeds, Seeds and Grains

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



No. 81 Display Case



No. 84 Cigar Case

Saginaw Show Case Co., Ltd., Saginaw, W. S., Mich.
We make all styles

Catalogue on request

Our Brands of Vinegar

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.

The following brands have the FLAVOR, specify and see that you get them:

"HIGHLAND" Brand Cider and White Pickling
"OAKLAND" Brand Cider and White Pickling
"STATE SEAL" Brand Sugar

Oakland Vinegar & Pickle Co. Saginaw, Mich.



Thanksgiving

Written for the Tradesman

I AM thankful for life and health and strength, and the impulse to do and dare. I am thankful for the privilege of work and for the refreshing rest that comes when I am spent.

I am thankful for the deep blue sky, with the trailing wisps of wind-driven cirrus; thankful for the heat and cold, for storms and swirling rains and sparkling frost-crystals.

I am thankful for the orb of day that approaches his zenith with all the seeming of a god, and fills the world with light; and I am thankful for the smell of evening that rises like an oblation from field and dell.

I am thankful for the rush and clangor and roar of busy streets, teeming factories and crowded marts; I am thankful for the vast solitudes of sequestered nooks.

I am thankful for the songs of the birds, the glory and perfume of unfolded petals, and the gorgeous coloring of autumnal leaves; thankful for the joy of ingathering.

I am thankful for the friends whose fellowship brightens my days. I am thankful for the blessings that have been; I am thankful for the joys that are to be.

Chas. L. Garrison.

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.

FOOTE & JENKS' COLEMAN'S (BRAND)

Terpeneless

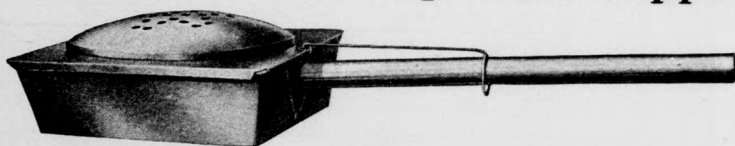
High Class

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.

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.

WORDEN GROCER COMPANY

The Prompt Shippers

Grand Rapids, Mich.

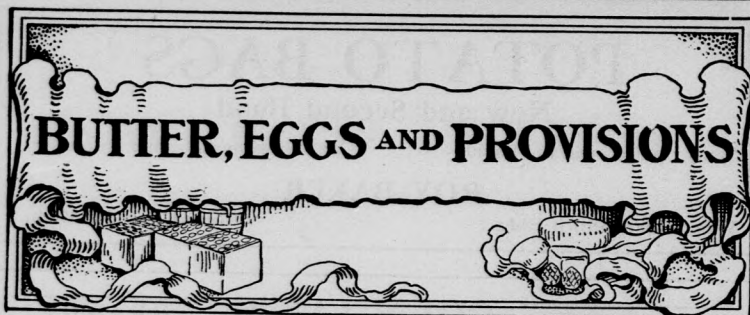
Buckwheat

We are in the market for 20,000 bushels of new buckwheat and can use in car lots or bag lots. Don't fail to write or phone if you have any to offer.

Highest price paid at all times.

Watson-Higgins Milling Co.

Grand Rapids, Mich.



Propose To Buy and Sell Eggs by Weight.

Allegan, Nov. 21—We propose January 1, 1912, to begin weighing the eggs as our producers bring them in, emphasizing the fact that the larger and fresher the more they weigh.

Eggs as supplied by producers vary in weight from about 18 ounces to 28 ounces per dozen. Of course,

We have been putting up choice eggs promptly for particular people and, as a consequence, our business grows of its own accord. To encourage the production of large white eggs, we have a White Leghorn farm and operate during the early hatching season two mammoth Hall incubators. When entirely filled, as is the case about a month aft-

carrier, and five trays to standard case.

Best of all, six dozen eggs can be tested at one time over eight Tungsten lamps in deeper box of same size placed in a dark curtained cabinet. Egg handlers may be interested in our advertisement in this paper.

Crescent Egg Co.

Buffalo Dealers Watching Experiment.

Buffalo, Nov. 21—We never had any experience in selling eggs by weight. The old rule was 22 ounces for a dozen of ordinary eggs. Twenty-four ounces would be heavy eggs. No doubt the Crescent Egg Co. will be a success in selling to hotels, restaurants, etc. That will do for fancy stock only; think the common stock will not go by weight until the people are educated to it. We have always heard that eggs

laid, but for some reason it is not thought wise to let us have them fresh. They are put in cold storage until they ripen. They are then sold to us as fresh eggs, twenty-four-hour eggs, strictly fresh eggs, and so on down to eggs.

The next step will be to preserve the cackle of the hen on a phonograph record and throw in a cold storage cackle with each egg.

The Chinese eat eggs that are very, very old—but they know it. So do we—but we pretend we do not know it. We cling to faith in our fellow man.

W. E. Nesbitt.

He Found One.

I was going down Long Island on a train and the farmer sharing my seat seemed so good-natured that I asked him:

"Wheat all right this year?"

"Bully."

"About oats?"

"Never better."

"And hay?"

"Big crop."

"And potatoes?"

"Never saw 'em beaten."

"Corn all right?"

"Couldn't be righter."

"And you'll have money for the interest on the mortgage?"

"I can pay the whole thing off."

"Then you really have nothing to kick about?"

"Not a darned thing. Hold, on, though—"

"What is it?"

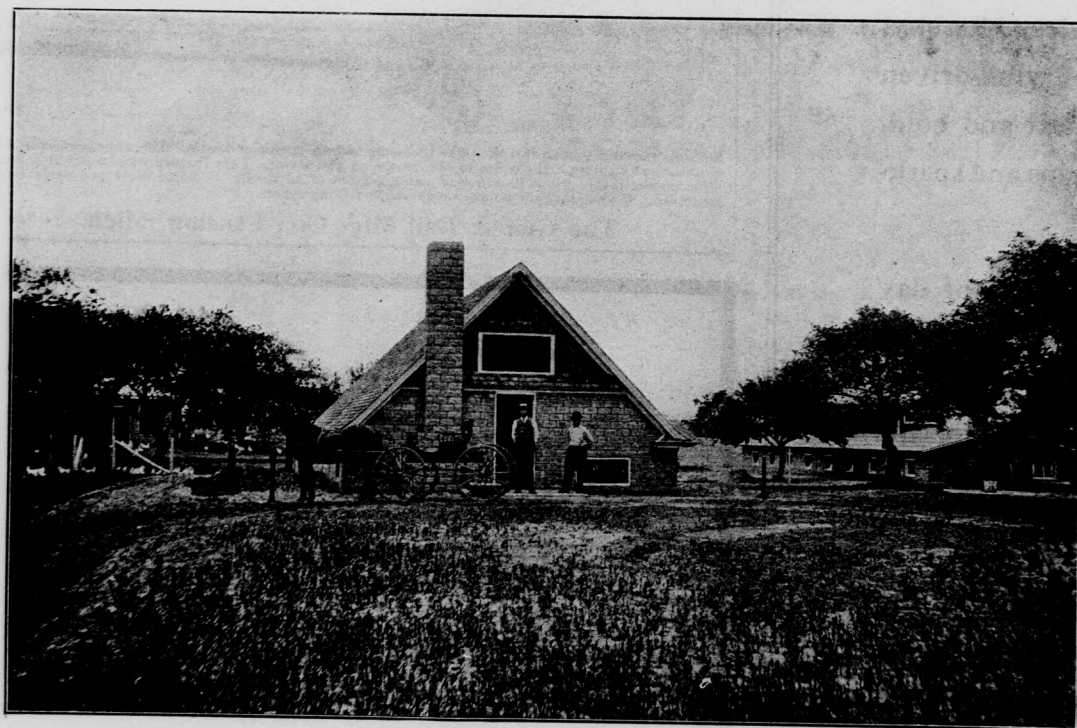
"Yes, I think I have an excuse to kick. I had a bull-calf that I could have sold for \$4.50 if he had been all red, but he wasn't. He was half white!"

Looked Like One.

"How did that story pan out about the man up in the Bronx who found the big hailstone on his back stoop this morning?" asked the city editor.

"Nothing in it," replied the reporter. "He discovered it wasn't a hailstone after all. The iceman left it there."

The rich are known by their dollars, but the humble onion is known by its scent.



Plant of the Crescent Egg Co.

as a rule, the small are mixed with larger eggs, but quite often the product is uniformly of the larger kinds. Obviously, it is not fair to the producer of the large eggs to receive the local market rate which any fair sized dozen will bring without comment.

For several years we have been selling our product by weight, about twenty-four dozen net, removing all one and one-half ounce eggs and either putting fifteen in special carton or selling locally at less than the market rate. Although we have tried to offset such losses by adjusting the price to our customers, it can never be done exactly.

Thus far we have in effect made our producers stockholders, paying them all a dividend at the end of the year in proportion to the number produced. Hereafter this will be in proportion to the weight produced; or, if others do not adopt the plan of weighing, we can pay such a rate as will cover what we desire to pay our producers for carrying out our rules.

er starting, twelve thousand eggs are in the various stages of incubation all the time, about 500 due to hatch each day.

Last season our results averaged about 60 per cent. of the eggs originally put in and our best hatch was 120 chicks from one compartment (150 eggs, of which 131 were left in as fertile). This was a custom hatch (\$2 being the charge for the use of a compartment). We hatch and sell our White Leghorns at from 12 to 8 cents each from early until late in the season. Our incubator cellar and brooder house, shown in the cut, are in an apple orchard in the city limits of Allegan.

There are other advantages resulting from the use of the tray (cut of which we show) to be used to facilitate settling for eggs by weight. The breakage will be less than by transferring to baskets, the count from a basket being exact, as the trays are 6x12 (eggs), two trays holding contents of the common twelve dozen

were sold on the Pacific coast by weight, but know they are not all sold that way. One of our former clerks is located in Porterville, and he wrote about shipping two crates of eggs the other day at 40 cents per dozen, so he does not sell by weight. We certainly hope the Crescent Egg Co. will try it out. It would be the proper way to sell eggs, as by the dozen one man gets a bargain and the other man does not, because there is such a difference in the weight. We certainly will anxiously wait the outcome of the experiment and hope it will succeed.

Rea & Witzig.

Eggs.

The egg is a perishable commodity. When it is over two years old it can only be served in an omelet.

In the early days, before modern science had made such rapid strides, we got fresh eggs. Eggs two days old were given to the poor or thrown at a mark.

Nowadays more eggs than ever are

Wanted—Butter. Eggs. Veal. Poultry Nuts and Honey

F. E. Stroup, Grand Rapids, Mich.

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

POP CORN

We are in the market for old or new crop shelled or on the ear. If any to offer please write us.

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

THEN AND NOW.

Evolution in Drinking and Story Telling at Banquets.

Written for the Tradesman.

They were taking of banquets, a congenial group around a table which an hour before had been well laden, and they were all trencher veterans. "The banquet isn't what it used to be," remarked one of the group. "I remember, and I guess most of you do, too, when it was quite the usual and expected thing to find some members of the party at the close of the function either under the table or on top of it, asleep or singing as the case might be. In those days wines and liquors were served, and the man who did not drink was looked upon as a mollycoddle or worse. At the banquet to-day, if wines are served, it is in moderation and, instead of being bad form to leave the glass untouched, it is the man who takes too much who is looked upon as the undesirable. And it is surprising how many glasses are left untouched. Take ourselves, for example. There are a baker's dozen of us here and if you will look around the table you will see that four of the cocktails that were brought in with the oysters are untouched and two have been only half drunk. The cocktails were exceptionally good. I know this because my glass is empty, but we have the evidence before us that four of our number are teetotalers and two took no more than courtesy sips, and this accounts for nearly half of the company as being on the cold water side. I venture to say had we been together twenty years ago not only would every glass be empty but long before this we would have been calling for more."

"I have many times noticed this change in our banquet habits," spoke up another of the party. "We all know how it used to be, but at the present day function, when wines are served, about one in three of the glasses are untouched, and the average is often higher, and about two in four let the cigars go by them as well as the bottle. Sometimes I wonder if this is because the world is getting better."

"Of course, the world is getting better, at least I have so contended for a matter of forty years and still believe it, but I do not regard the growing preference for pure cold water as a special or particular manifestation of higher morals or better principles," said a third member of the party, whose disposition was to argue any proposition that might arise. "I would regard it rather as an evidence of the supremacy of commercialism. We have found that business and drinking will not mix, and therefore we cut out the drinks. I remember when it was quite the thing for the business man to drop out for his morning and afternoon nip and an occasional nip in between, and his book-keepers and clerks would do the same, but the business man who drinks now has his credit scrutinized closely and often, and the clerk who drinks during business hours doesn't last. The time used to

be when the traveling man had to be a man of capacity at the bar, but to-day the traveling men are as clean and sober a lot as you will find anywhere. It used to be thought the newspaper man had to be a drinker, but it isn't so now, and in many of our industries to be known as a drinker means no job. It isn't sentiment nor principle—it's a business proposition entirely, and I guess the world is better for it."

"Another change I have noticed in our banquet customs is in the character of the stories told," said another of the party. "The time used to be when the stories were what in venison you would call high. The racier they were the more they were applauded. The rottener they were the better they were liked. But it is very rare now that you hear a story told that would be called even suggestive. I have attended many a gathering about the board in recent years and I recall very few instances when I would not have been willing that my wife or daughter should hear all that was said. When some speaker shows the poor taste to tell an off color story it is usually so received that he never repeats it. I remember one instance when a smutty story was told the company did not crack a smile and this application of silence was about as severe a punishment as could be administered."

"It is easy to account for our improved manners in story telling," broke in a member who had taken no part in the table talk. "It is another evidence of the eternal feminine. We can all remember when no women clerks were employed in the stores, or at least very rarely, and in those days the men sat around on the counters or boxes, smoked and chewed tobacco and swapped nasty stories. In those days the lawyer's office was about the dustiest and dirtiest hole you could find anywhere, the newspaper office was a den and the doctor's office was not much better. To-day there are women clerks in the stores, women clerks and stenographers in the offices, women in the banks, women pretty nearly everywhere, and we have just naturally had to brush up in our manners and be decent, and we carry the habits of everyday life into our social gatherings."

And then the conversation drifted off into other channels.

A Liberal Loan.

Dr. H. W. Wiley, the food expert, was talking at a luncheon in Washington about a food adulterator.

"His first offer," said Dr. Wiley, "sounded, on the face of it, fair to the public, but it was in reality as unfair as the offer of the divorcee."

"A wife, after the divorce, said to her husband:

"I am willing to loan you the baby half of the time."

"Good!" said he, rubbing his hands, 'splendid!'

"Yes," she resumed, 'you may have him nights.'"

Progress is doing a little better to-day than we did yesterday.

Wanted—Potatoes

Wire or write us what you have naming price and when can ship

Both Phones 1870 M. O. BAKER & CO. TOLEDO, OHIO



We have the output of 30 factories.

Brick, Limburger in 1 lb. Bricks, Block Swiss

Write for prices.

Milwaukee, Wis.

A. G. Kohnhorst & Co.

GRAND RAPIDS, MICH.

Wholesale distributors of potatoes and other farm products in car loads only. We act as agents for the shipper. Write for information.

Figure with us on your winter stock of fruits and vegetables. Now is the time to buy.

The Vinkemulder Company

Grand Rapids, Mich.

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.

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



15,000,000 packages sold annually

DID you ever have one of your best customers call you up and tell you that the butter you sent was not satisfactory?

Such complaints can't be avoided with ordinary butter. Its quality runs uneven—seldom twice alike.

Blue Valley Butter

is guaranteed to be satisfactory at all times. It is churned fresh every day in our sanitary scientific creameries, making it always pure and sweet—every pound just like every other pound. Write for complete information.

BLUE VALLEY CREAMERY CO.

::

Grand Rapids, Mich.



Dress Goods in Better Demand—Cottons Cheap.

The prediction, made earlier in the year that dress goods would be in much stronger demand than for a long time, is being more than fulfilled by the fall and winter trade. The manner in which retailers are buying shows that business is growing, and that trade is expanding throughout the country districts. In primary markets some of the largest mills are fully supplied with an average business for the balance of the year, and spring orders are accumulating. The trade is undoubtedly healthy in that buyers are only ordering goods they have sold or will require in the next month or two.

Jobbers continue to report a steady demand for small lots of merchandise for quick delivery and a better application in the way of renewals on holiday merchandise of a semi-staple character. Retailers are evidently looking forward to a better holiday trade than they prepared for, and it is found in some of the large houses that duplicates are coming in before the initial holiday buying has started with the retailers. It is supposed that retail merchants are finding business so steady that they are disposed to order more holiday merchandise than they laid out for a couple of months ago.

Increased buying of dress goods is due to better conditions among consumers reflected in more liberal purchasing, but it must not be lost sight of that the great range of price in attractive numbers has proved most tempting, as there never was a season when the purchasing power of money to procure satisfactory goods was more in evidence than at present. Colors and color combinations in low-priced goods so closely imitate those of higher value that they cannot but prove alluring. When consumers find they can get what they like so much cheaper than they expected the inducement to buy is too strong to be resisted, having greater pulling power than when the customer must sacrifice desire to purse.

There is a steady demand for serges. One prominent mill is having a great run on storm serges that are spun, shrunk and spot proof. They are fifty-four inches wide, come in all colors and of several different qualities, retailing at one dollar to two dollars a yard.

There is no break in the demand for plaids, which are going in large quantities and in the many different colors which have been provided for the selection of the buyer. It is a

noteworthy fact that the bright colors always are wanted in largest quantities toward the holidays, and from now on there will be more than likely a growing demand for plaids and all strong colors.

While there is a cheaper cotton market than for several years, jobbers are inclined to protest against the inclination of retailers to expect too much in the way of reduced prices for goods made of cotton. They say the high prices of the last two or three seasons have not governed the selling price of the manufactured cotton, and that mills will not follow the decline, as a maintenance of existing prices for many lines will not recoup them for the losses of recent years. It will be the inking of the manufacturer and he will endeavor to get a slice of the cake for himself when he can procure his raw material at more advantageous figures and will refuse to sell as low as he might had he followed the market in its advances to the full extent. Undoubtedly there will be some cheaper cotton goods, but it does not seem to be the general opinion that a decided reduction is to be looked for all along the line.

Because of the prevalence of the narrow skirt wide goods are reported to be chiefly in demand. It appears that wide stuffs can be cut to better advantage for the narrow skirt than narrow stuffs. Narrow fabrics, however, are being preferred for trimmings and linings. High colors and bordered effects are reported to be very popular.

Important chiffon taffeta is selling fairly well. A prominent buyer is of the opinion that chiffon taffeta will sell in big quantities this season, and will be very good next spring. He emphasized the fact, however, that he had in mind the soft finished taffeta that is being manufactured in this country. But domestic manufacturers, he said, are making big progress in the perfection of this fabric.

Prices on desirable merchandise are reported to be about on the same level as last year. It is understood, however, that bargains are being offered on job lots. On the whole, the impression is that the average price per yard is somewhat below that of last year. This is due to the fact that the manufacturer is selling his goods cheaper this year than he did last year.

Retail buyers have all examined the leading collections of foulards for next spring, and their opinion is that there is a marked improvement in the general style of merchandise that is being shown. While there is no de-

parture from conventional designs, they say, effects have been developed to a higher degree. Most of the buyers interviewed stated that relatively they have contracted for heavy deliveries of foulards for next season. Their belief is that foulards are going to be very good. They look for bordered effects to be very popular. One buyer who was enthusiastic over the prospects of bordered foulards expressed some doubt about the so-called Egyptian bordered effect. He feared, he said, that the American woman will not take to it.

Retail buyers are, on the whole, optimistic about the prospects for next spring. They do not seem, however, to have their minds clearly made up as to the fabrics that will help to swell the volume of their sales. They are inclined to look forward to a general trade and of a continuation of ruling fabrics.

The Better Thing.

There were sixty of us in the street car bound out to the grounds to witness a game of football, and one of the standees on the rear platform was a pale-faced young man who had a thoughtful look. He carried that look for ten blocks and then slowly and solemnly asked of the man at his elbow:

"Sir, did you ever see a man hung?"

"Never did," was the reply. "Near-est I ever came to it was seeing a policeman kill one with a club."

"You are going to the football game, I take it?"

"Sure as shooting."

"But suppose a man was to be hung this afternoon?"

"Well?"

"Hung by the neck until dead."

"I see."

"Would you continue on to the game or go and see the man hung?"

"I'd go to the game, sir."

"But—but—"

"I'm a hog, sir. I'm not going to wander off to see one man hung when I can see three or four killed up at the ground!"

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.

Another Great Bargain Purchase

AT AN OPPORTUNE TIME

We have secured the entire stock of the FOX RIVER GLOVE CO., Green Bay, Wis., bankrupt manufacturers and jobbers, consisting of the following:

Canvas and Leather Gloves and Mittens, Overalls, Jackets, Work-shirts, Flannel Overshirts, Sweater Coats, Hosiery, Underwear, Etc., which we now offer

At Bargain Prices

An unusual opportunity to secure **LEADERS** in staple and seasonable merchandise for your **SPECIAL SALES**. Write at once and our "**BARGAIN BULLETIN**" will be sent to you **FREE**, which will post you on what we have to offer. "We ship goods on approval." We employ no traveling salesmen.

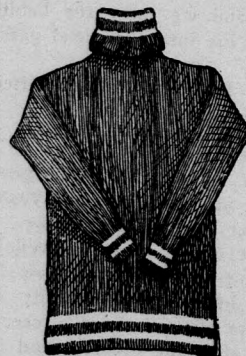
Eisinger, Dessauer & Co.

Wholesale Dry Goods

114 to 124 South Market St., Chicago

(When writing please mention
Michigan Tradesman)

Some Fellows Want The Athletic Sweater



This is also known as Jersey or Turtle neck. We have them in stock at \$13.50 and \$21.00 per dozen, colors Maroon and Silver Gray. Sizes 34 to 40.

We can fill rush orders for Men's Sweater Coats in Oxford at \$4.50, Maroon or Oxford at \$9.00, Maroon at \$12.00, Brown or Oxford at \$18.00, Maroon at \$21.00, Byron Collar and Cardinal or Brown at \$24.00 per dozen.

Women's Sweater Coats in Oxford at \$13.50 with V neck and Oxford or White, tan trim at \$18.00 with Byron collar.

Misses Sweater Coats in White at \$9.00 with V neck, Cardinal at \$9.50 with Byron collar, White, Cardinal or Oxford at \$13.50 with V neck or Byron collar.

Children's Sweater Coats in Cardinal, Oxford trim, Oxford fancy trim at \$4.50 with V neck or Byron collar, White at \$6.50 with V neck and White, Oxford, Cardinal, Cardinal Oxford trim and Oxford Cardinal trim at \$9.00 with V neck or Byron Collar.

Prompt attention given orders by mail.

Grand Rapids Dry Goods Co.

Exclusively Wholesale

--:

Grand Rapids, Mich.

We will be closed all day Thanksgiving November 30.



Clothing



Buyers Apparently Operating With More Confidence.

Orders on lightweight materials in men's wear are growing steadily and machinery that has been idle is being started up. Prices on spring goods have been advanced and a higher level of prices is looked for generally. The fancy overcoating scarcity is becoming more pronounced as the fall season advances. Very few manufacturers' agents have desirable goods to offer, and as producers are not inclined to make goods for stock purposes buyers who failed to provide a reasonable amount of goods against the season's requirements will in all probability be unable to fill the orders they have booked.

Although it is too early to state with any degree of accuracy how much business the manufacturing clothiers have procured for the next spring season, the reports received by mill men are to the effect that initial efforts have been quite encouraging. The hardening of worsted yarn prices recently is reflected in the advances that were made in the cost of fancy worsteds. These goods were raised from two and a half to five cents a yard above the season's opening quotations. Some kersey manufacturers realized on their holdings, and while overcoatings have not been highly regarded this season, owing to the trend in favor of fancy materials, the prices obtained were only 5 per cent. under opening figures.

Overcoat fashions show but little alteration. Styles still continue heavy and with careful cutting this gives a very pleasing effect. Raglans, ulsters and double-breasted coats, some of the latter without the rather over-done belt at the back, are being made with the skirts a trifle baggier and more accentuated from the waist downwards. Rain-proofs are now being made with double-breasted lapels, this allowing of an enhanced appearance of smartness. As regards materials, Irish fleece is a leading fabric for the heavier goods, the usual colors being gray, green, brown and olive. Blue and black naps seem to have come in to stay, and reversible tweeds are being largely employed in the manufacture of the lighter kinds of overcoats and are certainly excellent materials for general wear.

There is no doubt but that the "Raglan" will be a very popular overcoat style during the coming winter. Designers have succeeded in creating a style in which the shoulders are perfectly adjusted and for a loose, roomy garment there is no better coat. Fancy weaves are particularly well adapted to "Raglan," as well as the rougher-faced fabrics.

That the tendency of men's wear values in goods for spring, 1912, delivery is upward is shown by the

advances named during the past few days in worsteds and woollens and the announcement that prices on other mill products will be placed on a higher basis. This rise in values was foreshadowed a short time ago, when the first advance on fancy worsted suitings was named. Keen observers at that time declared that an uplift could be expected when duplicate orders began to come along in good volume. Mill owners are not as timid as they were about the result that would probably attend an upward movement, as opinion is quite general that the wholesale clothiers have booked a fair amount of initial orders for spring, and that these factors must have cloth with which to fill their contracts.

Selling agents declare with a great deal of emphasis that the advances are due to legitimate causes and not to any desire to take advantage of purchasers now that sample prices have been delivered. It is stated that the cost of worsted yarns has been enhanced since opening prices were named, and that unless mills covered against their entire season's requirements, when yarn prices were at rock bottom, the cost of finished goods must go higher.

Reports of a more encouraging nature are being received from men's wear producing centers. The repeat orders that are coming forward on lightweight goods necessitate the starting up of more looms. Mills that have been running only part time are now running to full capacity, while some have been compelled to run overtime in order to complete the business that has been tendered on the dates stipulated by purchasers. It is notable that quite a number of small mills are in good shape at present.

Re-orders of a substantial character are being received by several prominent concerns on both worsteds and woolen spring suitings. The business being placed is ascribed to a fairly good initial clothing business, combined with the fact that the first orders of the clothiers were of limited proportions. Buyers are still acting very cautiously. Commitments are being confined to goods needed to fill clothing orders, but beyond absolute requirements buyers refuse to go.

Well informed selling agents are not being carried away by the more cheerful reports from manufacturing centers of the betterment that is manifesting itself in some parts of the market. Because a few mills here and there are increasing their output is not indicative that a return to normal conditions is near at hand. A good amount of idle machinery is still to be taken care of before the industry can be considered on even a fairly stable basis.

Were stock goods more plentiful sales of men's wear would be very

much larger than they are. The scarcity of merchandise is due to the curtailment of production and the determination of mill agents to make no goods for stock purposes except staples that can be carried easily from one season to another. The selling agents for the largest producers state that their inability to meet the demands for overcoatings has resulted in the loss of sales, the value of which runs into large figures, but no regret is being expressed over the fact that speculation was not indulged in even when it was reasonably certain that the clothiers had practically no surplus stocks of overcoatings on hand.

Not in over twelve years has the supply of spot merchandise been so low in first hands as it is to-day. Some of the mills have about one-half of the quantity usually carried, while the best selling fancies are cleaned up. High grade Shetlands are difficult to procure, and as additional yardages will not be ordered to be put in works, it is plain that buyers will have to depend on overcoatings of other descriptions during the remainder of the season.

Every man who expects to succeed must have a plan of life. Every business that grows must adhere to a definite policy.

Sometimes the clothes speak louder than the man.

Gave Him Some Class.

She—When it was given out that Cohen's cashier ran off with \$50,000, Cohen didn't seem to mind at all.

Mose—Is he so rich as not to miss it?

She—Well, he was flattered. He never owned \$50,000 in his life.

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

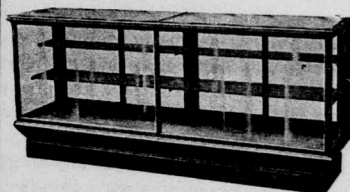
BECKER, MAYER & COMPANY, CHICAGO
ESTABLISHED 1880
VIRKING OGRADUATE VIRKING SYSTEM
EST. MADE CLASSY CLOTHING

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.
TWO FACTORIES.
GRAND RAPIDS, MICH.



"Paragon"

No. 58-18 Styles

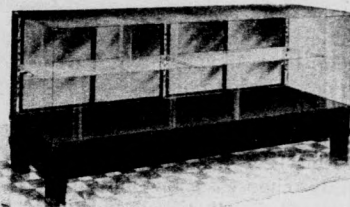
Send for Full Information on the Modern Methods of Merchandising

Men's Suits ☐ Millinery ☐
Furnishings ☐ Dry Goods ☐
Show Cases ☐ Drugs ☐

And.....

Name..... Address.....

The Largest Manufacturers of Store Fixtures in the World



"American Beauty"

No. 412-36 Styles

Cut out and mail to
Grand Rapids Show Case Co.
Grand Rapids
Places you under no obligations to buy

FURS

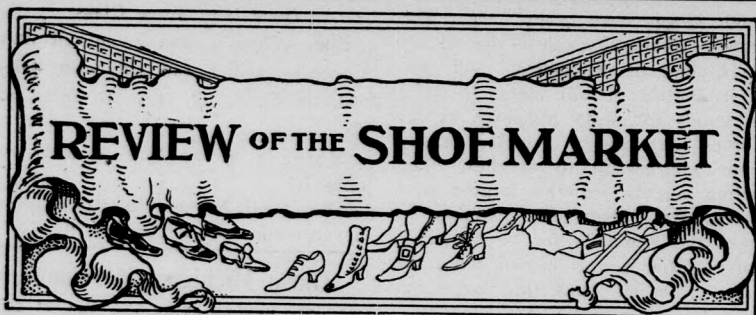
One of the useful things to buy for Xmas Presents. We show a splendid line of Ladies' and Childrens' Sets (scarf and muff) \$1.25 up to \$11. Muffs from \$1.50 to \$9. Scarfs from \$1.50 to \$9.

Order now while assortments are good.

PAUL STEKETEE & SONS

Wholesale Dry Goods Grand Rapids, Mich.





Shoes and Slippers as Gift Articles.

Written for the Tradesman.

Now is the time for all enterprising retail shoe dealers to turn on the Christmas sentiment. Santa Claus, together with his sleigh and reindeer, his limousine, aeroplane, or whatever conveyance you are minded to have him appear in, should be given a conspicuous position in the shoe window. Out with his papier mache saintship, and may the roses in his cheeks prove to be undimmed since last you used him! In with the fresh holly leaves punctuated here and there with bright red berries! It is strictly up to you to make a showing like Christmas-tide.

If some well-meaning people deplore the enormous waste and extravagance of Christmastime (and it is a cinch they do, for we have all read their plaints in numerous periodicals), it is largely because some people are not as judicious and practical in their selections of gift-commodities as they might be. Concentrating their thoughts too narrowly on the one purpose of surprising their friends by some unusual gift, and fascinating them by the glitter and tinsel of it, they not infrequently choose something that is pretty much all tinsel and glitter. Folks with a strong practical penchant are shocked by this wastefulness. And, when you get right down to fundamentals, it would be vastly better all around if our Christmas mementoes were selected more with reference to serviceableness.

Right here is where the wise shoe merchant has a great big opportunity. At a time when people are rummaging about in the stores and shops, trying to find something with which to remember their friends and loved ones, the shoe retailer should up and say: "Come in, my friend, and let me give you a tip." Of course he won't put it just that way; but that will be the sum and substance of this pre-Christmas shoe store announcement.

I was interested this morning to observe that some of the more aggressive shoe dealers of my own city are already beginning to suggest certain articles in their regular and special lines as suitable Christmas gifts. These suggestions were made through the show windows. The articles were displayed conspicuously and window cards were used to accentuate their suitability. For instance, one dealer had a pair of imported grass bath room slippers sitting on a low tabouret. The top of the tabouret was carelessly covered by a snow-white doily; and

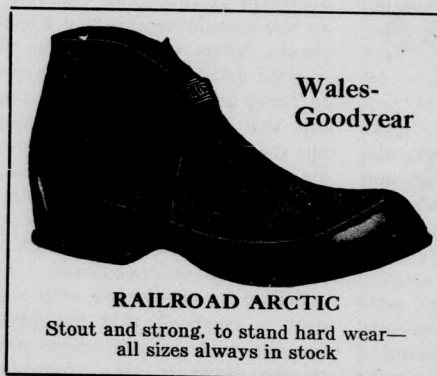
the slippers were priced at \$1.19 the pair. The card said they would make nifty mementoes, as no doubt they would. In another window which had a shelf rather high up on the paneled back—high enough to be seen above the tops of the highest stands, and yet not too high for the person of average height to get a good view of them—there was quite a collection of slippers from the old staple alligator kind to the newer booties in novelty leathers and fancy stitching. In another window I saw some rather fetching arrangements of men's half hose. The tops of the hose were attached to a short metal stand (at least I presume it was a metal stand; it was entirely concealed by the hose) and the garments were spread out fan-like, just a bit of the toe of each of them resting on the floor of the window. In a large window devoted exclusively to men's footwear, there were two of these fanlike arrangements—about eight pairs of hose to each, and in as many different colors. It was suggested that half hose in lisle, silk lisle and silk are always acceptable gifts to discriminating dressers.

I might go on at almost any length describing the interesting things I saw in the windows of exclusive shoe shops and in the shoe windows of enterprising department stores. But the most interesting thing to me was, not that I observed any novelty with which I was not already more or less familiar, but rather that the Christmas note is being thus early emphasized by the shoemen of my city. And it is not any too early. Not all shoppers belong to that procrastinating class who put off their Christmas shopping until the last hour, thus adding unnecessary burdens to the crosses of those who toil and serve in stores that the rest of us may have our precious gifts. Some of the more systematic and judicious begin their Christmas shopping days and days before the mad rush is on. It is a pity this class is not infinitely larger; for in that event business wouldn't be so desperately bunched. Therefore let me repeat, he's a wise shoe dealer who arranges his windows right away with a view to luring in this Christmas business.

Before I pass on to another phase of this subject, I am minded to say just a word about a novelty shoe for women that I saw in one modish shop this morning. It is called the "spat boot." The resourceful advertising genius who writes this store's newspaper publicity asserts that this marvelous new "spat boot" is worn

RUBBERS may not seem so important to you right now—but they will when the "rush" comes, and that won't be long. Better get ready with the best line—

Wales-Goodyear and Connecticut Rubbers



Wales-Goodyear

RAILROAD ARCTIC

Stout and strong, to stand hard wear—
all sizes always in stock

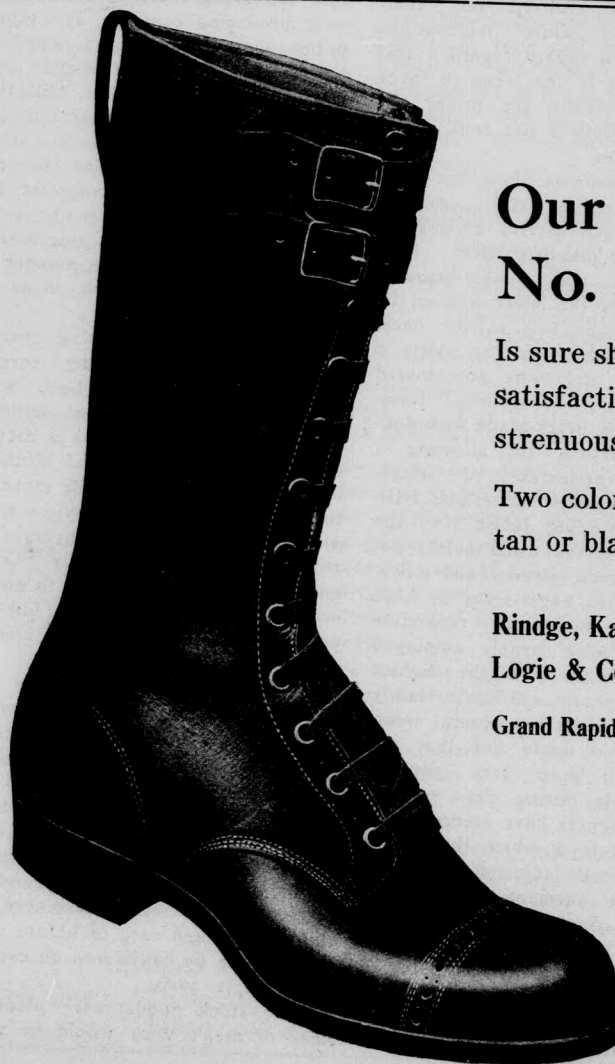
None so sure to give your customers the complete satisfaction you want them to have with everything they buy at your store.

We carry a complete line of these famous rubbers, and that means "Same-day" shipments.

The Maumee Rubber Co.

224 226 SUPERIOR ST
TOLEDO, OHIO.

Headquarters for Wales-Goodyear and Connecticut Rubber Boots and Shoes



Our No. 347

Is sure shoe satisfaction for strenuous boys

Two colors
tan or black

Rindge, Kalmbach,
Logie & Co., Ltd.

Grand Rapids, Michigan

to-day by the best-dressed women in Paris, Vienna, London and New York. This is, to be sure, rather strong language; but it takes hefty words to sell shoes when the price is \$8 the pair, as these are at the shop in question. It is a striking model, the button line being well to the side, and perfectly straight from top to bottom of the shoe. Only the vamp, sole and heel of the shoe are of leather—the vamp being patent, while the spatlike top of the shoe comes in black, seal brown and gray cravenette. It is, in all truth, a stunning shoe, and one that ought to prove extremely popular with young ladies who go in for a very chic outfit.

Inasmuch as the hunting season is now on, a pair or two of hunting boots will not go amiss in the window. High top storm boots are becoming more and more in demand. In every community there are a good many folks who are necessarily out of doors in all kinds of weather; and now that we have reached the middle of November, shoes of this kind are getting every day more seasonable. High top high shoes (or, as we commonly say, "boots") are a very practicable substitute for the old-fashioned cowhide boots of blessed memory—boots, by the way, that are even to-day worn in certain parts of the country—particularly in the South. And the modern boots or storm shoes are made up for women, misses and children no less than for men. There is quite an opportunity, it occurs to me, for the enterprising and resourceful shoe dealer to increase the sales of this class of footwear. It is so eminently serviceable for rough weather wear. Take, for example, those splendid little mannish boots for children. Since the little ones must be out in all kinds of weather on their way to and from school, how much safer the parents should feel to know their little feet are perfectly warm and dry. Such, of course, can not be the case where the snow is over the tops of their ordinary shoes. Parental love and solicitude are powerful motives to which the dealer can direct his appeal, and when so directed it is bound to be productive of good results.

From now on until the great Christmas festivity has fully come, Santa Claus and all those dear and tender sentiments that cluster about him will claim the attention of everybody. If it is said that Christmas is the children's holiday, it should be added that we are all children when Christmastime comes. Isn't it true that adults enjoy these Christmas preparations and anticipations almost as much as the little folks do? And isn't it well that it is so? Inasmuch, then, as the fascination of Christmas is so universal and so real, the shoe merchant should get into the spirit of this grand old holiday. Let him have Christmas in his show windows; Christmas in his shoe store advertisements, Christmas in his store and Christmas in his heart. Yes; by all means, in his heart.

Cid McKay.

News Matters in the Buckeye State. Written for the Tradesman.

To boost Ohio canned goods is the aim of the Ohio Cannery Association, which will open its annual convention Jan. 8 in Columbus. It is expected that 300 firms will be represented, besides a large delegation of jobbers and merchants. A canned fruit and vegetable fair will be held in connection, where addresses and demonstrations will take place. Samples of Ohio's products will be given away and an attempt will be made to induce grocers to exhibit the home made goods in their windows. J. C. Warvel, of Dayton, is Secretary of the Association.

The Toledo Commerce Club recently held a reception for its new officers and a beautiful silver loving cup was presented to the retiring President, J. G. McKenzie. A membership campaign will be started soon, when it is expected to bring the total enrollment up to 2,000.

The business men of Newark, forgetting party lines, will unite in support of Mayor-elect F. M. Swartz, who says that he stands for law enforcement and a greater and better Newark.

Through the efforts of the Board of Trade of Newark the business men have provided the funds for placing 600 incandescent electric lights on the court house tower and steeple, and they will burn for a year at least, making a pretty spectacle nightly for miles in every direction. It is believed that the lights will be good advertising, brightening up the town and killing gloom.

The Business Men's Club of Cincinnati is a live bunch of men, proof lying in the fact that at last week's annual election of four directors a total of 1,030 votes were cast out of a possible 1,400. The Club has made a gain of 40 per cent. in membership in a little over a year.

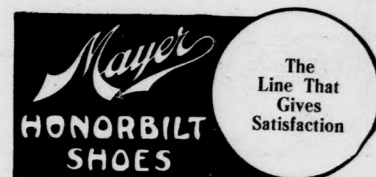
Columbus might be enjoying 3 cent car fares on the city lines were it not for the street car strike last summer. A clause in the franchise of the Columbus Railway Company stipu-

lates that when the gross earnings shall reach \$1,750,000, the fare shall be eight tickets for a quarter, or practically 3 cents. The fare is now seven tickets for a quarter and the earnings for the past year, covering the four months' strike, when few people rode for fear of death, lacked less than \$25,000 from the 3 cent mark.

The Cincinnati Commercial Association is conducting industrial excursions to the factories of the city

and "Know Your City Better" is the slogan. Almond Griffen.

It doesn't require an ax to cut an acquaintance.



Don't Speculate

When you buy beans at \$2.60 in the hopes that they will go to \$3.00, but with a risk that they may drop to \$2.50, that's speculation; and your experience may prove a sad one for your bank account.

You take no risk when you stock Rouge Rex Shoes.

There is always a demand, and they always yield a profit, besides affording genuine pleasure in the handling, for

Rouge Rex Shoes Satisfy.

Our line for 1912 is the strongest we ever offered. You want to see it before buying.

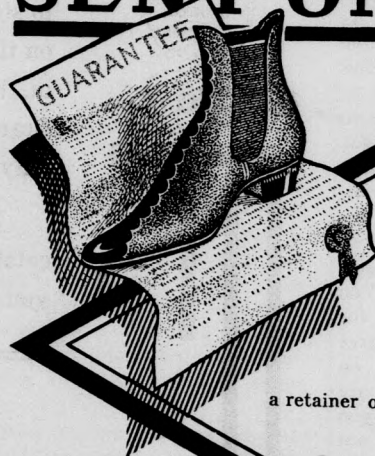
Hirth-Krause Company

Hide to Shoe

Tanners and Shoe Manufacturers

Grand Rapids, Mich.

SENT ON A GUARANTEE



"The Princess"

is a big draw because of quality and appearance—but that's not all. It's comfort it gives that makes

The Princess Comfort Shoe

a retainer of customers to every merchant who handles them.

"Comfortable Shoes for Women" sent to all inquirers

V. SCHOENECKER
BOOT & SHOE CO.
MILWAUKEE WIS.

THIS HAND-SOME BOOK
FREE
WRITE FOR IT TODAY

BEHIND THE COUNTER

Try To Make the Most Out of Life.

What are you grateful for this Thanksgiving? Have you thought about it? It may be you are thankful for a good job, if you have one, or a bank account, if you have been thrifty, or a good home, if you are so fortunate, or health, if you have escaped sickness, or plenty of friends, if you are popular. All these things are worthy of your heartfelt gratitude. But here is a thought for you—are you thankful for yourself? Have you lived and are you living in such a manner as to commend yourself to your own good opinion? If not, it is your own fault, and you have excellent reason for being ashamed of yourself.

A nation-famous humorist once said that if he was as mean as some people he knew he would roll clear over to the other side of the bed at night to get as far away from himself as possible. Some are so far gone in meanness they would have to roll clear out and hit the floor with a hard bump. Even this would not waken them out of the nightmare of their own disagreeableness.

It takes all kinds of people to make a world, more's the pity, but the chronically mean man stands in his own light preventing his own progress by the shadow he casts. If he could only see that his prospects would be brighter and success take the place of failure if he would just be a good fellow, he would be happier and more pleasant company for himself as well as his associates.

Say, boys, what do you do when the boss is absent? Do you loaf around and let disorder reign, or do you keep the store nice and tidy? Do you hang around the front steps talking to Tom, Bill and Joe, or do you stay inside where you belong and keep a business appearance about the store? Do you give customers just as little attention as possible, or do you take care to be polite and try to please them? Do you show them you are in a hurry to get rid of them whether they buy or not, just so they go away and quit bothering you, or do you endeavor to be patient with them no matter how much time it takes?

These and other things of like color are what work the difference between the faithful and unfaithful clerk. As we sow we reap. He that is shiftless about other people's business that he is paid to look after will

grow into a habit of shiftlessness sure to work harm to his own affairs, if he ever has any, even although he is not found out and called down or discharged by his present employer.

It does not do to look upon the employer as an old grouch because he happens to be out of humor and says some sharp things upon occasion. If he is angry or ill-tempered without apparent cause, just remember he has many things to make him feel out of sorts, and he is probably sorry for his crustiness afterward although he may think it beneath his dignity to acknowledge it. He has the worries. If he loses a bad account it makes no difference in your pay. If rent goes up and horse feed advances and light costs more, he has to foot the bills. If stock spoils or certain purchases prove to be mistaken ones, being goods that nobody wants, those are his worries, not yours. You are interested in getting your pay envelope Saturday night; he has to see that it is filled, although collections are slow. Of course, if any or all these things go wrong, you may not be responsible, and he has no reason for visiting his ill-humor upon you. Certainly not, but then he is only human until he dies, and you might be more of a grouch than he if your positions were reversed. So be charitable. If you can not get along with him, leave him; but there are probably worse people in the world.

Above all, remember, no man was ever a good general who had not been efficient and capable in a lower position if he ever occupied one. As is the boy, so is the man. As is the clerk, so he will be when he grows into a proprietor or manager. If he is dishonest in the first he will also be so in the second position. One form of dishonesty, and a common one, is to not give faithful service. It is just as dishonest to steal time as to steal money. It is as dishonest to not do your best as to give short weight and measure. You agree to work so many hours for so much money. You do not agree to loaf so many hours and be on the payroll. If you think you are not paid enough, get more if you can. If you can not, and are not willing to keep your part of the agreement, even although you think you have the short end, clear out. A bargain is a bargain and an honest man will keep squarely to his promise no matter at what cost. There is no such thing as part right and

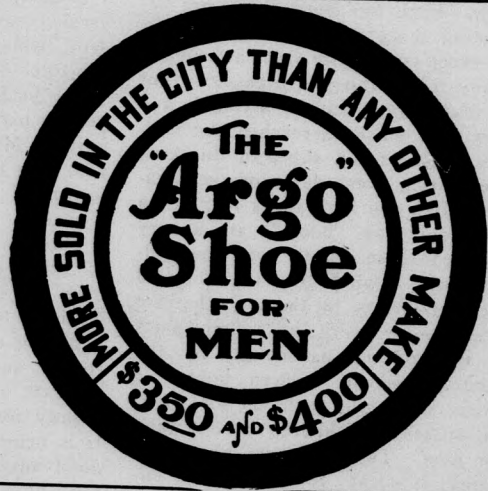
part wrong. It is altogether one or the other.

Make a practice every night at bedtime of glancing over the just closing day and asking yourself whether you have done your duty. Do not try to hurry thoughtlessly into the land of forgetfulness, where sleep carries you, without giving yourself time for regret. Be man enough to face yourself and make your mistakes stepping stones on which to climb to higher things tomorrow. It would be a good thing if every sinner who sins willfully was obliged to stay awake until he repented. What a sleepless population there would be all over the world.

We admire any man who is well versed in the business in which he is

engaged, and we find no objection to his "talking" his business. True, almost anything may be overdone, but seldom does any man who is well posted in his business, and loves it, "talk" it to such an extent as to do injury. The fact is, the man who talks his business intelligently is the one who keeps his business prominently before the public, and is generally the man who succeeds. We have heard persons criticise Mr. Blank for always talking shop, but we prefer to hear any Mr. Blank talking shop, especially when he knows what he is talking about, than to hear a man wasting breath upon a subject on which he is not posted and the discussion of which is of little import to the listener.

THE
SIMMONS
BOOT
& SHOE
CO.
TOLEDO
OHIO



Season After Season When the First Snow Falls

You have noticed that there is a shortage on Men's High Buckle Arctics—you've doubtless seen the good business go to your competitors. We are always willing to stay up nights to get your goods away on time when your late rush order comes in, but you can't loose out on the Bear Brand—you'll need the goods all right, then why not order now?

Let us send you another Bear Brand catalogue if you have mislaid yours, so that you can get your order away on time.

Herold-Bertsch Shoe Co.

Grand Rapids, Mich.

Distributors of

Wales Goodyear Rubbers

Makers of the famous

"Bertsch" and "H. B. Hard Pan" Shoes



TEN TALKS

To Bank Clerks By a Practical Banker.

Seventh Talk—The Family.

The family is the unit of our civilization. It is the anchorage of all the most important of our progressive movements. When one man and one woman choose each other from all the people in the world to found a home, they are treading upon holy ground. In moments of hilarity, and perhaps thoughtlessness we may laugh and joke about matters connected with marriage, and usually we do this without any desire to minimize an intrinsic value; but in our moments of sober thought, we know that the founding of a home is the most serious matter that can be contemplated by members of the human race, for in the establishment of a home we have in view something larger and more far reaching than the building up of a farm, a block or even a city. We have to do with the integrity of the human race.

We connect with the founding of a home the quality of affection as the most important consideration. And yet this new relationship involves more than love itself. Success depends upon self control, honesty, tolerance, forgiveness, kindness and in truth all the virtues that establish character.

We can not have an ideal family in which there is nagging by individuals. We lose in efficiency when we belittle the endeavors of each other. When once we fail in courtesy we have dropped a most important stitch. If at any time we are thoughtless in speech or in actions we have begun the opening of a terrible breach. I would not minimize the value of clubs, the church or any other business or social relationship connected with progress and happiness of people, but I would exalt above all these things the family relationship.

What has this to do with us as a banking family, as a family of employers and employees? I do not hesitate a moment to bring this subject to every one of us. We have a responsibility to consider in connection with our banking affairs. Any one of us who has a sweet and beautiful relationship has the backing for a better and more useful career in our business. If I knew that any one of you had an unfortunate family condition, a lack of harmony, a possible desire to get away from it, I should question very seriously your fitness to fulfill your responsibilities here. The man who is faithful to his home relationship is the one of whom the people would say: "He is faithful in a few things and will be made ruler over many."

Habit carries over from one relationship in life to all others. We can not be mean and rancorous in our family relationship without in some way reflecting that condition in our business attachments. A sweet home life, in which not only affection but self control and tolerance and thoughtfulness are a part of it,

fits one to be the right kind of a business man. The inspiration of good cheer and happiness engendered in the home follows one in the serious conventions of the day. The family that thinks things over and talks things over together; whose joys and whose sorrows are common property; who strengthen and support each other through all the ups and downs of life develop a source of strength and purpose that can hardly be estimated in its value upon all the processes of daily life. Blessed is the family where this beautiful relationship exists.

Upon Burton Heights the other day one of our ladies, who had noticed the beauty and harmony and oneness of a family circle, said to the little girl who was one of the members: "How many brothers have you?" And she responded: "Oh, I have three brothers and then there is papa—he makes four." Could one have a better index of a home than this simple expression of the child?

Once in a while we hear the expression: "He is a good man, but he is hard to live with." That does not sound so very badly at first, in the way of criticism of a person, but if you take the application of the same principle in other directions you can see what it really means. "This is a good apple, but it isn't fit to eat." "That is a splendid vehicle, but it isn't useful." "That is a fine horse, but he won't work." So that when we use the expression in connection with any person that "he is awfully hard to live with," we are stating it in about the strongest terms we know how; and I submit to you whether it is not a matter of vital importance for us to so carry ourselves in life that we shall be GOOD TO LIVE WITH. The man who is good to live with has a welcome everywhere in and out of the family circle.

I put a good deal of emphasis upon those things which have to do with the relationship backward and forward in life. The little things connected with the home that have come down to us from other homes and other families to which we have been related are oftentimes the cement which holds our family together. When we catch ourselves saying things and doing things after the manner of our father, mother or grandfather or some progenitor we perpetuate something of value to our family circle. When we have some keepsake, some piece of furniture, some portrait that we can carry through our family circle and pass on to another which shall succeed us we are recognizing a beautiful and sweet idea connected with the family, and we do well to cherish it.

The past summer I spent a few weeks in Gloucester, living in a home in which I found pieces of furniture that had come down from one generation to another since the landing of the pilgrims. The thought that several generations had touched these pieces of furniture, had admired and had carefully saved them,

meant a great deal to the present owners of these souvenirs of the past.

But there is above all these things a most important attribute of the family which can be passed on from one generation to another, which means more than anything that we can touch with our hands or see with our eyes, and that is the proper relationship which we bear toward the members of our family, so that those who shall be in our homes and pass on to other homes shall carry with them, as an important and beautiful thing to be cherished and utilized in connection with other homes. In paying our tribute to the family which fills our ideal, we are recognizing the great aroma of an incense which rises to Heaven from a circle which will receive the highest commendation from the Father of all families.

Charles W. Garfield.

Hand Them Out Now.

I've noticed when a fellow dies, no matter what he's been—
A salnty chap or one whose life was deeply steeped in sin,
His friends forget the bitter words they spoke but yesterday.
And find a multitude of pretty things to say.
I fancy when I go to rest, someone will bring to light,
Some kindly words or goodly acts long buried out of sight,
But if it's all the same to you, just give to me instead
Some bouquets when I'm living and the knocking when I'm dead.

Don't save your kisses to imprint upon my marble brow
While countless maledictions, shall be heaped upon me now.
Say just one kindly word to me, while mourning here below
And don't save all your eulogies to carve upon a stone.
What do I care if when I'm dead the papers give a write up with a cut in mourning border set.
It will not flatter me a bit, no matter what it said.
So kindly throw your bouquets now, and knock me when I'm dead.

It may be fine when one is dead, to have the folks talk so.
To have the flowers come in loads from friends you know.
It may be nice to have these things from those you leave behind.
But just so far as I am concerned, I really do not mind.
I'm quite alive and well to-day, and while I linger here,
Lend me a helping hand at times, and give a word of cheer.
Just change the game a bit, just kindly swap the decks.
For I'll be no judge of flowers, when I've cashed in my checks.

Genius is the capacity to act on one's own opinion.

Impossible.

"You'd better fumigate these bills before you go home. They may be covered with microbes," said the druggist one Saturday evening as he handed a few faded, worn and soiled silver certificates to his clerk.

"No danger from that source," responded the latter, "a microbe could not live on a drug-clerk's salary."



Actual Test of

GOLD SEAL RUBBERS

Stand heaviest test known and wear longest. "Not the cheapest but the best." They are business builders.

Goodyear Rubber Co.
382-384 East Water St., Milwaukee
W. W. Wallis, Manager

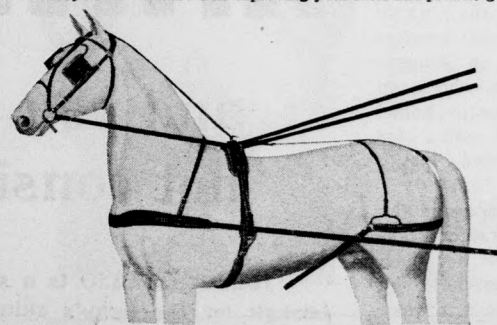
Are You Getting Your Share of the Harness Business?

This has been a good year with the farmers and they are already beginning to invest in better equipment for the next season.

You can make a handsome showing on harness if you have the right sort as proved by the success of our "SUNBEAM" dealers everywhere.

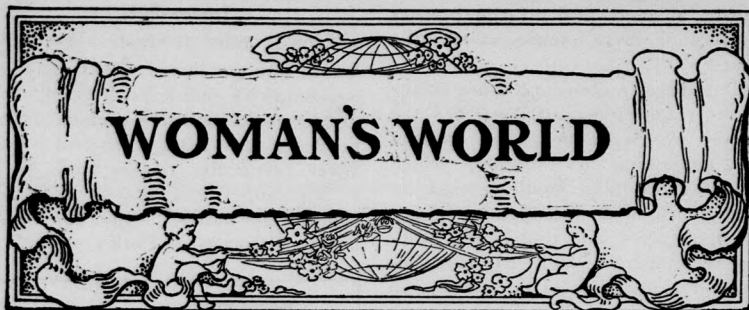
If you are interested in improving your sales and profits, get our special harness catalog at once. It features the complete "Sunbeam" line and is well worthy of your careful attention.

Better do it today!



BROWN & SEHLER CO.
Grand Rapids, Mich.

"Sunbeam goods are made to wear."



The Married Daughter as a Graft.

Written for the Tradesman.

It was early in June that a hack drew up before the Sigsbee home and Maud Sigsbee Bennett with her three children alighted. Observant neighbors remarked that "Maud and the children had come home for the summer."

It was late in October that the hack drew up again and gathered in the same little group of passengers and took them to the depot, where they boarded a train for their Southern home. The children are none of them old enough to be in school, so Maud thought she "might as well stay long enough to get her visit out."

I doubt very much whether Pa Sigsbee has taken pencil and paper and figured out just how much Maud's summer "with the loved ones at home" has set him back financially. Pa Sigsbee is a book-keeper downtown and spends every hour of his working days pouring over columns representing dollars and cents; but it must be said that he is a poor hand at calculating on the expenses of his own family. He is of a very kind and indulgent disposition, and would like to keep those dependent upon him in a style that would require at least four times his modest salary. As it is, while they have all the comforts he can possibly pay for—more than he really can afford—still, the most rigid economy has to be used, and they are obliged to go without many things they want and perhaps need.

Maud lives in the South, where the summers are long and hot and wearisome. Every year since she married she has come North to her people for the heated term. Usually her husband gets off two or three weeks and he also spends his vacation with Father and Mother Sigsbee.

The Sigsbees are all very fond of Maud and her husband and the children. These are the only grandchildren and each tot is inexpressibly cute and precious in their eyes. They all enjoy having Maud and the little ones with them during the whole summer, except—except that it makes such a lot of extra work for Mamma Sigsbee and for Margaret, who is an unmarried daughter living at home, and so much additional outgo for the always closely drained family purse.

Maud is never very strong and the care of the baby, who is rather weakly, seems to require all of her time. Of course in her own household she does much more than this, but when she is home with the folks she likes

to rest and have a good time. Maud is not exactly the kind of person to take hold of hard work in dead earnest when there is anyone else around to do it. Mamma Sigsbee and Margaret do the washing and ironing and the cooking and cleaning for the whole family, and look after her two older children more than Maud does, besides.

The washings at the Sigsbees while Maud and the children are at home are something enormous. Sometimes in cold weather they put their washings out, but when she is with them the laundry bills would be doubled, and they never could stand it.

At the same time their grocery and meat bills are increased far beyond the normal amounts. Maud likes to go a good deal and so several little excursions are planned while she is at home—mostly informal and very pleasant affairs—but all requiring some outlay of time and strength and money.

"Why doesn't Maud meet some of these expenses?" do you ask? "Why doesn't she pay the laundry bills and share the butcher's and grocer's accounts?"

The answer to these very pertinent questions is just this: Because Maud is Maud and the Sigsbees are

the Sigsbees. Her father and mother have a good deal of pride, and they want to do for their children instead of taking help and favors from them. Mrs. Sigsbee and Margaret know perfectly well that they could keep three summer boarders without a penny more outlay than is occasioned by the homecoming and homestaying of Maud and the children, and at the end of the season they would have a snug little sum in the bank as the result of their efforts. But they can not bring themselves to the point of telling Maud's husband that he must pay for the board of his family during the summer.

Maud supposes herself to be a thoroughly good and conscientious kind of person. She is a church member and means to do just what is right, and is not of the sort that gets behind with her grocer or beats her coal dealer. But her ideas of justice and property rights as regards her own people are hazy. Withal, although she herself is totally unconscious of the trait, Maud is temperamentally a little bit sharp.

Her husband is a capable man and earns a very good salary. They live well and enjoy many luxuries that her own people do not pretend to afford. Her husband each week places at her disposal a very liberal allowance for running the house and clothing herself and the children. This allowance goes right on while she is North for the summer. And Maud has shrewdly discovered that when she doesn't have to run any house and "Dear Papa" is paying the supply bills for herself and children, funds accumulate in her pocketbook. A year ago, with the money she had saved while she was home with her folks, she proudly made a good-sized



MAPLEINE
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**Sells
Satisfies
and
Sells Again**

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

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Satisfy and Multiply

Flour Trade with

"Purity Patent" Flour

Grand Rapids Grain & Milling Co.
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**Show Cases
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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. While this to have you give them a trial. We know if once you use our duplicate system, you will always use it, as it pays for itself in the first few days. For description of our system, samples and prices on large quantities, call on The CEDER-THOMSON Co., 1225 W. Main St., Grand Rapids, Mich. Agents Wanted. NOTE:—In returning orders, do not forget to furnish copy of print, as desired. It takes from 10 days to 2 weeks to execute orders.



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.

payment on the house and lot that her husband is buying. This fall she intends purchasing a fine rug for her parlor and some new pieces of furniture with her savings.

Of course she makes a little pretense during these summer visits of doing something for her people in reciprocation for the outlay they are making for her. She rarely goes downtown that she does not buy fruit or candy and bring home. Frequently she treats the whole family to ice cream. On Margaret's birthday she gave her a willow plume (one she had bought at a bargain sale, by the way, and not an especially nice one). A wrap would have been far more useful and appropriate. She buys the new magazines and they all enjoy reading them and are properly grateful, and she usually purchases a hat or a gown for her mother, and a sweater, maybe, for Jake, her young brother.

But these makeshifts do not replace in tenth part the cold hard cash that Papa Sigsbee is out from her annual visitation. Mamma Sigsbee pinches and scrimps, Margaret ekes out the scanty sum she has for clothes (not one-quarter what Maud spends on her own wardrobe) as best she can. Papa wears a shiny coat and walks to his work instead of taking the car—and none of them utter a word in protest. Maud is blissfully blind to their needs and unconscious of their sacrifices.

It really is too bad! To be grafted on by one standing so near and dear is, in some respects, harder to bear than being held up by highway robbers or victimized by pickpockets or professional burglars.

Not all married daughters are like Maud Sigsbee Bennett. Many there are who, if in affluent or even comfortable circumstances, are only too glad to render financial assistance to parents and brothers and sisters who chance to be feeling the pangs of poverty.

Other cases there are where the parents have ample wealth at their disposal and very cheerfully and willingly bestow upon their children, married as well as unmarried, as occasion may require, and nothing can be said against the acceptance of aid so graciously given.

But there are enough daughters of Maud's type—with parents generous of heart but straitened as to means—to point a moral. It is to be hoped that the eyes of some such may fall upon this little narrative, and their consciences be aroused to a sense of their misdeeds. For the great principles of right and justice are in no wise abrogated simply because one is dealing with the home folks. It is not allowable to use a code of ethics with them that would not be tolerated by outsiders; and where affection is too kind and tender to insist upon its rights, all the greater thoughtfulness and consideration are only its proper due.

Quillo.

It isn't so much what we need as what we want that keeps some of us poor.

What Other Michigan Cities Are Doing.

Written for the Tradesman.

Port Huron has secured the next annual meeting of the Michigan State Library Association. It will be held in June of next year.

The Thumb District Fair will be an annual event at Port Huron, the business men of the city and district having made liberal subscriptions for stock in the Association.

Flint is trying to secure a 5 cent rate over the Saginaw & Flint Railway to the new city limits, the charge at present being five cents to the old city limits and an additional nickel to the new limits. The sale of eight tickets for 25 cents, for use between the hours of 5 and 8, mornings and evenings, is also being asked, the matter being covered by ordinance, which will be voted on soon.

Flint will have a seven-day Chautauqua in July next year. The Board of Commerce of that city is behind the enterprise.

Kalamazoo expects to entertain 500 deaf mutes at the first convention of deaf people ever held, which opens in that city Nov. 29. The Midwest Association for the Deaf has been organized for some time, but formal conventions have never been held.

Ironwood's Superintendent of Schools proposes the opening of a night school in that city for the training of servant girls in the fundamentals of housekeeping.

A factory costing \$20,000 will be erected by the South Haven Board of Trade for the pipe organ factory recently secured by that city.

It was seventy-five years ago this month that the first train over the Erie & Kalamazoo, the first railroad in the West, reached Adrian from Toledo, and the Adrian Women's Club has placed a great boulder in the court house grounds to mark the spot where the road ended.

Fennville has adopted a "curfew" ordinance and children under 16 years must keep off the streets after 8 and 9 p. m. during the winter and summer months, respectively. The whistle at the lighting plant furnishes warning.

Charlevoix is taking sanitary measures and has notified property owners having sewers running to Round Lake that the same must be connected with the Bridge street sewer at once.

Cadillac has passed two railroad ordinances, one prohibiting the stopping of cars within twenty feet of a crossing or sidewalk, and the other compelling companies to keep lights burning on all crossings at night.

The Dowagiac Manufacturing Co., of Dowagiac, has renewed its thirty-year charter and changed its name to the Dowagiac Drill Co. Of the seventeen charter members of the company only four are living and but one of them is still connected with the business.

The City Council of Ionia has ordered the sinking of eighteen wells to increase the water supply.

Saginaw holds a leading position in the State in applying the principle

of soil conservation through its schools. All the free kindergartens have started their Dutch gardens and the schools both on the East and West sides have ordered bulbs in order that the school grounds may be beautiful in the spring.

The terminal of the Pere Marquette Railroad in the Thumb will be Port Hope instead of Harbor Beach and a round house and other improvements are being made there.

The Toledo, Ann Arbor & Detroit

Company has been formed to build 100 miles of electric road in Southern Michigan, and it is expected that cars will be in operation between Toledo and Ann Arbor before winter opens next year. Almond Griffen.

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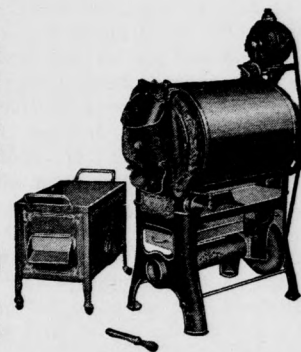
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Desirability of Knowing Your Own Business.

Wise men, ever since the dawn of history, and perhaps before that even for all we know, have been reiterating the admonition to know thyself. Of course that is good advice, and like all other advice of the same brand it is usually unwelcome and is usually disregarded. Still it has a particular significance for the implement man, for of a surety if he does not know himself he will get it where the wife of the millionaire wears her diamond necklace.

Knowing thyself in the implement business means as well knowing thy business. Perhaps in no other line of merchandising is it so much a question of the identity and personality of the man who conducts the business as it is in the implement business. The dealer absolutely identifies himself with his goods. Who knows or cares about the name of the manufacturer of a piece of cloth or a sack of sugar? Yet every man who buys a plow or a wagon takes particular cognizance of the name of the manufacturer, and the dealer becomes so closely identified with his line that to say Deere plow, or Rock Island plow, or Bain wagon, or Banner buggy is to say Jones, the implement man; the two terms are synonymous in the minds of half the farmers in the community, the other half buying of Smith, the other dealer, who has just as well known a list of synonyms following his title.

Therefore, it behooves the implement man to study his business. This is merely approaching in another way that old, old matter upon which we have preached so often, and which has for its conclusion the statement that the implement man may extend his business indefinitely by studying the needs of his community and making his business keep in proportion to them.

The practical application is that there is no use in engaging in the implement business unless you have a fair comprehension at least of the needs of your vicinity, and if you un-

derstand fairly well the capabilities of the line you represent. Unsold goods are usually misfits; misfits of judgment, evidences of ignorance.

Of course it frequently happens that a man may buy too many goods of a kind, not because he has misjudged the capacity of his clientele to absorb that many individual tools of the type, but because something untoward has happened to prevent a full expression of the needs of the community. Crop failure or something of that kind may intervene. Yet these are exceptional cases. Far too many of the other kind are found, where the dealer did not really have any idea as to what he ought to sell or might sell, but bought blindly, hoping that he had not gone wrong, but more than half convinced that he had even before the selling campaign was open. These are the misfits, and when they occur they are evidence that the "know thyself" precept has been disregarded.

He who walks with his eyes shut is certain to stub his toe, and many and many an implement man has stubbed his toe even with his eyes open. It is not intended to assert that it will be possible to so accurately gauge one's trade that there will never be a disparity between the demand and the supply laid in in advance to meet it. Such coincidence will be impossible short of omniscience, and there is but One who is omniscient, and He is not in the implement business.

But it is possible to so nearly estimate the requirements of a given trade that there need be no great mistakes made, barring crop failure and such matters that are beyond human control. It is simply a case of knowing the trade and knowing yourself. There are men who have the capacity apparently of getting themselves out of almost any hole in buying. They seemingly can always dispose of their stuff no matter what the circumstances may be. Yet, even in such cases, if the matter could be sifted to the bottom, the chances are that they had care-

fully figured in advance just where they were going to sell those goods, and had prepared for every emergency that might arise. To the outsider they simply look lucky; to themselves they give evidence of superior ability or superior wisdom. They know themselves and they knew their trade, and in knowing those two things they knew all that it was necessary to know to make good.—Implement Age.

Thawed Him Out.

"Oh, yes," replied the hardware drummer, "men in this profession are bound to meet up with cranks and curmudgeons, and we must do our best to smooth them down."

"Have you been smoothing anybody lately?" was asked.

"I have. On this trip I have smoothed down a retailer who has held me off for the past four years. I tried in vain to get close to him, but he wouldn't have it. He didn't like the looks of my face and the tone of my voice."

"But you have got him all right now?"

"He's as smooth as velvet."

"How did you accomplish it?"

"I found that he believed the sun moved around the earth, and so I agreed with him that all the rest of the world was mistaken."

"And how do you know you thawed him out?"

"Because he invited me to go through the State asylum with him, and we spent a very pleasant half-day together."

A Sure One.

"Reggy has a new attachment on his airship."

"What for?"

"For debt."

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PRACTICAL STOREKEEPING.

Matters of Vital Concern To the Merchant.

Paper Three—The Man.

Written for the Tradesman.

The relation between physical organism and psychic energy is one of those recondite problems that seem evermore to fascinate and confound us.

While the quality of one's mental equipment can not be judged by the height, girth, size of the head nor the capacity for consuming prime roast of beef, there is a necessary relation between bodily health and mental vigor.

The ideal of the old thinker was "a sound mind in a sound body." There are historic instances of sound minds in feeble bodies, while every little hamlet has an over-production of great, husky bodies whose heads are a disappointment.

Since there is a necessary psycho-physical parallelism, mental health and resourcefulness are somehow conditioned by physical fitness. When the body suffers the mind and all our intellectual functions suffer with it.

Therefore a tired, over-worked, inadequately nourished body means brain-fag, mental unfitness, ganglionic flaccidity.

There is such a thing as a man's being too tired to think. Even the strongest of men can endure only so much. When our bodily energies are taxed beyond their normal capacity, Nature calls a halt.

It is poor economy to drive an unwilling mind in a worn and jaded body. Rest the body and you refresh the mind. With proper rest, the problem that seemed erstwhile insoluble becomes simple and easy.

The shopkeeper must have rest and recreation.

The numerous cares and responsibilities incident to the upkeep of a modern store, let alone the mental and physical work involved, make a terrific drain upon the vital forces.

A man is not like a bit of radium; he can not go on everlastingly throwing out energy, both physical and mental; he must stop every now and then and take in fuel. And the unwound spring must be wound up again.

While the average man can work more than eight hours a day and get on very well with less than eight hours' refreshment, there must be certain hours of the day devoted to refreshment. At such times "carking care" should be dismissed. Care is twin-brother to worry; and it is a commonplace that worry kills more people than work.

The body needs rest, and while the body rests the mind should have a holiday. That does not mean that one should cultivate the habit of letting his mental faculties habitually "loaf" when he is not thinking about something connected with the business. It does not mean letting things sluice through the mind, pipe-dreaming, and things of that sort; although occasionally such mental diversion may not be altogether out of order.

What is contemplated is that the mind shall be removed from our usual business matters and focused on something entirely different. We can spend these hours of diversion in reading, talking, walking, driving, or any other favorite pastime.

The perennial benefit of the vacation is that it serves to supply us with an occasion for recreation. Recreation means re-creating. If we go on our vacation trip to a fashionable resort where we have to spend the days and nights in a strenuous round of exacting social functions, alike exhausting to the body and tiresome to the mind, we defeat the very purpose of our vacation. Not every vacation is a recreation, by a jugful.

On the other hand, one does not have to go out specifically on a formal vacation in order to secure the equivalents of a recreation. One can recreate after business hours, keep his mind and body in perfect fettle—thus stay on the job and keep perfectly fit both mentally and physically.

The shopkeeper ought to cultivate some sort of a hobby that will get him out into the fresh air as much as possible.

Fresh air is one of the cheapest things in the universe—and one of the best.

In our stores the air is far from being absolutely pure. Especially is this true of them during the late fall and winter seasons. We are prone to shiver at the sight of an open window or door. And some of our clerks seem to act upon the assumption that a little draft is a dangerous thing.

So the warm air is breathed over and again. It is necessarily charged with impurities.

Clerks become drowsy and unresponsive because the room is close and the air is bad.

Fresh air serves to oxygenate the blood, quicken our mental powers and gives tone to the whole body.

Therefore the more of it we get the better off we are. By all means

cultivate some sort of a diversion that will enable you to get the fresh air cure incidentally. It is better to get one's allowance of fresh air incidentally than it is to go out after it deliberately.

The shopkeeper ought to remember that he is entitled to have a strong, robust body and a happy, contented mind.

Without these prime requisites, his life is impoverished.

If success in any branch must come at the cost of health and happiness, it is too dearly bought. "Success" is not worth it. And the thing for which we give up health and happiness is not really success. It may be a big business with big profits; but the end of it is intense disappointment.

A shopkeeper's health is his most valued asset.

If a man has perfect health, he ought to be fairly contented no matter how business goes.

With perfect health, plus the necessary amount of aggressiveness, one can generally make business chirrup along whether it wants to or not.

Physical health is conditioned largely upon exercise and diet. And what I have said about recreation covers pretty well the item of exercise. The diet is equally important.

Recently there appeared in one of our literary magazines an illuminating article on "Fueling for Service."

We have had a great deal about the alleged injuriousness of meats and other substantial food stuffs; and the world is fairly teeming with food-cranks who delight in telling us what we ought not to eat.

Most of this talk is sheerest twaddle. A prudent man will not eat more than he can pay for, and a wise man will stop when he is full. As far as I am concerned I propose to eat as much meat or anything else that I happen to crave, when I want it, and as much of it as I think I can safely digest.

Maybe I happen to have an unusually strong digestive apparatus, but I think my capacity is hardly above

normal; we have all taken our sapient diet-regulators too seriously. It is time we tell them to mind their own eating. Let us fuel for efficiency.

Mental soundness contemplates also a substantial and varied intellectual diet.

Here is where many a shopkeeper breaks down.

He is so prodigiously wrapped up in his specific interests there is a strong temptation for him to lose all care for other and larger interests. The world that is bounded by a store on the one side and by a suburban home on the other side is entirely too narrow. Pericles is said to have known but a single street in Athens—the street leading to the forum; but Pericles' example in this respect is not a very excellent precedent, to say the least.

The merchant ought not to be provincial.

Life is rich in possibilities.

To have no other object in life save to keep the balance on the right side of the ledger is an unsatisfying proposition.

Every man who reads and thinks at all ought to cultivate the acquaintance of at least a few of the world's great books.

The man who fancies he is too busy to read anything not directly connected with the business in some practical way, is defrauding himself.

With all our getting, we should get us a few friends, and bind them to us as with hooks of steel.

In developing the business let us not neglect to develop the man back of the business. Chas. L. Garrison.

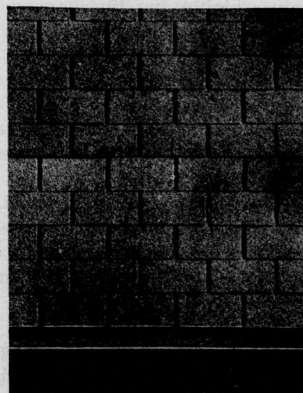
There are times when it is difficult to tell a "captain of industry" from a "chevalier d'industrie."

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ESTABLISHED 1868

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The Assertive Salesman and the Buyer.

It has ever been a question with me how far a traveling salesman ought to go in forcing himself on the attention of a prospective buyer. The salesman who sells under hostile conditions is the one who is not a quitter, and yet the buyer may have a few rights in the matter. He may have the right to see whom he pleases.

Briggs had worked for Vincent & Company for six years. At first he had been a common clerk, a very common one, some of the boys said. Then he had gone up to the correspondence desk, and from there on to the credit department. Here he stuck, for he really was the best assistant the credit man had ever found.

Briggs rejoiced in his advancement, but he was ambitious. He used to tell the boys at the cigar store nights that he would never rest contented until he was taken into the firm, which was rather nervy as coming from Briggs, who was a good cog in the wheel of business and nothing more.

"What's the use of sitting with my nose at a desk all day?" he used to argue with his associates. I might remain here until the ants carried me out through the keyhole, and never get anything better. I'll tell you right now that it is never the men in the office who get into the firm. It is the men on the road. The men on the road seem to be the whole works with the boss.

"When I do an especially good job, like in the Haney case, for instance, where I saved the firm \$600 by a little quick work, the boss does not take me out in his honk wagon and exhibit me at his club and make merry with me. Not so you could notice it! When a salesman makes a good trip the boss is waiting for him with the choo-choo cart, and away they go for a time. You watch me! All a man needs is nerve, and I'm in training for that, all right, all right. I'm naturally modest, but the stage has been reached where Little Willie must arise and assert himself."

Briggs talked this stuff so continually that the boys paid little attention to him. They were, therefore, astonished one morning when he sailed out into the big room with his chin in the air.

"Me for the parlor carpet!" he said.

"To get a calling down?" was asked.

"Nix! Me for the road."

"Is that right? How did you fix it?"

"I sent in word to the old man that

I wanted to talk with him about a road job, and he sent out word that I was to call this morning. I'll get it, all right."

"Yes, you'll get it!" suggested Kelley.

"Of course I'll get it! They are three salesmen shy now, and if Dut-ton quits, as he threatens to, there'll be four places to fill. Get it? The old man will welcome me with a glad throb of joy!"

That was one fault with Briggs. He was just a trifle slangy at times. Besides, he was too cock sure of everything. Anything that got into his mind was, for he moment, all worked out and in operation. When he got into the boss' private office that day the boss sized him up deliberately for a moment, without asking him to take a chair.

"You're Briggs?" he asked.

"That's my name," was the reply.

"And you want a job on the road?"

"Yes, sir," replied Briggs, not feeling quite so certain of himself under the old man's searching look.

"Do you think you can sell goods?" was the next question.

"I know that I can."

"Ever try it?"

"No, sir, but I can do it all right."

"Well, we are short of men just now, and I'll give you a chance out in Iowa. Get ready to start at 6 in the morning. Your samples will be packed to-night, and the cashier will give you expense money to-night."

"But I want a territory—a big territory, sir," pleaded Briggs. "That Iowa run is mighty small potatoes."

"All right," said the boss, "take Southern Illinois. That large enough for you?"

"It will answer for a trial trip," was the reply.

The old man turned back to his desk and Briggs went out to tell of his good fortune in the office.

"You'll be crying your eyes out for that little old desk again," predicted Kelley.

Briggs' first customer in Southern Illinois was Stebbins, a tough old fellow who was regarded as something of a pirate. The clerk outside Stebbins' door told Briggs that the boss was busy, but Briggs pushed the clerk aside and walked in. Stebbins got on his feet at sight of the grip. Briggs laid down his card.

"Get out!" said Stebbins. "I will not buy of a man who forces himself in where he is not wanted. Get out. When your firm sends a gentleman up here I'll order of him."

"That's all right," said Briggs, "I'll show you the line and you can order

of the next man that comes. I'm going into bigger territory."

Then Stebbins put Briggs out into his bigger territory—out of doors. The next place Briggs followed the buyer to his hotel and sat at a table with him. The buyer was angry at having business talked out of business hours and would not buy. Then Briggs bribed a boy to let him into a buyer's furnished apartments and he came, unexpectedly, down the staircase without an order, and also without his hat.

The first week of the trip was a calamity. Briggs missed all the good sales and made all the poor ones, booking orders from men to whom credit would be refused. Little Willie was asserting himself to little purpose.

When the boss called him in he had hard work getting his old desk back, for he had angered so many customers that the boss was disgusted with him. But when he got to work in the old room again, he took time to reconstruct his notions of assertive salesmen. He will tell you that it is folly to "crowd in" on a man.

"But, all the same, salesmen do 'crowd in' on buyers and make good. The question is how far can they go and as to the man. If salesmen will take it from an old-timer, they will answer that common sense should dictate the course to pursue when up against a hard proposition.

Some buyers like to have salesmen pursue them. It adds to their personal importance, as they think, while others will have nothing to do with salesmen who try to work a bluff on them. In this, as in all else, one must know his ground. It is the knowing of the men that makes a first-class salesman. Know your goods first, then your customers. Never mind your own interests. You are not you—but a salesman! And don't try to bluff the wrong man.

D. C. Lamont.

Gripsack Brigade.

The longest lane must turn at last, but if you are not well in the middle of it and looking straight ahead, you'll run up against a fence or post somewhere and be worse off when it turns than you are now.

It is not the man who lands only one big order a month who the house values highly, but the man who does some business in every town he touches.

Cultivate the saving habit. The man who can not take care of his own money will not take care of other people's. A bank account is your truest friend.

A smooth sea never made skillful sailors. The house never really knows what you are capable of doing until they have had you in hard, over-worked territory.

Barking dogs seldom bite. The man who goes about bragging of the big sales he has made, and hard deals he has landed, probably stands a great deal higher in his own estimation than he does in his firm's.

It is a capital plan to compare your conversation to the make-up of

a first-class newspaper. There is usually a quantity of funny matter on the back page of a newspaper, and there may even be jokebeams here and there through its pages to eke out a column; but the jokes are not given prominence among the war dispatches. You will find everything in a newspaper—human interest, tragedy, humor, exaggeration—but these are not what you had in mind when you bought the paper. You bought it for the sake of the news—the news that you could believe. That is what the customer wants in your conversation; news he can believe concerning your wares. Withhold the spicy and racy features until your news has been told and digested.

Li Hung Chang said: "We can't prevent evil birds from flying over our heads, but we can prevent their building nests in our hair." We can't help it if a few misfortunes and disappointments come flying our way, but we needn't let them roost on us and make themselves at home.

Think as much of the advantages your customer will receive from doing business with you as you do of your own profits, and think as much of the rights of your firm as you do of your own prerogatives. It is better to make a fair sized sale and to know that it was scientifically accomplished than it is to bag a little bigger order without knowing whether to credit your success to mere luck or to pliability on your customer's part. Such a sale helps you little in the future.

Be unwilling to take a man's reluctant consent. Secure his custom by expert salesmanship, rather than by sheer force of superior will. The man who reluctantly consents to your selling him because you have exhausted his capacity to resist will probably change his mind and countermand the order. He will, at least, be sure to fortify himself against your methods in the future. That will make a renewal doubly difficult.

Learn to anticipate your prospect's mood. Watch his eyes and try to fathom his mental processes. You will then perceive if you are making a good impression and, if not, can judge how best to alter your course.

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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.

Grand Rapids, Nov. 21—Bill Drake, who has represented the Lemon & Wheeler Company for the past few years, has resigned and accepted a position with the Woodhouse Co., wholesale cigar and tobacco dealers. Bill has the best wishes of his numerous friends on the road in his new work.

Geo. Chappel reminds us of the dog who had his fill and was unable to eat anymore, but would fight off any other dog that came for the "leavin's." George, who is a member of 131, called on Del Wright, who was preparing to go to the U. C. T. meeting, and visited with him until it was too late to go. In fact, he visited until it was too late to go home.

Don't forget the next U. C. T. dance Saturday night, Nov. 25. A good time is promised to all.

Fred Hannifin, who makes his home at the Phelps, in Greenville, occupying room 25, when at home, keeps the closet door under lock and key for some mysterious reason. (Greenville is in dry territory.) Harry McCall makes Greenville every Thursday and always sleeps in room 25. Harry has been begging Fred for the key to the mysterious room—we understand Harry's throat gets parched during the night.

"Ke" McKnight and F. S. (fast service) Stockwell, of Detroit, spent Friday in Grand Rapids, both representing Edson, Moore & Co.

Fred M. Luther is sporting a new overcoat these days. He purchased this to replace the one that some one "lifted" while he was purchasing a ticket in the Union depot recently. Mrs. Luther is also minus a good umbrella which disappeared in the same manner. Get a mileage book, Fred.

Chop suey is one of the necessities of life that hasn't advanced owing to the war in China.

Al. Windt is on the sick list, being laid up at his home.

Hub Baker, Bill Drake, Dick Warner, Sr., Henry Saunders, Ingersoll, Welsh Hall and A. F. Smith held a reunion of the usual place last Saturday. Baker entertained with genteel stories, Warner sang a few songs, Drake did a few gymnastic stunts, A. F. Smith gave a recitation entitled, "When I gave Hub Baker the largest cribbage hand he ever held," written by Will Reed, of Luther. Oh, yes, we were there, too. Our stunt, as usual, was coin and card manipulations. A pleasant time was enjoyed by all—P. S. We are not counting the next day in the pleasant time.

Geo. F. Owen has been laid up with a severe attack of the grippe for the past week. We are glad to state, however, his condition, which bordered on pneumonia, is much improved.

Jim Massey, who has been laid up for a number of weeks, is reported as slowly recovering.

W. H. Ingersoll, former representative for Steele, Wedeles & Co., Chicago, with headquarters in Kalamazoo, has accepted a position with

the Lemon & Wheeler Company and will cover the territory formerly covered by Bill Drake. Mr. Ingersoll intends moving to Grand Rapids at once. Welcome to our city.

Frank Whitwam, Balm of Almond salesman, has returned after an eight weeks' trip covering the entire city of Marlette. More work for the letter carriers now that Frank is home again.

When we can think of nothing else to write we find out what Gene's latest mistake was. Gene stepped out in front of his house one day last week and looking down the street saw his daughter coming toward him. He commenced waving his arms and went through a few gymnastic stunts so she would be sure and see him. She did! When she got up to where he stood he was frozen stiff at the frigid stare she gave him. It wasn't his daughter at all. At any rate, this was the excuse he gave Mrs. Scott.

Cadillac Council and Council No. 9, U. C. T., both of Detroit intend giving a gigantic blowout at the Wayne gardens on Dec. 29. All traveling men, numbering nearly 6,000, residing in or near Detroit will be invited. Vaudeville entertainments will be given and lunch served; in fact several new ones will be pulled off on this date—Jim Hayes, proprietor of the Wayne Hotel, has kindly donated the use of the Wayne gardens and hall for this night.

Only a few dollar subscriptions to the Tradesman left. Better get busy, Mr. Travelingman. The reduced rate applies only to new subscribers or old subscribers who are paid in advance or up to date. Old subscribers can not take advantage of the temporarily reduced rate until the old account is squared up to the satisfaction of the publisher.

E. A. Clark, better known as the Banana Kid, recently purchased a very fine gray overcoat. From what we understand he bought it on the dollar a week plan. It now appears that the tailor ordered him to take extremely good care of the garment owing to its very fine texture and great value. This explains the folding coat hanger which he carries and always uses on the trains.

Don't forget the next meeting of U. C. T., No. 131, on Dec. 2. One of the nicest times of the year promised.

Now the thrifty traveling men

With Thanksgiving day in mind,

Will on their trips see how cheap

A turkey they can find.

Abe Mindel, who recently had an operation performed on his young son, reports that he is improving very rapidly.

Only forty more days before swearing off time.

Meet me at the dance.

J. M. Goldstein.

Nothing Serious.

"I see your wife had to be carried to her carriage yesterday?"

"Yes, she had to be carried."

"What does the doctor say?"

"We have no doctor. The dressmaker says she made the gown a trifle too tight."

Wafted Down From Grand Traverse Bay.

Traverse City, Nov. 21—H. P. Hogan, formerly with the National Cash Register agency here, has received a promotion and has headquarters at Defiance, Ohio. May success be yours, Hogan. What will O'Rielly do without him?

The U. C. T. ladies of our Council gave a most enjoyable dancing party in the Elks Temple last Friday evening. About forty-five couples were present and all reported a fine time. Let's have another soon!

Wm. S. Godfrey, salesman for the A. L. Joyce bottling works for the past six years, has severed his connections and is enjoying a much needed rest. He anticipates resuming road work within a short time over the same territory.

Kent Buttars was seen in the County Clerk's office the other day. Now, Kent, please send us all an invitation.

No advantage in making pencil drives now, for the telephone companies have advanced their rates. This is for Jay Young's attention, salesman for Musselman Grocer Co.

Do not forget that we have a regular meeting of the Council next Saturday evening—four initiations and a good time. All members who happen to be in the city are cordially invited.

W. F. Murphy, Clark, Weaver Co.'s salesman, could not attend our party. He was taking an order at Dublin.

We advise our brothers to the South of us not to forget their heavy overcoats, for winter has set in for good and a nice run of sleighing.

Geo. Fisk, of Central Lake, was seen shopping in our city last Friday, buying ladies' silk hose. Now, George, we will see that a copy of the Tradesman does not reach your home.

Kindly remember the Traverse City correspondent Thanksgiving, for contributions have not been coming in very fast lately. A small bird will do.

Fred Read, of the Stearns Hotel, Ludington, has installed a postal saving bank in the hotel, and now sells four cents worth of stamps for five cents. After he has installed a machine whereby he can get a rake-off for making change, he might send \$1 to the Tradesman office.

O. R. Bush, of Big Rapids, and Will Morford, of Traverse, had a narrow escape in the Ann Arbor passenger wreck last week. Now, boys, better take out a U. C. T. membership. It would not come amiss and you are protected at all times—\$6,300 would look good to the beneficiary if the worst should come.

The Hotel Mead, of LeRoy, is now re-opened for business and a mighty good place to stop. Mrs. Smith is manager.

Claude Ballard bought two pounds of butter at Dighton recently because it was cheap, but left it in the livery rig. Jim, will you kindly see to it that Claude gets his butter?

Wilkie White, salesman for the Straub Bros. & Amiotte Candy Co., started for the northern woods some weeks ago in search of deer, but up to date nothing has been reported except that some of the boys claim it

was "dear." At that Wilkie we can only hope for a safe return for Thanksgiving to your family.

W. E. Sheeler tendered Brother Canfield a 6 o'clock dinner last Tuesday evening, owing to the fact that Mr. Canfield is leaving the city. Now, Sheeler, we would suggest that if you would pull off those stunts on some of us that we might have a chance to reciprocate and it would not be an entire loss, and you would not be obliged to explain to the house how you happened to be in Tuesday night.

Fred C. Richter.

Omitted by mistake.

Traverse City, Nov. 21—In the early hours of the morning on Nov. 20, Fred Richter was aroused from his quiet slumbers by a rap at the door and, as he answered the call, a bundle was quietly handed him. Thinking some extra samples had arrived before he departed for his weekly trip, he returned to his den and opened same. To his great surprise it was the youngest member of Traverse City Council, No. 361—a ten pound boy—but Fred gazed in amazement and said, "WHAT, ONLY ONE? I ordered two." W. E. Sheeler.

Veteran Traveler—Successful Sportsman.

Lansing, Nov. 21—Brother E. J. Evans, familiarly known as Uncle Josh, and probably the oldest traveling man in Lansing, is just humping himself these days. Besides directing his rapidly increasing business here, he still covers as much territory as any of his salesmen. He has the road habit so strongly developed that it is impossible for him to break it.

Our Senior Counselor returned yesterday from a successful hunting trip in the northern part of the State, bringing home all the partridge, quail and canary birds the law allows a good looking man to carry. His success, however, was not without misfortune. His valuable bird-dog was purposely shot by a certain miscreant who just now carries his left eye in a sling. Brother Sherwood says he will make another trip before the season closes and, if successful, will invite the entire Council to a game supper. H. D. B.

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

Buffalo, Nov. 22—Creamery, 28@34½c; dairy, 20@30c; poor, all kinds, 18@20c.

Eggs—Fancy, fresh candled, 38@40c; choice, 32@36c; cold storage candled, 22@23c.

Dressed Poultry—Old cox, 9@10c; chickens, 10@13c; fowls, 10@12½c; ducks, 16@18c; turkeys, 16@20c.

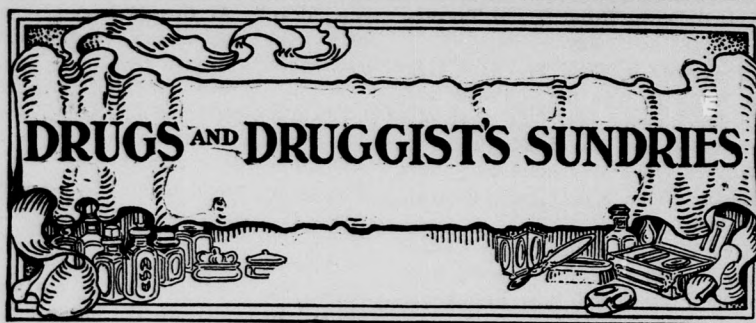
Live Poultry—Fowls, 9@11c; ducks, 13@15c; turkeys, 16@17c; spring chickens, 9@11c; geese, 13@14c; old cox, 8c.

Beans—Medium, \$2.40; marrow, \$2.80@2.90; pea, \$2.50; red kidney, \$3.25; white kidney, \$2.75@3.

Potatoes—New, \$1.00 per bu.

Rea & Witzig.

Sometimes when a man is pretending to be looking for a wife he is merely hunting for a good cook.



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. Gillette, Pompell.
 Second Vice-President—G. C. Loyerer, Bay City.
 Secretary—R. W. Cochrane, Kalamazoo.
 Treasurer—W. C. Wheelock, Kalamazoo.
 Executive Committee—W. C. Kirschgessner, Grand Rapids; Grant Stevens, Detroit; R. A. Abbott, Muskegon; Geo. Davis, Hamilton; D. G. Look, Lowell; C. A. Bugbee, Traverse City.
 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. Seltzer, 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—Roland Clark.
 Executive Committee—Wm. Quigley, Chairman; Henry Riechel, Theron Forbes.

Candy a Profit Winner in the Drug Store.

My experience in the sale of confectionery in my drug store is that both bulk and package candies are profitable side lines and fill in nicely during the winter season, when the fountain trade is decidedly reduced, or as in the smaller cities, entirely shut off. I close my fountain on the first of November and open it again March 1, so during November, December, January and February, I utilize my fountain and fountain counter space for the sale of candies, and at the same time advertise them by the use of store cards calling attention to them, and also by occasional reference to them in my newspaper advertising.

The best selling bulk lines that I have handled are the chocolate creams, either plain or nut top goods. These cost from 17 to 18 cents a pound for the plain creams up to 23 to 26 cents a pound for the nut top goods, and retail at 40 cents per pound for the first class and 50 cents a pound for the higher priced goods. They come packed in five-pound pasteboard boxes, and if one buys a case or a hundred pounds he can save 1 cent per pound on the purchase.

I display these goods on narrow rim tin trays made by the local tinner. These trays are simply made, without solder, by putting a narrow turnup or rim on a flat plate by running it through a machine called a rimmer. These trays cost 75 cents per dozen and are of such width that three of them just reach across the

showcase, being about 8 inches square. I arrange the chocolates on these trays in pyramids, and they make a very tempting display when the trays are all filled and each one placarded as to contents and price.

The box confectionery does not bear as large a margin of profit, but there are several little schemes for boosting the sale of this class of merchandise that stimulate their sale to a marked degree. Chief among these are the raffle cards furnished by the different manufacturers, that will dispense the candy in one-half and one-pound boxes, with a grand prize of two pounds under the large seal. These cards will increase the margin of profit on the candy and will nearly double the volume of sales, besides furnishing the opportunity to work off any packages that are beginning to pall on the trade, thus furnishing the opportunity for a stock clean up that the candy department needs more often than any other stock in the store.

Another line that sells well in the colder months is the line of candies called buttercups. These I handle in pecan, almond, walnut and hickory. They are exclusively cold weather goods, as in the warmer months they stick together and become unsalable, but during November, December, January and February they are crisp and delicious eating, selling readily and affording a margin of 100 per cent. They must be kept in wide necked glass jars with ground glass stoppers.

Another class of candy for which there is good demand is the 5 and 10 cent bar goods. These are of numberless varieties and flavors and the best sellers vary in different localities and can only be determined by experiment. My trade takes very kindly to the milk chocolate and nut milk chocolate in 5-cent and 10-cent bars, the chocolate cream 5-cent bar in assorted flavors, the chocolate maraschino cherry bar, 5 cents, and the Swiss milk bar in 5 and 10 cent sizes. In 10-cent package goods the assorted creams, chocolate caramels, light-coated almonds and assorted nuts are the best sellers. These smaller goods I keep in two small cases. They afford a profit of about 50 per cent. and have a large sale among the school children.

About December 10 I put on sale a stock of Christmas candies, retailing at from \$1 to \$4, with a card on them notifying customers that any package will be reserved for them and inviting them to make their Christmas selections. These packages are usually of holly paper or silk,

and basket work with real holly decorations, and command a large sale if the salesman is alert. Of course, with these, as with other holiday goods, much rests with the salesman, and one not alive to his opportunities will let many sales escape. About December 20 I start raffles for such packages as have not been reserved by customers; this gives four days to clean up the remnants by raffle sales, and this is ample time for these customers are always waiting their chance and only need to have their attention called to the cards to start the goods moving rapidly.

I have found my wholesalers very liberal in furnishing dummy packages for window displays. Sunlight is very bad for all classes of candies and ruins chocolates, so the necessity for dummies to put in the window is very apparent.

In connection with the sale of the above mentioned goods it is well to carry at the same time a good assortment of chewing gums, cough drops and fruit tablets, as there is an all-year round demand for these goods in drug stores.

The real cheap candies I find no call for, only the better grades have made any lasting success with my trade.

E. E. Williams.

Three Local Stores Where Clerks Are Lax.

Written for the Tradesman.

A lady who carries on a large dressmaking business on Monroe street needed a piece of silk badly. Giving a sample of the goods needed and an order to an employee, the lady directed the messenger to go to one of the big stores on Campau Square, show the sample to the head of the silk department, whom she named, and bring back the piece needed. The messenger entered the store in question a few moments later and found the head of the silk department engaged with a party of associates of the store in conversation. The messenger waited for recognition, but as this seemed to be delayed, the messenger felt obliged to "butt in" to fulfill her mission. The head of the silk department glanced at the sample and impatiently remarking, "Out of stock," returned it to the messenger and resumed his talk with his associates.

The messenger returned to the apartments of the dressmaker and reported the result of her errand to madame, when the latter quickly put on a coat and hat and hurriedly walked to the store. Her mental processes were very much disturbed and she desired to place herself before the man of silk while the heat that almost consumed her was at its height. What she said to the man of silk would awaken the sleepers if repeated in a cemetery, but she was refrained from filing a complaint with the head of the house. "Next time," she will do so. The silk was found in stock and the lady carried the piece to her apartments.

The sales people employed by a dealer in art and fancy work located on Monroe street need "a few swift kicks." When the proprietor is not

in their immediate presence they are utterly indifferent to the wants of customers. They are neither polite nor attentive.

The proprietor of a pretentious store located on the south side of Monroe street is rarely seen by customers. He arrives at the store late in the morning and takes a big chunk out of the middle of the day for his luncheon. He spends the greater part of his time hidden away in a little back office where he laboriously posts his books. The important business in this store is salesmanship. This is weak and incompetent. A girl on a salary of \$10 per week could post his books.

The late A. May was a model store manager and a very competent salesman. It was almost impossible for a customer to enter or leave this store without meeting Mr. May. His pleasant smile and friendly grasp of the hand created a feeling of respect, confidence and good will in the heart of the customer. Morris Friedman and the venerable William G. Herpolsheimer are ever watchful sentinels on the floors of their great establishments. It is a pleasure to meet either one of these gentlemen at the doors of their stores.

Manufacturer.

The Company's Property.

Henry Clews, at a dinner in Newport, said of American traveling:

"It is delightful to travel in America, but I think that American porters handle our luggage a little too roughly.

"Once, at a certain station, I was amazed and pleased to hear a uniformed official shout to a burly porter:

"Hi, what are you knockin' them trunks about like that for?"

"The porter had been lifting great trunks above his head and hurling them down onto the floor furiously; but now he stood stock-still in astonishment.

"What's that, boss?" he said.

"What do you mean by knockin' trunks about like that?" repeated the official. "Look at the floor, man. Look at the dents you're makin' in the concrete. Don't you know you'll lose your job if you damage the company's property?"

Mica Axle Grease

Reduces friction to a minimum. It saves wear and tear of wagon and harness. It saves horse energy. It increases horse power. Put up in 1 and 3 lb. tin boxes, 10, 15 and 25 lb. buckets and kegs, half barrels and barrels.

Hand Separator Oil

Is free from gum and is anti-rust and anti-corrosive. Put up in 1/2, 1 and 5 gallon cans.

STANDARD OIL CO.
 Grand Rapids, Mich.

WHOLESALE DRUG PRICE CURRENT

[illegible]

Our New Home

Corner Oakes and Commerce

Only 300 feet from Union Depot

During the month of November our customers should buy "Freezables" for the winter trade. If a list of these goods is desired we can furnish the same. Please add "Freezables" to your next drug order.

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 appetising, 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		DECLINED	
Apricots Hides Pelts		Holland Herring Walnuts	
Index to Markets		1	
By Columns		2	
A		ARCTIC AMMONIA	
Ammonia	1	12 oz. ovals 2 doz. box	75
Axle Grease	1	AXLE GREASE	
B		Frazer's	
Baked Beans	1	1lb. wood boxes, 4 doz.	3 00
Bath Brick	1	1lb. tin boxes, 3 doz.	2 35
Bluing	1	3 1/2 lb. tin boxes, 2 doz.	4 25
Brushes	1	10lb. pails, per doz.	6 00
Butter Color	1	15lb. pails, per doz.	7 20
C		25lb. pails, per doz.	12 00
Candles	1	BAKED BEANS	
Canned Goods	1-2	Beutels Michigan Brand	
Carbon Oils	2	Baked Pork and Beans	
Catsup	2	No. 1, cans, per doz.	45
Cereals	2	No. 2, cans, per doz.	75
Cheese	2	No. 3, cans, per doz.	85
Chewing Gum	3	1lb. can, per doz.	90
Chicory	3	2lb. can, per doz.	1 40
Chocolate	3	3lb. can, per doz.	1 80
Cider, Sweet	3	BATH BRICK	
Clothes Lines	3	English	
Cocoa	3	Sawyer's Pepper Box	
Coffee	3	Per Gross	
Confections	4	No. 3, 3 doz. wood bxs	4 00
Crackers	4	No. 5, 3 doz. wood bxs	4 50
Cream Tartar	4	No. 4 Carpet 3 sew	4 25
D		No. 4 Carpet 4 sew	4 75
Dried Fruits	6	No. 3 Carpet 3 sew	4 50
E		No. 4 Carpet 3 sew	4 25
Farinaceous Goods	6	Parlor Gem	5 25
Fishing Tackle	6	Common Whisk	1 25
Flavoring Extracts	6	Fancy Whisk	1 50
Flour	7	Warehouse	5 50
Fresh Fish	7	BRUSHES	
Fruit Jars	7	Scrub	
G		Solid Back, 8 in.	75
Gelatine	7	Solid Back, 11 in.	95
Grain Bags	7	Pointed Ends	85
Grains	7	STOVE	
H		No. 3	90
Herbs	8	No. 2	1 25
Hides and Pelts	8	No. 1	1 75
Horse Radish	8	SHOE	
J		No. 8	1 00
Jelly	8	No. 7	1 30
Jelly Glasses	8	No. 4	1 70
M		No. 3	1 90
Mapleline	8	BUTTER COLOR	
Mince Meats	8	Dandelion, 25c size	
Molasses	8	CANDLES	
Mustard	8	Paraffine, 6s	8
N		Paraffine, 12s	8 1/2
Nuts	4	Wicking	20
O		CANNED GOODS	
Olives	8	Apples	
P		3lb. Standards	95
Pipes	8	Gallon	2 75 @ 3 00
Pickles	8	Blackberries	
Playing Cards	8	2 lb. standards	1 50 @ 1 90
Potash-Flake	8	Standards gallons	95 00
Provisions	8	Beans	
R		Baked	85 @ 1 30
Rice	9	Red Kidney	85 @ 95
S		String	70 @ 1 15
Salad Dressing	9	Wax	75 @ 1 25
Saleratus	9	Blueberries	
Sal Soda	9	Standard	1 30
Salt	9	Gallon	6 50
Salt Fish	9	Clams	
Seeds	9	Little Neck, 1 lb.	1 00 @ 1 25
Shoe Blacking	10	Little Neck, 2 lb.	1 50
Snuff	10	Clam Bouillon	
Soap	10	Burnham's 1/2 pt.	2 25
Soda	10	Burnham's pts.	3 75
Soda	10	Burnham's qts.	7 50
Spices	10	Cherries	
Starch	10	Fair	90 @ 1 00
Syrups	10	Good	1 00 @ 1 10
T		Fancy	1 45
Table Sauces	10	French Peas	
Tea	10	Monbador (Natural)	2 45
Tobacco	10	per doz.	2 45
Twine	11	Gooseberries	
V		No. 10	6 00
Vinegar	11	Hominy	
W		Standard	85
Wicking	11	Lobster	
Woodware	11	1/2 lb.	2 40
Wrapping Paper	12	1 lb.	4 25
Y		Picnic Tails	2 75
Yeast Cake	12	Mackerel	
		Mustard, 1 lb.	1 80
		Mustard, 2 lb.	2 80
		Soused, 1 1/2 lb.	1 80
		Soused, 2 lb.	2 75
		Tomato, 1 lb.	1 50
		Tomato, 2 lb.	2 80
		Mushrooms	
		Hotels	16
		Buttons, 1/2s	14
		Buttons, 1s	23

3

4

5

CHEWING GUM

Adams Pepsin	55
American Flag Spruce	55
Beamman's Pepsin	55
Best Pepsin	45
Best Pepsin, 5 boxes	55
Black Jack	55
Largest Gum (white)	55
O. K. Pepsin	55
Red Robin	55
Sen Sen	55
Sen Sen Breath Perf.	1 00
Spear Mint	55
Spear Mint, jars 5 bxs	2 75
Yucatan	55
Zeno	55

CHICORY

Bulk	5
Red	7
Eagle	7
Franck's	7
Schener's	6
Red Standards	1 60
White	1 60

CHOCOLATE

Walter Baker & Co.'s	22
Germans Sweet	31
Premium	31
Caracac	31
Walter M. Lowney Co.	30
Premium, 1/4s	30
Premium, 1/2s	30

CIDER, SWEET

Regular barrel 50 gal	10 00
Trade barrel, 28 gals	5 50
1/2 Trade barrel, 14 gal	3 50
Bolled, per gal.	60
Hard, per gal.	25

CLOTHES LINES

No. 40 Twisted Cotton	95
No. 50 Twisted Cotton	1 30
No. 60 Twisted Cotton	1 60
No. 80 Twisted Cotton	2 00
No. 50 Braided Cotton	1 00
No. 60 Braided Cotton	1 25
No. 80 Braided Cotton	1 85
No. 50 Sash Cord	1 60
No. 60 Sash Cord	1 90
No. 80 Sash Cord	2 50
No. 60 Jute	80
No. 72 Jute	1 00
No. 60 Sisal	85
Galvanized Wire	85
No. 20, each 100ft. long	1 90
No. 19, each 100ft. long	2 10

COCOA

Baker's	37
Cleveland	41
Colonial, 1/4s	35
Colonial, 1/2s	33
Eppe's	42
Huyler	45
Lowney, 1/4s	36
Lowney, 1/2s	36
Lowney, 3/4s	36
Lowney, 1s	40
Van Houten, 1/4s	12
Van Houten, 1/2s	12
Van Houten, 3/4s	40
Van Houten, 1s	72
Webb	33
Wilber, 1/4s	33
Wilber, 1/2s	32

COCONUT

Dunham's	per lb.
1/4s, 5lb. case	29
1/4s, 5lb. case	28
1/4s, 15lb. case	27
1/4s, 15lb. case	26
1/4s, 15lb. case	25
1/4s & 1/2s, 15lb. case	26 1/2
Scalloped Gems	10
1/4s & 1/2s, pails	14 1/2
Bulk, pails	13 1/2
Bulk, barrels	12

COFFEES, ROASTED

Common	17
Fair	17 1/2
Choice	18
Fancy	19
Peaberry	20
Common	18
Fair	19
Choice	19
Fancy	20
Peaberry	20
Maracaibo	20
Choice	21
Mexican	21
Fancy	22
Guatemala	21
Fancy	23
Java	23 @ 30
Private Growth	23 @ 30
Mandling	31 @ 35
Aukola	30 @ 32
Mocha	25 @ 27
Short Bean	25 @ 27
Long Bean	24 @ 25
H. L. O. G.	26 @ 28
Fair	21
Fancy	23
Exchange Market, Steady	23
Spot Market, Strong	23
Package	24
New York Basis	24 00
Arbuckle	23 50
Lion	23 50
McLaughlin's XXXX	23 50
McLaughlin's XXXX sold	23 50
to retailers only. Mail all	23 50
orders direct to W. F.	23 50
McLaughlin & Co., Chicag-	23 50
go.	23 50
Extract	23 50
Holland, 1/2 gro boxes	95
Felix, 1/2 gross	1 15
Hummel's foll, 1/2 gro.	85
Hummel's tin, 1/2 gro.	1 43

CONFECTIONS

Stick Candy	Palls
Standard	9 1/2
Standard H H	9 1/2
Standard Twist	10
Cases	
Junbo, 32 lb.	10
Extra H H	10
Boston Cream	12
Big stick, 30 lb. case	10
Mixed Candy	
Grocers	7
Competition	8
Special	10
Conserve	9
Royal	14
Ribbon	14
Broken	10
Cut Loaf	10
Leader	10
Kindergarten	12
French Cream	10
Hand Made Cream	17
Premio Cream mixed	15
Paris Cream Bon Bons	11

Fancy—in Pails

Gypsy Hearts	15
Coco Bon Bons	15
Fudge Squares	14
Peanut Squares	14
Sugared Peanuts	13
Salted Peanuts	13
Starlight Kisses	13
Lozenges, plain	12
Champion Chocolate	12
Elite Chocolates	12
Burke's Chocolates	12
Quintette Chocolates	12
Champion Gum Drops	12
Moss Drops	12
Lemon Sours	12
Imperial	12
Ital. Cream Bon Bons	12
Golden Waffles	14
Red Rose Gum Drops	14
Auto Kisses	14
Coffy Toffy	14
Molasses Mint Kisses	13

Fancy—in 5lb. Boxes

Old Fashioned Molasses Kisses 10lb. bx.	20
Orange Jellies	60
Lemon Sours	60
Old Fashioned Hor.	60
hound drops	65
Peppermint Drops	70
Champion Choc. Drops	70
H. M. Choc. Drops	1 10
H. M. Choc. Lt. and	1 10
Dark, No. 12	1 10
Bitter Sweets, as'd	1 25
Brilliant Gums, Cryst.	60
A. L. Licorice Drops	1 00
Lozenges, plain	70
Lozenges, plain	65
Imperial	65
Molasses	60
Creame Bar	60
G. M. Peanut Bar	60
Hand Made Crms	80 @ 90
Cream Wafers	70
String Rock	80
Wintergreen Berries	65

Pop Corn

Cracker Jack	3 25
Giggles, 5c pkg. ca.	3 50
Fan Corn, 50's	1 65
Azulikit 100s	3 25
Oh My 100s	3 50
Cough Drops	
Putnam Mental	1 00
Smith Bros.	1 25
NUTS—Whole	
Almonds, Tarragona	15
Almonds, Drake	18
Almonds, California	15
soft shell	14 @ 15
Brazil	12 @ 13
Filberts	12 @ 13
Walnuts, sft shell 17 1/2	17
Walnuts, Marbot	18
Table nuts, fancy 13 1/2	14
Pecans, medium	13
Pecans, ex. large	14
Pecans, Jumbos	16
Hickory Nuts, per bu.	2 00
Ohio, new	2 00
Cocoanuts	20
Chestnuts, New York	21
State, per bu.	21

Shelled

Spanish Peanuts	8 @ 8 1/2
Peanut Halves	8 @ 8 1/2
Walnut Halves	42 @ 45
Filbert Meats	30
Alcanta Almonds	42
Jordan Almonds	47
Peanuts	
Fancy H P Suns	7
Roasted	8
Choice, raw, H. P. Jum-	8
bo	8

CRACKERS

National Biscuit Company	1 00
Brand	1 00
Butter	1 00
N. B. C. Sq. bbl. 7 bx.	6 1/2
Seymour, Rd. bbl. 7 bx.	6 1/2
Soda	
N. B. C., boxes	6 1/2
Premium	7 1/2
Select	8 1/2
Saratoga Flakes	13
Zephyrette	13
Oyster	13
N. B. C. Rd. boxes	6 1/2
Gem, boxes	6 1/2
Shell	8

Sweet Goods

Animals	10
Atlantics	12
Atlantic, Assorted	12
Avena Fruit Cakes	12

Bonnie Doon Cookies

Bonnie Lassies	10
Brittle	11
Brittle Fingers	10
Bumble Bee	10
Cartwheels Assorted	8
Chocolate Drops	17
Chocolate Drp Centers	16
Choc. Honey Fingers	16
Circle Honey Cookies	12
Cracknels	16
Cocoanut Taffy Bar	12
Cocoanut Drops	12
Cocoanut Macaroons	18
Cocoanut Hon. Fingers	12
Cocoanut Hon. Jumb's	12
Coffee Cakes	11
Coffee Cakes, Iced	12
Crumpeys	10
Diana Marshmallow	16
Cakes	16
Dinner Biscuit	25
Dixie Sugar Cookies	9
Domestic Cakes	9
Domestic Cakes	8½

6

Soda Crackers N. B. C.	1 00
Soda Crackers Select	1 00
S. S. Butter Crackers	1 00
Unedea Biscuit	50
Unedea Jinjer Wayfar	1 00
Unedea Lunch Biscuit	50
Vanilla Wafers	1 00
Water Thin Biscuit	1 00
Zu Zu Ginger Snaps	50
Zwieback	1 00
In Special Tin Packages	
Festino	2 50
Minaret Wafers	1 00
Nabisco, 25c	2 50
Nabisco, 10c	1 00
Champagne Wafers	2 50
Per tin in bulk	
Sorbetto	1 00
Nabisco	1 75
Festino	1 50
Bent's Water Crackers	1 40
CREAM TARTAR	
Barrels or drums	33
Boxes	34
Square cans	36
Fancy caddies	41

DRIED FRUITS

Sundried	
Vaporated	12@13
California	
Apricots	16@17
Citron	
Corsican	@16
Curants	
Imp'd 1 lb. pkg.	@ 9 1/2
Imported bulk	@ 9 1/2
Peaches	
Muir's-Choice, 25 lb. b	12
Muir's-Fancy, 25 lb. b	12 1/2
Muir's-Fancy, 50 lb. b	12
Peel	
Lemon American	12
Orange American	13
Connosiar Cluster 1 lb.	17
Dessert Cluster, 1 lb.	21
Loose Muscatels 2 Cr	7
Loose Muscatels 4 Cr	7
L. M. Seeded 1 lb. 7	@ 9 1/2
California Prunes	
L. M. Seeded 1 lb. 9	@ 9 1/2
Sultanas, Bleached	12
100-125 25lb. boxes	@ 8 1/2
80-90 25lb. boxes	@ 8 1/2
70-80 25lb. boxes	@ 9 1/2
60-70 25lb. boxes	@ 9 1/2
50-60 25lb. boxes	@ 10 1/2
40-50 25lb. boxes	@ 11 1/2
1/4c less in 50lb. cases	

FARINACEOUS GOODS

Beans	
Dried Lima	7
Med Hand Picked	2 60
Brown Holland	2 20
Farina	
25 1 lb. packages	1 50
Bulk, per 100 lbs.	4 00
Original Holland Rusk	
Packed 12 rolls to container	
5 containers (36) rolls	2 85
5 containers (60) rolls	4 75
Hominy	
Pearl, 100 lb. sack	1 75
Maccaroni and Vermicelli	
Domestic, 10 lb. box	60
Imported, 25 lb. box	2 50
Pearl Barley	
Chester	4 50
Empire	5 00
Peas	
Green, Wisconsin, bu.	
Green, Scotch, bu.	3 60
Split, lb.	0 4 1/2
Sage	
East India	6
German, sacks	6
German, broken pkg.	
Tapoca	
Flake, 100 lb. sacks	6
Pearl, 130 lb. sacks	6
Pearl, 36 pkgs.	2 25
Minute, 36 pkgs.	2 75

FISHING TACKLE

1/4 to 1 in.	6
1/4 to 2 in.	7
1/4 to 3 in.	7
1/4 to 4 in.	11
1/4 to 5 in.	15
1/4 to 6 in.	20
Cotton Lines	
No. 1, 10 feet	5
No. 2, 15 feet	7
No. 3, 15 feet	9
No. 4, 15 feet	10
No. 5, 15 feet	11
No. 6, 15 feet	12
No. 7, 15 feet	15
No. 8, 15 feet	18
No. 9, 15 feet	20
Linen Lines	
Small	20
Medium	26
Large	34
Poles	
Bamboo, 14 ft., per doz.	55
Bamboo, 16 ft., per doz.	60
Bamboo, 18 ft., per doz.	80

FLAVORING EXTRACTS

Foot & Jenks	
Coleman Vanilla	
No. 2 size	14 00
No. 4 size	24 00
No. 3 size	36 00
No. 8 size	43 00
Coleman Terp. Lemon	
No. 2 size	9 60
No. 4 size	18 00
No. 3 size	21 00
No. 8 size	36 00
Jaxon Mexican Vanilla	
1 oz. oval	15 00
2 oz. oval	28 20
4 oz. oval	55 00
8 oz. oval	100 00

7

Jaxon Terp. Lemon	
1 oz. oval	10 20
2 oz. oval	16 80
4 oz. oval	33 00
8 oz. oval	68 00
Jennings (D. C. Brand)	
Terpeness Extract Lemon	
No. 2 Panel, per doz.	75
No. 4 Panel, per doz.	1 50
No. 6 Panel, per doz.	2 00
No. 3 Taper, per doz.	1 50
2 oz. Full Measure doz.	1 25
4 oz. Full Measure doz.	2 40
Jennings (D. C. Brand)	
Extract Vanilla	
No. 2 Panel, per doz.	1 25
No. 4 Panel, per doz.	2 00
No. 6 Panel, per doz.	3 50
No. 3 Taper, per doz.	2 00
1 oz. Full Measure doz.	90
2 oz. Full Measure doz.	2 00
4 oz. Full Measure doz.	4 00
No. 2 Panel assorted	1 00
Crescent Mfg. Co.	
Mapline	
2 oz. per doz.	3 00
Michigan Maple Syrup Co.	
Kalkaska Brand	
Maple, 2 oz., per doz.	2 25

FRUIT JARS

Mason, pts. per gro.	5 25
Mason, qts. per gro.	5 60
Mason, 1/2 gal. per gro.	7 75
Mason, can. tops, gro.	1 65

GELATINE

Cox's, 1 doz. large	1 75
Cox's, 1 doz. small	1 00
Knox's Sparkling, doz.	1 25
Knox's Sparkling, gr. 14	00
Nelson's	1 50
Knox's Acidu'd. doz.	1 25
Oxford	75
Plymouth Rock Phos.	1 25
Plymouth Rock, Plain	90

GRAIN BAGS

Amoskeag, 100 in bale	19
Amoskeag, less than 19 1/2	

GRAIN AND FLOUR

Wheat	
Red	34
White	36
Winter Wheat Flour	
Local Brands	
Patents	5 25
Second Patents	5 00
Straight	4 60
Second Straight	4 20
Clear	3 90
Flour in barrels, 25c per barrel additional	
Lemon & Wheeler Co.	
Big Wonder, 1/2 cloth	4 60
Big Wonder, 1/4 cloth	4 60
Worden Grocer Co.'s Brand	
Quaker, paper	4 10
Quaker, cloth	4 20
Wyles & Co.	
Eclipse	4 40
Worden Grocer Co.	
American Eagle, 1/2 cl	5 40
Grand Rapids Grain	
Milling Co. Brands	
Purity, Patent	5 00
Seal of Minnesota	5 00
Sunburst	5 00
Wizard Flour	4 60
Wizard Graham	4 60
Wizard Gran. Meal	3 80
Wizard Buckwheat	6 00
Rye	4 80

Spring Wheat Flour

Roy Baker's Brand	
Golden Horn, family	5 40
Golden Horn, bakers	5 30
Wisconsin Rye	5 10
Judson Grocer Co.'s Brand	
Ceresota, 1/2 cloth	6 50
Ceresota, 1/4 cloth	6 40
Ceresota, 1/2 cloth	6 30
Lemon & Wheeler's Brand	
Wingold, 1/2 cloth	6 30
Wingold, 1/4 cloth	6 20
Wingold, 1/2 cloth	6 00
Worden Grocer Co.'s Brand	
Laurel, 1/2 cloth	6 35
Laurel, 1/4 cloth	6 25
Laurel, 1/2 cloth	6 15
Laurel, 1/4 cloth	6 05
Voigt's Crescent	5 20
Voigt's Flourloigt	5 20
Voigt's Hygienic	
Graham	5 50
Voigt's Royal	5 70
Wyles & Co.	
Sleepy Eye, 1/2 cloth	6 00
Sleepy Eye, 1/4 cloth	5 90
Sleepy Eye, 1/2 cloth	5 80
Sleepy Eye, 1/4 cloth	5 70
Sleepy Eye, 1/2 paper	5 80
Sleepy Eye, 1/4 paper	5 70
Watson-Higgins Milling Co.	
Perfection Flour	5 00
Tip Top Flour	4 70
Golden Sheaf Flour	4 30
Marshall's Best Flour	5 50
Perfection Buckwheat	2 80
Tip Top Buckwheat	2 80
Badger Dairy Feed	24 00
Alfalfa Horse Feed	24 00
Kafir Corn	1 30
Moyle Scratch Feed	1 30
Meal	
Bolton	3 40
Golden Granulated	3 40
St. Car Feed screened	23 00
No. 1 Corn and Oats	23 00
Corn, cracked	27 50
Corn Meal, coarse	27 50
Winter Wheat Bran	25 00
Middlings	23 00
Dairy Feeds	
Wyles & Co.	
O P Linseed Meal	41 00

8

O P Laxo-Cake-Meal	37 00
Cottonseed Meal	31 00
Gluten Feed	30 00
Brewers Grains	28 00
Hammond Dairy Feed	24 00

Michigan carlots	50
Less than carlots	53
Corn	
Carlots	80
Less than carlots	83
Hay	
Carlots	20 00
Less than carlots	22 00

Sage	15
Laurel Leaves	15
Senna Leaves	25

HIDES AND PELTS

Green, No. 1	10 1/2
Green, No. 2	9 1/2
Cured, No. 1	12
Cured, No. 2	11
Calfskin, green, No. 1	13
Calfskin, green, No. 2	11 1/2
Calfskin, cured No. 1	14
Calfskin, cured No. 2	12 1/2
Old Wool	@ 30
Lambs	50@100
Shearings	50@100
Tallow	@ 5
No. 2	@ 4
Wool	@ 18
Unwashed, med.	@ 13
Unwashed, fine	@ 13

HORSE RADISH

Per doz.	90
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JELLY

5lb. pails, per doz.	2 25
15lb. pails, per doz.	5 50
30lb. pails, per doz.	9 50

JELLY GLASSES

1/4 pt. in bbls, per doz.	15
1/2 pt. in bbls, per doz.	16
3/4 pt. in bbls, per doz.	16
per doz.	20

MAPLEINE

2 oz. bottles, per doz.	3 00
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MINCE MEAT

Per case	2 85
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MOLASSES

Fancy Open Kettle	42
Choice	35
Good	22
Fair	20

MUSTARD

1/4 lb. 6 lb. box	18
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OLIVES

Bulk, 1 gal. kegs 10@1	20
Bulk, 2 gal. kegs 95@1	10
Bulk, 5 gal. kegs 90@1	05
Stuffed, 5 oz.	90
Stuffed, 8 oz.	1 35
Stuffed, 14 oz.	2 25
Fitted (not stuffed)	
Manzanilla, 8 oz.	2 25
Lunch, 10 oz.	1 35
Lunch, 16 oz.	2 25
Queen, Mammoth, 19	oz.
Queen, Mammoth, 28	oz.
Queen, Mammoth, 28	oz.
Olive Chow, 2 doz. cs.	2 25
per doz.	2 25

PICKLES

Beutels' Pickled Pickles	
8 oz., per doz.	90
10 oz., per doz.	95
16 oz., per doz.	1 45
24 oz., per doz.	1 90
32 oz., per doz.	2 35
Medium	
Barrels, 1,200 count	7 75
Half bbls., 600 count	4 50
5 gallon kegs	2 25
Small	
Barrels	9 00
Half barrels	5 25
5 gallon kegs	1 90
Gherkins	
Barrels	11 00
Half barrels	5 00
5 gallon kegs	2 75
Sweet Small	
Barrels	13 50
Half barrels	7 00
5 gallon kegs	3 00
PIPES	
Clay, No. 216, per box	1 75
Clay, T. D., full count	60
Cob	90

PLAYING CARDS

No. 90 Steamboat	85
No. 15, Rival, assorted	1 75
No. 20, Rover, enam'd	2 00
No. 572, Special	1 75
No. 98 Golf, satin fin.	2 00
No. 808 Bicycle	2 00
No. 632 Tommy's whist	2 25

POTASH

Babbitt's	4 00
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PROVISIONS

Barreled Pork	
Short Cut	16 50@17 00
Short Cut	16 00
Short Cut	16 00
Bean	14 00
Brisket, Clear	23 00
Pig	23 00
Clear Family	26 00
Dry Salt Meats	
S P Bellies	14
Lard	
Pure in tierces	9 1/2@10
Compound lard	7 1/2@7 7/2
60 lb. tubs	advance 1/2
50 lb. tubs	advance 1/2
50 lb. pails	advance 1/2
20 lb. pails	advance 1/2

SEEDS

Anise	10
Canary, SEEDS	4 1/2
Caraway	10
Cardamom, Malabar	1 00
Celery	23

9

5 lb. pails	advance 1
8 lb. pails	advance 1
Smoked Meats	
Hams, 12 lb. av.	16 @16 1/2
Hams, 14 lb. av.	16 @16 1/2
Hams, 16 lb. av.	14 @14 1/2
Hams, 18 lb. av.	14 @14 1/2
Skinned Hams	15 @15 1/2
Ham, dried beef sets	18
California Hams	9 @ 9 1/2
Picnic Boiled Hams	15
Boiled Hams	24 @24 1/2
Boiled Hams	21 @22
Mince Ham	11
Bacon	14 @14 1/2

Sausages

Bologna	8
Liver	7 1/2 @ 8
Frankfort	9 @ 9 1/2
Pork	11
Veal	11
Tongue	11
Headcheese	9

Beef

Boneless	14 00
Rump, new	15 00

Pig's Feet

1/4 bbls., 40 lbs.	95
1/4 bbls., 40 lbs.	1 90
1/4 bbls., 40 lbs.	4 00
1 bbl.	8 00

Tripe

Kits, 15 lbs.	90
1/4 bbls., 40 lbs.	1 60
1/4 bbls., 80 lbs.	3 00

Casings

Hogs, per lb.	35
Beef, rounds, set	17
Beef, middles, set	65
Sheep, per bundle	80

Uncolored Butterine

Solid Dairy	12 @16
Country Rolls	12 @18

Canned Meats

Casings	
Hogs, per lb.	35
Beef, rounds, set	17

Special Price Current

12	13	14
No. 1 complete 40	CIGARS	stock by the Tradesman
No. 2 complete 28	Johnson Cigar Co.'s Brand	Company. Thirty-five sizes
Case No. 2 fillers, 15		and styles on hand at all
sets 1 35		times—twice as many safes
Case, medium, 12 sets 1 15		as are carried by any other
Faucets		house in the State. If you
Cork, lined, 8 in. 70		are unable to visit Grand
Cork, lined, 9 in. 80		Rapids and inspect the
Cork lined, 10 in. 90		line personally, write for
Mop Sticks		quotations.
Trojan spring 90	S. C. W., 1,000 lots 31	
Eclipse patent spring 85	El Portana 33	
No. 1 common 80	Evening Press 32	
No. 2 pat. brush holder 85	Exemplar 32	
Ideal No. 7 85	Worden Grocer Co. Brand	
12lb. cotton mop heads 1 45	Ben Hur	
Pails	Perfection 35	
2-hoop Standard 2 00	Perfection Extras 35	
3-hoop Standard 2 35	Londres 35	
2-wire Cable 2 10	Londres Grand 35	
Cedar all red brass 1 25	Standard 35	
3-wire Cable 2 30	Puritinos 35	
Paper Eureka 2 25	Panatellas, Finas 35	
Fibre 2 70	Panatellas, Bock 35	
Toothpicks	Jockey Club 35	
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		

12	13	14
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 8 00		
18-in. Cable, No. 2 7 00		
16-in. Cable, No. 3 6 00		
No. 1 Fibre 10 25		
No. 2 Fibre 9 25		
No. 3, Fibre 8 25		

12	13	14
Washboards		
Bronze Globe 2 50		
Dewey 1 75		
Double Acme 3 75		
Single Acme 3 15		
Double Peerless 2 75		
Single Peerless 2 25		
Northern Queen 2 25		
Double Duplex 2 00		
Good Luck 2 75		
Universal 2 00		

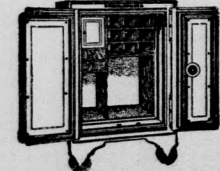
12	13	14
Window Cleaners		
12 in. 1 65		
14 in. 1 85		
16 in. 2 20		

12	13	14
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 00		
Assorted, 15-17-19 4 25		

12	13	14
WRAPPING PAPER		
Common Straw 2		
Fibre Manila, white 2		
Fibre, Manila, colored 4		
No. 1 Manila 4		
Cream Manila 3		
Butchers' Manila 2 34		
Wax Butter, short c't 13		
Wax Butter, full count 20		
Wax Butter, rolls 19		

12	13	14
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		

12	13	14
AXLE GREASE		
		
Mica, tin boxes 75 9 00		
Paragon 55 6 00		
BAKING POWDER		
Royal		
10c size 90		
1/4 lb. cans 1 35		
6oz. cans 1 90		
1/2 lb. cans 2 50		
3/4 lb. cans 3 75		
1 lb. cans 4 80		
3 lb. cans 13 00		
5 lb. cans 21 50		

12	13	14
		
Small size, doz. 40		
Large size, doz. 75		
SAFES		
		
Full line of fire and burglar proof safes kept in		

Post Toasties

Any time, anywhere, a delightful food—
"The Memory Lingers."

Postum Cereal Co., Ltd.
Battle Creek, Michigan

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

Increase Your Sales of

BAKER'S Cocoa and Chocolate



ANY GROCER who handles our preparations can have a beautifully illustrated booklet of chocolate and cocoa recipes sent with his compliments to his customers entirely free of charge.

Ask our salesman
or write

Walter Baker & Co. Ltd.
DORCHESTER, MASS.

Just as Sure as the Sun
Rises

**VOIGT'S
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 pullers—recommend it to your discriminating customers.



**Voigt
Milling
Co.**

Grand Rapids
Mich.

Not Next Month But Right Now

Is the time to sell Holiday Goods, and the dealer who has them on display in his store is the one who will sell them. Will it be YOU or your competitor? "The early bird catches the worm" and the "worm" is due about now. We have an unusually fine line of New Nuts, New Santa Clara Prunes, Raisins of all kinds, Dates, Figs, Citrons, in fact a complete line of Holiday Goods, and can give you prompt shipment and the finest goods ever brought to this market, and the prices will please you.

Judson Grocer Co.
Wholesale Grocers
Grand Rapids, Mich.

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 35
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. 4 00
Acme, 25 bars, 70 lbs. 3 80
Acme, 100 cakes 3 25
Big Master, 72 blocks 2 85
German Mottled 3 50
German Mottled, 5 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, 1/2 bx 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 4 10
Babbitt's 1776 3 75
Roseline 3 50
Armour's 3 70
Wisdom 3 80

Soap Compounds
Johnson's Fine 5 10
Johnson's XXX 4 25
Nine O'clock 3 80
Rub-No-More 3 85

Scouring
Enoch Morgan's Sons
Sapolio, gross lots 9 50
Sapolio, half gro. lots 4 85
Sapolio, single boxes 4 40
Sapolio, hand 3 40
Scourine Manufacturing Co
Scourine, 50 cakes 1 80
Scourine, 100 cakes 3 50

Is He a Man of His Word?

Farmers in the past have been pretty good patrons of lawyers.

Even to-day you will find more lawyers in an agricultural community than you will in an industrial community.

But the farmer, like most other real producers, has gradually learned that a bargain isn't a bargain unless it is mutually profitable; that the only binding contract is the profitable contract; that you can not bond a man to do what he does not know how to do, nor doesn't want to do.

The application of the Golden Rule does not bring gold to the lawyer.

There have perhaps been more legal and water-tight contracts drawn and more litigation over tenant farming than any other transactions in farming communities.

Tenant farming has been so unsatisfactory both to the tenant and the landowner that in many communities it is regarded as an evil institution.

But it is possible to make a success of farming on rented land the same as it is possible to make a success in a rented store or factory building.

There are many large fortunes made in rented buildings in a city.

There are any number of variations to the arrangement, but usually a farm is rented on shares, the landowners supplying the acreage, the money for seed, fertilizer, the starting of herds, and so on.

This is basically an equitable arrangement such as exists in every business where one man supplies the capital and another the management—it is simply a partnership in the profit of a product to which each party has contributed.

The trouble with this relation is that the average tenant farmer gets a temporary or transient attitude towards the place; he doesn't own it, he doesn't expect to stay on it and, naturally, he does not give it the same care as if it were his own, and by reason of lack of upkeep he usually leaves it in worse shape than he found it.

Then the owner gets into trouble in the arrangement if he tries to get more than belongs to him on the old worn-out theory that there is a best end to every bargain.

The city manufacturer or the merchant hasn't this temporary or transient attitude towards his business even although he does not own the building it occupies. He has a reputation to maintain, for his business is an institution no matter where it is located.

The farmer has a reputation to maintain, no matter where he is located. If a farmer gets the reputation of being a good farmer and a good tenant he is offered the tenancy of other and better lands at more profitable terms as an inducement to obtain his services.

Good tenants are in demand for farms.

If a man, for instance, who makes a business of managing traction properties leaves a road in worse shape than he found it, it amounts

to a loss in his reputation and his next move will compel him to take what he can get rather than what he wants, and he sinks a little lower in the scale of men of his service.

There is a man over in Clinton county, Ohio, who makes a business of renting farms on shares. He has a large number of tenants and without even a written agreement with any of them.

He says that he has tried it both ways and that the no contract plan is the better; that in the days when he had them drawn by lawyers that there was always a tendency to read into the contract some meaning that was not there.

He says that now he only wants to know two things regarding a proposed tenant: Is he a good farmer and is he a man of his word. He further says that the last is unnecessary if the first is true that an efficient man is nearly always a man of his word.

Second Class Mail vs. Parcels Post.

Cleveland, Ohio, Nov. 21—Since we can not quite agree, we will agree to disagree in a courteous way at any rate. Personally I have a very strong feeling about what seems to me to be the iniquity of the rate on second class mail. As I see the matter, it is the underlying cause of the whole situation and can not well be avoided in any discussion of postal matters. It does not have to be dragged in—it is there—but I am broad minded enough to remember always that while "Right is right," yet it is so by only a very small majority, and while it seems to me a serious misfortune that we as a nation are publishing such an enormous amount of this periodical literature due, as I see it, almost entirely to the low rate charged for its carriage and distribution yet I can quite forgive another, particularly if an interested party, who does not see it the same way.

I think it was Macaulay who once said "The doctrine of universal gravitation would still be disputed if a financial interest were arrayed against it."

Therefore, until such time as we may find opportunity to meet in person and "cuss" and discuss this question at length, I will cheerfully consent to your "ganging your own gait"—which you, of course, would do any way—and I will continue plodding along my road doing my work as light is given me to see that I must do it and as earnestly and strenuously as my strength will permit and yet always with charity for "those-misguided-others."

Charles Wm. Burrows.

Well Connected.

"Yes," remarked the telephone girl as she gazed out at the waves and wondered what their number was, "I am connected with the best families in our city."

Music Hath Power.

"Was your daughter's musical education a profitable venture?"

"You bet! I bought the houses on either side of us at half their value."

Business-Wants Department

Advertisements inserted under this head for two cents a word the first insertion and one cent a word for each subsequent continuous insertion. No charge less than 25 cents. Cash must accompany all orders.

BUSINESS CHANCES.

Wanted—Grocery or small hardware store in Northern Michigan or location for same. Address A. Ashbaugh, East Jordan, Mich. 797

For Sale—At a bargain if taken at once, restaurant and soda fountain, also latest improved machinery for making ice cream, in a town of 3,000 with only one hotel. Write for further particulars. Address R. N., care Tradesman. 796

For Sale—One Barr Cash carrier system with five stations. Original cost \$250; will sell for \$75. Address Barnes & Miller Hardware Co., Memphis, Tenn. 795

We have the best advertising proposition on the market to-day for dry goods merchants, general store merchants and department stores—no other kind. Exclusive to one merchant in a town. Satisfaction guaranteed to each patron. Write for particulars. Reporter Service Bureau, 215 S. Market St., Chicago. 794

For Sale—A modern variety store in one of the best towns in Colorado. Good schools and churches. Ideal climate. Best location, reasonable rent, profitable cash business. Fixtures and stock will invoice about \$7,000. We have other business interests. Address L. F. Collins & Co., Canon City, Colo. 793

Shoe Stock For Sale—Excellent established cash business in Cleveland. Invoice about \$5,000, rubbers included. Business to be continued by purchaser. No competition within ten blocks. Large, light, steam heated room, fine shelving. Excellent enclosed white paneled window. \$40 month. Money maker for hustler, 1/2 cash. J. W. Stone, 9704 Madison avenue, N. W., Cleveland, Ohio. 792

Store To Rent—The best equipped store for dry goods or other business and best location in town. Rochester Building Association, Rochester, Michigan. 791

If you want to trade your store for land or city property, write for our free exchange catalogue containing hundreds of farms and city properties for exchange. You can deal directly with the owners. Interstate Land Agency, Decatur, Ill. 789

Clippings from Michigan and outside newspapers on any subject. Write Almond Griffen, Route 7, Grand Rapids, or call Citizens 4989. 785

Factory working overtime; can't fill orders must double capacity; shares sold for cash or installments; write for particulars. Harry E. Virden, P. O. Box 133, Mt. Pleasant, Iowa. 783

Business Wanted—Will pay cash. Am looking for a good opening. Give full description and lowest price. M. Tradesman, Box 1261, Cherry Valley, Illinois. 780

Wanted—To buy stock of general merchandise, clothing or shoes. Address Box 116, Bardolph, Ill. 777

Nuts—1911 crop blackwalnuts, \$1 bushel. Shell bark hickory nuts, \$2 bushel. Cash with order. E. Wood Co., Moulton, Iowa. 778

Save Your Hogs—Smith's hog cholera cure. Will certainly do it, or money refunded. Trial bottle \$1. Large size, \$5. Address J. H. Smith, Box 265, Waverly, Ohio. 776

All farm of 110 acres, 3/4 mile to best 2,000 city in Michigan, to exchange for general store. Address Exchange 428, care Michigan Tradesman. 774

For Sale—Up-to-date general merchandise, \$8,000. Best town in Michigan. Splendid chance for younger man. Only one competitor. Old age and sickness, cause for selling. Can reduce stock. Liberal cash discount. Address W. H., care Tradesman. 772

For Sale—Confectionery, bakery and icecream parlor, town 6,000 population. All modern and up-to-date. Doing good business, worth about \$5,000. Will sell cheaper account poor health. Sell or rent building. W. R. McCuiston, Boyne City, Mich. 763

A good chance for the right man to start a meat market with a grocery store in connection, doing from \$35,000 to \$40,000 business a year. Good location, cheap rent. Must give good reference. Write for further information to No. 762, care Tradesman. 762

For Sale—\$3,500 general stock. Annual cash sales \$18,000. Traverse City Business Exchange, Traverse City, Michigan. 770

\$4,000 equity in 120 acre farm, two sets buildings; exchange for good shoe stock, hardware or first-class general store. Swander & Swander, Hudson, Michigan. 768

For Sale—Up-to-date grocery in small manufacturing town Central Michigan, doing \$15,000 cash business. Invoice about \$2,000. Reason selling, have other business. Address 767, care Tradesman. 767

Let us sell your business, farm or fruit lands. Traverse City Business Exchange, 210 Wilhelm Bldg., Traverse City, Mich. 766

For Sale or Exchange—Woodworking plant in best railroad town in Central Michigan. Good power. Fine plant for manufacturing furniture or anything in wood. Excellent opening for lumber yard. Sickness reason for selling. Address F. E., care Tradesman. 765

I pay cash for stocks or part stocks of merchandise. Must be cheap. H. Kaufer, Milwaukee, Wis. 762

ATTENTION MERCHANTS! SHIP YOUR PACKING STOCK TO US. WE PAY CASH AND THE HIGHEST PRICES ALL THE TIME. NATIONAL FOOD PRODUCTS CO., BRIGHTON, MICHIGAN. 730

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

Kodak films developed, 10c per roll, any size. Prompt attention given mail orders. Prints 2 1/2 x 3 1/4 to 3 1/2 x 4 1/4. 4x5 to 3 1/2 x 5 1/2, 4c. J. M. Manning, 1062 Third Ave., New York City. 761

For Sale—Grocery and bakery, doing good business, equipped with first-class fixtures in town 8,000 population. Plenty manufacturing. Largest potato market in Michigan. Best of reasons for selling. Address No. 692, care Tradesman. 692

Merchandise sale conductors. A. E. Greene Co., 414 Moffat Bldg., Detroit. Advertising furnished free. Write for date, terms, etc. 649

Wanted—To buy, for cash, stock of shoes, clothing or dry goods. Address R. W. Johnson, Pana, Ill. 669

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

Safes Opened—W. L. Sloum, safe expert and locksmith. 62 Ottawa street, Grand Rapids, Mich. 104

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

Write us for plans and prices on a rousing ten-days' sale. Address Western Sales Company, Homer, La. 411

HELP WANTED.

Wanted—Clothing and furnishing goods salesman. State salary wanted. References required. Town 900 population. Box 207, Lakeview, Mich. 787

Wanted—Lady clerk, with some experience in dry goods store. Address Box 207, Lakeview, Mich. 788

Wanted—Clerk for general store. Must be sober and industrious and have some previous experience. References required. Address Store, care Tradesman. 242

Wanted—A city salesman. State in writing, age and former occupation. Address B, care Tradesman. 786

Wanted—A successful salesman with acquaintance in Ohio, Indiana, Michigan to represent strongest line of wash skirts on the market. Commission basis. Rutland Garment Co., Rutland, Vt. 784

Salesman to carry line of pearl buttons. Lock Box 418, Muscatine, Iowa. 782

SITUATIONS WANTED.

Wanted—Position by registered pharmacist, experienced in all branches, including buying. Address No. 790, care Tradesman. 790

Want ads. continued on next page.

Bay City Merchants Eat Kraut and Spec.

Bay City, Nov. 21—At the annual banquet of the local association of grocers and butchers a goodly number of the knights of the white apron and knights of the cleaver and their ladies sat down to a sumptuous German supper. When we beheld that layout we immediately saw the solution of the high cost of living, but promised to say nothing about it, so please regard this as strictly confidential. Grocers and butchers have evidently come into their own at last and are living on the top shelf.

But if you saw that team of waiters, Ed. Funnell and George Fuller, you couldn't keep the secret either. If the sauer kraut and spec were an advertised tonic this team could certainly fill the bill for the before and after taking stunt. Well sir, we never had such an opportunity to feel like a real live gormand as we had on this occasion. And the foxy waiters caused a little time to elapse between some of the courses, so that the impression would not go out that they gave any short weights.

Following the stowaway on the eats President McMorris, of the local Association, presented State President M. L. DeBats as toastmaster. To say that the genial South End merchants handled the post prandial reins cleverly, hardly does M. L. justice. He acquitted himself in such a manner as to deserve the laurel wreaths figuratively hung about by his associates. A short programme of song, story and speech was indulged in, the following responding: Jack Kavanah, Miss Tillie Utermalen and D. J. Filiatrault with musical efforts, and Messrs. McMorris, Castanier and Grigsby, and Christianson and Rhodie, of Saginaw.

A number of members of the Saginaw Association attended as guests of the local body.

Bankruptcy Proceedings in Referee Wicks' Court.

Nov. 15—George Poulos, dealer in confectionery, fruit, etc., at Grand Ledge, was adjudged an involuntary bankrupt on petition of creditors and the matter was referred to Referee Wicks.

The North American Boiler Co. was also adjudged an involuntary bankrupt on petition of creditors and the matter was referred to Referee Wicks.

Nov. 16—In the matter of Clark O. Bigler, bankrupt, produce commission merchant of Rothbury, an order was made calling the first meeting of creditors for December 1, at 2 p. m., at the office of Referee Wicks.

An order was made calling a final meeting of creditors in the matter of the Traverse City Boat Co., of Traverse City, for Dec. 4, for the purpose of declaring a final dividend and closing up the estate.

Nov. 17—In the matter of Charles Emery, bankrupt, of Pellston, a special meeting of creditors was held and the first report of Wm. J. Gillett, trustee, was allowed and an order made for payment of administration

expenses and a first dividend of 15 per cent. to creditors.

Nov. 20—In the matter of George Poulos, bankrupt, of Grand Ledge, upon petition of creditors, Judge Sessions made an order appointing Referee Wicks as receiver.

In the matter of Jay A. Haring, bankrupt, of Grant, an order having been made on the 14th day of November, requiring the bankrupt to turn over to the trustee \$4,000, which he had failed to account for, within thirty days, and the bankrupt having failed to comply with such order, a petition was filed for an order directing said bankrupt to appear and show cause why an attachment for contempt should not issue against him for disobedience of such order of Referee Wicks. Judge Sessions made an order requiring the bankrupt to appear before the court on Dec. 1, and show cause why the prayer of such petition should not be granted.

Nov. 17—In the matter of Eva A. Kingsbury, bankrupt, who conducted a general store at Summit City, Arthur W. Penny, of Cadillac, trustee, filed his final report and account and an order was made calling a final meeting of creditors for Dec. 5, at the office of the referee, for the purpose of closing up the estate and declaring a final dividend to creditors. A first dividend of 10 per cent. was paid in this matter on June 23, last.

Nov. 21—An order was made by U. S. District Judge Sessions, adjudging the Manistee Watch Co., a corporation of Manistee, an involuntary bankrupt, upon petition of creditors, and the matter was referred to Referee Wicks for proceedings. J. Roch Magnan, of Manistee, was appointed as receiver and directed to file an inventory of the assets.

Report From the Edmore Cannery.

Edmore, Nov. 21—The W. R. Roach Co. canning plant has finished the season's run here. The plant operated one month on peas, five weeks on corn, succotash and lima beans, two weeks on string beans and one week on pumpkins. The plant was in operation about three months, and a trifle better than \$23,000 was paid out to help. The plant started about the middle of June and the help varied from 100 to 350 people. The real busy time was packing peas, corn and lima beans.

The pack, representing about sixty-five carloads, is as follows: Peas, 22,000 cases; corn and lima beans, 40,000 cases; string beans, 2,000 cases, and 150 tons of pumpkins. This showing was about 25 per cent. better than last year, with all the dry weather.

The company paid out to farmers as follows in round numbers: For corn, \$7,000; for peas, \$5,500; for lima beans, \$5,000; for string beans, \$2,000. The pumpkins were grown by Roach & Co. on leased lands. The firm also raised a large amount of peas and corn, also lima beans.

If we would practice the Golden Rule, the lawyers would have less practice.

Coldwater Has Candidate For Grand Sentinel.

Coldwater, Nov. 21—At the regular meeting of Coldwater Council, No. 452, which was one of the largest in point of attendance in the history of the Council, considerable business of importance was transacted. The resignation of Senior Counselor, Chester R. Nye, was received and accepted and the officers advanced to the respective stations by the Executive Committee.

The Committee in charge of social events reported progress, and it is evident that the coming annual "Good-fellowship banquet" of the Council will be one of the best ever in point of attendance as well as the social feature in the history of the Council. Several visiting officers from sister Councils are expected to be present and we expect a good turnout of the sister U. C. T.'s, who will accompany the members.

At this meeting Brother John A. Hach, Jr., was indorsed as a candidate for Grand Sentinel and, in advocating his cause, we feel that it is only a matter of just reward for untiring efforts on his behalf. Brother Hach is the founder of Coldwater Council, and it is only through his efforts and the officers and members with whom he was surrounded from the beginning that it was possible for Coldwater Council to not only show a satisfactory growth, but to surprise even the most sceptical and we are in a fair way to increase our membership before our third anniversary in February to such size as will show an increase equal to that shown by the Grand Secretary's report in 1910.

We are a small Council in a small town, but we are loyal to the cause and we feel that we will also prove a credit to the cause in time to come. We trust Brother Hach's candidacy will be favorably considered by the sister councils throughout the State and assure you that if the favor falls upon his shoulders it will not only be appreciated by himself and his Council but will be a movement in the right direction in recognizing new and small councils whose efforts deserve recognition.

The Social Committee is also engaged at this time in arranging for the annual ball, which will be held at the date as near as possible to our anniversary in February. The two previous efforts in this direction have in the past been voted the social success of the season, and no pains will be spared to make this the most successful of any. M. C. T.

Lord Rosebery and Andrew Carnegie do not agree on the library question. The former recently opened the Mitchell Library at Glasgow, where there are 400,000 volumes, and in his remarks said: "The subject of libraries has been exhausted by the 220,000 platitudes uttered at the openings of the 2,000 libraries given by Andrew Carnegie. I am not disposed to give libraries my unqualified benediction. These enormous collections fill me with a hideous depression. Without the faculty for discrimination it is futile to provide libraries."

Mr. Carnegie's idea is that if there are enough libraries and they are used the people will soon possess the faculty for discrimination so much deplored by Lord Rosebery. Andrew Carnegie was a poor boy and in his youth never had the advantage, given many in these days, of reading good books. Lord Rosebery never knew the pangs of hardship, was surrounded by valuable books in his youth and can not understand the feelings of one deprived of this privilege. It is the viewpoint that is at fault. Lord Rosebery never had to depend upon a public library for his reading, for he had money enough to buy all the books he wanted. Andrew Carnegie did not have the money to buy books and no opportunity to draw them at a public library. He wants to give the people the chance to read good books. His libraries do not give him a "hideous depression" and so he will keep right on building them.

When a trap is set for a rat and a big rattlesnake is captured instead it proves that the serpent is not as wise as he has a reputation for being. An Atlanta man set a trap in his basement to catch rodents, but he found a rattlesnake with eight rattles and a button in the device when he went down to look. The snake was alive and warned the man of his presence by viciously sounding his rattles. The man sold Mr. Rattlesnake for \$2 and that is more than he would have received for a rat, so he feels satisfied.

Bright Boy.

"Aren't you afraid you will catch cold on such a night as this, my boy?"

"No, sir. Selling papers keeps up the circulation."

BUSINESS CHANCES.

For Sale—160 acres of land in Benzie county. Guaranteed to grow alfalfa or no sale. Address No. 799, care Tradesman. 799

Wanted—Railway mail clerks, average \$1.100. Every second week off; full pay. Examinations announced everywhere Jan. 15th. Write for free sample questions. Candidates prepared free. Franklin Institute, Dept. R 53, Rochester, N. Y. 798

Tared Weighing Tray



Pat. Applied For

Crescent Egg Company
Allegan, Michigan

For Use in Buying Eggs by Weight

The advantages of this Tray and the system of buying by weight are too obvious for detailed consideration. The fact that 6 dozen can be tested at one time is one great point, in addition to saving in breakage, convenient storage till sorted, exact count if desired, etc.

Price samples 60c each
By the hundred 50c each
By the thousand 45c each

With Only
One Writing

The McCASKEY SYSTEM

The End of
Drudgery

Simplifies the
Handling of Accounts



You might just as well use a quill pen instead of a steel or gold one as to keep your accounts in a set of books instead of The McCaskey System.

More than 70,000 merchants in all lines of business are using The McCaskey System. It shortens and simplifies bookkeeping, keeps every account posted and totalled to the minute, keeps every customer informed of what he owes. By giving a statement of the account in full with each purchase you improve your collections, put an end to errors and misunderstandings with customers over their accounts.

The McCaskey System keeps you from forgetting to charge an account. It automatically limits the credit of those upon whom you wish to set a credit limit. It will prove your loss to the penny if your store burns.

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

We'd like to send you some letters from people you know, about The McCaskey System. There is also an entertaining book, "Bookkeeping Without Books," that will be sent for the asking.

The McCaskey Register Co.
ALLIANCE, OHIO

Branches: Boston, New York City, Pittsburg, Chicago, Minneapolis,
San Francisco, Kansas City, Memphis, Atlanta, Washington.
Canada—Dominion Register Co., Ltd., Toronto.
England—Dominion Register Co., Ltd., Manchester.
Australia—New Zealand.

THE LARGEST MANUFACTURERS OF CARBON COATED
SALESBOOKS IN THE WORLD

\$

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.



? ? ? ? ? ? ? ? ? ? ? ? ? ? ? ?

IS THERE any one food-product that is known and recognized the world over to be the best of its kind in existence? ? ? ? ? ? ? ? ? ?

ANSWER:

FROU-FROU
THE WORLD'S GREATEST WAFER

IMPORTED FROM HOLLAND

Just as We Excel in Quality, So Can We Compete in Price

WRITE FOR SAMPLES AND PRICES

BISCUIT FABRIEK "DE LINDEBOOM"

American Branch 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 1/4 cts. per gallon with one barrel free with each fifth barrel shipped this season

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

STOCK ALWAYS ON HAND AT THESE POINTS

An Ideal Pickling and Table Vinegar
Satisfaction Absolutely Guaranteed

Lawton Vineyards Co.

::

Kalamazoo, Mich.



Putnam's
Menthol Cough Drops

Packed 40 five cent packages in carton
Price \$1.00

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

ONE FULL SIZE CARTON
FREE

when returned to us or your jobber
properly endorsed

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



BUY THESE DISPLAY RACKS

They are made of Bessemer steel and may be adjusted to **ANY** fruit box in a jiffy.

Aluminum enameled—sanitary and inexpensive.

Your Fruit Sales Are Sure to Increase

Apply the proposition to yourself. Wouldn't you rather buy Fruit which is racked up where it is clean and inviting—away from dirt and dust, than to walk around among a bunch of boxes and buy it off the floor?

Ideal Display Racks are sold all over the United States to the best grocers. A set of six cost only \$3.60 and will last for years.

Simply say: "Send me six racks and charge to my jobber," giving his name and address. The bill will then come to you from your Jobber. If you prefer, send money and order direct to us and if the Racks are unsatisfactory, we will return your check promptly.

But get these Racks. They do the business.

Ideal Fruit Display Co.

448 Cass Street

LA CROSSE, WIS.



TRISCUIT, the Shredded Wheat Toast, is the equal of SHREDDED WHEAT BISCUIT as a food, because it also contains the whole of the wheat, steam-cooked, shredded and baked. Owing to its special form, it is more adaptable to chafing dish cookery and is a healthful substitute for bread when eaten with cheese, marmalades, etc. Suggest it to your customers as a delicious and nourishing "change" from ordinary crackers. You'll find TRISCUIT an easy seller because of our extensive advertising and the profit makes it worth your while to PUSH.

The Shredded Wheat Co.

Niagara Falls, N. Y.

Getting in the "Cheap Class"

B. H. ALBEE

In the "Grocer's Review"

"Shun price-cutting as you would the plague. Let your customers understand that everybody is always treated just the same in your place; that you are selling a good grade of goods for a fair price, which yields you a reasonable profit. No man or woman wants you to do business for nothing. They don't themselves. But if you are foolish enough to offer them something lower than they can obtain the same thing elsewhere, then you have established the fact that you are more or less cheap."



**The Words of
The Wise Merchants**

Mr. Grocer, the *only* flaked food sold in America which does *not* go to the price-cutter at a *lower* price than to the average buyer, is

Kellogg's

"Won its FAVOR
through its FLAVOR"

